

## **ABSTRACT**

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### ***The Effect of Kitty Live Social Media use on Self-Disclosure among Students***

*(xii + 76 + Appendices)*

*As technology has advanced, live streaming services like Kitty Live have appeared. Kitty Live offers a platform for broadcasters and viewers to engage in person and may be used by anyone to make an online public appearance in order to advertise their persona and skills. which now has 50 million members worldwide, 20 million of them are from Indonesia. Students are increasingly interested in becoming (Video Jockey) vj hosts because to the popularity of the Kitty Live program. The purpose of this study is to ascertain how Kitty Live's social media usage affects student self-disclosure. Self Disclosure and Computer Mediated Communication (CMC) Theory are the theories employed. This study employed a quantitative research strategy that included survey research. Using SPSS version 25, the findings were sent to respondents to assess the validity and reliability. 30 points of assertions were found to be valid and trustworthy after running both tests. Based on the findings of the heteroskedasticity test, which revealed that the tested data were normally distributed and that heteroskedasticity did not exist, a classical assumption test was then conducted. The influence of the reason for using Kitty Live on students has a positive influence, which leads to the hypothetical conclusion that the influence of the reason for using Kitty Live significantly affects the familiarity in friendship, according to the results of the upper multiple liniear regression analysis test. The study's conclusion is that it has been demonstrated that "The effect of Kitty Live's social media use on self-disclosure among students" based on testing, evaluating, and interpreting research data. Respondents' agreement that Kitty Live used social media as a method for information gathering is evidence of this.*

**Keywords:** *Social Media, Kitty live, Self-Disclosure, Students*