

ABSTRACT

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Twitter as a Media for Self-Disclosure Among Generasi Z

Keywords: Generation Z, Twitter, Self Disclosure, Johari Window

(xiii+73+Appendices)

Self disclosure typically occurs when individuals feel trust and comfort with others, however, in this digital era, Generation Z often shares personal information on social media platforms like Twitter without considering the impact and longterm consequences. This research aims to analyze the intentions, forms, and impacts of Self Disclosure among Generation Z on Twitter. The method used is a qualitative method utilizing primary data sources through interviews and observations, during the period of August 2024. This research applies the Johari Window theory, which analyzes patterns of self disclosure (open, blind, hidden and unknown). The results of this study show that informants perceive Twitter as an online diary due to the sense of comfort and fulfillment of their needs in the process of self disclosure. From the process of self disclosure, the open window tends to be larger, the blind window slightly expands because the information shared can reveal things the individual is not aware of, while the hidden window is evident in an informant who is more protective of their privacy. The impact of this self disclosure process includes personal satisfaction but also has the potential to provoke negative reactions from others in the online world, including the risk of misuse of personal information.

Bibliography (2014 – 2024)