

ABSTRACT

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***Analysis of Gen Z Self Disclosure on Social Media TikTok as a Sharing Media
(Study on Followers of the @Hey.Tessss Account)***

Keywords: Self Disclosure, Followers of TikTok Account @hey.tessss, Gen Z

(xiii + 93 + attachment)

TikTok social media has become the main platform for Generation Z to do self-disclosure. TikTok's features allow users to share personal stories, both positive and negative, in creative ways. The @hey.tessss account is an example where followers' experiences about life, including emotional challenges, are shared publicly to gain support. This shows a shift from face-to-face self-disclosure to a more open digital public space. This study aims to find out how Generation Z carries out self-disclosure through the TikTok account @hey.tessss as a sharing medium, as well as supporting questions regarding the function of Generation Z self-disclosure through this platform. This study uses a qualitative approach with a constructivism paradigm and DeVito's self-disclosure theory. The results of this study indicate that self-disclosure on TikTok social media, especially on the @hey.tessss account, has significant application through various indicators. The amount indicator illustrates that Generation Z often shares personal information in large volumes, using this platform to express feelings and life experiences openly. Meanwhile, the valence indicator reveals that positive self-disclosure, such as happiness and achievement, gets a positive response from the audience, while negative disclosure tends to invite empathy and emotional support. Furthermore, the honesty indicator shows that honesty in sharing stories increases the credibility of content creators, helping them build emotional closeness with followers. The intention indicator also influences how disclosure is done, with the aim of getting support or feedback from the audience. Finally, the intimacy indicator shows that the depth of personal information shared has an impact on the quality of interactions, strengthening the emotional connection between content creators and their followers. Overall, TikTok functions as a sharing medium that allows its users to strengthen closeness to online communities through self-disclosure.

Bibliography: 1997 - 2023