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## Self-Concept of Milenial Generation in Managing the Boundaries of Information on Privacy on Social Media



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**ABSTRACT:** This research is motivated by the fact that humans have two strong desires in themselves, namely the desire to be one with each other or other humans around them and the desire to become one with the surrounding natural environment. Privacy is used to express themselves, so someone needs a room that supports these interests. Where each individual sets the distance for closeness with other individuals, and the ability of a person or group to decide when and to whom personal information can be shared, in the way desired by the owner of the information.

The purpose of this study was to determine the millennial self-concept in managing privacy information boundaries. The management of privacy information boundaries is discussed in the process of five basic assumptions on the theory of communication privacy management.

This research uses constructivist paradigm with descriptive research type. The research method used is phenomenology, data collection techniques in this study were obtained through premier data: in-depth interviews and secondary data through: literature study, documentation sourced in books, journals and the internet. Data validity checking technique used is authenticity & triangulation (sources).

The results of the following research are millennial self-concept in managing privacy information by controlling the privacy information that is collected and collected, then millennial makes boundaries with people who can understand and understand the rules that have been agreed upon, control information that has been shared with others, after that millennial made rules that had been mutually agreed upon in the disclosure of information, and in responding to the occurrence of safety information, 11 millennial informants chose to withdraw and 3 millennial informants maintained a good relationship.

**KEYWORDS:** Privacy boundaries, self-concept, milenial

### INTRODUCTION

The nature of humans as social beings will automatically move them to interact with others, so that as individuals, humans need other people in every process they live in. The interactions and relationships that exist between one individual and another, of course, require both parties to open up by conveying information about themselves, in order to establish a good relationship, which is accompanied by a sense of comfort and trust (Greene, 2003).

When someone feels trusting and comfortable, then he can easily convey personal information about himself and others. It is easier to express about themselves to people they like than people they do not like (Robinson, 2017). This is basically due to a fact that humans have two strong desires in themselves, namely the desire to become one with each other or other humans in the neighborhood and the desire to become one with the surrounding natural environment.

The information a person discloses depends on his/her privacy management. Privacy is a process of interpersonal restriction by regulating interaction with other people (Agung, 2012). According to Sarwono (in Nurhayati, 2012), Privacy is the desire or will to control physical and information access to oneself and other parties. Thus, privacy can be understood as a form of information that must be protected from other parties who are not entitled to know.

Each individual has its own boundaries in disclosing privacy to others. When someone does not disclose his personal information, the information will only kept in him. On the other hand, when someone freely discloses his personal information, the information will be delivered to other people (Jin, 2013).

As observed by Sandra Petronio, humans always try to weigh the demands of the situation, between meeting the needs of themselves or others (Baxter, Braithwaite, Petronio, & Durham, 2014). The dialectic that occurs inside shows that privacy is something important to humans. The existence of privacy shows that they are the rightful owners of the information they have.

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The development of social media in recent years has started to blur the realm of privacy. Social media provides virtual spaces that are designed in such a way as to resemble the real world. The reach of virtual space that relies on the internet network has created a wider connection in the virtual room compared to the real world. However, the current development of information technology tends to make individuals more open in expressing and sharing feelings about events they experience on their social media accounts rather than chatting and sharing with their closest friends.

Sharing information on privacy with large audiences on social media can pose risks to the owner due to poor management. The risk occurs when the wrong or bad person receives private information. However the disclosure of information can also create benefits for the owner if the information disclosed is received by the right and trusted person.

At the beginning of its development in the late 1990s by Bruce and Susan Abelson, social media was developed with the basic assumption as a platform that functioned as an "Open Diary" (Machin-Mastromatteo, 2012). This development was intended so that users of other platforms can read diaries written by someone in the same community (Kohli & Gupta, 2015). Along with the very significant development of the internet, the development of models and platforms has also occurred, so that users who can only read at first have been able to provide comments, such as sharing ideas, suggestions and so on.

The phenomenon of the development of social media has shaped the behavior and raised the lifestyle of a generation. Millennial generation is a practical generation that is closely attached to technology, including social media. Further, they even depend more of their lives on technology and social media. This generation has the characteristics of open communication, fanatical social media users whose lives are greatly influenced by technological developments, and are more open with a very reactive view towards surrounding environmental changes.

This study was conducted based on a theory as a support to get answers to the problems that occurred. As described by K.Glanz (in Buchanan, 1998), theory is a tool set for constructing how concepts, definitions, and proportions as well as displaying phenomena systematically by determining relationships between variables for the purpose of explaining and predicting a phenomenon. In this sense, a theory functions to anticipate events, and also to account for what has happened (Buchanan, 1998).

Researchers used the theory of Communication Privacy Management (CPM), which regulates the privacy of a person who is faced with two choices between the need to share information about himself and the need to protect himself. Petronio (in Griffin et al., 2012) argues that CPM theory provides an overview of how a privacy management system exists as a way to identify and coordinate privacy boundaries between individuals. It should be realized that humans are not only urged to keep (hide) information but also to share personal information with others.

This study used a phenomenological study approach wherein the researchers attempted to reveal the meaning of a person's experience. The meaning of people's experience will depend on how they relate to such experience. This meaning will emerge by letting the reality/phenomenon/experience open itself (Springborg, 2007). On the other hand, this meaning appears as a result of the interaction between the subject and the phenomena he is experiencing.

Every disclosure of information that someone has may rise risks and benefits. Thus, it is necessary to manage privacy boundaries that in balanced and prudent manners. Based on the background described above, the authors developed a study entitled "**Phenomenological Study: Self Concept of Millennial Generation in Managing Boundaries of Information on Privacy**"

## LITERATURE REVIEW

### Interpersonal Communication

Interpersonal communication is a very important part of everyday life. We definitely need help from others while facing problems. We need other people to share our anxiety and happiness. In essence, we need other people to help with personality development. Friends and family often enable us to overcome limitations and achieve goals. Colleagues help us by providing suggestions and criticism so that we can do our work more effectively. Sometimes, we just want to hang out with people we like and trust (Wood, 2013)

Interpersonal communication cannot be separated from communication between two or more people which is based on mutual acquaintance, respect, pleasure and comfort (Nelson & Quick, 1994) which involves a limited number of people who already know each other, where immediate mutual relations and trust exist (Slocum, 2007). According to Nelson and Quicks (Nelson, D. L., & Quick, 2003), effective interpersonal communication depends on 5 keys of communication, namely: expressive speakers, empathic listeners, persuasive leaders, sensitive people (sensitive to the other person's feelings), and informative managers.

<sup>1</sup> (Griffin dan Moorhead (2014) state that mutually beneficial interpersonal communication behavior must be based on knowing each other, having mutual respect, having a sense of belonging or affection, and the feelings of happy and comfortable (enjoying interaction with one another). Based on the above concepts, it can be synthesized that interpersonal communication is an activity to exchange information and meaning that is carried out by two or more people on the basis of knowing, trusting, respecting, belonging each other and happy feeling.

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### Self concept

Self-concept is defined as an understanding of oneself that arises from interactions with other people. Self-concept is a determinant for our communication with others. Self-concept is the view and feeling about ourselves. This perception of self can be psychological, social and physical.

Self-concept is a set of perspectives that people believe about themselves. Roles, talents, emotional states, values, social skills and limitations, intellectuality, and so on, are factors which form the self-concept (Richard West, 2008). Hughes, Galbraith and White (2011) also states that self-concept is a description of oneself which also contains self-evaluation. This is also related to the individual's self-esteem. Baron, Byrne and Branscombe (cited in Sarwono, 2009) define self-esteem as an evaluation process carried out on oneself which shows a person's entire attitude towards himself. Then, to find out the self-concept that exists within the individual, the individual carries out a process of self-awareness in which individuals direct their attention to themselves to find out their self-concept (Pane, Fikri, & Ritonga, 2018).

Interpersonal communication is not only influenced by self-concept, but also by individual beliefs in their abilities or what is commonly called self-efficacy. Self-efficacy is important for achieving the goals of interpersonal communication (Rubin, Powers, Martin, & Bruning, 1993). In line with it, (Dwyer & Cruz, 1998), found a significant relationship between speaking anxiety and self-efficacy. A similar opinion was expressed by P (Chatterjee, Frank, Murphy, & Power, 2009), that individuals with low self-efficacy tended to not believe in their abilities and gave up easily. This is a feeling on how to experience the moment, which one can choose to do something or not (Buchanan, 1998).

### Communication Privacy Management Theory (CPM)

Communication privacy management theory (CPM) is rooted in assumptions about how an individual thinks and communicates as well as assumptions about human nature. This theory makes three assumptions about human nature: (1. Humans are decision makers), (2. Humans are the rule changers and the rule followers), (3. Human choices and rules are based on consideration of others and also self-concept). Petronio found that humans made choices and rules regarding what to say and what to keep from others based on "mental calculus based on several important criteria such as culture, gender, and context (Griffin et al., 2012).

Communication privacy management theory achieves these goals by proposing four basic assumptions as follow:

1. Information on privacy regarding disclosure. If we focus on the content of the disclosure itself, it is possible for researchers to describe the concepts of privacy and intimacy, and study them. Petronio argues that intimacy is the feeling or state of knowing someone deeply by means of physical, psychological, emotional. Conversely, private disclosure is interested in the process of telling stories and reflecting on the content of private information about other people and ourselves (Baxter et al., 2014).
2. Privacy boundaries. This theory relies on the metaphor of boundaries to explain that there is a line between being public and being private. On one side of these boundaries, people keep private information for themselves (Petronio, Giles, Gallois, & Ellemers, 1998) and on the other hand, people disclose some private information to others within their social relations. When private information is shared, the boundaries around it are called collective boundaries, and the information is not just about oneself; this information belongs to the existing relationship.
3. Control and Ownership. This third assumption is based on the idea that people feel that they have private information about themselves. As owners of information, they must be in a position to control who can access information about their privacy.
4. Management System. The system's rules are the framework for understanding the decisions people make regarding private information. Rule-based management system allows management at both individual and collective levels. It is also become a complex arrangement consisting of three processes: privacy rule characteristics, boundary coordination, and boundary turbulence.

### Millennial Generation

Millennial Generation is a term of generation that is currently being discussed by many groups of various fields in the world. Millennials or also known as Millennial Generation or Generation Y is a demographic group (cohort) after Generation X. Social researchers often classify generations born between the 1980s and 2000s as millennials. It can be said that the millennial generation is the current young generation who are currently in the age range of 15 to 34 years (Naldo, 2018).

Millennial Generation aged 18-40 years has behaviors and habits of high level of enthusiasm for the use of technology, but it affects their attitudes and behavior. Technology has two impacts. The first is a positive effect, namely providing humans with the ease of interacting, finding information, while the second is a negative effect wherein humans become selfish, instantaneous and show a bad interaction with the environment (W, Poluakan, Dikayua, Wibowo, & Raharjo, 2020).

Erving Goffman (in W, Poluakan, Dikayua, Wibowo, & Raharjo, 2020) revealed that every internet user on social media used a dramatic metaphor to explain how actors in cyberspace interaction treated themselves. In line with this, humans



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could create identities as much as possible according to the roles they take and want in this technological era, regardless of their surroundings.

Larry and Richard E. Potter (2012) argue that social media has also brought drastic changes in beliefs, values, and attitudes. In terms of beliefs, social media is able to change people's behavior according to their faith and beliefs. Moreover, social media is also able to change the values adopted by society which are then shifted by its presence. Whereas regarding attitudes, social media has changed the way people communicate.

In fact, the presence of social media has brought changes (W et al., 2020). First, regarding the world view, social media has changed the way people perceive the world. They no longer see using narrow glasses, but in a broad view. The orientation has also changed, especially among early adults, which is commonly called millennial.

Second, in terms of social organization, Millennials view social organizations as non formal and real organizations but are more understood as virtual organizations with weak attention. Whereas in organizations established by social media, each member feels a high degree of interest and responsibility with the social organization.

The third is in terms of human nature. Human nature is a character possessed by humans. Human nature that is shown in everyday life cannot be separated from their cultural background. Social media has changed a people's behavior, especially millennials since "self" is made the "center" of all social media activities. Thus, it is not uncommon that attitudes such as selfish, a lot of demanding from others and not being able to respect others often appear.

### METHODS

This was a qualitative study. According to Sugiyono (2014), qualitative method is applied based on the philosophy of positivism to determine the conditions of natural objects (as opposed to experiments), with the researcher as the key instrument, data are collected with triangulation (combined) technique, data are analysed in inductive/qualitative manner, and the results emphasize meaning rather than generalization. Bogdan and Tailor, as cited by Moeleong, define qualitative methodology as a study procedure that produces descriptive data in the form of written or spoken words or policy action (Moleong, 2017)

This study used a qualitative approach and presented descriptive characteristics. The data used here were primary data which were collected directly from the sourcepersons and the researchers became part of the main instrument of analysis. Furthermore, the secondary data were derived in the form of meaningful words in sentences or pictures (Sutopo, 2006).

This type of study used was phenomenology. Phenomenology describes the structure of consciousness in human experience. The phenomenological approach seeks to let reality reveal itself naturally. Through "inducement questions", study subjects are allowed to tell all kinds of dimensions of their experience related to a phenomenon/event (Aspers, 2009). Phenomenological study assumes that every individual experiences a phenomenon with all his consciousness. In other words, phenomenological study aims to explore the deepest awareness of subjects regarding their experiences in an event (Springborg, 2007).

Data were collected through observation and interviews. The interview can be applied as a data collection technique when the researchers are willing to conduct a preliminary study to find problems to be studied, as well as when the researchers want to reveal more in-depth facts from the respondent (Sugiyono, 2014: 317). Through interviews, the researcher may understand the concepts hold in the respondent's mind and heart, namely things that cannot be known through observation. Interview guidelines were applied to direct the interview towards the study focus. These guidelines were not too strict in nature so that they could be developed and modified according to the needs of the researchers. Observations were also made in this study.

In this study, researchers selected 14 informants from final year students who were included in the Millennial Generation category at Mercu Buana University, in the major of Public Relations, class of 2015.

### RESULTS AND DISCUSSION

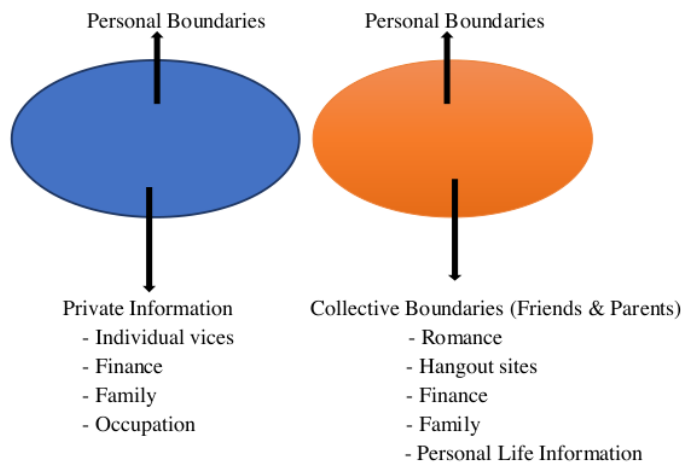
#### Millennial Self-Concept Through Motives in Managing the Boundaries of Information on privacy

Information on privacy is an important and sensitive matter. Privacy is said to be important because every individual can admire and respect each other in social life. Individuals are the decision makers that a privacy is private and cannot be conveyed freely. In this study, informants had criteria related to the purpose of the sharing of information on their privacy. Information on privacy at the friendship boundary is divided into two, namely, personal or private information and information within collective boundaries. From the results of interviews with 14 informants from final year students who were included in the Millennial Generation category at Mercu Buana University, in the major of Public Relations, class of 2015 as the part of the Millennial Generation, it was found categories that became boundaries for information on privacy to illustrate information delivery for the need of self-conception.

An information became personal privacy because the information was not disseminated to other people since it had the potential to cause a bad perception of him. Information on privacy had limitations in its delivery that were due to the belief that the information on privacy space was kept and the boundaries also determine to whom the personal information could be conveyed. Friends and parents were examples of categories of people who were trusted to know the information on privacy they

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have. This is in accordance with the CPM theory that there are private boundaries which make the surrounding information become collective boundaries. Only certain people can know the information on privacy conveyed by individuals.



Contextual and motivational criteria were required by the Millennial Generation in managing their information. Contextual criterion was based on the existence of environmental driving factors, special circumstances that might lead to openness or decision to not open something up, and motivational criteria lead to decisions to open something based on their motivation. This is in accordance with the CPM theory applied in this study which states that intimacy is performed during special circumstances such as motivational needs.

Based on the study results, informants could disclose information to people who they think had a long enough relationship and often communicated intensely like friends. They had a mutual agreement to protect each other's information on privacy into mutual privacy. Gender equality was also an option for sharing a lot of information on privacy. This is in accordance with the CPM theory that the same feeling is the reason for gender equality to be an easy space to share information with each other, especially if there is mutual motivation and advice provision. Closeness to other people lead disclosure about the realm of privacy. It also created a comfortable situation to chat, talk and develop mutual trust to keep the information told for not becoming public consumption.

### Millennials' Self-Concept through the Meaning of the Act of Managing the Boundaries of Information on Privacy on Social Media

As explained in the literature review, communication privacy management theory<sup>1</sup> is rooted in assumptions about how an individual thinks and communicates as well as assumptions about human nature. This theory makes three assumptions about human nature: (1. Humans are decision makers), (2. Humans are the rule changers and the rule followers), (3. Human choices and rules are based on consideration of others and also self-concept).

Technological changes that are increasingly advanced have made it easy for individuals to find information and also exchange messages without being hampered by distance and time. Social media is a medium for Millennial Generation to take advantage of self-existence and also the development of self-concepts. With no time and space boundaries, privacy space becomes difficult to manage because social media has become public consumption. The existence of a regulation to manage social media also provides a rule for oneself regarding what can be conveyed to the public what is not. This is in accordance with the CPM theory adopted for this study, which states that human choices are based on considerations of other people and their self-concept. Not everyone on social media is a close person, and one should understand his condition and self-concept, so that it is required a good management of information on privacy by utilizing facilities on social media.

Based on study results, Millennials were very skilled at applying and using social media. However, it is very difficult for them to manage the existing boundaries, especially regarding his privacy. Weak management of disclosure of information on privacy makes such information easily accessible to others. Data protection is often overlooked, even though there are privacy setting tools provided on every social media.

Based on the study results, the most widely used social media were the Whatsapp and Instagram applications. Whatsaap ws used since it made it easier to send messages such as personal chat or college, work, and family matters. Instagram was often used in self-existence, not infrequently the formation of self-concepts. Instagram was employed as a site to find information related to hobbies, culinary information, and also traveling. This is consistent with the CPM theory that humans are the rule

changers and rule followers. Humans deserve full rights to themselves. What he needs as well as what he does not need can be managed. Boundaries related to information on privacy must also be managed properly because it is their right and technological development makes this process easier.

### CONCLUSIONS

1. The informants performed communication management in the form of delivering of information on privacy depending on the mutual agreement that has been developed from the beginning, the contextual and motivational criteria required. The basic characteristic of the self-concept of Millennial Generation can be observed by the control over who, where, and how information on privacy is conveyed.
2. Personal closeness was an option for Millennial Generation in providing information on privacy such as for parents and friends. This closeness was considered as mutual trust in keeping the information conveyed and also a choice in managing information boundaries.
3. Millennials used social media as a medium in managing information on privacy. Such management was also accompanied by an understanding of these social media features, such as privacy setting so that the social media used had access restrictions. Social media makes it easy to find information so that Millennial Generation can easily fulfill their needs to form self-existence.

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