

OPTIMIZATION OF PRIVACY MANAGEMENT FOR EDHO ZELL'S IMPRESSION INTENSITY IMPROVEMENT

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Abstract

This article explores Edho Zell's, a celegram's privacy management in determining how deep his Instagram's impressions toward his followers. The videos he uploaded on YouTube depicted his past experiences when he wanted to commit suicide. It was assumed that these should have an effect on the formation of the impression Edho Zell built in a certain period of time. This study employed an explanatory research survey method from a quantitative approach, with the criteria of privacy boundary rules from communication privacy management as the basis for independent variables. Based on the results of data collection through the distribution of questionnaires, it was found that videos containing Edho Zell's personal information had an effect on the formation of his self-image by 45%. It is hoped that through the results of this study, everyone who is categorized as an active social media user can understand how to manage privacy boundaries in terms of forming an impression.

Keyword: Privacy Management; Impression Intensity; Edho Zell; Social Media

Introduction

The development of the internet and information technology is now unstoppable (Kholit & Nastain, 2020: 143). This is because the internet and information technology provide convenience in accessing information (Yodiansyah & Nanik, 2021: 122). Everything related to the internet and information technology that is known today is the use of new media through social networks (Islamy et al., 2018: 22).

The development of the internet and information technology gives birth to various new livelihoods, especially referring to the emergence of many content creators that can be found today. (Amalia & Satvikadewi, 2020: 81). Many of them make their living by working on popular platforms such as Facebook, YouTube, and Instagram. Husna (2019: 180) perceives that their existence is the consequence of most people's needs to use social media today, namely to be able to relate to each other and to manage image.

Talking about social media, YouTube and Instagram are media that are widely used by content creators to earn income (Carolina & Inayati, 2021: 533). According to Faiqah et.al (2016: 259 - 260), the reason why YouTube has become the most favorite internet media around the world is the easiness of this service to upload users' videos, which later can accessed by other users for free. That is why YouTube is a video storage place with the greatest demand because it is a complete media with varied contents (Christian, 2019: 144).

The increasing number of YouTube fans gave rise to creators in the digital industry known as YouTubers. YouTubers can be referred to as a person or group of people with their own characteristics, intentionally producing and distributing video content (Fitriawati & Retnasary, 2018: 1). Besides YouTube, Instagram is also widely used as a source of income. Nowadays, there has been dramatic increasing number of people use Instagram as their social media platform (Dahono, 2021: 1). Indonesia is the third largest Instagram users, with a total of \pm 55 million people (Arenggoasih & Khatibah, 2019: 175; Wati, 2019: 723). The platform fulfills the need of Indonesian people who are willing to share stories through this social media page. Through Instagram, they can display their creative art in term of photos and videos (Ratnasari & Oktaviani, 2019:

192). In addition, it also allows other people to comment and become followers.

The more popular content an Instagram account has, the more followers it attracts people to subscribe. No wonder, Instagram also has a livelihood domain known as celegram. As its name implies, a celegram refers to an individual who has high popularity on the Instagram platform (Ratnasari & Oktaviani, 2019). He or she has an appeal through the content he or she creates to attract a large number of followers (Mefita & Yualinto, 2018: 1).

The influence of the emergence of new media such as YouTube and Instagram does not simply evolve the internet (Kusuma & Azizah, 2018), but also many aspects of human life from the way to communicate to the way to interact among people. Communication is no longer carried out as it used to be. Since the advent of technological developments, the world stage is felt as borderless or in the sense that all information can be freely opened (Ishaq, 2021: 41). Every activity that people can be monitored through social media, even though they don't know each other (Mulawarman & Nurfitri, 2017: 36).

The existence of virtual world make people have two worlds of life, real and virtual worlds (Nainggolan et al., 2018: 1). Understanding the world stage can now be seen from social media. Someone who is known in the real world can be different from what people see on his social media account. This relates to how individuals show themselves on social media. This phenomenon causes the lives of many people to become more flexible in developing themselves.

Unfortunately, this phenomenon may create problems because social media users seems to have no privacy restrictions (Triputra & Rewindinar, 2020: 37). Individuals try their best by frequently uploading what they want to show so that they can be recognized according to their personal desires (Setiadi, 2014). In presenting themselves, each person has their own preference of expressing him or herself. There are various types content such as telling stories about personal life, activities carried out, expressing opinions, creating creative content, and much more (Krisnawati, 2016: 181).

Westin (in Bahfiarti, 2020: 69).argues that privacy is referred to as the condition of an individual or group of people in determining at what time

and who will get private information. Disclosing privacy to others can be said as the process of communicating personal information to others

The easy and fast dissemination of information through the internet provides a wide scope for the spread of privacy. This opens a great opportunity for other parties to access an individual's personal information. For most of the virtual community, this is a threat. In the two different worlds, privacy is still frequently violated. For example, on the Facebook platform, people can freely upload, comment, like, and share photos or videos of other users. Facebook has become a platform to expand connections easily. However, it is necessary to be aware that the use of such a site can be used to criticize, insult, incite, and even deceive others (Islamy et al., 2018: 24).

Basically, individuals have the right to behave and set limits on both public and private content (H. P. Lestari, 2020). This causes some people's impressions of one individual to vary. Goffman assumes that when interacting to other people, a person has a tendency to create his or her image which can be accepted by the audience. They do a lot of actions to manage such impressions. By determining the strategy under certain conditions, they are eager to achieve the impression (Versigny, 2018: 64). In the act of managing impressions, each individual uses the front and back stages which involve the process of interpreting communication by the audience (Sulaeman et al., 2018: 89).

A content creator from Indoensia who caught the attention of researchers was Edho Zell. Born in 1986, this youtuber was ranked 2nd as the most subscribers in Indonesia after Raditya Dika, in 2017. During that era, Edho Zell's video content in his YouTube channel was still themed on games, music parodies, vlogs, and entertainment (Angelina & Saputra, 2017: 19). Until 2019, Edho Zell's income was recorded to have reached US \$ 3,200 - 51,000 per month. This fairly high income Edho Zell earned has impacted the emergence of new content creators (Supriono, 2019: 25).

Before becoming a famous person, Edho Zell had a long journey. In Edho Zell's video of "Drawing my life" (2015), he narrated that he grew up as a third child from a broken home family with his single mother. He did not know his father at all. This condition shaped Edho to be an introverted child in which he did not like to talk about himself to other people. To make it worse, his mother remarried and followed her new

husband and left Edho living in Jakarta by himself, without money and friends.

The climax of his tragedy was when Edho Zell wanted to commit suicide in 2012 because he failed to get married. Recovering from this desperate situation, Edho Zell thought that he should not only work for himself but also for others. This was the critical moment where the search for his true identity began (Karja, 2019). Edho Zell started his career as a YouTuber and has now become a fairly successful entrepreneur in various businesses (Sari, 2021).

The phenomenon of Edho Zell's disclosure of his private life to public attracts researchers' interest to apply communication privacy management theory (Ievansyah & Sadono, 2018: 151) by focusing on the boundaries of privacy based on the criteria of privacy rules and boundaries. The research question refers on how Edho Zell manages the impression on the social stage as the front stage, in this case Instagram, impacts his followers. So that this research aims to determine the effect of privacy management in Edho Zell's YouTube videos containing his private information, on the formation of his impression.

In achieving this goal, the researcher used communication privacy management theory and dramaturgy which focuses on impression management, as the theoretical basis. The theory of communication privacy management was coined by an expert named Sandra Petronio. This theory has the assumption that each person has the right to reveal or hide his private information to other people of his choice. This theory focuses on individual negotiation processes for the disclosure of private information (Bahfiarti, 2020: 68).

Griffin and friends (2019: 147-149) state that there are five factors that play a role in communication privacy management theory, namely; (1) Cultures, in which different cultures may also differ in valuing individuals doing the information disclosure; (2) Gender, in which several studies found that women reveals more than men, though the result was still varied; (3) Motivation; (4) Context, in which traumatic past events become a nuisance in sharing privacy; and (5) the ratio of risk and benefit. The risk and benefit ratio is calculated in opening or sharing private information. The reported benefits of sharing private information are stress relief, getting social support getting closer to the people we tell, and the opportunity to

influence others. However, the usual risks are shame, rejection, and public discovery of one's secrets. Meanwhile, in describing the intensity of impressions, the researcher employed dramaturgy which sees humans as drama actors always presenting themselves on a theatre stage (Hersavira, 2019: 47). Furthermore, Goffman in Anindhita (2018: 3) claims that social life has two sides, one of which is called the front stage. The front area is understood as a space that allows individuals to act and display the side they want to show to their social environment. With impression management, individuals can form certain impressions at certain times in achieving the desired goals (Arianto, 2019: 99).

This study utilized the word intensity in message management whether message management can be derived and measured. Rismiaturun and his friends (2020: 150) argued that verbal and non-verbal communication had a close relationship with impression management. The results of the Guadagno and Cialdini's study (in Harijanto (2014: 3) show that men and women have different frequency intensities in managing impressions. Therefore, the derivative of impression management that can be measured are the intensity itself, frequency, verbal action, and non-verbal action.

Research Method

The report under study collected research data by using a survey method via distributing questionnaires. The quantitative approach limited the data collected by taking several samples from the total population (Adiyanta, 2019: 700-701). By employing the survey method, the researcher intended to see the symptoms that occurred in certain groups. This method was assumed to be suitable for getting an overview of Edho Zell's Instagram followers regarding the management of privacy and the impression formed by Edho Zell (Muchtar & Ghalia, 2018: 152).

The researchers determined Edho Zell's Instagram followers as the population and data source. From the population size, the sample was drawn using a simple random sampling technique and the Slovin formula (Supriyanto & Iswandari, 2017: 175-176; Wono & Aji, 2020: 82). This strategy was employed due to the consideration that the application is easy and there is no need to specify specific criteria anymore. The

questionnaires were distributed online via Instagram direct messages, in the form of Google Forms.

Results and Discussion

This focus of this study is Edho Zell as the object to be studied. Edho Zell is known as a YouTuber who has more than 3.8 million subscribers. Together with his extended family, he creates video content with the theme of family, fun, food, and travel, which is uploaded every Monday, Wednesday, and Friday, at 16.00 WIB. Edho Zell started his career in the YouTube world, when he saw the video of the Poison Conch from Shinta and Jojo, and became interested in making videos with the tools available at that time (Rahman, 2018: 29). Not only working as a YouTuber, Edho Zell also makes income through other social media accounts, such as Instagram as a celegram. On Edho Zell's Instagram, he promotes his business such as *Nyapii*, *Immida Café*, *Warteg Gratis*, *Social Bread*, *Tokkebi*, *Wowteg*, and so on.

The data in this study were obtained from the results of questionnaires with a total of 100 respondents. The number of respondents was obtained through the calculation of the sample from which the population had been determined. The sampling technique considered several characteristics in order to provide appropriate and precise data. These characteristics included having followed Edho Zell's Instagram social media for quite some time and having disclosed gender, age, and Instagram account name as the respondent's identity.

Of the 100 respondents who filled out the questionnaire, there were 54% or 54 people who were male, and 46% or 46 people were female. It can be concluded that male followers had bigger number in term of those who filled out the research questionnaire. Then, the average followers of Edho Zell were 19 years old and 20 years old with the age range of 15 and 34 years. The data was then tabulated by using SPSS 26.0. In validity test, it was found that the items in the questionnaire which refers to privacy management variable could be claimed to be valid as its value is than 0.361 r table. In addition, the statement items which become intensity impression variable or Y variable could be claimed as valid since its value was more

than 0.361 r table. These tests confirmed that the test items could be used as the research instrument for this research (Zahra & Rina, 2018: 49).

Not only conducting the validity test, the researchers also found the results of the reliability test by calculating the Cronbach's Alpha value. The results obtained were 0.888 from 20 statements. Since the value was 0.888 or more than 0.6, it could be determined that the privacy management variable or X variable was reliable. The next result showed that the result of calculating Cronbach's Alpha value was 0.816 out of 16 statements. Based on the researcher's guidelines, since the value was 0.816 or more than 0.6, the impression intensity variable or Y variable was also reliable (Zahra & Rina, 2018: 50).

Table 1. Simple correlational analysis / Linearity

Statements		Impression intensity
Privacy management	Pearson Correlation Sig.	0,671 0,000

Based on table 1, namely the privacy management variable on the formation of impression intensity, there was a relationship seen from the significance value of 0.000 which was smaller than 0.050. Then it was also found that coefficient value through Pearson Correlation on the two variables was 0.671 which means it had a strong or high relationship (Dewi et al., 2018: 198). This shows that the relationship between the two variables was positive (Ardianto & Priyanto 2017: 53).

It can be concluded that privacy management has a strong relationship with impression intensity. The researcher argues that consistent privacy management can significantly increase the intensity of impression formation.

Table 2. Model Summary

R	R Square
0,671	0,450

Furthermore, in table 2, it is found that the correlation value (R) was 0.671 and the coefficient of determination (R Square) was 0.450. It can be concluded that the influence of privacy management as an independent variable on the intensity of impressions as the dependent variable is 45% (Katemba & Djoh, 2017: 45).

Table 3. Coefficient (X Variable – Y Variable)

Constant	Regression Coefficient Value
31,471	0,453

Based on the regression coefficients in table 3, it is known that the constant (a) value was 31.471, and the privacy management regression coefficient was 0.453. To put it into the formula, it becomes $Y = 31.471 + 0.453X$ (Faisol et al., 2016: 24). It can be concluded that the constant (a) value of 31.471 means that the consistent value of the impression intensity variable as the dependent variable is 31.471. Then, the privacy management regression coefficient of 0.453 states that, for every 1% addition of the privacy management value, the impression intensity value increases by 0.453. The regression coefficient can be said to be positive, so the direction of the influence of the X variable on the Y variable is positive (Agustyawati, 2019: 18).

Furthermore, there were results obtained from the calculated t value of 8.955 in which the t value of this study was 1.984 (Lestari et al., 2019: 44). Since the value of 8.955 is more than 1.984, it can be concluded that privacy management as an independent variable has an influence on the intensity of impressions as the dependent variable. Then, it was also found out that the significant value was $0.000 < 0.050$, meaning that the privacy management variable has an effect on the intensity of impressions variable (Padilah & Adam, 2019:119). These results lead to the argument that there was an influence of privacy management on the intensity of Edho Zell's impression.

Thus the researcher can conclude that the influence of privacy management on the intensity of the impression has a close relationship and also has a strong influence. As an example of this result, as mentioned in

the background, the case of Edho Zell sharing privacy about himself in the past, formed a strong impression on Edho Zell's personality toward his subscribers and followers. In this case, the use of theory in this study is proven to be right

The theory used in this research is communication privacy management theory and dramaturgy. Communication privacy management theory looks at how individuals as private owners manage and determine the boundaries of their privacy (Ievansyah & Sadono, 2018: 151). Individuals can freely manage, process, and communicate their privacy to other individuals or groups.

The first impression when Edho Zell entered his new social stage at YouTube created something strong. He is funny, interesting, creative, and so on. However, behind these positive traits, many subscribers and followers did not know until Edho Zell uploaded his video entitled "Draw My Life – EdhoZell (100K Subscribers!!)". In this video, he shared a glimpse of his private past information with the public. Then, in the video entitled "My experience of depression and suicide . . .", he again clarified personal information about himself by telling things he had not conveyed in the previous video.

The researchers under this study categorize Edho Zell's personal information that he uploaded as private. Even though as the owner of privacy, he has the right to share his privacy with anyone, since he made it public, the recipient of information who watches the video can be categorized as a co-owner of Edho Zell's privacy.

Through the criteria of boundaries and privacy rules, the researcher looked at various factors that played a role in sharing his privacy. The five factors are, among others, culture, gender, motivation, context, and risks and benefits. The results of the data collected from the questionnaire show the percentage of each factor is represented by several statements. This determination is seen from the point of view of Edho Zell's Instagram followers.

Cultural factors are represented by two indicators, namely low context, and high context. In the low context indicator, the percentage agrees from one statement and strongly agrees from one statement. Meanwhile, the high context indicator gets a percentage of agreeing from two statements. Edho Zell's Instagram followers agree that there are cultural factors in

Edho Zell's privacy management. In this case, low context culture is more influential than high context culture. Low context refers to be a person who is straightforward, open, and always right on a certain subject. In contrast to high-context cultures, which tend to make small talk on a topic of conversation that does not lead clearly to a certain point. Thus, it can also be concluded that Edho Zell's character tends to prefer small talk and tends to be open to all topics of conversation.

The second factor, namely gender, is represented by two indicators, namely gender equality and gender differences. In the gender equality indicator, the percentage is taken from two statements. Meanwhile, the gender difference indicator gets a percentage of agreeing from two statements. It can be concluded that Edho Zell's Instagram followers agree that there is a gender factor in Edho Zell's privacy management. In this case, both indicators are equally influential.

The factor of gender differences is an important point in the management of privacy. There are times when a woman is comfortable opening her privacy with other women. There are also women who are comfortable opening up their privacy because they feel they don't share too much what they say. This situation is on the contrary to men. Gender differences can also be supported by factors of closeness and comfort to each other. In this case, it can also be concluded that Edhp Zell is also comfortable telling his privacy to both men and women, considering that many his followers are also women.

The third factor, namely motivation, is represented by 2 indicators, namely strong reasons and proximity. On the indicator of strong reasons, the percentage agrees from two statements. Meanwhile, the proximity indicator gets a percentage of agreeing from two statements. It can be concluded that Edho Zell's Instagram followers agree that there is a motivational factor in his privacy management. In this case, both indicators are equally influential.

This factor, as previously explained, is not only a sex difference factor but also a closeness factor. Where it is possible between men and women will disclose their privacy freely if the closeness in the relationship is considered strong. Not only on the proximity factor, there should also be a strong reason. His uploaded video entitled "My experience of depression and suicide. . ." was made on the basis that there are many suicide cases in

Indonesia. That is why a public figure like Zell felt compelled to share this information in the hope that it can be an inspiration and prevent further cases.

The fourth factor, namely context, is represented by two indicators, namely traumatic experiences and shared privacy. In the traumatic experience indicator, the percentage agrees from two statements. Meanwhile, on the indicator of sharing privacy, the percentage agrees from two statements. It can be concluded that Edho Zell's Instagram followers agree that there is a context factor in his privacy management. In this case, both indicators equally affect.

In the context of experience, the researchers argue that another strong reason why Edho Zell compelled to tell his secret of trying to commit suicide was because of his own similar experience so that he wanted to share his story to be an inspiration to many people. However, it should be noted that the way each individual discloses privacy is different from one another. There are also those who do not want to share their traumatic experience because they don't want to recall similar incidents.

The fifth factor is risk and benefit, represented by two indicators, namely satisfaction and rejection. The satisfaction indicator gets a percentage of agreeing from two statements. Meanwhile, the rejection indicator gets a percentage of agreeing from one statement and disagree from one statement. It can be concluded that Edho Zell's Instagram followers agree that there is a motivational factor in his privacy management. In this case, the satisfaction indicator is more influential than the rejection indicator.

Based on the percentage of each factor that has been explained, it shows that gender, motivation, and context factors are more influential than cultural and risk-benefit factors, in managing Edho Zell's privacy on his social media. The management of privacy in this study is X variable or independent.

Conclusion

The use of social media in an age of technology that continues to develop is inevitable (Kholit & Nastain, 2020: 143). This platform has provided a space for users to be able to connect with each other, to share

information, and to form a self-image. In addition, this technology platforms are also used as a means of earning income. Each individual begins to form his or her own world known as cyberspace. Unfortunately private information can also be consumed by the public. Therefore, through this research, it is hoped that social media users will be able to manage privacy so that the impression that arises is not bad.

The basis in this study uses impression intensity as a measuring tool which is a derivative of dramaturgy (Mahmudah, 2019). This may become a weakness in this study because the perspectives taken comes from Edho Zell's Instagram followers' perspective, and not from Edho Zell as the subject. In addition, this study only looks at the perspective of Edho Zell's Instagram followers randomly, meaning that the experience of introducing each individual to Edho Zell is still diverse.

The results obtained from this study are that there is a strong and positive correlation and influence in which privacy management can greatly affect the intensity of impression formation. Proper privacy management makes the impression should be managed by the account owners on their respective social media. Edho Zell's first impression is a comedy which has changed significantly after the video entitled "My experience of depression and suicide . . ." appeared. A strong sense of humorous Edho Zell has turned into the inspirational one.

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