

The TikTok Users Perception Relates to the Influencer's Communication Privacy Management

Eka Arsyad Handayani¹, Micah Hana Silwanus², Mustika Gardhini³,
Rachel Vivaldy⁴, Rudin Hidayat⁵, Yulian Suryo Mulyono⁶, Adinda Arifiah⁷

^{1,2,3,4,5,6,7}Communication Department, Universitas Siber Asia, Jakarta, Indonesia

Corresponding Author: Adinda Arifiah

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ABSTRACT

This research has purposes to analyze relates to public perceptions, especially from TikTok users, regarding the influencer's communication privacy management. The design used in this research was descriptive qualitative methods with data collection techniques in the form of questionnaires which has been delivered to 10 informants. The data analysis technique was conducted by displaying data, reducing data and drawing conclusions which were then examined for its validity through the triangulation method. The results indicates that the use of TikTok as an influencer's media in order to promote their products has been done very effective, but these influencers need to understand the limitations of privacy that exist and set a good example for their followers. The public society are expected to be wiser in the use of social media, in an effort to minimize the risk of crime that occurs due to the freedom of social media.

Keywords: TikTok, Public Perception, Communication Privacy Management, Influencers.

INTRODUCTION

Today's, the advance of technology and digitalization are massively growth, causing the use of various social media has been increase rapidly, including in Indonesia. Referring to the We Are Social report, the number of active users of social media in Indonesia continues to increase from year to year with internet usage reaching 88.1% (Prasetyo et al., 2022). Furthermore, in January 2022, the number of active social

media users has been inclined by 12.35% or as many as 191 million people compared to the previous year which only reached 170 million people (Mahdi, 2022).

In line with the growth of the internet and social media users, The TikTok as a newcomer on social media is capable to compete with other social media, such as YouTube, Facebook and Instagram. This can be seen from the increase in TikTok users that reached 98% in January 2022 (TikTok Newsroom, 2022). Besides that, the insider intelligence report said that the active TikTok users are predicted to become the third largest social media with 775 million active users in Indonesia by 2022 (Kompas, 2022).

With this such of increase, it is not surprising that many people use TikTok media for various activities, such as entertainment, adding relationships and even for business purposes such as what influencers do. An influencer usually uses TikTok to strengthen the promotion and marketing of a product or service that it offers, so it will affect their followers to do something (Moedasir, 2022).

Today, it is revealed that Indra Kenz as one of the leading influencers in Indonesia has been caught in a fraud case under the guise of Trading Binomo. Indra Kenz was detained by the authorities due to reports of non-money laundering crimes by several people who were followers of the affiliate. Based on the data that the author obtained stated that Indra Kenz's total assets

confiscated by the police reached IDR 57.2 billion related to the case that ensnared him (Detik, 2022).

In running the Binomo business, Indra Kenz is very active on marketing its product through TikTok media. Furthermore, according to the author's observations, influencers in using TikTok very often flaunt their wealth and spit out their personal life of the influencer himself. This, certainly has an impact to the economic inequality in society, which will later cause an envy from followers and lead them to the actions of following their style through various investment products offered.

Research conducted by Endarwati & Ekawanti (2021) found that as many as 60% of respondents said the use of TikTok can increase the business turnover very significantly. Furthermore, Tobing (2021) on his research added that the use of social media greatly influences the communication privacy management, so that people would be more open in conveying their personal data. The research from Athaya & Irwansyah (2021) said that the society can be affected by an influencer due to various factors, such as expertise, trustworthiness, credibility, sponsorship, disclosure, parasocial relationships and congruence. The research of Prasetya (2020) and Sitorus (2019) were also found that the personal information of an influencer or celebrity greatly affects the actions of their followers to buy a product, but within certain limits.

According to these recent phenomena and those several studies that have been submitted above, then absolutely, it tells that the communication privacy management of an influencer will greatly impact to the actions and behavior from his/ her followers. Therefore, the authors were expected to examine further on how the public's perception relates to the communication privacy management that conveyed by an influencer on TikTok media, therefore people can be more careful and wise thinking of the products and services offered by influencers through

TikTok media, especially regarding various kinds of dubious investment product.

LITERATURE REVIEW

Communication Privacy Management

According to Petrono (2002) Communication Privacy Management (CPM) is the various forms / ways a person in order to maintain the privacy of the individual has (Griffin, 2012). Furthermore, Petrono (2002) also defined that ownership of privacy refers to anyone who has information about that person (Littlejohn et al., 2017). In setting privacy rules, one must be referred to five characteristics, namely culture, motivation, gender, context and the risk and benefit ratio (West & Turner, 2008). Through these characteristics, a person is expected to build control over the disclosure of the information that they conveyed.

Public Perception

Perception is a person's stimulation through five senses on certain information (Rahma, 2018). Furthermore, Rakhmat (2010) defines that perception as a person's interpretation of the experiences, events, and relationships that they experience (Imran & Hendrawan, 2017). Robins & Judge (2015) mentioned that the factors of attitude, motivation, interests, experience and expectations are the determining factors of a person in concluding their perception, the integration of these activities plays a very important part in the individual community to take action (Agustin, 2017).

Influencer Marketing

Along with these massive growth of the digital world, today's marketing field are also undergoing a transformation with the presence of influencers, especially on social media. An influencer is a public figure who has an existence on social media by his/her words and actions which can affect the behavior of his/her followers (Hariyanti & Wirapraja, 2018). Furthermore, Sudha & Sheena (2017) defines the influencer marketing as a process of identifying social

media public figures in affecting the audiences as a form of product campaigns and increasing networks, sales, and even increasing customer relations. The credibility of an influencer can be assessed from trustworthiness, expertise and attractiveness thus it can increase the interest and persuasion in followers (Shimp, 2007; Mowen & Minor, 2002).

RESEARCH METHODS

The research design used was descriptive qualitative method in order to analyze and describe the condition of the research object (Austin & Sutton, 2014). Data collection techniques in this research were carried out by delivered the questionnaires and conducting interviews with 10 informants who are active users of TikTok. The data analysis technique used in this research namely data encoding, data reduction and verifying the results, which then testified its validity through triangulation techniques (Austin & Sutton, 2014). In addition, the authors also compare the results of interviews that received from each informant to assess the accuracy of the information obtained and then draw the conclusions.

RESULT & DISCUSSION

Research Result

According to a research which involving 15 active TikTok users, consisting of 3 men and 12 women with an ages range from 13 to 35 years old, it was found that the majority of respondents did not like the actions of influencers who often indulged in privacy through the TikTok application, although some considered as normal and part of the right to expression, 2 respondents considered that nothing related to privacy should be displayed through the TikTok application while another added their opinion that as long as the privacy-related matter leads to positive things and does not harm others, then it is ok to displayed.

The actions chosen as a reaction towards influencers who are too excessive for their privacy also vary, 5 people choose to ignore

or allow these actions, 2 people choose to block accounts and the rest will provide input through comments on posts. The majority of TikTok users who are respondents have learned lessons from the incident of TikTok influencers who indulge too much in privacy and lead to fraud, from there it can be learned that there needs to be a limit to the privacy content displayed. On this basis, in order to avoid things that unwanted with the freedom to spread personal information, respondents gave the opinion that it is necessary to limit themselves to indulgence in matters relating to privacy, emphasizes being wiser in creating content on TikTok media by not following content who just indulge their privacy.

The correspondent's point of view relates to the influencers who always indulge their privacy through TikTok social media can be concluded into two opposite sides, one side has bad impact to the correspondent, whereas the results of the interview show that most of the respondents regret the action, the other side is good in terms of creativity. Influencers are fine if they want to be creative and make money from it, but something that has to do with privacy shouldn't need to be exaggerated. Respondents returned all of that to the actions taken by each of them, namely by unfollowing or not watching the influencer's video, the respondents these days are really understand about the importance of maintaining personal privacy on social media.

Influencers are certainly having many active followers on their social media accounts, and they are expected to be role models to spread positive things such as privacy restrictions that should be guarded when we use social media. The conclusion drawn from privacy that influencers should be convey are those everything in positive way, privacy that does not harm oneself or others, even harms those who work with the influencers themselves, in fact there is no limit for expression in cyberspace as long as it is not harm others. From this positive side,

it is hoped that the influencer can educate their followers.

Then, some of social media users must know or at least know influencers on social media, not a few have also encountered influencers who are a little or even too vulgar on each of their contents, this really goes beyond the limits of privacy itself. Today, the respondents had a very diverse actions for influencers who are too vulgar, usually they will directly blocking and reporting the account, passing / ignoring the video/content just like that, on the other hand, there are the respondents who are housewives and have little kids at home who will be aware if those video aired are seeing by their kids.

From the recent incident happened to influencers, with cases that started with privacy, certainly, there are many lessons that have been felt for TikTok social media users, that makes them more careful in social media and believe those actions are inappropriate and impolite. To be imitated, many respondents took lessons from the case. From here, respondents also understand not to over-indulge in our activities/privacy on social media, because we don't know what will happen to videos or social media accounts or even ourselves to other people who observe our accounts, which makes us have to be careful in doing that on social media.

Regarding the freedom to disseminate information which is very easy and uncontrolled on social media today, according to respondents, there are several things that can be done to overcome this situation, such as not uploading or publishing personal data either on social media feeds or on any applications that require access to personal data on smartphones, don't trust the swirling information, choose wisely what to consume or leave. The use of social media is good for finding things that are more useful and can be given to the public other than personal privacy, looking for creative ideas, or even creating more positive content, so it is

hoped that social media users can re-educate them to use it wisely.

DISCUSSION

TikTok social media basically can have a function as a medium for sharing information and self-disclosures by influencers, but in fact it is still accompanied by an attitude of vigilance in expressing and also maturity or a mature mindset because the impact of the flow of information is not only towards the influencers themselves but also to the general public as followers. The self-disclosure carried out by this influencer has its own purpose, which usually prioritizes the influencer's self-existence status or emphasizes their professionalism, but behind that there is absolutely a personal interest in it which is did not necessarily bring a good impact to the public in general. The ambiguity of the boundaries applied in the influencer's privacy management itself creates a bias against the perception of the people who follow it. These boundaries should not be known by public and only a handful of people can know or even it could be secret to anyone. The realization of influencer communication management boundaries should be refers to the Communication Privacy Management (CPM) theory that developed by Petronio (2002) which is a description of a privacy management system that is contains privacy restrictions which include information that is owned by someone but conceal to other people, privacy controls involving the decisions to share information with others as the main factor of privacy management and someone hopefully to play its role in managing the information though this personal information are not like what it expected.

CONCLUSION

Conclusion

After analyzing the perception from the TikTok user community towards the influencer's Communication privacy management, therefore it can be concluded

that the use of TikTok social media as an influencer media to promote the products are quite effective in achieving the goals, with an indication of respondents who are willing to give their opinions regarding the privacy management of the users. Influencers through questionnaires have shown that they (influencers) are capable to break into people minds and psychology from various educational backgrounds, ages, occupations and so on. Influencer privacy management that seems limitless, which sometimes involves very personal issues, can create turmoil in society that allows moral decadence to occur. From the respondents who came from the age range of thirteen to thirty-five years old which consisting of students, college students and entrepreneurs, the majority of respondents thinks that they are not agree with the unlimited privacy management which applied by mostly Influencers, useless because has no educate, set a bad example for the young generation, create inequality social life which seems looks so real, encourage to the bad desires by following their negative actions.

Suggestion

It is hoped that after the occurrence of several legal cases which involving the Influencers, the public society will become more wiser and smarter in the use of social media, it is better to filter and search the information sources from Influencers so as not to participate in being part of their strategy that justifies ways that can damage morale, social norms and interfere with the privacy of any individuals or groups. It would be great if each Influencer started to implementing the privacy restrictions, thus the same violation actions will not happen again.

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