ABSTRACT

This research is motivated by individual self-disclosure to pour their activities, thoughts and feelings online to express themselves and build close relationships with other Instagram users. The desire of individuals to express themselves on Instagram triggers the formation of ways to show self-identity. By uploading too much self-identity can make users vulnerable to misuse of information. For example, a user uploads a photo on Instagram Instastory and activates the "Add yours" feature. Then, the user is contacted by an unknown party who asks the user to send some money.

This study aims to analyze what factors make Gen Z do self-disclosure behavior on the Instagram social media platform. This study uses security, privacy, and trust variables as independent variables and photo-posting attitude variables as dependent variables.

This study uses quantitative methods and collects data through an online survey of 160 respondents who actively use Instagram. Respondents were asked to fill out a questionnaire about their self-disclosure on Instagram. This research uses SEM as a tool to process data.

The results of hypothesis testing conducted using SEM show that security and trust have a significant influence on attitude, while privacy has no significant effect on trust and attitude. A person's behavior on data security will affect their user's photo-posting attitude. Likewise, the trust that a person feels will affect the photo-posting attitude of its users in the use of Instagram. This research uses Weka as a tool to predict the accuracy value of machine learning algorithms on the independent variable on the dependent variable. Based on tests conducted using Weka, the results show that the algorithms that have the largest to smallest accuracy values are OneR, Naive Bayes, J48, SMO, AdaBoostM1, and IBk with the largest and smallest percentage of accuracy values, namely 54.4% and 38.8%.

The results of this study are expected to be used as evaluation material by the Instagram platform to make privacy policy transparency and increase trust in users about the importance of security and privacy of personal data.

Keyword: Self-disclosure, social media, Gen Z, Instagram.