ABSTRACT

This research is a study of the Self Disclosure phenomenon that occurs in Vlogs on YouTube. Vlog is one form of the use of social media in self-expression. Vlog on YouTube is the most widely used media in doing video recording because it is felt that it has no time duration limit so that people can freely use it. This study aims to determine the Self Disclosure that appears in Luna Maya's YouTube Vlog content. This research uses descriptive qualitative research methods and documentation techniques as data collection techniques. The source of data is obtained through Luna Maya's YouTube Vlog content entitled 'WENDY WHAT'S UP?' by documenting dialogs related to the video that are considered to bring out openness as a form of Self Disclosure. The results of the research were that Wendy Walters' Self Disclosure was displayed by clarifying in Luna Maya's YouTube Vlog content, namely that she conveyed information related to cases that occurred in her household relationship. The openness is descriptive, affective and evaluative accompanied by a background from someone doing openness based on the Self Disclosure theory, and Wendy Walters' openness has reached the Peak Relationship in the level of openness and includes the Intention dimension based on the Self Disclosure dimension.

Keywords*: Self Disclosure, Luna Maya's YouTube Vlogs, YouTube Social Media*