

ABSTRACT

Generation Z is the generation with the most intense interactions with technology and social media. Consequently, many Gen Z individuals appear to be less mindful of their privacy, making them susceptible to privacy violations. Experts define this as the "boundary-less Generation," leading to the concept of self-boundaries. Self-boundaries refer to the limits individuals set to protect their privacy and personal space. This research aims to understand how Generation Z, particularly students in West Java, form and manage their personal boundaries on Instagram. The study employs a qualitative method with a phenomenological approach involving nine primary informants Generation Z students active on Instagram and one expert informant in the field of psychology. Data were collected through in-depth interviews. The research found that informants use Instagram features to protect their privacy and control the content they share. Negative experiences stemming from both internal and external factors prompt them to limit their interactions and oversharing on Instagram. The informants also demonstrate high awareness of the importance of maintaining mental health in a social media environment often considered toxic. In conclusion, Generation Z uses Instagram features to manage their personal boundaries, adjust their digital social interactions to social norms, and protect their mental health from the negative influences of social media.

Keywords : *Generation Z, Instagram, Privacy, Self Boundaries, Social Media*