



## The Effect of Instagram Influencers Content Exposure on the Motivation for Online Self-Disclosing

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### ABSTRACT

Social media has been growing rapidly, and it revolves around self-disclosure. Instagram as the most influential social media nowadays, triggers its users to perform OSD. The use of social media is indeed one of the predictors that have an impact. But apart from that, there is an exposure created by the presence of a media. The effect of media exposure also often affects a person in self-disclosure on social networks. The independent variable in this study is Instagram influencer content exposure. As users who have massive followers, influencers can mobilize and influence their followers with very high feedback through the content they uploaded, therefore followers are often triggered to do OSD on their social media. The purpose of this study was to determine how significant the effect of the independent variable on the dependent variable, the motivation for online self-disclosing. The paradigm used is quantitative with correlational studies. The method of distributing the questionnaire was carried out by using a simple random sampling technique to 100 respondents who were followers of the @catwomanizer Instagram account. The results showed that the two variables simultaneously had a 0.620 degree of relationship with a strong correlation level.

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## 1. INTRODUCTION

The presence of social media makes modern humans tend to live in two worlds, the real and virtual world. In cyberspace, individuals often expose secrets, emotions, anxieties, lifestyles, personalities and actions that they do not normally take in the real world. Because when online, individuals tend to be motivated to open up or play a role more frequently and intensively than in the real world (Suler, 2004). This is done solely because individuals who live in this era tend to need a massive "recognition". They use public self-disclosure as a "tool" with the internet or social media as the intermediary "media" (Nguyen and Campbell, 2012).

Therefore, public self-disclosure is often seen as the main route to social support. Due to public self-disclosure, it generates feedback from each user via comments or online communication. Social media users become more aware of the attention of other individuals to their needs, from which they assume that the level of social support they get by doing OSD on social media is higher because it includes various other users in a wide network (Luo and Hancock, 2020).

Apart mutual benefits from other users, there are other things that make users comfortable to do OSD in social media, the presence of information and communication facilitators (Lee and Kim, 2018). Influencers are most influential person as a informant, communicator, and facilitators. Because they have the ability to reach out and create community as a place for users to feel more connected, with a higher level of engagement, authenticity, as well as a deeper connection (Nouri, 2018).

OSD gives individuals a sense of belonging and being heard, and influencers can facilitate that desire through the content they create (Kanwal, et al., 2018). Any content they shares, can increase the social presence feeling and emotional support for their fans or followers. Furthermore, fans also took similar actions, they providing feedback (Kim and Song, 2016), such as in the comments column by participating in expressing their own personal opinions. The motivation to do OSD for followers has also increased, for example by re-sharing preferred content from the influencers. This triggers a higher OSD level as well (Nguyen and Campbell, 2012).

This study attempted to find a correlation from another perspective, the influence of media exposure which in this case is the Influencers' content, particularly in Instagram. Instagram is a social platform that allows users to express themselves with the high level of disclosure. Individuals who use Instagram more often, will be more open and honest about their self-disclosure (Nguyen and Campbell, 2012).

Although the use of social media is a strong dimension that can affect the OSD of its users, but actually on social media, the influence is obtained not only because of "using", but also because users can be "exposed" by content or interactions. On social media exposure, users can become the application object of the media content. That is why social media offers users a forum for discussion and do some feedback on related content, such as commenting and liking, so that increase the higher levels of exposure to users (Almenara, Machackova, and Smahel, 2016).

The subjects in this study were Andrea Gunawan (@catwomanizer) who also works as an Instagram influencers, image consultant, dating coach and sexual health activist, which was determined through a preliminary survey in March 2020 at researchers personal Instagram. Subject selection is aligned with criteria that refer to the research objectives, to find out whether there is a significant influence between Instagram influencers content exposure, which consists of three sub-variables (duration, frequency and attention), on motivation for online self-disclosing.

## 2. LITERATURE REVIEW

### 2.1. MEDIA EXPOSURE IN THE USE OF SOCIAL NETWORK

Conceptually, the form of conventional media exposure also in the realm of new media remains the same. Audiences that are exposed through new media, have the potential to reach audiences in mass global through networks and internet connections. So the conventional version of media exposure as described by Mc Quail actually represents various types of mass media, including broadcasting media and the internet or social networks which are included in new media (Ritonga, 2018).

However, there were some differences in impact, particularly on the characteristics of the audiences that were exposed. Given that the connection to the internet and social networks can be accessed anytime, anywhere, and by anyone, the intensity of exposure will be higher. Exposure through new media such as the internet, social networks, social media, and so on, tends to have a multi-directional character. The new media encourages reciprocal responses, and has a variety of forms and content. Therefore, audiences has a greater potential to be massively exposed in the development of this new media (Ritonga, 2018). Mc Quail also mentioned that in measuring the level of exposure which is the level of public consumption on shows, it can be through (1) duration, which is how much time watching the broadcast; (2) frequency, which is how long the audience watches the show; and (3) attention, is how much attention is given to impressions.

### 2.2. CLASSICAL SELF DISCLOSURE AND OSD

The traditional definition of self-disclosure refers only to self-expression that is "deliberate" from within, and does not include non-verbal cues, such as the way people dressed. However, this meaning of self-disclosure may not be sufficient for online communication. OSD can include non-verbal communication, including self-image (Metz, 1994).

Classical self-disclosure and OSD are quite different, starting from the media, the process and the target. OSD can not be separated from a "media" in social networking (Griffiths, 2007). OSD tends to be broader and more diverse; on the other hand, self-disclosure in face-to-face settings generally occurs in certain people. The OSD with its various features make the user to open their life in a method that cannot be tried in a face-to-face setting (Latifa, et al., 2019).

Classical self-disclosure and OSD have their own advantages and disadvantages. One of them is when offline, we can control how deep and honest the content and to whom we disclose it. OSD does not provide such security, because OSD is usually aimed at many people, and automatically becomes public consumption (Nguyen and Campbell, 2012).

There is also a universal scale to measuring both self-disclosure (Jourard and Richman, 1963), according to Jourard and Lasakow, the measurement scale of self-disclosure are (1) attitudes and opinions; (2) tastes and interests; (3) work or study; (4) money; (4) personality; and (5) body.

### 2.3. INSTAGRAM AND OSD

Instagram is a social media that is widely used by people. Compared to other social media, Instagram has its own charm. Instagram provides categories of needs and motives such as; self-expression, social interaction, entertainment and exchange of opinions. It also fulfills the

need of its users to experiment with art and photography (Al-Kandari, Melkote and Sharif, 2016).

Instagram brings features, information and communication facility as well, and that is the new experiences for its users. This raises a satisfaction, and satisfaction affects OSD significantly, the higher the level of satisfaction those users get, make the intention to express their feelings or anything on social media greater. This keeps many users open about everything about themselves on Instagram, even though they know the risks involved in doing so (Lee and Kim, 2018).

#### **2.4. INFLUENCERS AND FOLLOWERS**

Having a large number of followers; influencers are like characters that live a certain lifestyle with social status attached, that makes their personal life is often exposed (Guan and Li, 2021). Influencers have a strong relationship with their audiences which are their followers; influencers can shape the followers behavior significantly, with the help of communication through their social media channels. In an "Influence Theory", there is an assumption that society as a group that can be guided by a number of individuals who can spread information, and their existence is very influential, they are the influencers (Guan and Li, 2021).

Several organizations have identified influencers as relevant intermediaries, primarily because they provide massive access to audiences. It could even be able to influence stakeholders who are difficult to reach. Through digital content, they can also easily reach teenagers, adults, young consumers or special groups (Enke and Borchers, 2021). The presence of influencers on social media as informers and communication facilitators makes them be role models for their followers. Because digital influencers are the ones with the loudest voices and have the most impression on social media audiences. The owners of these popular channels who are followed and liked on social media are likely to have more of an impact on their predominantly millennial audience (Guan and Li, 2021).

#### **2.5. STIMULUS-ORGANISM-RESPONSE**

This research is based on the SOR theory because it covers the premise for all research about mass media, with the effect on users. Initially, the view of this theory set out from the pioneer Stimulus-Responses theory which showed communication as a very simple action-reaction process. SOR itself was born because of the influence of psychology. This is because the objects of psychological studies, especially those related to behaviorism and communication, are the same with the human soul includes behavior, ideas, attitudes, cognition, affection and conation (Hadi, 2009). The rationale and research hypothesis set out from the same assumptions as this theory; its how a stimulus which in this research is Instagram influencers content can generate a response from the audience who hit by content exposure. The simplest level of interaction occurs when someone takes action and be responded by others. The SOR theory assumes that organisms produce behavior if there are certain stimulus conditions as well. So the effect that arises is a special reaction to a special stimulus, so that one can expect a match between the message and the reaction of the communicant (Hadi, 2009).

Researchers take the concept in the attitude changes process after being given a stimulus. This attitude changes will be triggered if the stimulus provided actually exceeds the original stimulation that the organism has received in previous time. The stimulus conveyed to the

organism will be answered with some attention to content (Asyari, 2020). Set out from the explanation above, researcher then compiles the hypothesis:

H1: There is a significant influence between the duration aspects of Instagram Influencers content exposure on the motivation for online self-disclosing.

H2: There is a significant influence between the frequencies aspect of Instagram Influencers content exposure on the motivation for online self-disclosing.

H3: There is a significant influence between the attention aspects of Instagram Influencers content exposure on the motivation for online self-disclosing.

H4: There is a significant influence between the duration, frequency and attention aspects of Instagram Influencers content exposure on the motivation for online self-disclosing.

### 3. METHODS

First of all, we take into account the following various points in order to lead to the result, while obtaining concrete and exact results with the problems which arise, especially in terms of weakening of the Malagasy educational system vis-a-vis the various school developments present in the whole world. Followed by an inductive method which consists in drawing up a response in relation to the present facts. After observing the existing facts in the face of the problems which arise, it is useful to start an analysis and reasoning of these facts then to make an inductive derivation going from a generalization and to verify it. This means that this method proposes an observation and an analysis of the facts, then formulate the hypotheses or even draw conclusions in order to solve the problem and to identify laws or theories which correspond to it. This research uses a quantitative paradigm, with an explanatory approach to explain the causal relationship between variables through hypothesis testing. Meanwhile, the type of research used to identify the relationship between independent and dependent variables is using correlational studies, because it aims to determine a relationship between two or more variables, where it can be seen that the relationship is positive or negative (Butsi, 2019).

Participants in this research are the followers of @catwomanizer Instagram influencer account, with a population of 209.000 as of April 13, 2020. Because the study population is already known, the researchers used simple random sampling technique. This withdrawal method will produce a representative sample, because each member of the population has an equal chance of being elected regardless of the level that is in that population member (Salazar, 1991).

As that what can be used as a sample of this research are; (1) Active users of Instagram; (2) Follower of the @catwomanizer Instagram influencer account; and (3) Have seen, watched or read content from the @catwomanizer Instagram influencer account. The number of samples in this study was 100 respondents determined by the Slovin formula with a confidence level of 10%.

The questionnaire was then distributed after going through validity and reliability tests. The questionnaire consists of 35 statements which are divided into two variables. Variable X is Instagram influencer content exposure which consists of three sub variables; duration, frequency and attention, has a total of 11 statements. And then variable Y, the motivation for online self-disclosing, has 24 statements.

Data was tested using the IBM SPSS Software version 25.0. The results of the questionnaire data collection are then processed first by classical assumptions test; normality, multicollinearity, heteroscedasticity and autocorrelation. Data analysis was performed using multiple linear regressions. The results interpretation will be described in the discussion section.

## 4. RESULTS AND DISCUSSION

### 4.1. CONDITION OF INSTAGRAM INFLUENCERS CONTENT EXPOSURE VARIABLE

The researchers have conducted a series of tests to ensure that the 11 statements on the independent variable (X) meet the elements of validity and reliability. The next step is conducted an analysis based on the respondents' answers. The average score for each answer is then calculated through the frequency distribution. The results will be described in **Table 1**.

**Table 1.** Average score, standard deviation and mean score estimate interval of instagram influencers content exposure

Description		Statistics
Mean		43.14
95% Confidence Interval for Mean	Lower Bound	42.04
	Upper Bound	44.24
Median		43.00
Variance		30.950
Std. Deviation		5.563
Minimum		24.00
Maximum		55.00

In accordance with the data shown in table 1, the average score of the independent variables is 43.14 with an estimated interval ranging from 42.04 to 44.24. Information can be obtained that the Instagram influencers content exposure variable is in the high category.

This shows that Instagram users, in this case are the followers who often exposed to influencer's content exposure, followers tend to spend more time on viewing, watching, and reading content uploaded by influencers. In general, respondents have high attention when receiving stimuli from influencer's content.

### 4.2. CONDITION OF SUB VARIABLE X (DURATION, FREQUENCY, AND ATTENTION)

Furthermore, the data will be seen from the value of Instagram influencer's content exposure sub variable. As before, the value obtained will show how influential Instagram influencer's content from the respondents sight. The value will show the amount of duration (X1), frequency (X2) and attention (X3) that followers have on the motivation for online self-disclosing. The following is an overview of sub-variable X. The results will be described in **Table 2**.

**Table 2.** Average score, standard deviation and mean score estimate interval of duration, frequency and attention aspects

Descriptive		Statistic	
Duration	Mean	7.60	
	95% Confidence Interval for Mean	Lower Bound	7.28
		Upper Bound	7.92
	Median	8.00	
	Variance	2.545	
	Std. Deviation	1.595	
	Minimum	2	
	Maximum	10	



<b>Frequency</b>	Mean	11.80	
	95% Confidence Interval for Mean	Lower Bound	11.42
		Upper Bound	12.18
	Median	12.00	
	Variance	3.758	
	Std. Deviation	1.938	
	Minimum	6	
	Maximum	15	
	<b>Attention</b>	Mean	23.74
95% Confidence Interval for Mean		Lower Bound	23.16
		Upper Bound	24.32
Median		24.00	
Variance		8.619	
Std. Deviation		2.936	
Minimum		15	
Maximum		30	

Referring to the data in table 2, the mean score of X1 is 7.60 with an estimated interval ranging from 7.28 to 7.92. Information can be obtained that the duration aspect is in the high category. This shows that the majority of respondents tend to see, watch and read uploaded photos, videos and writings of Instagram influencer @catwomanizer on the timeline and Instagram Stories from the beginning until the end. Next, the mean score of X2 is 11.80 with an estimated interval ranging from of 11.42 to 12.18. Information can be obtained that the frequency aspect is in the high category. This shows that the majorities of respondents quite often see, watch and read uploaded photos, videos and writings of Instagram influencer @catwomanizer on the timeline and often open @catwomanizer Instagram Stories. Last, the mean score of X3 is 23.74 with an estimated interval ranging from 23.16 to 24.32. Information can be obtained that the attention aspect is in the high category. This shows that the majorities of respondents tend to be interested, focused, happy, and comfortable. Not bored, and understand the content, also never missed the latest upload information.

#### 4.3. CONDITION OF MOTIVATION FOR ONLINE SELF-DISCLOSING VARIABLE

Researcher has also conducted a series of tests to ensure that the 24 statements of the dependent variable (Y) met the elements of validity and reliability. Then the researcher conducted an analysis based on the respondents' answers. The average value for each answer is then calculated by the frequency distribution. The calculation results will be shown in the **table 3** below.

**Table 3.** Average score, standard deviation and mean score estimate interval of motivation for online self-disclosing

Description	Statistics	
Mean	90.68	
95% Confidence Interval for Mean	Lower Bound	88.57
	Upper Bound	92.79
Median	90.00	
Variance	112.846	
Std. Deviation	10.623	
Minimum	60.00	
Maximum	114.00	

In accordance with the data shown in table 3, the average score for the dependent variable is 90.86 with an estimated interval ranging from 88.57 to 92.79. It can be obtained information that the motivation for online self-disclosing variable is in the high category. This shows that in general, followers always see, watch and read content shared by influencers on a continuous, if it done in a long duration, high frequency, and high attention, in the end it will create a motivation inside to disclose their self on social media.

#### 4.3. INSTAGRAM INFLUENCERS' CONTENT EXPOSURE AND MOTIVATION FOR ONLINE SELF-DISCLOSING

The calculated data are then tested on the correlation coefficient test partially or per sub independent variable. Researcher tested the correlation coefficient partially using the Pearson correlation method in SPSS software version 25.0. The results of testing through this method are presented in **Table 4**.

**Table 4.** Correlation coefficient partially test results

	X1	X2	X3	Y
X1	1			
X2	0,617	1		
X3	0,545	0,624	1	
Y	0,494	0,393	0,580	1
Mean	7,60	11,80	23,74	90,68
Std. Deviation	1,595	1,938	2,936	10,623

Table 4 shows the partial correlation level of duration (X1) is 0.494, frequency (X2) is 0.393, and attention (X3) is 0.580 to the motivation for online self disclosing (Y). To interpret the data shown in the table above, the researcher used the correlation coefficient interpretation table which will be provided in **table 5** (Mustaqim, 2016).

**Table 5.** Interpretation of correlation coefficient

Correlation Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Moderate
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

The interpretation from reference above shows the relationship level between independent sub variable aspects to dependent variable. The data above shows that the duration (X1) and attention (X3) towards Y is classified having moderate level of correlation, because the value numbers are around 0.40-0.599. While the frequency (X2) to Y is classified having low correlation level because the value number is around 0.20-0.399. Next step, existing data will be processed through hypothesis testing, the test results can be seen in **Table 6**.

**Table 6.** The hypothesis test results summary using multiple linear regression method

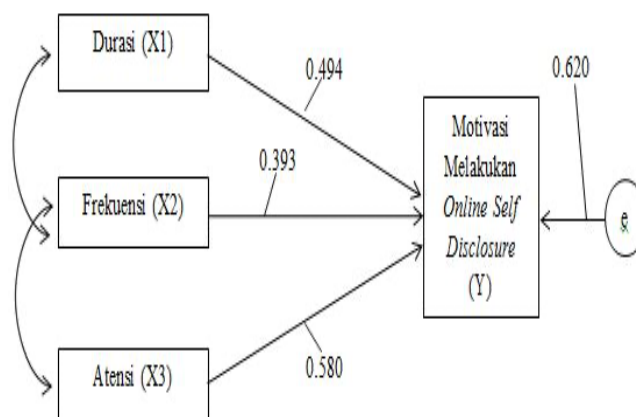
Mod	R	R <sup>2</sup>	B	SE	$\beta$	(F) T	P
1	0,620	0,384				(19,947)	***



	(0,365)				
Cons.	40,661	7,026		5,787	***
X1	1,887	0,702	0,283	2,688	0,008
X2	-0,425	0,620	-0,078	-0,685	0,495
X3	1,714	0,384	0,484	4,461	***

The first test performed is the coefficient of determination test. The adjusted  $R^2$  or R square indicates other factors that have an impact on the calculation of research out of things investigated by researchers. The magnitude of the effect of duration (X1), frequency (X2) and attention (X3) on motivation for online self-disclosing variable (Y) indicated by adjusted  $R^2$  (coefficient of determination). Table 6 show the number for adjusted  $R^2$  is equal to 0,384, or by 38.4%. If  $R^2$  is getting very close to 1, then the relationship between independent variables and the dependent variable is getting close, or in other words, the model is considered good. This means that the effect of the variable duration (X1), frequency (X2), and attention (X3) simultaneously on the motivation for online self-disclosing variable (Y) is 38.4%.

Then the variable duration (X1), frequency (X2), and attention (X3) simultaneously has a linear relationship with the motivation for online self-disclosing variable (Y) with a multiple correlation value or R of 0.620. If viewed from table 5, it can be concluded that, simultaneously, the Instagram influencers content exposure variable (X) with the motivation for online self-disclosing variable (Y) having a strong level of correlation, the figure can be seen in **Figure 1**.



**Figure 1.** The Correlation Level of X and Y Variable

To prove the research hypothesis, it is done through the T test or partial testing. The researcher takes a confidence level of 95% or 0.05, then the t distribution table can be found using the formula;  $\alpha = 5\%: 2 = 0.025$ , while the degrees of freedom (df)  $nk-1$  or  $100-3-1 = 96$  (provided that n is the number of research samples and k is the number of independent research variables). After testing from 2 sides or a significance of 0.025, the t table results obtained is 1.983. The partial results of hypothesis testing can be concluded as follows:

- Research hypothesis 1 is accepted. The Sig. for the effect of X1 on Y is 0.008 < 0.05 and the t value is 2.688 > t table 1.983, so it can be concluded that H1 is accepted, which means there is a significant influence between the duration aspects on Y.
- Research hypothesis 2 is rejected. The Sig. for the effect of X2 on Y is equal to 0.495 > 0.05 and the value of t count -0.685 < t table 1.983, so it can be concluded that H2 is rejected, which means there is no significant influence between the aspect of frequency on Y.
- Research hypothesis 3 is accepted. The Sig. for the effect of X3 on Y is equal to 0.000 < 0.05 and the value of t count is 4.461 > t table 1.983, so it can be concluded that H3 is accepted, which means that there is a significant influence between the aspects of attention on Y.

In the F test, based on the output from table 6, the f value is obtained for 19.947. Using a confidence level of 95%  $\alpha = 0.05$ , it is known that the value of the f table with 3 independent variables obtained is 2.70. The significance value for the effect of variable X simultaneously on Y is equal to  $0.000 < 0.05$  and the value of f count  $19.947 > f$  table 2.70. So it can be concluded that research hypothesis 4 is accepted, or according to the results of the F test or simultaneous test, it means that there is a significant influence between the duration (X1), frequency (X2), and attention (X3) simultaneously on the motivation for online self-disclosing variable (Y).

The results of multiple linear regression analysis showed a positive effect. That means, when there is an increase in variable X, there will be an increase too in variable Y. This finding is in line with SOR theory; organisms produce behavior changes if they be given certain stimulus conditions. Followers of Instagram influencer account tend to experience of attitude changes like doing an OSD, because they have gone through the organism process after being given stimuli, where followers are hit by exposure because they see, watch, or read content from the Instagram influencers they followed.

## 5. CONCLUSION

Based on the research results discussed, the researcher can conclude that Instagram influencer's content exposure has a significant effect on the motivation for online self-disclosing. Although the frequency aspect is not very influential because the hypothesis is rejected, it can be interpreted that followers do not routinely see, watch or read the Instagram influencer content they followed, but once when they receive the content; it takes a long time to digest and understand it. This is evidenced by the influence of duration and attention aspects. Both are related to each other, because the length of the duration indicates a high level of attention. Followers tend to spend a longer time on content that makes them more interested. It is possible that followers always keep up the influencer content information development, and this is what increases motivation for online self-disclosing.

## 6. RECOMMENDATION

This research is only finding the significant correlation between the Instagram influencer's content exposure variable and the motivation for online self-disclosing variable. There are still some things that can be explored again for future research, for example, in terms of the research subject, and then the variables that can be explored by using control or mediators' variable. Also the use of newer theories is in accordance with the times, so that the results and benefit from the research will have a greater impact and relevance to the real conditions of society nowadays. Then with the relationship between Instagram influencer's content exposure variable and the motivation for online self-disclosing variable can also indicate the need for some constructive advice for influencers. Not only serving content for entertainment, influencers also have to provide information, education and insights that have positive benefits for their followers. Users also need to provide boundaries in their social media. Users need to be more introspective in carrying out OSD, because the more advanced technology today, make the scope of our information on a global scale wider. Therefore, users need to maintain some privacy and everything about themselves on social media in order to prevent cases such as fraud, theft and misuse of data or personal identity.

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