

**Online Self-Disclosure dan Display of Affection di Media Sosial Online**  
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*Online Self-disclosure,  
Display of Affection, Online  
Social Media*

**Abstract**

One of the uses of social media is used by romantic couples as a media to express love and affection. Studies related to this phenomenon are known as display of affection. These display of affection can vary due to the influence of cultural differences. Each culture regulates what can and cannot be shared with others. These culturally understood values will influence whether individuals will be private or disclose. This condition is thought to affect the level of individual self-disclosure. The presence of social media increases the need for online self-disclosure. The current study aims (1) to examine whether there is a relationship between online self-disclosure and display of affection on online social media. (2) to know the description of display of affection on online social media. (3) to know the description of online self-disclosure on online social media. This type of research is quantitative correlation with cross sectional design. A sample of 398 was obtained using non-probability sampling technique of convenience sampling type. Data collection using display of affection scale and online self-disclosure scale. The results of hypothesis testing using spearman rank analysis showed a sig value. = 0.000 with a correlation coefficient of 0.559. Thus,  $H_a$  is accepted, meaning that there is a relationship between online self-disclosure and display of affection on online social media. The results of descriptive analysis show that the description of display of affection on online social media and the description of online self-disclosure on online social media are both in the moderate category.

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## INTRODUCTION

Social media has become a part of the lives of Indonesian people. Based on data from the *Indonesian Digital Report* from *We Are Social* (2023), it is known that social media users in Indonesia have touched 167 million as of January 2023. This is equivalent to around 60.4% of the total population in Indonesia. According to the data, the most widely used social media platforms in Indonesia with a percentage above 50% include *WhatsApp* (92%), *Instagram* (86.5%), *Facebook* (83.8%), *TikTok* (70.8%), *Telegram* (64.3%), *Twitter* (60.2%), *FB Messenger* (51,9%). Judging from the age range, the highest percentage is occupied by the age group of 18-24 years (female = 15.4%; male = 16.6%).

Various social media platforms give their users the freedom to choose and upload content on them, as well as regulate who can access them through privacy policies (Supratman, 2018). This condition provides an opportunity for social media users who are romantic couples to publicize their relationship. Through social media, a person can express affection for their partner. The feelings and affection expressed to the partner are known as *displays of affection* (Tobing, 2021). This phenomenon leads to activities carried out by romantic couples, such as holding hands, hugging, kissing, and so on. Even though the *display of affection* shown to the general public is considered not in accordance with the norms and culture in Indonesia, in daily life it is still often found that people do it, especially on social media.

Various behaviors shown on social media as a form of *display of affection* are natural things for couples to do in romantic relationships. Some of these behaviors include giving each other likes on the couple's uploads (Gull et al., 2019), interacting with each other through the comment column on the content uploaded by the couple, and uploading photos and videos with *romantic captions and emoticons* (Sa'adatina & Manalu, 2017). It is not uncommon for someone to show the content of chats or voice *call* recordings with their partners (Putri & Alamiyah, 2022).

Previous research has examined the *display of affection*. Some of them research the motives for *display of affection* behavior on social media. The *display of affection* behavior carried out by adolescents is driven by the desire to get attention from many people, personal satisfaction, the desire to show all togetherness activities, and opportunities to earn income (Duwisaputri, 2019). Supporting this, another study states that avoiding harassment from a third person is the reason a person publishes their relationship on social media (Zhafira et al., 2021). Furthermore, there are different motives for using social media as a medium to carry out *public display of affection*, including the motive owned by men is personal relationships, while the motive for women is entertainment (Pertiwi, 2020).

Several previous studies have tended to examine the expression of affection made by romantic couples through *Instagram* (Aydin & Tekin, 2022; Sa'adatina & Manalu, 2017; Zhafira et al., 2021). In fact, there are various social media platforms that can be used at once and of course provide various features that are no less interesting than *Instagram*. For example, *chatting* or informing each other via *Facebook* and *video calls* via *Snapchat* (Arikewuyo et al., 2020), showing affection expressed in video content on *TikTok* (Putri & Alamiyah, 2022), or sharing activities carried out with your partner through *WhatsApp stories*. This provides advantages for expressing affection that cannot be done physically with a partner while providing happiness (Arikewuyo et al., 2020).

The discussion of *display of affection* is considered important for further study. This is because when a person is in a romantic relationship, there will be an urge to express affection for their partner (Duwisaputri, 2019). In addition, along with the times, many people in almost all walks of life and ages use social media (Supratman, 2018). Because of its easy access to use, social media is used as a place to build new relationships and strengthen relationships through the expression of affection contained in the content uploaded and interactions such as liking, commenting, and sending direct messages (Marcotte et al., 2021).

The expression of affection carried out by individuals can vary where this is influenced by cultural differences (Kocur et al., 2022). Every culture regulates what can be shared and what cannot be shown to others. These perceived values and culture will influence whether individuals will close themselves or open themselves to others. This condition is suspected to affect the level of individual self-openness.

The presence of social media has increased the need for online self-disclosure which is shown by sharing information online which includes personal identity and daily activities so that others know about it. Studies related to this phenomenon are known as *online self-disclosure* (Rahardjo et al., 2020). The existence of social media increases the need to open up online (Taddei & Contena, 2013). The widespread use of social media is a sign that social media has become a part of daily life (Hallam & Zanella, 2017).

The various features provided facilitate its users to make new friends and maintain relationships with other users through the disclosure of personal information made on social media (Hallam & Zanella, 2017; Taddei & Contena, 2013). This condition is shown through the behavior of expressing ideas, opinions, feelings, moods, interest in music, books, and so on through social media (Krasnova et al., 2012). When updating a social media account profile, users will also be asked to disclose information about themselves, including name, age, gender, domicile, and profile photo (Aizenkot, 2020).

Several previous studies have examined the comparison between *offline self-disclosure* and *online self-disclosure*. A study by Schouten et al. (2007) shows that a person will be more open about himself when communicating online than *face-to-face* communication. However, another study states that indirect communication (*online*) is considered less useful than direct communication (*offline*) (Schiffrin et al., 2010). On the other hand, a study by Buote et al. (2009) stated that there was no significant difference in *self-disclosure* in friendship relationships both *offline* and *online*. The existence of these two different findings indicates the need for further investigation to find out whether a person would be more open in direct communication or through online media.

Online self-openness through social media is driven by interpersonal and intrapersonal motives (Luo & Hancock, 2020). The interpersonal motive is characterized by the need to develop relationships with the aim of increasing familiarity and closeness with others. This condition is related to self-disclosure that is more frequent on social media. Meanwhile, intrapersonal motives are characterized by the need to express oneself with the aim of expressing thoughts and feelings, as well as expressing hidden feelings on online social media .

Individuals with collective cultural tendencies will be more open and more self-informing (Krämer & Schäwel, 2020). This condition indicates a higher level of self-openness compared to individuals who adhere to individual values and culture. For those who are in a romantic relationship with a culture that customizes high physical contact, it is suspected that there is a great opportunity to make a *display of affection* on social media.

Based on the exposure related to *the display of affection* on online social media, it is suspected that *the display of affection* on online social media is related to *online self-disclosure*. It is often found in everyday life that online communication occurs through online social media. Various *online social media platforms* with various features in them, are used to reveal personal information from these users. In addition, the use of social media is also used as a means to express the romantic relationship that a person has.

Based on the above explanation, the researcher is interested in researching the relationship between *online self-disclosure* and *display of affection* on online social media. This research has urgency and is different from previous studies. This is because this research is not fixed on a specific social media platform, but covers a wider scope by using more diverse social media. This study also seeks to expand the scope of previous studies that tend to discuss the behavioral motives of *display of affection* and study them qualitatively. In addition, research related to *online self-disclosure* that correlates with *displays of affection* on online social media is still rare.

Based on the description above, this study aims to (1) test whether there is a relationship between *online self-disclosure* and *display of affection* on online social media; (2) knowing the description of *the display of affection* on online social media; (3) knowing the online picture of *self-disclosure* on online social media. Based on the literature review and research objectives, the hypotheses to be tested are:

Ha: There is a relationship between *online self-disclosure* and *display of affection* on online social media

H0: There is no relationship between *online self-disclosure* and *display of affection* on online social media

## METHOD

The type of research used is quantitative correlation with a *cross sectional* design. There are 398 subjects in this study. The subjects of the study were those who met the criteria of being 18-24 years old, active users of social media, in a romantic relationship, and had uploaded content with their partners on social media. Sampling was carried out using a *non-probability sampling technique* of the convenience sampling type .

*Display of affection* is the activity of expressing affection in romantic relationships, in the form of verbal and non-verbal on online social media. *Display of affection* is measured using a scale developed from the *display of affection* dimension by Vaquera and Kao (2005), including *public display*, *private display*, and *intimate display*. The type of scale used is a *likert scale* with four answer choices. One of the items on the *display of affection* scale is "I feel happy when couples share our moments together on social media".

*Online self-disclosure* is self-disclosure that is expressed online. *Online self-disclosure* is measured using an *online self-disclosure scale* compiled based on *online self-disclosure aspects* by Mital et al. (2010), including valence, honesty, and intensity. The type of scale used is a *likert scale* with four answer choices. An example of an item on the *online scale of self-disclosure* is "The music, book, or movie preferences I share *online* make it easy for others to recognize me".

The two scales were compiled by researchers by validating the content using the help of *expert judgment*, namely two lecturers at Psychology at Semarang State University. The results of the assessment from *the expert judgment* were then quantified using the Aiken V index. Based on these calculations, the number of valid items on the *display of affection* scale was 25 items and the *online self-disclosure* scale was 24 items.

The difference of the item is declared good if it has a rix correlation coefficient value  $\geq 0.30$  (Azwar, 2012). However, if the number of items with a rix  $\geq 0.30$  has not reached the number desired by the researcher, then the limit of the differentiation criterion can be lowered to a rix  $\geq 0.25$ . The results of the item differentiation test showed that as many as 19 items on the *display of affection* scale were maintained because they had a rix  $\geq 0.30$ . Then, the number of items maintained on the *online self-disclosure* scale (rix  $\geq 0.25$ ) is 10 items. The reliability of the *display of affection* scale and the *online self-disclosure* scale are shown by the *reliability coefficients of Cronbach's alpha* of 0.872 and 0.768, respectively. The scale of the study was disseminated by the researcher in the form of a *google form* link through several social media, such as *Twitter*, *Telegram*, and *WhatsApp*.

The data analysis technique in this study is using a *spearman rank correlation test*. Researchers used this technique to find out the relationship between *online self-disclosure* and *display of affection* on online social media. The data analysis was carried out using the help of *data processing* software .

## RESULT AND DISCUSSION

Based on the results of field findings, demographic data on the research subjects presented in the following table 1 were obtained:

**Table 1.** Demographic Data of Research Subjects

Characteristic	N	%
<b>Gender</b>		
Man	137	34,4%
Woman	261	65,6%
<b>Age (years)</b> (M = 21.26, SD = 1.68)		
18	37	9,3%
19	34	8,5%
20	39	9,8%
21	94	23,6%
22	101	25,4%
23	58	14,6%
24	35	8,8%
<b>Relationship status</b>		
Dating	389	97,7%
Marry	9	2,3%
<b>Education level</b>		
SMA	59	14,8%
SMK	23	5,8%
D1	3	0,8%
D3	9	2,3%
D4	9	2,3%
S1	291	73,1%
S2	4	1%
<b>Social media platforms</b>		
WhatsApp	346	32,7%
Instagram	346	32,7%
Facebook	33	3,1%
TikTok	161	15,2%
Telegram	45	4,3%
Twitter	114	10,8%
Line	8	0,8%
Imessage	2	0,2%
KakaoTalk	1	0,1%
Snapchat	1	0,1%

Description: Study subjects may use one or more social media platforms to communicate and upload content with their spouse

Before testing the hypothesis, the researcher conducted a normality test using Skewness and Kurtosis. The thing that wants to be tested on this skewness and curtosis is whether the slope and pointiness are still tolerable or not. The skewness and sharpness (kurtosis) are tolerated so that the data can still be said to be normal if the value of the Skewness and Kurtosis ratio is between -1.96 to +1.96 (sig. 5%). The following are the results of the normality test using Skewness and Kurtosis:

**Table 2.** Normality Test Results

	Online Self-disclosure	Display of Affection
Skewness	-0,097	-0,194
Std. Error of Skewness	0,122	0,122

Kurtosis	-0,454	-0,607
Std. Error of Kurtosis	0,244	0,244

The value of the Skewness ratio is calculated by dividing the statistical value of Skewness by the Std. Error Skewness, while the value of the Kurtosis ratio is calculated by dividing the statistical value of Kurtosis by the Std. Error of Kurtosis. Based on the results of the normality test, the value of the Skewness ratio for *the display of affection variable* is -1.59, but the value of the Kurtosis ratio obtained is -2.48. That is, from the Skewness side, the *display of affection data* is normally distributed, but from the Kurtosis side, it is not normally distributed. The values of the Skewness and Kurtosis ratios in *the online self-disclosure variable* were -0.79 and -1.86, respectively. The value of the Skewness and Kurtosis ratio is between -1.96 to +1.96, meaning that *the online self-disclosure data* is distributed normally. Thus, the normality test is not fulfilled so that the hypothesis test uses the *spearman rank correlation data analysis technique*.

The hypotheses proposed include the alternative hypothesis (Ha), namely that there is a relationship between *online self-disclosure* and *display of affection* on online social media, Hypothesis zero (H0), namely that there is no relationship between *online self-disclosure* and *display of affection* on online social media.

**Table 3.** Results of the Spearman Rank Correlation Hypothesis Test

			Online Self-disclosure	Display of Affection
<i>Spearman's rho</i>	<i>Online Self-disclosure</i>	<i>Correlation Coefficient</i>	1,000	0,559
		<i>Sig. (2-tailed)</i>		0,000
		N	398	398
	<i>Display of Affection</i>	<i>Correlation Coefficient</i>	0,559	1,000
		<i>Sig. (2-tailed)</i>	0,000	
		N	398	398

Based on the table of hypothesis test results, the value of Sig.(2-tailed) = 0.00 was obtained. Since Sig.(2-tailed)  $0.00 < 0.05$ , Ha is accepted (H0 is rejected). This means that there is a relationship between *online self-disclosure* and *display of affection* on online social media .

The *display of affection scale* consists of 19 items. The results of the calculation of hypothetical statistics referring to *the display of affection scale* show the lowest score = 19; the highest score = 76; mean = 47.5 and the standard deviation = 9.5. Thus, the categorization of research subjects for *display of affection* on online social media is obtained as presented in the following table 4:

**Table 4.** Categorization of Display Of Affection on Online Social Media

Category	Interval Skor	Interval	N	%
Low	$X < M - 1SD$	$X < 38$	18	4,5%
Medium	$M - 1SD \leq X < M + 1SD$	$38 \leq X < 57$	218	54,8%
High	$M + 1SD \leq X$	$57 \leq X$	162	40,7%

Based on table 4, it can be understood that the mean of 47.5 is located at an interval of  $38 \leq X < 57$ . Thus, it can be concluded that the general picture of *display of affection* on online social media is in the medium category.

The *online self-disclosure scale* consists of 10 items. The results of the calculation of hypothetical statistics referring to the *online self-disclosure scale* show the lowest score = 10; the highest score = 40; mean = 25 and the standard deviation = 5. Thus, the categorization of research subjects for *the online self-disclosure variable* is obtained as presented in the following table 5:

**Table 5.** Online Self-Disclosure Categorization on Online Social Media

Category	Interval Skor	Interval	N	%
Low	$X < M - 1SD$	$X < 20$	52	13,1%
Medium	$M - 1SD \leq X < M + 1SD$	$20 \leq X < 30$	261	65,6%
High	$M + 1SD \leq X$	$30 \leq X$	85	21,4%

Based on table 5, it can be understood that the mean of 25 is located at an interval of  $20 \leq X < 30$ . Thus, the conclusion that can be drawn is that the general picture of *online self-disclosure* on online social media is in the medium category.

Based on the results of the hypothesis test, the value of sig. = 0.000 ( $p < 0.05$ ) with a correlation coefficient of 0.559 was obtained. This means that  $H_a$  is accepted, meaning that there is a relationship between *online self-disclosure* and *display of affection* on online social media. The direction of the relationship between the two variables is positive which means that if *online self-disclosure is increasing*, then it will be followed by an increase in *displays of affection* on online social media.

The findings of this study indicate that quite a lot of individuals are found displaying affection on social media. This is supported by a previous study by Aydin and Tekin (2022) which found that romantic relationship status correlates with active behavior on Instagram. These active behaviors include uploading instastories, sharing videos, changing profile photos, writing comments and emoticons, and sending messages. Compared to those who have been or are in a romantic relationship, students who are not in a romantic relationship are more likely to show passive behavior on Instagram, such as watching and reading comments on posts and bios on other users' accounts, and exploring other things on Instagram.

Supported by previous research by Zhafira et al. (2021) which discussed the time process of romantic couples from getting to know each other to revealing their relationship status on Instagram. The study found that all informants were more comfortable publishing their romantic relationships through Instagram feeds and instastories. This behavior is carried out as a form of appreciation and affection for the partner. Furthermore, the informant opens himself up by sharing information about himself, ideas, and feelings with his partner, especially in a private setting.

In this study, it is known that *online self-disclosure* has a correlation with *the display of affection* on online social media. The correlation between these two variables is likely supported by the personality in each individual. Furthermore, Misoch (2015) said that individuals with a certain personality will be more active and express themselves more through social media than those who do not have a certain personality. More specifically, research by Rahardjo et al. (2020) found that there was a positive correlation between extroverted personalities and *online self-disclosure*. Individuals with a personality will feel happy to interact and form new relationships with others. When that happens, then this individual will easily open himself up through social media.

Individuals who are open will tend to share things related to themselves online. Supported by the research of Kashian et al. (2017) which found that a group of people liked another group that opened up to them. This is because this openness can be a sign that others want to be close to them.

It is understood that the results of this study reveal that there is a positive relationship between the two variables likely supported by the role of *online self-disclosure* in romantic relationships. The subject of this study is individuals who are in a romantic relationship. That way, self-openness is one of the things that has the potential to strengthen romantic relationships (Oktariani, 2018). Even more so for *couples in long distance relationships* where they experience physical separation in the relationship. Habibah and Sukmawati (2021) in their research stated that self-openness has an important role in maintaining commitment and mutual trust so that it can realize satisfaction in the romantic relationship.

Based on the results of the categorization for *the display of affection* scale, it was obtained that 218 (54.8%) of 398 subjects had an image of *display of affection* on online social media which was in the medium category. This condition shows that more than half of the subjects in this study tend to express

affection on online social media. The results of this study are different from previous research by Tobing (2021) which showed that *the display of affection* on social media in Generation Z who are in a dating relationship is in a low position.

Judging from the norms and culture embraced by the Indonesian people, showing affection in the public is considered inappropriate (Pertiwi, 2020). Contrary to that, this finding reveals that most subjects tend to express affection through social media in a public setting. This condition is evidenced by the results of the specific categorization of display of affection on online social media based on the public display dimension which shows the highest frequency of 231 (58%) out of a total of 398 subjects. Thus, it can be understood that this display of affection shown to the public makes it possible for others to see it and know that the subject is in a romantic relationship.

This study used subjects who were 18-24 years old. According to the results of the demographic data of research subjects by age, it is known that the most subjects are at the age of 22 years, namely 101 people (25.4%). This age indicates that the individual is in the period of early adult development (Hurlock, 2009). One of the developmental tasks of early adulthood is to choose a mate (partner). That way, individuals will begin to establish relationships with the opposite sex. When a person is in a romantic relationship, there will be an urge to express affection for their partner.

Based on the table of categorization results for *the online self-disclosure* scale, it is known that most of the research subjects, namely 261 (65.6%) a total of 398 have an online *self-disclosure* picture in the medium category. These results are in line with previous research conducted by Zahrotunnisa (2022) which showed that *online self-disclosure* for students was at a moderate level. The results of this study show that most subjects tend to reveal themselves online.

Individuals who do *online self-disclosure* usually have a specific purpose. Misoch (2015) suggests that this individual will increasingly open himself up to social media to fulfill his goals. For example, when someone wants to form a new friendship, then the person will open himself as a form of approach so that the friendship relationship he wants can be realized. Furthermore, Sheldon (2013) in his research found that individuals who are not shy will be more open to building new relationships through *Facebook* compared to those who are shy.

*Online self-disclosure* can occur due to the various features that exist on social media. The features offered on each social media platform can vary. Misoch (2015) mentioned that the characteristics of the channels used affect the process of individuals in conducting *online self-disclosure*. Through social media, users can share things related to themselves either audio-visual, visual, audio, or text.

This study has limitations, namely (1) the results of the research on the demographics of relationship status obtained data as many as 389 (97.7%) out of a total of 398 subjects with dating relationship status, while only 9 (2.3%) out of a total of 398 subjects were married. The researchers assumed that these results seemed to better describe the condition of the group with dating status; (2) the measuring tool prepared by the researcher has gone through the content validity process with the calculation of Aiken V, but only uses two raters. In addition, no construct validity was carried out in this study; (3) Many items on *the online self-disclosure scale* are lost because they have low item differentiation. This has an impact on the valence aspect which is only represented by 3 items and the honesty aspect which is only represented by 1 item.

## CONCLUSION

Based on research on the relationship between *online self-disclosure* and *display of affection* on online social media, conclusions can be drawn (1) there is a relationship between *online self-disclosure* and *display of affection* on online social media; (2) the *display of affection* on online social media is in the medium category; (3) The *online self-disclosure* image on online social media is in the medium category.

Based on the results of data analysis and discussion, as well as conclusions, there are several suggestions that can be submitted by researchers. For online social media users to sort and pay



attention to the suitability between the types of content that will be uploaded through social media as a form of *online self-disclosure* and *display of affection* with the culture embraced by the Indonesian people. For the next researcher, it is hoped that it can pay attention to a balanced proportion in the demographic data of relationship status so that the results are more representative of the group that has a romantic relationship, both dating and marriage. If they want to use a measuring tool in this study, the next researcher is expected to be able to develop the measuring tool by carrying out the validity of the construct. In addition, researchers can also conduct *display of affection* research with other variables, such as personality or other external factors.

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