

## Oversharing And Personal Stereotypes On Instagram Social Media

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### Abstract

*A social phenomenon that is often encountered today is oversharing on social media, Instagram is one of the popular applications used by the majority of people to be one of the places where oversharing occurs on social media, in this case individuals are too much in sharing personal information to the public. The purpose of this study is to analyze and find out the development of the oversharing phenomenon Especially in the way each individual controls himself in playing Instagram social media. This research certainly involves several informants. This research uses a qualitative method that focuses on in-depth observation through interviews, observations, and document excavation. The results of the study explain the behavior, forms of oversharing, as well as the assumptions of each individual which are reviewed through the theory of Communication Privacy Management (CPM), and personal stereotypes. These findings provide a more in-depth picture of the self-control of each individual assessed from the five basic assumptions of CPM theory, namely private information, private limits, control & ownership, rule-based management systems and management dialectics, that each individual is aware of oversharing and some are not aware of oversharing, but the perpetrators of oversharing also still have control in themselves but the benchmark of self-control for each individual is different. Common forms of oversharing include excessive sharing of photos, videos, or personal information. While often viewed negatively, for those who do it consciously, oversharing can be a positive way to share identity and build social connections.*

**Keywords:** *Oversharing, Communication Privacy, stereotype, Instagram*

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## INTRODUCTION

Social media has become attractive to the public because it is practical for communicating and sharing information. It is judged practical because one touch of the gadget can communicate with anyone without knowing the time, place, and distance. The presence of social media as a means of communication enables humans to share views, insights, experiences, and opinions. (Dian Lestari dkk., 2020). Social media has a huge impact on communication behavior patterns in today's society. Even mass media such as television, newspapers, and books are rarely glanced at by many people because they are fully summarized in one smartphone.

The majority of humans have used social media from children to adults and the elderly, but not everyone can be wise in using social media, therefore social media users need digital literacy, and the role and environment are very important in the use of social media. Social media is a very popular platform among today's society, especially to communicate widely and quickly by utilizing technology and internet network support. (Sutrisno & Mayangsari, 2021). Nowadays, social media is used as a life diary where any activity carried out will be posted to social media pages.

Instagram is one of the popular social media in sharing photos and videos, One of the advantages of Instagram is as one of the social media that has Ability to edit photos to be better (Imawan, 2019). Instagram is in the fourth position in the category of apps that many people visit. The following is an attachment of data:



Figure1. number of social media users

Source: <https://wearesocial.com/id/blog/2023/01/digital-2023/>

It is indeed very fun to be able to upload moments on Instagram through a photo and video, with Instagram we can capture a moment that will be stored in an archive that we can look back at at any time, when uploading a photo or video, of course it will receive likes and comments, through likes and positive comments, making people feel involved. Perhaps it is human nature to want to be liked and praised, the features owned by the Instagram application trigger a high rate of oversharing on the Instagram social media network (Muttaqien et al., 2022). Oversharing comes from two words, namely over and sharing, over which means excessive and sharing which means sharing, so oversharing is a person's behavior in providing personal information excessively to the public or people they do not know (Vidianti et al., 2023). Not a few Instagram users overshare, including celebrities, top artists, and even friends or ourselves. Almost everyone considers oversharing to be a bad and detrimental act, but according to the article tirto.id oversharing can be a good thing.

Ira Nandha (@iranndha) is someone who is quite famous, she is the wife of a citilink pilot Elmer Syaherman (@elmersyherman), at the end of 2023 they have just experienced an affair, Ira uploaded all the evidence of her husband's conversation and her affair Bella Damaika (@belladamayka) on social media, one of which is Instagram, this is an example of oversharing who invited a lot of people, maybe Ira's action was aimed at deterring her husband and Ira felt hurt so Ira posted this as a form of venting her emotions, but of course this action was the wrong action, because opening disgrace is the same as opening privacy, Ira became the perpetrator of Oversharing.

The same but different story with Laura Meizani Mawardi, who is familiarly called lolly (@1a.uraa), is the first daughter of Nikita Mirzani Mawardi (@nikitamirzanimawardi\_172) who often makes noise on social media as we know, several incidents that were crowded on social media, including the first in 2023 lolly had a big fight with her biological mother until finally Nikita Mirzani removed lolly from her family card. Second, lolly uploaded a video celebrating 2 months of her relationship with her boyfriend on social media, this became the talk of netizens, netizens were upset and thought that it did not need to be uploaded to the public because it was private, and there were many more incidents that should not be public consumption.

Based on previous research, there are several studies that discuss oversharing in social media. First, in a study entitled "Oversharing Behavior on Instagram Social Media", this study states that a person who overshares behavior is based on a person's background. SR is a child of a family that is broken home, so SR rarely communicates with his family and receives less attention, which is the reason SR is an oversharing perpetrator. While KS often communicates with his mother, communication is very closely related to human behavior and consciousness (Natasya, Julia & Neni Yulianita. 2023).

Second, in a study entitled " Student Oversharing Behavior on Social Media", according to him, Oversharing behavior on social media is driven by several action motives, one of which

is social motives, for example getting feedback, this motive makes informants feel appreciated, happy, and proud of their contributions, for example by giving positive comments (Febriana, 2023).

And third, in the research presented entitled "Oversharing Behavior and Self-Image of Instagram Social Media Users", the research explained the results of the research that there are some perpetrators who are aware of the action and some who are not aware of the action. One of the perpetrators said that his interest in Instagram made him overshare in the background by the comment feature, if the user posts and then gets a comment, it is a sign of satisfaction for the user but on the other hand, if no one comments, then he feels dissatisfied with what he has posted (Plis, 2023).

Based on the above background, this study aims to analyze and find out the development of oversharing behavior on Instagram social media and find out how the oversharing perpetrator manages or controls himself in minimizing oversharing behavior on Instagram social media which is expected to be able to provide an understanding of the importance of selfawareness of behavior oversharing on Instagram social media and generating stereotypes of informant behavior. With the above background, the researcher is interested in researching more deeply by raising the title "Oversharing and Stereotypes on Instagram Social Media"

## RESEARCH METHODS

This research uses a qualitative method, The qualitative research method develops dynamically through the use of open-ended questions, where data from interviews, observations, documentation, and audio-visual materials are processed with textual analysis and emic data (from the perspective of informants, images, and through the interpretation of themes and patterns)". (Creswell, 2013:24) From the study, the researchers wanted to analyze oversharing behavior and stereotypes on social media Instagram using qualitative theory focusing on the Communication Privacy Management (CPM) theory with five basic assumptions. CPM theory aims to find out how individuals control themselves when playing Instagram.

The Communication *Privacy Management* (CPM) theory, proposed by Sandra Petronio, explains how a person manages their privacy. Petronio encourages individuals to pay more attention to the limitations related to the personal information they have (Griffin, 2012:168). (Kamilah, F. N., & Lestari, S. B. (2020). Privacy Management on Instagram Social Media Users. *Online Interaction*, 9(1), 98-108.). This theory is based on assumptions about the basic nature that exists in each individual and their way of thinking and communicating (Wisnu Anggoro et al., 2017).

Here are five basic assumptions of CPM theory:

1. Private information is information about things that are very meaningful to someone who is private.
2. The private limit explains that there is a line between being public and being private.
3. Control and ownership, as owners of information they believe that they must be in a position to control who is allowed to access this information.
4. A rules-based management system, this system is a framework for understanding the decisions people make regarding private information, it regulates the process of disclosure and closure of private information
5. Management dialectic, focuses on the tension between the desire to disclose private information and the desire to cover it up (Ievansyah, I., & Sadono, T. P. 2018).

This research has a strong relevance to the informants involved because they are not only subjects who have experience with this topic, but also represent a variety of perspectives needed to understand the aspects being researched, by involving informants from different backgrounds

who aim to get various points of view to accurately describe this research topic. The participation of informants is expected to be able to provide a deeper understanding and more relevant results to make a significant contribution to solving a problem. The informants in this study are active Instagram users with vulnerable ages of 20-25 years, who have been involved and have never been involved *in oversharing*, who work as influencers and students.

## RESULT AND DISCUSSION

According to the results of the interview obtained that all informants are active users of Instagram, based on the interviews that have been conducted by the five informants, of course, with different backgrounds in order to get diverse results, the purpose of this interview is to find out *oversharing* behavior and how they do communication privacy management (*Communication Privacy Management*) when using the social media Instagram, thus obtaining results that are outlined based on the five basic assumptions that exist in each individual from the communication privacy management theory. They are as follows:

### A. *Oversharing behavior*

*Oversharing behavior* on Instagram social media has differences, some are aware and some are not aware that they are *oversharing*, this type of *oversharing* is such as selfie photos, venting videos, to the disclosure of someone's identity due to a problem, some informants have different intensity times in using Instagram according to their respective activities, judging from the research of a content creator or influencers spend more time on Instagram for an average period of almost 24 hours due to work needs, while students spend their time on Instagram, which is in accordance with the average Indonesia spends 4-5 hours on Instagram for an indefinite time. Some informants shared videos of their confessions on Instagram, some even admitted that they were more comfortable when telling stories on Instagram. From some informants who put themselves when *oversharing* consciously more comfortable on a second account with selected people, when they are telling stories on instastory they feel like they are telling stories directly with friends, the difference is only online and offline. The informant thinks *that oversharing* is an activity that he likes. *Oversharing behavior* obtained through interviews with several informants, based on the data collected, is what makes it *oversharing* in the background because of interaction through several features such as likes and comments. Likes and comments give satisfaction in itself which causes her to continue uploading something on instastory.

The impact of the spread of excessive information on social media including Instagram is social engineering and phishing by stealing data through social media. This social engineering obtains sensitive data, cybercriminals use various tricks and tactics to collect a person's information, social media platforms collect and use a large amount of personal information about their users thereby increasing important privacy issues. Robbery in social media involves criminals who surf social media to find potential targets for robbery, social media users usually post about lifestyles such as dinner or vacation and so on (Kaur et al., 2024).

### B. *Communication Privacy Management*

#### 1. Private information

This assumption refers to the traditional way of thinking about disclosure, which is the disclosure of private information. Focusing on the opening content allows us to elaborate on the concepts of privacy and intimacy in learning how they relate to each other. Many researchers combine intimacy and personal openness, according to Petronio, "intimacy" is the feeling or state of knowing a person deeply in physical, psychological, emotional, and behavioral ways. Because this person is important in life, while personal openness is interested in the process of telling stories and reflecting on the content of private information about others and us (Petronio, 2002).

The average content that informants share on Instagram are personal photos, one of which is like ratna, she is very happy to share her photo or video content on Instastory, it is explained in the informant's statement below:

"Usually I post photos of myself or objects that I like, and I like to vent until I once made a story crying in front of the camera, but that's in the second if it's in the first, never" (interview with @\_raaaaaale, @laleesfreyy, 2024)

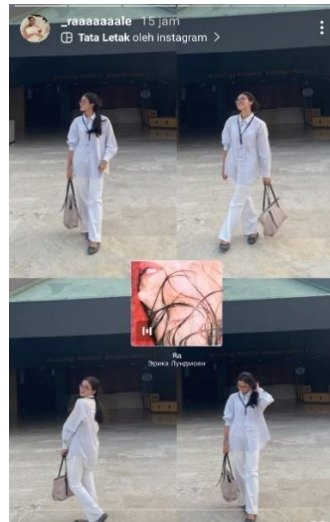


Figure 2 screenshot Story Instagram  
Source: Instagram story @\_raaaaaale)

Based on the statement above, Ratna admitted that the content she shared on her personal Instagram was personal photos and videos of her confession which referred to the opening of herself on Instagram social media, she felt comfortable when she was telling stories on InstaStory. It can be seen that Ratna is interested in the storytelling process, so she has behaved *oversharing* Like uploading videos of venting until she cried, but she still has control over personal information.

Furthermore, based on the analysis, Instagram is an application specifically designed to share a moment, with the main focus on photos. In addition to being an information platform, Instagram also serves as a source of inspiration and increases the creativity of its users (Audi, 2024). From this, it can be stated that Instagram social media is an event to share momentum, feelings, views, and experiences from the best side. Ratna always shows her best side on her Instagram account. From the discussion, it can be seen that *oversharing* is not only a negative thing, but can be a place to express yourself through a story on Instagram *story*.

After the above discussion, it can be seen that Ratna is a perfectionist who likes to tell stories, actively chats in front of the camera, and is expressive and confident. In this case, Ratna belongs to the sanguine type. Sanguinis is a person who likes to talk. The way of speaking with a firm voice and friendly makes the person sanguinis seem confident (Ramdani, 2019).

## 2. Private boundaries

Private boundaries. CPM relies on the metaphor of boundaries to explain that there is a line between being public and being private. On the one hand, people keep private information to themselves (Petronio, Giles, & Ellemers, 1998), and on the other hand, people open up some private information to others in their social relationships. When private information is shared, the boundaries around it are called *collective boundaries*, when private information is still stored by an individual and is not opened, then the boundaries are called *personal boundaries*.

Maintaining private information is not easy, but still we must be able to control our limits in playing social media, as one of our sources below, Based on the results of the interview:

"My Instagram is public because I'm a content creator, I make money from it, I don't have close friends, because I follow all the people close to me, and I can already keep it if on social media I'm limited to this, like about family or things that smell personal" (interview with @lalalayung\_, 2024)

Based on the statement above, Layung puts his position in a personal limit where the information is still stored by himself, according to him he does not need a second account or the closefriend feature to post something private, because what he posts on Instagram everyone knows, and what people know according to him certainly has a limit. He has a fairly large number of followers on Instagram, the more followers he allows the more information that can allow him to become *an oversharer*, and in the interview he admitted that he had been *an oversharing* behavior by sharing photo or video posts that when he was heartbroken, he thought that everyone had a time. Now he realizes and has control over himself within his privacy limits by limiting posts and looking for friends in real life so that he is not addicted to playing Instagram and making him an oversharer.

Based on the results of the analysis, there are several cases of cyber crime over the spread of private information, such as personal data, family problems and others. One of the cases is in the Instagram application feature called Add yours, which is a feature that allows users to post a trend, without realizing it is a loophole for fraudulent actions for Instagram users (Saputra, 2023). We can know that this is the negative impact of disseminating private information, but this has never been experienced by informants.

From the above explanation, it appears that Layung is not too strict about the use of his Instagram social media account, like a fake account or a second account. However, the informant still has control over himself on his main account, and the informer belongs to the choleric type of self-righteousness and attitude. (Ramdani, 2019).

### 3. Control and ownership

This assumption relies on the idea that people feel they have private information about themselves, as the owners of the information they believe that they should be in a position to control who can access this information. One of the informants experienced harassment on his Instagram account through direct messages or Instagram private messages, here are the results of the interview: "My Instagram is public but if I have started to feel like someone DMs me strangely I want to be private, I have blocked people because someone sent me an unclear message, like I was sent an indecent text message so I immediately blocked it, I was not quite in control for the end of this, If I overshare in my waking hours, I don't know, yes or no, because I'm a typical person who if I upload a story I have to remind my guy, if he doesn't I can lose it" (interview with @rahayunoni, 2024)

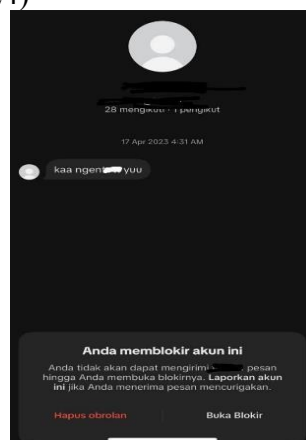


Figure 3 : screenshot direct message Instagram  
Source: Direct Message Instagram @rahayunoni

Noni said that she did not private her Instagram account because her job as a content creator did not allow her to private her Instagram account, she once blocked the accounts of

people who were not responsible for spam and indecent messages sent via direct message, because she already felt very annoying. He admitted that he did not have far control over his Instagram account, but when there was an incident that he did not wear, he immediately took control of his Instagram account. He admitted that in a conscious context he never *overshared*, and also admitted that he was the type of person who had to be reminded to upload instastories, otherwise he could get lost.

Based on the analysis, in communication ethics on social media, there are still many users who ignore ethics in communication, such as the habit of using impolite words. The crisis of ethical understanding and the use of language plays an important role in the formation of values and morals. Based on the research data, it is explained that the understanding of ethics and linguistic values in society is still very low. (Hoshi Rachmat Firmansyah et al., 2023). This is related to control and ownership where the informant has full rights to his personal Instagram account to limit or control himself for safety and comfort.

From the above discussion, it appears that Noni is someone who needs a friend to remind him. Noni was someone who went into the type of polluter, this type of contaminator always wanted to make sure that he was safe and accepted in his environment. One time, they're very careful; another time, they can be very careless (Ramdani, 2019).

#### 4. Rule-based management system

This system is a framework for understanding a decision that people make about private information. According to the book Richard West and Lynn H. Turner, which refers to Sandra Petronio's research, it categorizes the characteristics of privacy rules based on gender, culture, motivation, contextual, and risks and benefits. Culture in this case plays a role as a human view in looking at whether something is private or not. Motivation is the basis of privacy rules where the disclosure that occurs is done to get a reciprocity, contextual is when a person is faced with a certain situation that requires him to open up then he can decide to share the information he has. And the risks & benefits that have been thought of before.

The results of the interview obtained in accordance with the above statement refer to the contextual and motivational criteria, as follows:

"I once posted something that could be said to be private, I have a friend who owes me and if it's billed it's hard to ask for forgiveness, in the chat on DM it has never been replied to, my story is hidden, WA I am blocked, and I have no way anymore finally I was forced to spill him on Instagram, then he DM me on Instagram" (interview with @na\*\*\*\*\*ana, 2024).

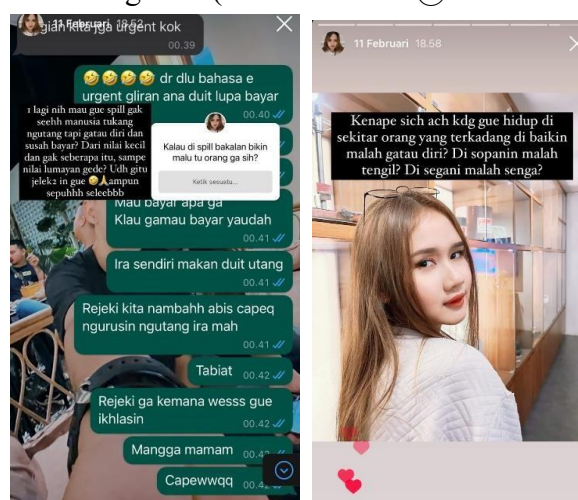


Figure 3 : screenshot story Instagram

Source : Instagram story @na\*\*\*\*\*ana

Based on *culture*, depending on the norms for privacy and openness in a culture, a person is guided by their expectation of privacy with the values they learn in their culture, for example

in Javanese culture teaches a person to be a person who is easy to interact with anyone. Furthermore, based on *motivation*, a person makes a decision to open something based on their motivation, for example a person's motivation in opening their personal information on Facebook social media because they consider Facebook as a forum to express and convey things that cannot be conveyed in the real world. Then, based on the *context*, a person has an influence on the decisions people make regarding privacy. Communication influences people to make disclosures, for example, a person, such as Facebook features such as traps that provoke a person to continue to disclose more personal information. And based on *profit risk*, where a person evaluates risk compared to profit from the disclosure of information (Nurul I., Drs. AB Sulihyantoro 2021). Based on the results of the analysis, Cunningham (1981) stated that women tend to express information about fears, shortcomings and strengths more often, and show more emotions, while men are more likely to restrain themselves (Adelia, 2021).

If you look at the results of the interview above, it is included in the gender, motivational and contextual criteria that result in that the informant has a strong motivation in disclosing private information to the public on Instagram social media is driven by context where there is a reason that requires him to share the private information in order to get a desire. And from this context, he admitted that he had behaved *in oversharing*.

From the above discussion, it is apparent that *na\*\*\*\*\** is an open and courageous person. *na\*\*\*\*\** was a person who went into the personal type of fighter, where this type has the characteristics of open, honest, and frank. (Ramdani, 2019).

#### 5. Management dialectics

This fifth assumption focuses on the tension between the desire to disclose personal information and the desire to hide it. This was experienced by one of the following informants: "I'm the type of person who checks Instagram stories many times, when I was in high school, I wanted to enter a PTN, I liked to study and look for TO, now I got a free TO, the condition to participate in the free TO is that you have to repost to make a story, you can't use a second account, finally I uploaded it and the intention was to upload it directly and delete it and then I forgot to delete it, and I was commented on by my classmates who said that I just learned the right thing, I was immediately down. From that negative comment, I considered posting something more" (interview with @schaesptr)



Gambar 3 : screenshots direct message Instagram

Sumber : Direct Message Instagram @schaesptr



In the statement above, Shevilla experienced a tension between her desire to post something, she felt that she was careful in posting anything on Instagram and she thought that her story was not negative content at all and did not harm others, but still there were those who made negative comments in the sense that they could offend someone, after getting unflattering comment treatment, Shevilla pays more attention to what will be posted on her Instagram. So here it can be said that Shevilla is experiencing a management dialectic. As a result, shevilla chose to control herself in posting something.

Based on the results of the analysis, informants have tension in posting content on Instagram due to hate speech, which in this case can be seen from the language that is carried out by broadcasting opinions with a certain intention, but it becomes offensive to someone. Shevilla admitted that she had overshared, but at that time she immediately realized and deleted her upload.

Shevilla is the type of person who thinks more about risk when uploading instastory. The one where Shevilla thinks about the people around her and their actions or behavior on social media. Shevila is someone who has an anticipative type where this type will anticipate everything to go smoothly. (Ramdani, 2019)

## CONCLUSION

Based on the data obtained, it can be concluded that oversharing perpetrators are divided into two types, there are those who are aware of and do not realize that they *are oversharing* but can feel the impact, forms of *oversharing* on Instagram social media such as uploading too many photos, videos, and even revealing someone's identity. The oversharing perpetrator consciously admits that he is very comfortable in telling stories on Instagram, he thinks *that oversharing* is an activity that he likes, so *oversharing* is not only a negative thing but can be a positive thing in the form of expressing himself on Instagram social media.

A person can be said to be *an oversharing* perpetrator when he or she shares information excessively and can be reviewed more deeply in terms of the basics of communication privacy management, such as the way individuals think about sharing information related to self-disclosure on Instagram social media, as well as @\_raaaaaaale uploading personal photos and videos of their vents on InstaStory. There is an opening, of course, there is a limit to sharing information, @lalalayung\_ puts him in a personal limit where he has quite a lot of followers on Instagram, but he still chooses to be a personal limit. In addition to limitations, of course, humans have the right to control and ownership, just as @rahayunoni he is very controlling his Instagram account, such as blocking indecent messages for his comfort and security. Spreading other people's identities is a form of *oversharing* on social media, that's what @na\*\*\*\*\* does, but it is based on a situation that requires him to be open. And shevilla is more reconsidered when she wants to upload a story because of what has happened before.

From the results of *the oversharing* research above, each individual has their own behavior which is certainly different, but they all certainly have the right to control themselves in playing Instagram social media, and in my opinion the oversharing perpetrators who are aware or unaware they still have self-control, but the level of control is different. And from *the oversharing behavior* , each informant produces personal types, including Ratna with the sanguinis type, Layung with the Choleric type, Noni with the anxious type, na\*\*\*\*\* with the fighter's personal tipe, and Shevilla with the anticipatory type.

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