

## ABSTRAK

### ANALISIS HUBUNGAN *COMMUNICATION PRIVACY MANAGEMENT* TERHADAP KEPUTUSAN MENGGUNAKAN FITUR *CLOSE FRIEND* PADA INSTAGRAM

(Studi pada Mahasiswa Universitas Lampung Pengguna *Second Account*  
Instagram)

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Privasi semakin penting mengingat informasi pribadi dapat dengan mudah dibagikan secara *online* sehingga kebocoran informasi pribadi marak terjadi, fitur *close friend* Instagram dapat memberikan kontrol atas privasi pengguna. Menariknya, masih banyak orang yang menggunakan fitur *close friend* di *second account* mereka meskipun *second account* mereka sudah berisikan teman-teman terdekat dan orang-orang yang mereka percayai. Tujuan penelitian ini untuk mengetahui seberapa besar hubungan *communication privacy management* terhadap keputusan menggunakan fitur *close friend* pada *second account* Instagram. Penelitian ini menggunakan kuantitatif dengan metode survei. Hasil penelitian menunjukkan terdapat hubungan *communication privacy management* terhadap keputusan menggunakan fitur *close friend* pada *second account* Instagram yang berdasarkan hasil uji hipotesis dan nilai signifikansi sebesar 0,000 artinya variabel CPM berpengaruh signifikan terhadap variabel keputusan menggunakan fitur *close friend* pada *second account* Instagram dan nilai t hitung 34.168 > dari nilai t tabel yaitu 1.984. Maka H<sub>0</sub> ditolak dan H<sub>1</sub> diterima. Serta tingkat hubungan antara *communication privacy management* terhadap keputusan menggunakan fitur *close friend* pada *second account* Instagram berada pada kategori hubungan kuat. Hal ini dapat dilihat dari hasil perhitungan nilai korelasi yang dibuktikan dengan koefisien R-square sebesar 0.705 yang berarti nilai R-Square kuat.

**Kata Kunci:** *Communication Privacy Management*, Keputusan Menggunakan *Close Friend*, *Second Account* Instagram.

## **ABSTRACT**

### **COMMUNICATION PRIVACY MANAGEMENT RELATIONSHIP ANALYSIS ON THE DECISION OF USING THE CLOSE FRIEND FEATURE ON INSTAGRAM (Studies at Lampung University Students Using Second Accounts Instagram)**

**By**

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*Privacy is increasingly important considering that personal information can easily be shared online so that leaks of personal information are rife, Instagram's close friend feature can provide control over user privacy. Interestingly, there are still many people who use the close friend feature on their second account even though their second account already contains their closest friends and people they trust. The purpose of this study was to find out how much the relationship between communication privacy management has on the decision to use the close friend feature on the second account Instagram. This research uses quantitative survey methods. The results showed that there was a relationship between communication privacy management and the decision to use the close friend feature on the second account Instagram based on the results of the hypothesis test and a significance value of 0.000, meaning that the CPM variable had a significant effect on the decision variable using close friend feature on the second account Instagram and the t value was 34,168 > from the t table value, namely 1.984. So H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. As well as the level of relationship between communication privacy management and the decision to use the close friend feature on the second account Instagram is in the strong relationship category. This can be seen from the results of calculating the correlation value as evidenced by the R-square coefficient of 0.705, which means that the R-square value is strong.*

**Keywords:** *Communication Privacy Management, Decision to Use Close Friend, Second Account Instagram.*