PRIVACY MANAGEMENT IN NEW MEDIA
(A Case Study of Civil Servant Facebook Users in Sukoharjo)

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Abstract

A number of studies about Facebook as a social networking site showed lack of control users to their privacy in the production process the message. Many such cases occur not only in adolescents but also in the PNS. The phenomenon can be seen through the theory of communication privacy management (CPM) and production massages. By using the case study method combined with Cyber Media Analysis Method, which is viewed from the level of text and context, this study reveals that human nature is central to the way humans reveal his true identity. A person's decision to open or closed to an extent, is closely linked to how he set his privacy to the environment, the rules are developed with the relevant parties and the ability of each individual to manage information that is considered private. However, in exposing their private information, states updates in Facebook is still a potential land to be managed as disclosure from itself differently in each individual of delivery.

Keywords: Facebook, privacy, PNS, CPM, message production

INTRODUCTION

Facebook as an interactive medium attracts many people to study. Indonesia acts as the biggest Facebook users in Asia. This particular situation, in turn, calls for obstacles. The obstacles seem to be worse in Indonesia. Not only do such cases occur to adolescents, but also to civil servants (PNS) who have been mature in thought, experience and education. Such phenomena can be seen from the perspective of Communication Private Management (CPM) Theory postulated by Sandra Petronio. Petronio posits that human creates choices and rules for what should or not be said and done. With this reference in mind, it can be concluded that one of communication problems in Facebook is lack of control over its users' privacy particularly in the process of messaging. This study employs a case study method combined with Cyber Media Analysis Method (AMS). The AMS provides guidelines in elaborating reality in either online or offline. From these two realities, it is classified into micro and macro. The former leads to the level of texts, that is media space and media documents (activities in Facebook), and the latter leads to the level of contexts, that is object of media and experience.

The aim of this study is firstly to describe and analyze produced messages on Facebook, and secondly to reveal and analyze as to why such factors occurred in particular to the civil servants in Sukoharjo, Indonesia.

This study informs Facebook users in particular civil servants to beef up their knowledge and awareness of how to use social media wisely and select appropriate information to be spread on Facebook. In addition, it is expected that the inspectorate and national institute for employee can control social activities in online world like Facebook.

LITERATURE REVIEW

Interpersonal Communication in New Media

In this study, communication process to be discussed is interpersonal communication in new media. As such is due to its characteristics, and thus affects communication processes in it. Interpersonal communication is a must, and cannot be changed. This is because everybody must do that.

In interpersonal communication, everyone creates meaning from whatever communicated by others. We create meaning, as we understand every word and act shown by others (Wood, 2010: 27).

Computer Mediated Communication

Computer Mediated Communication is interesting communication development. The use of computer as a way of communication process makes its existence pivotal to the reality. The existence of computer as a medium of communication becomes tool of their trade.

> CMC is a communication or communication exchange done by a medium like computer. In practice, CMC is closely related to human communication to internet and web (Tomic as quoted by Astuti, 2011: 217-218).

Communication Media 2.0

Communication Media 2.0 refers to internet. Internet becomes new media, and has significant effects on human's life. It appears along with the development of communication technology. This existence usually serves as a tool to ease every single human's activity especially in communication. Its appearance adds to the advance of communication technology from era to era. This medium presumably acts as an informative tool to deliver messages in many forms, such as pictures, texts, voices, and videos. Such easiness given by new media seems to be very promising so that it is difficult not to accept its existence. The internet as new media, according to Lister et al., has six characteristics, namely digital, interactive, hyper textual, virtual, networked, and stimulated (Giddings as quoted by Astuti, 2011: 218). Those six characteristics do not exist in the old media. Moreover, such characteristics make new media more sophisticated than that of the former ones. New media as a tool of interpersonal communication are more interactive. This is because both the communicator and the receptor might give feedback fast. New media have characteristics beyond time and space, meaning that such media is accessible anytime and anywhere.

> "…Pierre Levy sees World Wide Web as an open information environment, flexible, and dynamic which might make people develop the orientation of knowledge in a democratic world about mutualism and power more interactively to society (Littlejohn, 2009: 413).

With this reference in mind, it is implied that new media (World Wide Web) serves as media which has positive effects on human's life. Such world provides spaces for human to exchange messages so that it becomes public space.

Motivational Theory in Revealing Phenomena in Social Media

Motivation is a consequence of one's interaction in a particular situation that he/she faces. Therefore, there are differences in motivation shown by people as a response to a particular situation (Siagian, 2004: 137). Motivation is adversely affected by many factors, either internally or externally from oneself. There are some needs affecting human's behavior. Abraham Maslow draws a picture on how human's needs are analyzed that might be called as hierarchical needs. Maslow's hierarchical needs are presented in the following: physiological needs, security needs, love needs, value needs, and self-actualization.

Privacy

Privacy refers to an element of being withheld from public views, of belonging to oneself of freedom from unauthorized oversight or observation of others'. On the contrary, JudgeThomas Cooley, Louis Brandis and Samuel Warren states privacy as right to be let alone. Privacy is important to save autonomy, integrity, and identity. Privacy is also important to protect people from violence or manipulation (Encyclopedia of Communication, 2002). Rules of privacy are adversely affected by individualism-collectivism and its ways are ruled to affect boundary between themselves and others. Because it is controlled totally by physics, individualist can be measured in their statements (self-discloser). However, collectivism culture which not use physics and space, they tend to be more verbal self-disclosure. Crowding is different from density. Crowds of population cover people's concentration ranging from geographical areas. This also refers to physical indicator regardless its psychological meaning. Crowding is

psychological potentials; feeling of being subjective to associate with space is so small. Crowding occurs to a stuck privacy system. When it is happened, pressure and/or psychological pressure might follow. This pressure in turn, motivates us to develop to be back to the desire level of social interaction.

Production Theory of Message Production

Communication occurs because there is message that should be sent to others. A communicator has a message that he/she wants to deliver to others (receptor). The theory of analyzing message production in this study refers to the theory of Message Design Logic (Barbara O'Keefe, 1988). The main premise of Message Design Logic is that one has different ways of communication. These individual differences affect how such messages are produced to obtain some goals. Therefore, Message Design Logic provides analysis of rational development to make the communicator understand about the relationship between facilities and communication that might result in various visual messages in complex situations (O'Keefe, 1988). Three models of communicator in producing messages based on individual cognitive complexity namely expressive logic, conventional logic and rhetorical logic.

Communication Privacy Management Theory

Littlejohn (2005 and 2008) divides the theory of Communication Privacy Management (CPM) into socio cultural theories. Such a theory is based on Altman's thought about privacy in communication and Baxter about dialectic communication. The CPM theory postulates that disclosure or revealing in relationship needs boundary between privacy and public. Such limitations are between feelings of showing and keeping a promise. Revealing to build relationship tends to be more personal (private information) to others, and this takes negotiations and coordination (West & Turner, 2007: 242).

METHOD

This study employs case study method combined with Cyber Media Analysis (AMS). The AMS provides guidelines in revealing realities both in online and offline, and how such media of technology is used (December, 1996: Nasrullah, 2004, 203-209). There are four levels of unit employed in this study, namely media space, media archive, media object, and experiential stories. The approach employed in this study is qualitative which based on phenomena, facts, and/or social information.

The informants obtained from participant observation, that is, the researcher acts as the user of Facebook and share information about informants' criteria with others'. Source of data in this study is primary data obtained from primary data. In this study, primary data is obtained from observation and interview. The sample is obtained from homogeneity tests, namely civil servants with some classification of gender, background, age, education, and origin.

In addition to data collection, this study employs observation and analysis of Facebook's account text levels through interview of several informants. Validity in this study is employed by triangulation and member check. Qualitative data analysis is used when the data obtained from the research are qualitative. Such analysis is inductive in nature that is, based on the obtained data, and in turn is developed on the basis of patterns and assumptions. The assumptions are formulated based on the data and in turn is done until it can be concluded whether or not it is accepted or rejected based on the obtained data. If it can be concluded based on the obtained data through triangulation, and it is accepted, thus such assumptions are developed into theory.

FINDINGS

The findings of field study to obtained data is by interview to pursue how the process of message production and management privacy done by civil servants in Sukoharjo. Drawing on general respondents, it is continued by presenting the findings of interview in Facebook, privacy

management, and reasons behind the message production. In this study, the writer divides such issue into two main issues which emphasizes privacy management, that is, level of texts consisting of message production in Facebook. It is continued by a discussion in the level of perception or context that is, revealing rationales as to why such messages are created.

In addition, privacy aims to promote freedom to act (Gavinson, 1980: 448). The status written by informants refers to main functions of privacy concepts according to Westin in his book titled 'Privacy and Freedom'. Such functions are (1) personal autonomy, it is for individual development and hindering others' manipulation, (2) emotional release, it is for needs for relax and avoiding pressure, (3) self-evaluation, it is individual application in a case and is integrated from experience to other forms, (4) limited and protected communication, it is referred to personal shared information in terms of personal and interpersonal.

The researcher also sees that the informants act their privacy function in their life through limited and protected communication. The informants seem to be updated in terms of status on Facebook, but not share such information to the Facebook in online; the informants have friends that are not far from their offline life. Such this personal information is shared with friends in offline especially those who meet directly with their friends. Even though informant's characteristics tend to deliver issues on Facebook, it is not meant that the informants directly say their neighbor's issues. The informants have to control selectively to their self-access. This case is also found in their friends on Facebook. Informants' privacy can be attained through rules and social interaction both in online and offline. In the online life, they never respond to the issues and comments. Similarly, in the offline life, the informants would not talk about their life unless their friends do it. Altman (1975) posits that this behavior is basic characteristics of social and psychological environments.

The informants' behavior enriches their ability to face life, and affects to the way they define themselves as single parents. DeCew (1997) also adds three approaches in understanding people as information that should not be kept by the receptor. Information privacy is kept by people to keep it safe. Informational privacy is kept by people to secure it from damage. Such protection also keeps whoever wants to access such information for asked reasons. Second, accessibility privacy refers to physical access and one's sensory. When an informant wants to deliver his/her personal information, he/she should meet such people many times especially the people they first met. According to DeCew (1987), privacy accessibility covers physical relationship and observation. If such a meeting occurs many times, the informant also conducts an observation on that person whether it is categorized as personal relationship emotionally or intimidated and broad knowledge. Therefore, people who have privacy accessibility tend to keep their relationship each other. According to DeCew (1987: 76-77), accessibility privacy also opens possibility to individuals to decide about who have access to the people around them through their mind, observation, and/or physical contact. This kind of physical space also occurs to informant on online because of privacy accessibility also covers people's sees. In online relationship, if an informant feels that his/her friends' photos are vulgar, he/she will not try to access such any information about such things from their status. Third, expressive privacy refers to territorial protection for one's territory to protect people's identity trough speaking. Update status also provides chance for informants to complete his/her feelings.

DISCUSSION

Patterns of Meaning in Management Privacy

a. Private Information
   Private information refers to personal relationship between husband and his close friends. According to Parks (1982), self-disclosure also refers to intimacy in previous studies. In this case, the concept of intimacy plays the role in informant's personal. Even though informant's on Facebook is his/her friends in childhood, he/she also feels that they are still friends. Informants' intimacy with his/her close friends or the people he/she trust to reflects

privacy and intimacy in different terms but it is related to each other when one conducts disclosure. Informant may express private information in offline with his/her friends on Facebook. The informant prefers meeting them directly to indirectly to talk about information on Facebook.

b. Private Boundaries

Private boundaries refer to metaphor when one manages privacy. This boundary reflects that there is a line between public policy and being private. On the one hand, people may keep private information for themselves, and on the other, they might share private information to others in social relationship (Petrnio, Giles, Gallois, and Ellemer, 1998). The informant build private boundaries for all the things related to problems in family in either his close friends or not online/offline. This private boundary consists of the things known by everyone.

c. Control and Ownership

In controlling private information, one might follow the argument that they have private information about themselves. Schoeman (1984) posits that privacy refers to individual right and claim to determine one's derive in others' mind. It does not meant to be revealed in public. Alderman and Kennedy (1995) also argues that albeit human lives in the world with self-acknowledgment, such privacy might enable us to keep the facts for ourselves. The informant who has many friends on Facebook plays the role in controlling the extent to which the information about him/herself being told on Facebook status.Even though the informant's friends on Facebook is known in offline (real life), the informant still keepshis/her friends' autonomy. Ownership and control play important role for the informant because the characteristics of the status. As a result, the informant decides by him/herself selected information to be shared. Petronio (2002) argues that people assume private information as something that they own and control, and they want to control such information. The informant with his/her openness on Facebook status wants to control the information. Therefore, the control plays the role in collective boundary. Such control might be easy or difficult meaning that the extent to which it is accessible.

Privacy Rules for Management Process

In the hub of research, one's openness reflects his/her expressed feelings through Facebook status. The first is cultural issue. Cultural issue plays the role in deciding one's rules for him/herself (Cronen et al., 1988) especially to those related to private information (Benn & Gaus, 1983). The culture taught to the informant in his/her family is the culture of openness to everything. However, when it is in online and one try to decide suitability, such openness cannot be applied directly. Every culture respects its own privacy and individual values that grown in it affects their way to grow such privacy limitation (Roberts & Gregor, 1971). The second characteristic is gender. Some studies reveal that male and female decide something by formulating ownership from private information and how the control it (Petronio, Martin, Littlefield, 1984; Petronio & Martin, 1986). This study finds that in reality the informant reveal his/her life story albeit it is private. Some studies also find that female expresses more than male (Bath & Daly, 1972; Cash, 1975; Chelune, 1875a; Davis, 1978; Garai, 1970; Hyink, 1975; Kopfstein & Kopfstein, 1973; Ryckman, Sherman & Burgees, 1973). To see the issues constructed privacy, for instance one's status (Brooks, 1974), people tend not to insert husband's name when he/she replies to comments on Facebook. Family setting (Alsbrook, 1976; Blaker, 1974; Burke, Weir & Harison, 1976) also might be the issue that constructs privacy.

The third characteristic is motivation. Taylor (1979) posits that motivational factor also contributes to cope with privacy. The researcher concludes that informant's motivation in revealing his/her feelings on status is due to the needs of expressing defense. The needs of expression are when someone faces home problems but he/she does not express it to others (Davis & Franzoi, 1987; Derlega & Grzelak, 1979).

The fourth characteristic is ratio, risk, and advantage. The rules when someone expresses something to others also are affected by values of profit when we do disclosure. The informant

who expresses his role as single parents has advantages for themselves. The informant seems to be so hard to face such problems. Expressing feelings verbally also gives way to people how to think about important things in their life (Frank & Frank, 1991). The informant analogues as mind's therapy when he/she tries to express his/her condition. Social control also becomes profit for the informant because he/she has declared his/her new status to close friends. According to Petrnio (1982), the situations when people express private information will affect to the environment. By telling friends, the informant has strength to persuade others in seeing problems. Others know the risk obtained from the informant.

In spite of the four characteristics, there is another attribution of privacy that is rule acquisition and rules of property. Rule acquisition is how to obtain information. Such a way can be obtained from negotiation and socialization. The informant associates revealing information to his/her friends who have emotional acquaintance. According to Petronio (2002), the things like that are grown due to the rules in family. The informant used to tell the story to his/her close friends, and finally interacted in online.

Boundary Coordination

The second process in managing process related to privacy is boundary coordination. The informant operates three kinds of coordination. First, it is linkage referred to the relationship of alliance between people. Petronio (2002) suggests how to limit collectively the information. Other people who are trusted to hold private information holds the rules similarly to keep the information. This private information is different from friends or colleagues. All of them is determined by disclosure as a place express life's issues. Thus, access to obtain private information or protection to private information becomes joint venture when personal limitation connects collectively. Second, the limitation is coordinated to permeability. In this coordination, the informant refers to private information. Third, ownership limitation that refers to rights and specialty given to the co-owner from the private information. In addition to this, the rules should be clear. The informant creates the rules for him/herself and others as well.

Boundary Turbulence

This case appears when rules coordination is blurring and when people's hope to cope with their privacy conflicts each other. When someone does the turbulence, he/she will try to make appropriateness so that they will be able to make coordination (Afifi, 2003). In this study, the informant sees that him/herself does not want to face turbulence because he/she knows well the place for expressing feelings.

CONCLUSION

Generally speaking, this study aims to paint a picture of how someone expresses his/her feelings in online. Such openness is far from people to express and or close the information. In addition, all the information written on Facebook as acknowledged by the informant, express private information. Even though informant's status is limited to disclosure towards such cases, but its structured characteristics reflects private information of others' life story.

In relation to the first goal of this study, it is found that Facebook, is used as a place for expressing feelings and entertainment. Expressing feelings on Facebook happens to introvert and pessimistic people. In addition to describing management of communication on Facebook, it is found that albeit they express their feelings, they are aware of rule-management. They employ pragmatic language in considering their friends. This study also finds that there is blurring of perception by Facebook users in private and public area. Facilities in giving comments on Facebook on the one hand is accepted, on the other, it affects inconvenient feeling because commented people have no control towards it.

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