

Representative of Luft and Harry Ingham Theory in the User Interface of Tiktok Application

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Abstract: The shift in the form of communication between individuals through social media is an interesting agreement, technological advances that have occurred at this time have created many new media as a place for self-disclosure and expressing themselves. TikTok social media is one of the most widely used social media, especially among generation Z. Currently TikTok is growing as a lifestyle and phenomenon, but not everyone has the courage to express themselves or self-disclosure using social media to become a place for interpersonal communication between TikTok social media users in the form of self-disclosure to others. Supported by a good user interface and able to provide user experience to its users, the TikTok application has a user friendly appearance, where the buttons available have a clear shape and location that is easy to remember. This study examines how the form of self-disclosure or self-disclosure among generation Z on TikTok social media. The method used is a qualitative method. Self-disclosure on TikTok social media is in the form of confessions of the heart, feelings, thoughts, emotions and information where informants feel relieved after doing self-disclosure on TikTok social media with support from virtual friends as a form of replay. There is trust and a sense of comfort that exists and also knows each other through TikTok social media between himself and friends so that he feels safer when making self-disclosures because he is in the same frequency.

Keywords: Ingham theory; Tiktok application; User interface

Introduction

Internet media that allows users to express themselves freely, so that they can interact, share and cooperate virtually (Putri & Irwansyah, 2020; Zhang et al., 2022). Social media can be a place to express and reveal a personal feeling or involve many people. This form of disclosure is called *Self Disclosure* (Krämer & Schäwel, 2020; Luo & Hancock, 2020). Self-disclosure is a type of communication where a person reveals information about himself that is usually hidden, in the study of interpersonal communication. Self-Disclosure can vary in information ranging from insignificant to the highest and very personal openness (Chan, 2020; Sihombing & Aninda, 2022). In general, in making self-disclosure a

person will choose and consider what, when, how and to whom he makes self-disclosure, where a person reveals information about himself that is usually hidden in the form of thoughts, feelings, and behavior (Deranti & Sarwani, 2024).

Social media is a form of internet service that is focused as an online community for some individuals who have similarities in activities, interests in certain fields or similarities in certain backgrounds, social media can be used as a means of socializing, whether it is establishing a cooperative relationship or building a new relationship (Agbo et al., 2020). Based on previous research, there are several findings regarding the description of Self Disclosure of generation Z who are heavy users of social media in Indonesia, the dominant

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social media used is TikTok social media (Sari & Irena, 2023).

Based on research released by We Are Social in 2024, the number of active social media users in Indonesia was 185 million individuals in January 2024 (Alfiani et al., 2024). The time spent playing social media in Indonesia reaches 3 hours 18 minutes every day. This duration is the tenth highest in the world. Furthermore, the number of internet users in Indonesia was recorded at 212.9 million in January 2023. In contrast to social media, the number of internet users at the beginning of this year was still 3.85% higher than in the same period the previous year. Based on we are social, the number of TikTok social media users in Indonesia is 126.83 million users, Indonesia ranks as the 2nd largest TikTok social media user in the world (Prameswari, 2024; Rahman & Sarah, 2024).

TikTok is a new social media that provides a forum for users to be able to express themselves through video content, lasting 15 seconds, this application presents interesting and easy-to-use effects so that everyone can create cool videos easily, TikTok also has many features such as background music, comment columns, text captions and other properties. This makes TikTok different from other social media and supports users to express themselves (Nurhalizah, 2021). Supported by a good user interface and able to provide user experience to its users, the TikTok application has a user friendly appearance, where the buttons available have a clear shape and location that is easy to remember. The existence of a user experience that is different from other social media applications TikTok makes its users feel comfortable.

The theory used in this study is the Johari Window theory, this theory states that self-disclosure can be seen through four frames, namely blind self, hidden self, open self and known self. The frame can also shift according to the self-disclosure carried out. The shift in the phenomenon is also seen from which includes factors that affect self-disclosure.

But not everyone can have the courage or ability to do self-disclosure. What kind of self-disclosure is done, what do they get after doing self-disclosure on TikTok social media? Referring to this, this research examines how the form of self-disclosure on TikTok social media?

Method

This research is a qualitative study using a descriptive approach that seeks to explain in detail how to solve a problem (Arthadea & Pandrianto, 2021; Pluta, 2022). The method used is descriptive with a qualitative approach, which has natural characteristics as a source of direct data in a descriptive manner. Creswell (2016) explains that research methods are research plans and

procedures that include steps from broad assumptions to detailed methods of data collection, data analysis and interpretation.

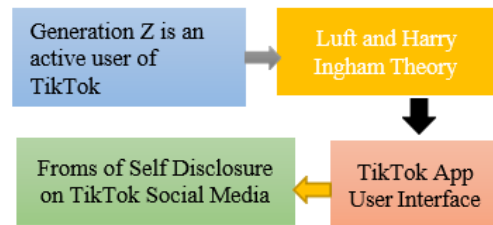


Figure 1. Flow of logic

The data in this study were obtained by conducting interviews, observation and documentation (Young et al., 2022). The informant selection technique is purposive sampling technique, which is carried out deliberately based on the criteria that the researcher has determined and is also determined based on the content and objectives to be achieved in this study: generation Z age (17-22 years); active users of TikTok social media; often seen uploading self-disclosure on TikTok social media; and willing to be interviewed and willing to have their self-disclosure included in the research in order to fulfill three stages, namely data analysis, data reduction and data verification.

Results and Discussion

Representative User Interface in TikTok App

The application will become less valuable and easily forgotten and even abandoned by users. Friendly UI can make users comfortable to use the product for a long time. With maximum UI and UX, users will be loyal to the product or service. One form of application that has a good user interface and is able to provide user experience to its users is TikTok. TikTok has a user friendly appearance, where the buttons available have a clear shape and location that is easy to remember. As a TikTok user, I feel very comfortable using this application so far.

The presence of interesting and useful features such as subtitles also makes users more comfortable in using this application (see the picture beside this). Like (symbolized by a heart), comment (symbolized by a dialog cloud) buttons or bubble, and share (symbolized by an arrow) are also easily accessible by the finger and have clear functions. By pressing the like button, users can automatically save the photo in the app which can then be checked on the Profile tab, in the Liked Videos section. Thus, videos that we like and want to see again will be saved so that it is easy to see again.

The UI of the TikTok application provides the best UX for its users, which is the ease of watching videos from various parts of the world (Lindholm, 2023). Users

can simply scroll by swiping up to see the next videos. In addition, users can also search for the desired video category through the Discover tab. Users can search by hashtag (#) to find videos that match their desires. Users can also view trending videos and hashtags, both domestically and globally.

In addition, TikTok implements an algorithm, where users will see videos that match their individual preferences (Klug et al., 2021; Koç, 2023). Social media algorithms, such as TikTok's, allow the platform to provide content themes that match users' habits (Karizat et al., 2021). These algorithms are dynamic in order to provide the most optimal user experience for TikTok users (Ionescu & Licu, 2023; Lee et al., 2022). So, if a user frequently likes and searches for videos about cats and food, then that user will often get videos with both themes in the Home Tab, or what is often called the For You Page (FYP).

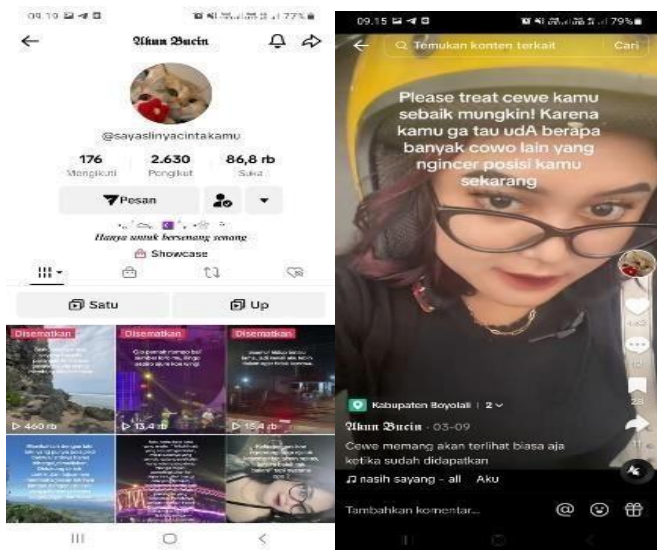


Figure 2. Features in TikTok app

In TikTok there are many features that can be used, many interesting effects so we don't need to dress up again if we want to make a video, besides there is a comment column, there are likes, there is also a save if we want to save the video (Kaye et al., 2022). There are many features of TikTok, I think we don't really need another application to edit videos in TikTok, it covers everything.

Not only does TikTok provide a good user experience when users are scrolling to view short videos that are published, it also provides a very pleasant user experience for users who want to create videos. Users no longer need a special application to edit videos because TikTok already provides many easy-to-use features. These features can be learned quickly even by beginners.

Representative of Luft and Herry Ingham Theory

This method in the psychological realm was proposed by American psychologists Luft and Harry Ingham in 1955. Self-Disclosure Theory is used to explain how the phenomenon of generation Z's self-disclosure behavior through social media (Pohan & Lbs, 2022). The Johari window technique is a combination of two names of personality psychologists, namely Joseph Luft and Harry Ingham. This theory emphasizes that everyone can know and not know about themselves and others besides that, this Johari Window Theory is used to see the extent of the relationship between self-disclosure and feedback in a relationship.

The Johari window theory put forward by Luft and Harry Ingham is also related to Emotional Intelligence theory and individual awareness and EQ enhancement related to human awareness and feelings (Kumar & Makand, 2021; Lumbanraja et al., 2024). The concept of this theory has four perspectives, each of which has a different term. Where each meaning contains understandings that affect a person's view. Self-disclosure or Self Disclosure Theory is an effort to share information with others. Information in the form of disclosure of future plans, feelings, personal experiences and so on. Each person's self-disclosure must be understood in terms of place, time and level of closeness. An important point in self-disclosure is trust. Everyone usually starts to open up to people who have known each other for a long time. In addition, according to some psychologists, a person's beliefs are determined by experiences in the early years. When one person reveals about themselves to another, they tend to evoke reciprocity in the other person. The concept of this theory has four perspectives, each of which has a different term:

Open Area (Open Self)

Open self is information in the form of behavior, attitudes, feelings, desires, motivations, ideas and other things known by oneself and others. This information can be in the form of self-identity such as name, skin color, religious beliefs and others. We often do impression management. This becomes wider when openness is carried out with people who provide a sense of security and positive support, Joseph Luft (1970) the smaller the first quadrant the worse the communication. In a relationship, communication depends on the openness of an individual with another individual. If individuals do not open themselves, then communication will be difficult.

Based on the results of the research conducted by the informants, it was found that the informants expressed themselves on social media in the form of emotions, sadness, outpouring, information and

exchanging ideas in the form of videos uploaded on social media.

This self-disclosure TikTok social media is what makes the open self frame that someone who is open to others, this open self is also supported by DeVito's aspects of self-disclosure which consists of feedback obtained from the form of self-disclosure made by informants on TikTok social media is a sense of relief after making self-disclosure on TikTok social media.

Blind Area (Blind Self)

Information in this quadrant is known by other individuals compared to oneself. This information can be in the form of small habits that are done by oneself and are not realized. The habit is informed by others, so that it can be known by him. It can also be seen from the hidden experiences that a person has. Some people realize that this area seems very small because they are not aware of what they are doing, but other people can know what they are not aware of. This can cause problems because they do not recognize the attitudes and behaviours that are inflicted on others.

Based on the results of research on self-disclosure, this frame is supported by DeVito's concept, namely Competence. Competent people tend to disclose themselves more than incompetent people DeVito, 2011: 66). From the results of the research conducted, it was found that the form of a person's competence in self-disclosure was not found because there were no aspects that referred to how someone could be said to be a competent person. Because to see someone who is competent cannot only see from the form of self-disclosure.

Hidden Area (Hidden Self)

This hidden area or Hidden Self explains that all things are known by oneself and others do not know about it. There are extremes in this quadrant. Over-disclosure and under-disclosure. A person with an over-disclosure attitude will provide information about family stories, intimate sexual problems to others with no secrets. The information disclosed is undifferentiated and confidential. A person with an under-disclosure attitude will not give any information to others and will discuss other than about himself. In this quadrant, confidentiality is very important to maintain in one's self-disclosure.

A person will be more likely to reveal themselves about something that is not very personal. Therefore, a person will be more comfortable and less pressure to disclose information about their work or hobbies than about things that are more private (Gignac et al., 2021). From the results of the research obtained, all informants said that very private things that cannot be disclosed as a form of self-disclosure are 'family' because according

to the informants, family is a very sensitive thing and on the other hand they do not want to make their family seen inappropriately by other people who do not know their family problems.

I often upload videos of my daily life on TikTok, sometimes I slip in the words of vent, sis, it so happens that I am also a martial artist, I also want to motivate netizens so that apart from being a student you can also excel in other fields, so I often share information on TikTok about my daily life, which makes a scene on TikTok, the captions that I make are lo mba, it turns out that many have the same story. Well, there must be many who comment a lot. support so that we can have virtual friends because of the TikTok videos that we upload and then get friends from the comments, if there are definitely limitations, there are some things that are private if from me, such as romantic relationships and family privacy, for me TikTok is very worth it for self-disclosure, sis".

Self-disclosure should be driven by a sense of interest in the relationship with the other person involved and oneself. While people do self-disclosure to hurt the listener (Swinden, 2020). From the results of the research obtained that here the informants also often do self-disclosure. However, informants also carry out a form of disclosure in the form of satire against a party through video uploads on their TikTok account. This satire acts to shift the hidden area because the satire is made general or broad. This satire does not directly corner or mention names or initials so that it is not known where and who the form of disclosure is aimed at.

Unknown Area (Unknown Self)

A person does not know information about himself and is not known by others. This information is things that happen in the subconscious or things that are not often noticed by either oneself or others. This quadrant can be seen through open, honest interactions and mutual trust with the closest people. Of course there is something in us that only God knows.

Self-Disclosure or self-disclosure is a type of communication, where informants share information about themselves consciously with others, the type of information shared is about their hearts, feelings, ideas, and daily activities. Along with the times, Self-Disclosure can not only be done directly, but Self-Disclosure can be influenced by several situations, one of which is online communication such as social media, this relates to research conducted on generation Z who carry out Self Disclosure activities through TikTok social media, especially one of the characteristics of generation Z who carry out Self Disclosure is very inclusive and interested in getting involved in various communities by

utilizing technological sophistication to expand the benefits they want to share (Sari et al., 2023).

Currently, generation Z who conducts expressive self-disclosure tends to reveal themselves openly by displaying their real identity, then expressing their hearts, feelings and information openly through videos uploaded on their TikTok social media accounts with words and captions embedded in the video, the existence of generation Z' self-disclosure is evidenced by informants who share their daily activities and personal experiences. The phenomenon of Self Disclosure on TikTok social media expressively means that informants feel safe and comfortable when doing Self Disclosure on social media without any awkwardness.

Conclusion

There is a sense of awkwardness to express self-disclosure in real life, generation Z tends to express itself more freely on social media, one of the platforms of current interest is the TikTok application. The phenomenon of Self Disclosure carried out by generation Z on TikTok social media by 3. Sharing information, hobbies, daily activities, confiding in their hearts and motivation, besides that they also openly convey feelings and problems on TikTok social media using features such as background music, videos and captions available to reveal about themselves. Based on the analysis of the Johari window theory that the phenomenon of Self Disclosure by generation Z on TikTok social media can be seen that there are two models included in Self Disclosure in the phenomenon of generation Z doing self-disclosure on TikTok social media, namely Open Area (open Self) and Hidden Area (Hidden Self). The presence of the TikTok application is one of the important roles for generation Z, with features that are different from other social media platforms, the TikTok application is more popular among generation Z at this time, the advantages that existing TikTok are the reason generation Z prefers TikTok to be their means of expressing themselves, with the features provided on TikTok social media, they upload video on their accounts such as daily activities, With the features provided on TikTok social media, they upload videos on their accounts such as daily activities, hobbies, confessions and motivation with the comment feature on TikTok which makes it easy to interact virtually, they can exchange thoughts and express their hearts in the comments column, besides that there is a positive response from TikTok residents which makes generation Z prefer TikTok as a means of freedom to disclose themselves because of the support from TikTok residents.

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Conflicts of Interest

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