

Description level of trust on self disclosure in the millennial generation of online social media users

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ABSTRACT

This study aimed to analyze whether there was a significant relationship between the level of trust on self disclosure in the millennial generation of online social media users. Participants in this study were 607 people who actively used online social media in the areas of Jakarta, Bandung, Bogor, Tangerang, Bekasi and Outside Java. The measuring instrument used in this study is an adaptation measuring device consisting of two scales namely Trust Scale with a scale consisting of 11 items developed by McAllister (1995) and translated into Indonesian by Tobing (2012). Self Disclosure Scale by Pinakesti (2016) which wrote 50 items based on the theory of Devito (2010). The research method uses quantitative design, Nonprobability Sampling sampling technique uses Snowball type. Analysis of the data used is correlation using Pearson. The results showed that the level of Trust on online social media correlated positively and significantly with Self Disclosure with a correlation magnitude of 0.394 and sig of 0.00 or can be said to be $0.00 < 0.05$ which means that the relationship between the two was very significant. This illustrates that the higher Trust of millennial generation on online social media, it is related to the increase of Millennial generation Self Disclosure on online social media.

Keywords: Trust Level, Self Disclosure, Millennial Generation, Online Social Media.