



## Oversharing as a digital vulnerability: Cyberbullying experiences of Generation Z Instagram users

Siti Komsiah<sup>1</sup>, Tarisha<sup>1</sup>, Rahayu Zulfa<sup>2</sup>

<sup>1</sup>Study Program of Communication, Universitas Persada Indonesia YAI , Jalan Pangeran Diponegoro No.74, Kenari, Kota Jakarta Pusat, Jakarta, Indonesia

<sup>2</sup>Study Program of Psychology, Universitas Persada Indonesia YAI , Jalan Pangeran Diponegoro No.74, Kenari, Kota Jakarta Pusat, Jakarta, Indonesia

\*Email: siti.komsiah@upi-yai.ac.id

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### ABSTRACT

The rapid development of information and communication technology has significantly transformed patterns of social interaction, particularly through social media platforms. Instagram, as one of the most widely used visual-based social media platforms, encourages users to share personal experiences, emotions, and daily activities openly. While this openness supports self-expression and social connection, excessive sharing of personal information, commonly referred to as oversharing, may increase users' vulnerability to negative online interactions. This study aims to examine the relationship between oversharing behavior and cyberbullying among Generation Z Instagram users in East Jakarta. The study employed a quantitative approach using a correlational survey method. Data were collected from 100 respondents selected through purposive sampling. The research instrument consisted of a Likert-scale questionnaire measuring oversharing behavior and cyberbullying experiences, which had been tested for validity and reliability. Data analysis included descriptive statistics, a normality test, and Pearson Product Moment correlation. The results show that both oversharing behavior and cyberbullying fall into the moderate to high category. Correlation analysis indicates a strong and significant positive relationship between oversharing behavior and cyberbullying ( $r = 0.762$ ,  $p < 0.001$ ). These findings suggest that higher levels of oversharing are associated with increased exposure to cyberbullying among Generation Z Instagram users. The study highlights the importance of awareness regarding self-disclosure practices in digital communication to reduce potential social risks. These findings provide empirical evidence that oversharing functions as a form of digital vulnerability on visual-based social media platforms.

**Keywords:** *cyberbullying; Instagram; Self-Disclosure; social media; Oversharing*

### INTRODUCTION

Over the past two decades, advances in information and communication technology have fundamentally transformed the ways individuals interact and communicate. Social media platforms have introduced new forms of interaction that enable individuals to participate in global information flows without limitations of time and space (Ginting et al., 2023). Beyond functioning as channels for information exchange, social media have increasingly become spaces for self-expression, identity construction, and social negotiation (Fanlu Pan & Hassan, 2025).

Indonesia has experienced rapid growth in social media usage, with Instagram ranking among the most widely used platforms nationwide (Miranti et al., 2024). As a visual-oriented platform, Instagram plays a significant role in shaping lifestyle, self-image, and digital communication patterns. National data indicate that tens of millions of Indonesians actively use Instagram, demonstrating that social media has become an

integral part of social and cultural life rather than merely a communication tool (Tewu et al., 2025).

High engagement with Instagram is particularly evident among Generation Z, who utilize the platform not only for social interaction but also for identity expression and emotional sharing (Lu & Lin, 2022; Putri et al., 2023; Sikumbang et al., 2024). This intensive use often encourages frequent sharing of personal information, including daily activities, emotional experiences, relationship dynamics, and personal opinions (Fejes-Vékássy et al., 2024). While such practices may foster social connectedness, they also blur the boundary between private and public domains in digital spaces.

Within communication studies, this phenomenon is closely related to the concept of self-disclosure, which refers to the process of sharing personal information, thoughts, and feelings with others. Social Penetration Theory, proposed by Altman and Taylor (1973), explains that interpersonal relationships develop through a gradual and reciprocal process of self-disclosure, characterized by increasing depth and breadth of shared information. Ideally, disclosure occurs selectively and proportionally to relational closeness, guided by a cost-reward evaluation in which individuals consider potential benefits and risks before revealing personal information (Almawati, 2021; Habibah et al., 2021).

However, in digital communication environments such as social media, the self-disclosure process described by Social Penetration Theory often shifts. Platforms like Instagram allow users to share personal content instantly with a broad and undefined audience, bypassing the gradual stages of relational development found in face-to-face interactions. As a result, self-disclosure in online spaces may occur more rapidly, publicly, and with less consideration of audience boundaries (Chan, 2021; Clarissa & Tamburian, 2019).

When self-disclosure exceeds socially appropriate limits, it is commonly referred to as oversharing. Oversharing involves the excessive sharing of personal information in terms of frequency, detail, or emotional intensity without adequate consideration of relevance, audience, or potential consequences (Prastiyo et al., 2024). This behavior often erases the distinction between private and public spaces, making sensitive personal information accessible to unintended audiences and increasing exposure to social and psychological risks (Edy Susilo et al., 2025).

Previous studies have identified varying patterns of oversharing behavior on social media. Some users tend to share nearly all aspects of their lives, while others selectively disclose certain content or limit their online exposure (Wulan Dary et al., 2025). Users prone to oversharing have been categorized into groups such as empathy seekers, digital diarists, trend followers, and popular figures, indicating that oversharing is influenced by personal motivation, social context, and platform affordances (Yosida, 2025). On Instagram, oversharing commonly manifests through frequent posting, emotional storytelling via Stories, disclosure of relationship issues, and detailed updates about daily routines.

One of the most significant risks associated with oversharing is cyberbullying. Cyberbullying refers to repeated harmful actions conducted through digital media, including insulting comments, harassment, impersonation, privacy violations, outing, and emotional manipulation (Dwipayana et al., 2020; Rastati, 2016). Unlike traditional bullying, cyberbullying can occur continuously, reach wide audiences, and leave lasting digital traces, intensifying its psychological impact.

In Indonesia, cyberbullying has become a serious social issue affecting adolescents, young adults, and public figures. National data indicate that nearly half of Indonesian internet users have experienced some form of cyberbullying, with many choosing not to respond or report the abuse (Witjaksono et al., 2021; Yemima, 2023). The openness of social media platforms enables perpetrators to exploit personal content shared by users, turning emotional expressions or private experiences into material for ridicule, harassment, or intimidation.

From a theoretical perspective, Social Penetration Theory posits that interpersonal relationships develop gradually through increasing levels of self-disclosure, moving from superficial layers to deeper and more intimate information in a reciprocal and cost-reward-based process. The theory assumes that individuals evaluate potential risks and benefits before revealing personal information, and that deeper disclosure typically corresponds with higher levels of relational trust. Within this framework, when the depth and breadth of self-disclosure exceed relational closeness, the potential social costs increase. Oversharing represents a condition in which the depth and breadth of disclosed information exceed the level of trust between users and their audience, creating opportunities for misuse of personal information. Empirical studies have consistently shown that individuals who disclose more personal information online are more likely to become targets of cyberbullying (Aizenkot, 2020; Alvian, 2020; Dwipayana et al., 2020; Yang et al., 2023; Zuanda et al., 2024).

Despite the growing body of literature on oversharing and cyberbullying, many previous studies remain qualitative and focus primarily on text-based platforms. Quantitative research examining the relationship between oversharing behavior and cyberbullying on visual-oriented platforms such as Instagram is still limited, particularly within the Indonesian context (Angraini Asmi & Halimah, 2023; Indira et al., 2025; Rusdy & Fauzi, 2020).

Therefore, this study aims to examine the relationship between oversharing behavior and cyberbullying among Generation Z Instagram users in East Jakarta. Generation Z was selected due to their high level of social media engagement and vulnerability to the psychological effects of digital interaction. By focusing on Instagram as a visual-based platform, this study seeks to provide empirical evidence on how excessive self-disclosure in digital communication environments may increase social risks in online interactions.

## **METHOD**

This study used a quantitative approach with a correlational survey design to examine the relationship between oversharing behavior and cyberbullying among Generation Z Instagram users in East Jakarta. The quantitative approach was selected because the study aimed to measure variables numerically and analyze the strength of their relationship using statistical methods (Sugiyono, 2019). A correlational design was considered appropriate as the study focused on identifying associations between variables without seeking to establish causal relationships.

The population of this study consisted of Generation Z individuals residing in East Jakarta who actively used Instagram. As the exact number of users meeting these



criteria could not be determined with certainty, the population was treated as infinite. The sample size was calculated using the Lemeshow formula, resulting in a minimum requirement of 96 respondents. To ensure data adequacy, the final sample consisted of 100 respondents. The sampling technique applied was purposive sampling, with inclusion criteria based on age classification within Generation Z and active Instagram usage.

Data were collected through an online closed-ended questionnaire distributed to respondents. The questionnaire was developed based on indicators of the two research variables. Oversharing behavior, as the independent variable, was measured using 16 statements reflecting frequency of sharing, emotional disclosure, content relevance, and motivation for sharing. Cyberbullying, as the dependent variable, was measured using 21 statements representing various forms of cyberbullying, including harassment, impersonation, privacy violations, exclusion, and cyberstalking. All items were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree.

Prior to data collection, the instrument was tested for validity and reliability. A pilot test was conducted with 30 respondents, and item validity was assessed using the Pearson Product Moment correlation at a significance level of 0.05. All items were declared valid, as the correlation coefficients exceeded the critical r-table value. Reliability testing was conducted using Cronbach's Alpha, and the results indicated that both variables had alpha values greater than 0.70, demonstrating acceptable internal consistency.

Data analysis was conducted using descriptive and inferential statistical techniques with the assistance of SPSS version 31. Descriptive statistics were used to describe respondent characteristics and variable tendencies. A normality test was performed using the Kolmogorov-Smirnov method to ensure that the data met the assumptions for parametric analysis. The relationship between oversharing behavior and cyberbullying was analyzed using the Pearson Product Moment correlation, and the strength of the relationship was interpreted based on commonly accepted correlation coefficient categories.

## **RESULTS AND DISCUSSION**

Descriptive statistical analysis is conducted to systematically process and present data to facilitate understanding of the characteristics of the variables studied. Descriptive analysis is conducted by presenting data in the form of a frequency distribution table, calculating the average value, total score, and respondent achievement level (TCR), and providing an interpretation of the data. The purpose of descriptive statistical analysis is to collect, process, and analyze data so that it can be presented in a more informative format. The total achievement of respondents (TCR) represents the percentage of the respondents' achievement level, calculated by dividing the mean score of each variable by the maximum ideal score and multiplying the result by 100 percent. The total Achievement of Respondent (TCR) is calculated using the following formula:

$$TCR = \frac{\text{Mean Score}}{\text{Maximum Ideal Score}} \times 100\%$$

TCR was calculated by dividing the mean score by maximum ideal score and multiplying the result by 100 percent. TCR is used to find out how oversharing behavior among Generation Z Instagram Users and how cyberbullying experiences among Generation Z Instagram Users. The TCR results include Oversharing Behaviour and Cyberbullying Experiences among Generation Z Instagram Users.

### ***Oversharing Behavior among Generation Z Instagram Users***

The findings indicate that oversharing behavior among respondents showed clear and consistent patterns across several dimensions. Respondents tended to be selective when sharing sensitive personal information, particularly financial details. A total of 40.0% disagreed and 5.0% strongly disagreed with statements related to sharing financial information publicly, suggesting a relatively high level of caution regarding economic privacy.

In contrast, respondents were considerably more open in sharing emotional and relational content. As many as 76.0% agreed or strongly agreed that they shared relationship-related experiences on social media, while 78.0% reported sharing emotional states such as happiness, anger, or disappointment. Similarly, 60.0% of respondents indicated that they shared personal health information when they believed it could provide insight or benefit to their followers.

Regarding posting frequency, oversharing behavior was evident in the intensity of content sharing. A total of 57.0% of respondents reported posting more than four times per day, and 67.0% felt the need to regularly update their daily activities. In addition, 79.0% stated that they frequently shared small personal stories, and 70.0% admitted sharing trivial information mainly for personal entertainment. These findings suggest that oversharing among respondents was not limited to content type but also reflected high posting frequency.

From the perspective of content relevance, many respondents showed limited consideration for audience context. A total of 63.0% agreed or strongly agreed that they shared stories without considering situational relevance, while 67.0% uploaded content without evaluating its usefulness or relevance for followers. More than half of the respondents acknowledged uploading multiple selfies within a single day and sharing detailed descriptions of their daily activities. Furthermore, 56.0% reported reposting the same content to ensure it was noticed by their audience.

Motivational factors also played an important role. A total of 68.0% of respondents believed that sharing more personal information helped others understand them better, while 69.0% felt that frequent posting made their social media profiles more attractive. Overall, these findings indicate that oversharing behavior among respondents occurred across multiple dimensions, including emotional disclosure, posting frequency, content relevance, and social motivation.

The Respondent Achievement Level (*Tingkat Capaian Responden - TCR*) analysis further supports these findings. The average TCR score for oversharing behavior was 74.76%, placing this variable in the “moderately high” category. The highest TCR score was found in the item related to sharing small personal stories (80.80%), while the

lowest TCR score was associated with sharing financial information (60.00%). This result confirms that respondents were more willing to disclose everyday experiences and emotions than sensitive personal data.

The results demonstrate that oversharing behavior among Generation Z Instagram users is not random but follows a distinct pattern. Respondents showed awareness of privacy boundaries when it came to financial information, yet displayed high openness in emotional, relational, and daily-life disclosures. This pattern suggests that oversharing is shaped more by social and emotional norms than by a lack of privacy awareness, a finding consistent with previous studies on self-disclosure in social media contexts (Clarissa & Tamburian, 2019; Prastiyo et al., 2024).

From the perspective of Social Penetration Theory, self-disclosure is expected to occur gradually and selectively, based on relational closeness and trust (Almawati, 2021; Habibah et al., 2021). However, the high level of emotional and relational disclosure observed in this study indicates that Instagram users often bypass these stages. Visual-based features and interactive tools such as Stories encourage immediate sharing with a broad audience, which may weaken the traditional boundaries between private and public communication.

The dominance of emotional and relational oversharing also reflects the role of social validation in digital interaction. Respondents' belief that frequent posting makes their profiles more attractive and helps others understand them suggests that oversharing functions as a strategy for identity presentation and social recognition. This finding aligns with previous research indicating that oversharing is often motivated by the need for validation and emotional connection in online environments (Clarissa & Tamburian, 2019).

Furthermore, the high frequency of posting and limited consideration of content relevance highlight how oversharing extends beyond personal openness to include behavioral intensity. Frequent updates and repeated content increase visibility, but they also expand exposure to public scrutiny. As noted by (Prastiyo et al., 2024), excessive openness in digital spaces can blur personal boundaries and increase the risk of negative social consequences.

Therefore, the results suggest that oversharing among Generation Z Instagram users is a multidimensional behavior driven by emotional expression, social motivation, and platform dynamics. This pattern provides an important foundation for understanding how oversharing may increase vulnerability to cyberbullying, which is discussed in the following section.

### ***Cyberbullying Experiences among Generation Z Instagram Users***

The results indicate that cyberbullying was a relatively common experience among respondents. The most frequently reported forms of cyberbullying were verbal and direct in nature. Between 47% and 49% of respondents agreed, and 23% to 32% strongly agreed, that they had received rude comments, insulting messages, or repeated impolite messages on social media. In addition, 38% to 47% reported experiencing physical mockery or sarcastic remarks that caused discomfort.

Experiences related to denigration through visual content were reported less frequently. A total of 44% of respondents disagreed with statements related to the spread of negative photos, and 39% disagreed that they had experienced the

distribution of edited or manipulated images. This suggests that overt visual attacks were less common than verbal harassment.

However, a considerable proportion of respondents reported experiencing impersonation and identity misuse. Approximately 60% indicated that they had experienced identity-related violations, including someone sending harmful messages using their name, account hacking, or the creation of fake accounts. These findings show that cyberbullying was not limited to verbal attacks but also involved misuse of personal identity.

Cyberbullying in the form of privacy violations and emotional manipulation was also prominent. As many as 68% of respondents reported that their personal information had been shared without permission, while 61% felt betrayed after private information or personal secrets were disclosed. Furthermore, 56% of respondents stated that they had been manipulated into sharing personal stories that were later spread without consent.

Exclusion and cyberstalking were also reported by a large number of respondents. Approximately 65% to 74% indicated that they had experienced social exclusion, such as being removed from close friends lists or having their stories intentionally hidden. In addition, 60% to 64% of respondents agreed or strongly agreed that they had experienced repeated monitoring or online intimidation.

The Respondent Achievement Level (*Tingkat Capaian Responden - TCR*) analysis supports these findings. The average TCR score for cyberbullying was 70.21%, placing this variable in the “moderately high” category. The highest TCR score was recorded for items related to receiving hurtful or sarcastic messages (79.20%), while the lowest score was associated with the spread of negative photos (56.00%). Overall, these results indicate that direct and interpersonal forms of cyberbullying were more prevalent than visual-based reputation attacks.

The findings show that cyberbullying among Generation Z Instagram users primarily occurred through direct verbal interaction rather than visual defamation. Insulting comments, harassment, and repeated uncomfortable messages were more frequently reported than the spread of negative images. This pattern reflects the interactive nature of Instagram, where comment sections, direct messages, and story replies enable immediate and repeated interpersonal engagement.

The high prevalence of impersonation and privacy violations indicates that cyberbullying extends beyond verbal abuse to include identity-related threats. When personal accounts are hacked or impersonated, victims may experience a loss of control over their digital identity. Previous studies have identified impersonation and outing as particularly harmful forms of cyberbullying because they involve breaches of trust and privacy (Dwipayana et al., 2020; Rastati, 2016).

The findings related to privacy violations and emotional manipulation further highlight the vulnerability of users who share personal information online. The high proportion of respondents who experienced the unauthorized spread of personal information suggests that private disclosures are often not respected in digital spaces. This supports earlier research showing that many victims of cyberbullying in Indonesia choose not to respond or report incidents, which may intensify their psychological impact (Witjaksono et al., 2021).

Exclusion and cyberstalking, as reported by a large number of respondents, illustrate that cyberbullying is not always explicit or aggressive. Subtle actions such as

deliberate exclusion or persistent monitoring can create feelings of discomfort, anxiety, and social isolation. These forms of cyberbullying are often overlooked but can have significant emotional consequences, particularly for young users who rely heavily on social media for social interaction.

Therefore, the results suggest that cyberbullying among Generation Z Instagram users is multifaceted, involving verbal harassment, identity misuse, privacy violations, and social exclusion. This complexity underscores the importance of examining behavioral factors, such as oversharing, that may increase exposure to such risks.

## **Correlation Testing**

The relationship between oversharing behavior and cyberbullying was analyzed using the Pearson Product-Moment correlation coefficient. The normality test results presented Asymp. Sig. (2-tailed) value of 0.108, which is greater than the significance level of 0.05. The correlation analysis shows a Pearson correlation coefficient of 0.762 between oversharing behavior and cyberbullying experiences, with a significance value of  $p < 0.001$ . This indicates a strong and statistically significant positive relationship between the two variables. In practical terms, respondents who reported higher levels of oversharing also tended to report higher levels of cyberbullying experiences.

Based on correlation coefficient interpretation guidelines, a value of 0.762 falls within the high correlation category. This result suggests that oversharing behavior and cyberbullying are closely associated among Generation Z Instagram users. However, the correlation analysis does not imply a causal relationship between the two variables.

The strong relationship between oversharing and cyberbullying, as evidenced by a correlation coefficient of 0.762 between oversharing behaviour and cyberbullying in this study, shows a strong and significant relationship. In the concept of self-disclosure, uncontrolled openness creates space for others, including those who are not personally known, to exploit the information shared. Information that should be private becomes public consumption, opening up opportunities for negative comments, verbal abuse, and even digital threats.

According to Machali, a correlation coefficient value of 0.762 falls within the high category (interval 0.60–0.799), indicating a strong positive relationship between oversharing behaviour and cyberbullying. Since this value is greater than the critical value of 0.197 at a significance level of 5% ( $N = 100$ ,  $DF = 98$ ), the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted. This means that there is a significant relationship between the two variables. However, even though the correlation is statistically strong, it does not prove a causal relationship. Therefore, further research with a causal approach is needed to test the direct influence between oversharing behaviour and the risk of experiencing cyberbullying.

The strong positive relationship between oversharing behavior and cyberbullying indicates that excessive self-disclosure may increase users' vulnerability to negative online interactions. When individuals frequently share personal information, emotions, and daily activities, they increase their visibility and provide contextual material that can be exploited for harassment, mockery, or identity misuse.

The majority of respondents in this study were women aged 22–24 years with a high school education. Based on the analysis results, this group showed a tendency to engage in oversharing behaviour, such as sharing personal stories on social media. On the other hand, they also admitted to having experienced cyberbullying in the form of sarcasm, insults, or negative comments that caused discomfort. The study also showed that respondents tended to be more frequently exposed to cyberbullying in the form of direct verbal aggression (such as flaming, impersonating, or harassment), but less frequently experienced denigration such as the dissemination of negative photos on their social media.

The majority of respondents in this study have felt unsafe due to comments or threats they received on social media. This finding indicates that the majority of respondents have experienced cyberbullying in the form of comments or threats that instill feelings of insecurity, which are characteristic of cyberstalking. This indicates that incidents of intimidation and harassment have created serious discomfort and anxiety in their digital experiences.

These findings address the gap in previous research that did not pay much attention to demographic factors, such as age and gender, in examining the relationship between the two variables. By focusing on Instagram users aged 13 to 28 years, this study provides a more relevant picture of how oversharing behaviour is related to the risk of cyberbullying among the younger generation.

The results show that for the oversharing variable, the highest statement relates to the habit of sharing personal stories on Instagram Stories (TCR 80.80%), while the lowest relates to financial information (TCR 60.00%). For the cyberbullying variable, the highest statement was related to repeated rude messages (TCR 79.20%), and the lowest was related to the dissemination of negative photos (TCR 56.00%). The average oversharing score was 58.91 (SD = 10.851), and the cyberbullying score was 74.51 (SD = 16.652), indicating a considerable level of variation among respondents. Pearson's correlation test yielded a value of  $r = 0.762$ , indicating a strong and significant relationship between the two variables.

These findings are supported by Social Penetration Theory, in which excessive or uncontrolled self-disclosure on social media has the potential to increase vulnerability to digital attacks. Thus, digital literacy education that emphasizes awareness of information sharing is important in minimizing the risk of cyberbullying among Generation Z.

From the perspective of Social Penetration Theory, oversharing represents a mismatch between the depth of disclosed information and the actual level of relational closeness with the audience (Almawati, 2021; Habibah et al., 2021). On Instagram, personal content is often shared with a broad and heterogeneous audience, many of whom do not share close social ties with the user. This imbalance increases social costs, including the risk of cyberbullying.

The findings of this study are consistent with previous research showing that higher levels of self-disclosure are associated with increased exposure to cyberbullying (Aizenkot, 2020; Angraini Asmi & Halimah, 2023). Oversharing may function as a double-edged behavior; while it supports self-expression and social connection, it simultaneously increases exposure to public judgment and misuse of personal information.



Moreover, the results do not suggest that victims are responsible for cyberbullying. Instead, the findings highlight how platform dynamics and sharing practices interact to shape digital vulnerability. Factors such as digital literacy, self-control, and awareness of audience boundaries may play a moderating role in this relationship and should be examined in future research.

Therefore, the strong association between oversharing and cyberbullying emphasizes the need for greater awareness of self-disclosure practices in digital communication. Understanding this relationship provides a foundation for developing preventive strategies aimed at reducing cyberbullying risks among young social media users. The findings of this study suggest that Generation Z Instagram users need greater awareness of how personal information is shared online. While emotional expression and frequent posting are common practices, excessive self-disclosure may increase exposure to cyberbullying. These results highlight the importance of digital literacy that focuses not only on technical skills, but also on understanding audience boundaries, content relevance, and potential social risks. Encouraging more careful and reflective sharing behavior may help reduce negative online interactions.

In addition, the prominence of identity misuse and privacy violations indicates the need for better protection of personal data and stronger support for users who experience online harassment. Future research may explore other factors, such as digital literacy and self-control, to better understand how cyberbullying risks can be reduced in social media environment.

Thus, overall, the results of this study consistently support and expand the understanding of the dynamics of oversharing and cyberbullying through the self-disclosure approach. Oversharing behaviour is not just a habit of sharing, but a form of self-disclosure that exceeds reasonable limits or is inappropriate for the context of the relationship. When individuals disproportionately reveal the depth and/or breadth of their personal 'layered' information, especially without adequate awareness of the risks, they inherently increase their vulnerability in the digital space. This excessively disclosed information can then become a target or ammunition for cyberbullying perpetrators.

Self-disclosure, which should support interpersonal relationships and self-expression, instead becomes a source of vulnerability in a digital context that knows no boundaries of intimacy. The implications of these findings are highly relevant in efforts to build a healthier digital culture. Research results indicate that education about self-disclosure and personal information management must be an integral part of digital literacy, especially for Generation Z, who are active users of social media. Control over the information shared, both in terms of depth and breadth, must be accompanied by awareness of who can access that information and its potential future impacts. Social media platforms such as Instagram also need to provide features that help users manage their privacy and encourage reporting when abuse occurs. On the other hand, an educational approach from schools, families, and communities is also needed so that the younger generation can understand that self-disclosure is not just a matter of 'wanting to share', but about 'how to share wisely'.

## **CONCLUSION**

This study examined the relationship between oversharing behavior and cyberbullying among Generation Z Instagram users in East Jakarta. The findings show that oversharing is a common practice among respondents, particularly in the form of emotional disclosure, frequent posting, and sharing of daily activities. Although respondents demonstrated awareness of privacy boundaries in relation to sensitive information such as financial data, they were more open when sharing emotional and relational content.

This pattern indicates that oversharing among Generation Z is selective rather than indiscriminate, yet remains sufficiently extensive to increase digital exposure. The results also indicate that cyberbullying is a prevalent experience among respondents. Verbal harassment, impersonation, privacy violations, and social exclusion were reported more frequently than visual-based attacks. These forms of cyberbullying reflect the interactive nature of Instagram and highlight the vulnerability of users who actively engage in open self-disclosure.

The correlation analysis reveals a strong and significant positive relationship between oversharing behavior and cyberbullying. This finding suggests that higher levels of self-disclosure are associated with greater exposure to negative online interactions. From a theoretical perspective, the results support Social Penetration Theory, which emphasizes the importance of balanced and gradual self-disclosure. Excessive openness in digital environments, particularly when shared with broad and heterogeneous audiences, may disrupt relational balance and increase social risks.

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