

The Influence of Fiki Naki's Self-Disclosure on Subscribers' Perceptions

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Abstract: All individuals must communicate in the ongoing information exchange process. Indonesian YouTuber Fiki Naki. Fiki Naki has 3.85 million YouTube subscribers as of March 19, 2021. Fiki Naki published "Dayana, Cewek Kazakhstan Yang Ngajak Aku Nikah (Part 1)" on January 11, 2021. The video shows an Indonesian YouTuber meeting a Kazakhstani woman. On January 11, 2021, Fiki Naki reuploaded "Dayana Nungguin Aku di Kazakhstan (Part 2)". In this second video, Dayana learns that Fiki Naki is an Indonesian YouTuber and resumes her conversation. Dayana mentioned her Indonesian fame and Instagram growth. On January 18, 2021, Fiki Naki re-uploaded his third and fourth videos, "Dayana Cerita Tentang Perasaannya (Part 3)" and "Dayana Sedih Karena Ini... (Part 4)," on YouTube. They talked in this third video to get closer. Fiki Naki asks Dayana personal questions. Their fourth video continues their third. They discuss Dayana's thoughts on Indonesians, who hate and like her. The stimulus-response theory underpins this study. This study examined Fiki Naki's self-disclosure's impact on subscriber perceptions and its degree of influence. This research examines how Fiki Naki's transparency influences subscribers. The researcher will use 4.1 million Fiki Naki YouTube subscribers as of April 30, 2021. This study employed purposive sampling. Since numerous criteria define the sample, this method was chosen: 1. Fiki Naki's YouTube followers. 2. Have they watched Fiki Naki videos with Dayana? Slovin algorithm estimates sample size; with a 5% margin of error, 399.97 is rounded up to 400 respondents.

Keywords: new media, perception, self-disclosure, subscribers, youtube

Abstrak: Semua individu harus berkomunikasi dalam proses pertukaran informasi yang sedang berlangsung. YouTuber Indonesia Fiki Naki. Fiki Naki memiliki 3,85 juta pelanggan YouTube per 19 Maret 2021. Fiki Naki memublikasikan "Dayana, Cewek Kazakhstan Yang Ngajak Aku Nikah (Part 1)" pada 11 Januari 2021. Video tersebut memperlihatkan seorang YouTuber Indonesia bertemu dengan seorang wanita Kazakstan. Pada 11 Januari 2021, Fiki Naki reupload "Dayana Nungguin Aku di Kazakhstan (Part 2)". Di video kedua ini, Dayana mengetahui bahwa Fiki Naki adalah YouTuber Indonesia dan melanjutkan percakapannya. Dayana menyebutkan ketenarannya di Indonesia dan pertumbuhan Instagramnya. Pada tanggal 18 Januari 2021, Fiki Naki mengunggah kembali video ketiga dan keempatnya, "Dayana Cerita Tentang Perasaannya (Part 3)" dan "Dayana Sedih Karena Ini... (Part 4)," di YouTube. Mereka berbicara di video ketiga ini untuk lebih dekat. Fiki Naki menanyakan pertanyaan pribadi Dayana. Video keempat mereka melanjutkan video ketiga mereka. Mereka mendiskusikan pemikiran Dayana terhadap orang Indonesia yang membenci dan menyukainya. Teori stimulus-respons mendasari penelitian ini. Penelitian ini menguji dampak keterbukaan diri Fiki Naki terhadap persepsi pelanggan dan tingkat pengaruhnya. Penelitian ini mengkaji bagaimana transparansi Fiki Naki mempengaruhi pelanggan. Peneliti akan menggunakan 4,1 juta pelanggan YouTube Fiki Naki per 30 April 2021. Penelitian ini menggunakan purposive sampling. Karena banyak kriteria yang menentukan sampel, metode ini dipilih: 1. Pengikut YouTube Fiki Naki. 2. Apakah mereka pernah menonton video Fiki Naki bersama Dayana? Algoritma Slovin memperkirakan ukuran sampel; dengan margin of error 5%, maka 399,97 dibulatkan menjadi 400 responden.

Kata kunci: media baru, pengungkapan diri, persepsi, subscriber, youtube

I. INTRODUCTION

Communication is necessary for every individual in the constant information exchange process. Everyone requires communication to communicate with and create relationships with

other relationships or individuals. Individuals can speak with one another in various ways today, one of which is through new media. The proliferation of new media has rendered practically everyone reliant. The reliance is that

it is exceedingly difficult for folks to abstain from Internet utilization. YouTube is one of the new media platforms that may be used to exchange information, entertainment, and business.

YouTube is a video-sharing social media platform that enables users to view and produce videos of any type. 93.8 per cent of Indonesian Internet users aged 16-64 years; this social media platform was used with an average monthly usage of 25.9 hours. Numerous individuals have benefited from the presence of YouTube by developing video material and publishing it via YouTube media; these video content creators are referred to as YouTubers (Datareportal.com, 2021).

Youtubers in Indonesia offer a variety of distinct themes for their channels, including reviews, tutorials, gaming, education, and travel. Fiki Naki is a Youtuber in Indonesia. Fiki Naki has 3.85 million subscribers on YouTube as of March 19, 2021. Fiki Naki's video material is unique. Due to his fluency in numerous foreign languages, he frequently develops video content speaking with foreigners via the OME TV Platform and uploads it to his YouTube Channel. OME TV is a video chat social media network that connects users from all over the world.

On January 11, 2021, Fiki Naki published a "Dayana, Cewek Kazakhstan Yang Ngajak Aku Nikah (Part 1)". This Indonesian YouTuber meets a woman from Kazakhstan in the video. At the start of the video chat, Fiki Naki and Dayana were acquainted using English. However, one occasion, Fiki Naki's

Foreign Language talents astounded Dayana when Fiki Naki abruptly responded to Dayana's query in Russian. Then, in the video, they congratulate one another; Dayana admits that Fiki Naki is Indonesia's most gorgeous man, while Fiki compliments Dayana on her beauty. Then, Dayana expressed her desire to marry Fiki Naki, and the two eventually exchanged Instagram usernames to follow one another.

Fiki Naki re-uploaded his second video with Dayana on January 11, 2021, titled "Dayana Nungguin Aku di Kazakhstan (Part 2)". Fiki Naki resumes her talk with Dayana in this second video after Dayana learns that Fiki Naki is a YouTuber in Indonesia. Dayana discussed her experience of being famous in Indonesia, as well as an increase in Instagram followers. Fiki Naki re-uploaded his third and fourth videos, named "Dayana Cerita Tentang Perasaannya (Part 3)" and "Dayana Sedih Karena Ini... (Part 4)", respectively, which were initially uploaded to YouTube on January 18, 2021. They met again in this third video, this time through a video recording, and conversed to get closer. Fiki Naki elicits some personal information from Dayana. The fourth video is a continuation of their third. They explore Dayana's views about Indonesians who despise and like her (Utami, 2021; Youtube.com, 2021).

Fiki Naki disclosed personal information to persons he met for the first time through video chats. Fiki explained to Dayana that she enjoys learning new languages, beginning with English, Russian, Spanish, and Romanian. Fiki Naki also informed Dayana about his

profession and status, voiced his desire to marry him again, conveyed his view that they are destined to be together due to their shared beliefs, and supplied information about where to reside. Fiki Naki also expressed his initial idea of Dayana as a stunning woman, informing her of their excellent chemistry/compatibility. Four videos featuring Fiki Naki and Dayana have garnered over 35.6 million views and 308,000 comments (Maya, 2021).

Self-disclosure is necessary for cultivating positive and ideal interpersonal communication relationships to develop intimate relationships and better understand the other person. Self-disclosure is a method of communication that encourages individuals to be more candid about themselves by revealing more information about themselves. Self-disclosure can elicit positive or negative responses from the audience, depending on how the individual discloses themselves appropriately or incorrectly (Indriyani, 2018, pp. 46–47).

The videos of Fiki Naki and Dayana will create either positive or negative perceptions in those who view them. Perception can refer to eyesight, which is how someone sees something, or to an opinion or understanding, how an individual perceives and interprets something. Perception occurs after a person experiences a feeling; the sensation in question is the senses' response to stimuli without regard for their content. On the other hand, perception is a view or judgment of the stimuli received; hence, sensation is a component of perception (Sobur, 2016, p. 385; Sukendar, 2017, p. 39).

The study's problem is determining whether Fiki Naki's self-disclosure affects subscribers' perceptions and the extent to which self-disclosure affects subscribers' perceptions. Therefore, to avoid broadening the scope of this research, it will focus exclusively on Fiki Naki's Self Disclosure of Subscribers' Perceptions of His Four YouTube Content Videos with Dayana.

The stimulus-response theory serves as the foundation for this research. This study's theoretical framework is based on SR (Stimulus-Response) Theory. This hypothesis attempts to explain how individuals can experience cause and consequence. This theory assumes that an individual's or human's behaviour (reaction) can be predicted. Communication is regarded as static, and persons respond to external forces (stimuli) rather than their own volition and desire. This approach presupposes verbal and non-verbal signals and acts that will elicit a response from others. The process is viewed as a reciprocal exchange of information and ideas that has a variety of impacts (Mulyana, 2015, p. 144).

The stimulus-response theory serves as the foundation for this research, as Fiki Naki provides the stimulus in his video material with Dayana in the form of a self-disclosure message that he communicates, and the recipient of this stimulus is the subscriber to Fiki Naki's YouTube channel. So then, the perception of Fiki Naki's YouTube channel subscribers is employed as a response in this study. Self-disclosure is communicating with others about one's experiences, future intentions, feelings,

and desires. Self-disclosure does not have to occur in person; it can also happen in the media (Mahardika & Farida, 2019).

According to Wheelers (Gamayanti et al., 2018), self-disclosure has five dimensions, as follows: Amount is the amount of self-disclosure as determined by a person's frequency of self-disclosure, and the duration of the message conveyed during self-disclosure, or the time required to complete the self-disclosure. The second dimension is valence; valence is defined as something that contains positive and negative components due to self-disclosure. Finally, individuals can self-disclose about a pleasant or unpleasant object or experience and laud or demonize the individual.

The third dimension is Accuracy and Honesty, which refers to a person's honesty when engaging in self-disclosure at the level at which a human can recognize themselves. Self-disclosure is not synonymous with honesty; individuals can express themselves honestly or through deception. The fourth dimension is Purpose and Intentions, which refers to the amount to which a human being wishes to communicate the information he wishes to express and the degree to which a human being is aware of the information he wishes to transmit to other individuals. The fifth level is Intimacy, in which an individual can expose himself at his most intimate depth without being personal or deceptive.

DeVito defines perception as the state of awareness of the numerous stimuli that have touched one's senses. Yusuf stated that perception is "the meaning of observations"

(Sobur, 2016, pp. 385–386). Perception results from one individual's observation of another person's existence (Nuzuli, 2020). An individual's perception selection process will focus exclusively on characteristics of interest, such as personal desires, emotions, personality, and attitudes. Then there are the characteristics that the individual shares, the unique features, the easily recognisable factors, and the elements with an exciting context. Perception consists of three fundamental dimensions: evaluation (excellent or harmful), activity (active or passive), and potential (weak or strong) (Rahman, 2018, pp. 80–81).

Due to the advancement of communication technology, new media have evolved. The progress of technology and communication has facilitated the growth of virtual world communication. What began as face-to-face contact has evolved into online communication via the Internet (Tosepu, 2018, p. 1). New media can be defined as ever-evolving computer-based technologies. Many people's lives have been impacted and altered by the presence of new media, beginning with their interactions and communication. Convergence is one example of the influence of new media (Prasetyo et al., 2018, p. 23).

Social media has evolved into an integral aspect of the new media that has widened human connections to the rest of the world. These relationships may be historical, familial, friendship-based, or professional. Social media has created a new communication platform, enabling humans to create online communities that can take the form of discussion forums or

any other type of information that can be shared with the public (Delliana & Wook, 2020). Social media has continuously evolved in lockstep with new media technology, resulting in various social media platforms, including YouTube (Husna, 2018).

YouTube is a social media platform for sharing content or media sharing; this platform enables users to share video and audio content. This media is available to users in visual and audio content that can be seen live (Nasrullah, 2015, p. 44). Viewers can upload movies or audio to their user accounts and then subscribe to the websites they enjoy. In addition, subscribing to this YouTube channel enables users to receive notification information when their favourite channel uploads new videos (Samosir et al., 2018).

A subscriber becomes a subscriber or follower of a YouTube channel they enjoy; anyone subscribing to or following a YouTube channel will receive an email notification when the track posts a new video (Helianthusonfri, 2015, p. 189). According to the description, this study aimed to determine the effect of Fiki Naki's self-disclosure on subscriber perceptions and the degree of influence of Fiki Naki's self-disclosure on subscriber perceptions.

II. METHOD

A quantitative research method elucidates an issue and then generalizes the findings. Thus, researchers prioritize data breadth rather than depth to ensure that research findings represent the entire population and are

dominated by numerical data. This strategy explains occurrences and tests ideas or theories (Kriyantono, 2020, pp. 45–47). The researcher employs a quantitative technique in this study because he wishes to gain answers from research grounded and quantifiable by standards.

The survey method is used in this investigation. A survey method is a quantitative research approach conducted on a small or big population. It collects historical and present data on attitudes, features, behaviour, and correlations between variables and evaluates variable hypotheses using the acquired samples (Sugiyono, 2019, p. 57). In addition, the researcher employs a research technique, specifically an explanatory survey, to ascertain the cause-and-effect relationship between the two variables. The researcher used the survey approach because the data gathering instrument was a questionnaire.

This study aims to ascertain the extent to which Fiki Naki's self-disclosure affects subscribers' perceptions. Thus, the researcher will use a population of 4.1 million members on Fiki Naki's YouTube channel as of April 30, 2021. This study used a technique known as purposive sampling. Purposive sampling is a technique utilized when the sample is chosen based on specific criteria established by the researcher according to the research objectives (Kriyantono, 2020, pp. 317–318). This technique was selected because several criteria, including the following, define the sample: 1. Fiki Naki's YouTube channel subscribers or followers. 2. Have they ever viewed Fiki Naki's video

content with Dayana? The Slovin formula calculates the sample size; with a margin of error of 5%, the result is 399.97, rounded to 400 respondents.

Techniques for data collecting using questionnaires. The questionnaire is a series of statements or questions each respondent must complete. The goal of disseminating this questionnaire is to get thorough information about a problem from respondents without fear of being offended if a responder provides incorrect information (Kriyantono, 2020, p. 245). There are two types of questionnaires: closed and open statements. The researchers employed a closed-type questionnaire in this study and limited respondents' responses using a Likert scale. The poll was done by mailing questionnaires to respondents, including comments about Fiki Naki's self-disclosure and subscribers' impressions.

The researcher will describe the data collected using the Correlation Coefficient Test and data analysis approach. Specifically, the researcher will utilize Pearson's correlation or product-moment formula because this exercise aims to determine the correlation coefficient and establish the hypothesis of a relationship between two variables. The correlation coefficient measures the strength of a relationship between two variables, indicating its degree (Kriyantono, 2020, pp. 332–334).

Simple Linear Regression Test: Regression analysis determines whether the correlation between two variables is causal or functional. For example, suppose it is known which variable is the variable X and the variable

Y. In that case, the Y variable may be computed and predicted using the value of the X variable (Kriyantono, 2020, pp. 340–341). The coefficient of determination test is a statistical procedure determining whether two variables influence relationships. The value of this test indicates the proportion of variation in the Y variable that can be explained by the calculated regression line (Khasanah, 2021, p. 52). The T-test is used to determine whether the correlation coefficient value is valid. It is accomplished by comparing the t count's importance to the t table's value. The T-test was used to evaluate the study's hypothesis (Morissan, 2017, p. 349).

III. RESULT AND DISCUSSION

Correlation analysis was used to ascertain a relationship between the X variables, specifically the Effect of Fiki Naki's Self Disclosure, and the Y variables, specifically Subscriber's Perception. In addition, the researchers employed Pearson's Product Moment correlation approach with IBM SPSS 25 to determine whether an associative hypothesis between Ho and Ha was rejected or accepted. The following table summarizes the findings of the correlation analysis conducted using IBM SPSS 25:

Table 1 Correlation Analysis Results

Correlations		
	The Effect of Fiki Naki's Self-Disclosure	Subscribers Perception
The Effect of Fiki Naki's Self-Disclosure	Pearson Correlation	1
	Sig. (2-tailed)	.000
	N	400

Subscribe rs Perceptio n	Pearso n Correla tion	.983**	1
	Sig. (2- tailed)	.000	
	N	400	400

Source: Data Analysis Results

According to Table 1, Pearson’s Product Moment correlation analysis with the first and second tables reveals that the Effect of Fiki Naki’s Self Disclosure on Subscribers’ Perceptions in the Pearson’s Correlation calculation is 0.983, sig-2 tailed 0.000, and N = 400 respondents. Therefore, a value of 0.983 indicates a powerful influence on the Effect of Fiki Naki’s Self Disclosure on the Subscriber’s Perception. Therefore, the significance level 0.05 indicates that the Ha hypothesis is accepted, and the Ho hypothesis is rejected. Consequently, it can be concluded.

That there is a significant relationship between variable X and variable Y.

Table 2 Simple Linear Regression Test Results

Coefficients						
Model		Unstandardize		Standar dized Coeffi cients	t	Sig.
		B	Error Std.			
1	(Constant)	2.128	.580		3.66 7	.000
	The Effect of Fiki Naki’s Self- Disclosure	1.459	.014	.983	106. 832	.000

Source: Data Analysis Results

According to Table 2, the result of simple linear regression analysis using IBM SPSS 25 is a constant value of 2.128 and a value of 1.459 for the influence of Fiki Naki’s self-disclosure. Therefore, this value can be inserted into the

existing formula, which is as follows:

$$Y=a+bX$$

$$Y = 2.128 + 1.459$$

A: Constant Value

X: Independent Variable (independent) Self-Disclosure Effect Naki Fiki

Y stands for Dependent Variable (bound) Perceptions of Subscribers

By applying the method above, it is possible to deduce that the variable X and the variable Y form a regression equation, namely $Y = 2.128 + 1.459 X$. Thus, each increment in the value of variable X (independent variable) represents the Effect of Self-Disclosure. Therefore, Fiki Naki will be followed by a one-value increase in the Y variable (the dependent variable), namely Subscribers Perception of 1,459, which will result in a positive direction with a constant of 2.128.

After obtaining the results of the simple linear regression test, the researcher determines the coefficient of determination to ascertain the extent to which the variable X contributes. The following table summarizes the coefficient of determination test results obtained using IBM SPSS 25:

Table 3 Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.983 ^a	.966	.966	1.154

Source: Data Analysis Results

According to Table 3, the coefficient of determination test results indicates the feasibility of the X variable in Fiki Naki’s Self

Disclosure to the Y variable, namely the subscribers' perception of 0.966 with a percentage value of 96.6 per cent.

To determine the validity of the hypothesis relating the X variable to the Y variable, the researcher used a hypothesis test or t-test. As previously stated in Chapter 2, the researcher wishes to determine whether there is a causal relationship. It is explained as follows:

Ho: Fiki Naki's Self Disclosure does not influence Subscriber Perception.

Ha: Fiki Naki's Self-Disclosure Has an Effect on Subscribers' Perception.

Table 4 T-Test Results

Coefficients					
Model	B	Unstandar	Standardized	t	Sig.
		dized			
		Coefficients	Beta		
		Std. Error			
1 (Constant)	2.128	.580		3.667	.000
The Effect of Fiki Naki's Self-Disclosure	1.459	.014	.983	106.832	.000

Source: Data Analysis Results

In Table 4, it is mentioned how the researcher received the t-count value; it is known that the researcher derived the t-count value from the Self Disclosure Effect of 106,832 respondents. Therefore, with the t-table value of 1,966, it can be said that t count $106,832 > t$ table 1,966 and a significance value of 0.000 0.05, ho is rejected, and he is approved

since the number of t counts exceeds the t table and the significance value is less than 0,05. Thus, it may be argued that the independent variable X (Fiki Naki's Self Disclosure) affects the dependent variable Y (Subscriber Perception).

The stimulus-response theory is the foundation for this study since it elucidates the effect of Fiki Naki's self-disclosure on subscribers' views by focusing on stimulus and response. Because this theory incorporates two components, namely Fiki Naki's self-disclosure as a stimulus and subscribers' impressions as a response, the stimulus-response theory applies to this research. Aspects of the stimulus-response hypothesis include the following: 1. Stimulus: Fiki Naki's self-disclosure in video content with Dayana; 2. Reaction: subscribers' perceptions of Fiki Naki's video content with Dayana.

This study aims to examine two critical features of the research instrument, namely the Effect of Fiki Naki's Self Disclosure and Subscriber Perception. First, there are significant indicators on variable X in the form of stimuli in this study, specifically the influence of self-disclosure as measured by the self-disclosure dimensions of Amount, Accuracy/Honesty, Intentions, and Intimacy. Second, once this is established, there is a response indication for the Y variable, namely Subscribers Perception, which is derived from the perception dimension, namely the evaluation dimension (excellent or negative), the activity dimension (active or passive), and the potential dimension (weak or strong). Then,

each of these variables' indications is packed as a research instrument.

The amount is the initial signal of Fiki Naki's self-disclosure stimulus. The amount in Fiki Naki's self-disclosure corresponds to the time it takes for Fiki Naki to begin daring to disclose herself to Dayana. According to the Quantity indicator's explanation, the amount of self-disclosure can be quantified by the time required to express self-disclosure. Fiki Naki has ventured to reveal himself to Dayana in the first video or during their first meeting progressively. It begins with her name, age, interests in studying other languages, and an Instagram account that is not hers. Most respondents in this survey regarded themselves highly in agreement with the study's first indicator variable, X.

Accuracy/Honesty is the second sign of Fiki Naki's self-disclosure stimulus. Fiki Naki's self-disclosure accuracy/honesty/lie is Fiki Naki's self-disclosure accuracy/honesty/lie to Dayana. This component is explained by the fact that self-disclosure is distinct from honesty; individuals can express themselves honestly or through deception. Fiki Naki is candid in his expressions, beginning with his hometown of Jakarta and ending with his sentiments over Dayana's beauty.

Fiki Naki also progressively piqued Dayana's interest by inquiring about her relationship and the contents of Dayana's direct messages, even though this violated someone's privacy. Then, most respondents in this study expressed high agreement with this variable X indication.

Intentions are the third indicator of Fiki Naki's self-disclosure stimulus. Intentions in Fiki Naki's self-disclosure refer to the degree to which Fiki Naki will reveal himself to gain a closer relationship with Dayana. This Intention indicator is the degree to which an individual will expose himself. For example, Fiki Naki expresses his affection for Dayana to grow closer to her. Fiki Naki also self-disclosed deliberately by stating that he would approach Dayana in Kazakhstan. Most respondents in this survey agreed or strongly agreed with this indicator of intentions.

Intimacy is the fourth and final sign of Fiki Naki's self-disclosure stimulus. Fiki Naki's self-disclosure is intimate in that Fiki Naki reveals himself to be his most secret self. This signal indicates that an individual can disclose the most intimate aspects and that self-disclosure is no longer considered private or deceptive.

On the Intimacy indication or in his fourth video with Dayana, Fiki Naki shows the most intimate side. For example, Fiki Naki abruptly said "I love you" to Dayana, causing her to blush. Fiki Naki also paid attention to Dayana, who was in distress. According to a 400-respondent questionnaire, most respondents in this study highly agreed with the Intimacy indicator.

Fiki Naki's YouTube video content with Dayana elicited a response in the form of perceptions in the minds of Fiki Naki's YouTube channel subscribers regarding the self-disclosure that Fiki Naki performed on Dayana in the video, ranging from good to

terrible, active to passive, weak to strong. According to the research instrument, a questionnaire each respondent completed, the respondent presented a positive, enthusiastic, and strong perception by assuming. Fiki Naki's self-disclosure to Dayana is natural when he wants to develop his relationship; self-disclosure such as Fiki Naki's is extremely interesting. It fosters connection development and is an excellent reference for self-disclosure when fostering partnerships. Additionally, respondents demonstrated a negative, passive, and feeble perception by assuming that self-disclosure is unnecessary if they only know the other person, uninteresting to do so, and useless if they only know the other person.

The factors and the Y variable have a strong and mutually influential relationship in this study. Due to this strong relationship, fans of Fiki Naki's YouTube channel are aware of the impact of Fiki Naki's self-disclosure in his video with Dayana.

This study addresses two research questions: "Is Fiki Naki's Self Disclosure affecting subscribers' perceptions?" and "How much influence does Fiki Naki's Self Disclosure have on subscribers' perceptions?" The researchers can infer that this research addressed the problem's formulation and adhered to previously established research objectives. The research instrument is a questionnaire based on stimulus-response theory and self-disclosure and perception indicators. Based on the data collected from a sample of 400 participants, it can be inferred that Fiki Naki's act of self-disclosure towards

Dayana in the video impacted the subscribers' attitudes. The study was undertaken within the parameters of preexisting challenges. This research only covers and focuses on the effect of Fiki Naki's self-disclosure on subscribers' perceptions of four of their YouTube content videos with Dayana.

IV. CONCLUSION

This study demonstrates that the stimulus-response theory applies to determining the impact of Fiki Naki's YouTube channel on subscribers' perceptions. Thus, Fiki Naki's self-disclosure serves as a stimulus accepted by subscribers to Fiki Naki's YouTube channel and results in a response, namely the subscribers' perceptions after seeing Fiki Naki's video material with Dayana.

This research was conducted following the study's objectives: to ascertain the effect of Fiki Naki's self-disclosure on subscribers' perceptions and how much Fiki Naki influences subscribers' perceptions. However, this research also adheres to the research problem's restrictions, limiting the study to determine the influence of Fiki Naki's self-disclosure on subscribers' evaluations of his four video materials with Dayana. Fiki Naki self-discloses to Dayana in the video with her. After viewing the Fiki Naki video, the Dayana episode, most respondents agreed or strongly agreed with Fiki Naki's incremental self-disclosure according to the self-disclosure dimensions. The video then presents a positive, active, and strong perception by assuming that Fiki Naki's self-disclosure to Dayana is natural for him to

develop his relationship. In the manner demonstrated by Fiki Naki, self-disclosure is extremely interesting in developing relationships and is extremely useful as a model for disclosure. Additionally, respondents indicated a negative, passive, and feeble perception by assuming that self-disclosure is unnecessary if they only know the other person, uninteresting to do so, and useless if they only know the other person.

The advice to subsequent researchers is that they study the message of self-disclosure in more entertaining and instructional YouTube videos. Additionally, the researcher wants to express a proposal regarding the theory employed to develop further, as various other approaches may be used, such as Communication Privacy Management and the Johari Window. Then, recommendations for Youtubers, particularly Fiki Naki, on conducting self-disclosure with newly met interlocutors at the appropriate time. Finally, to provide benefits and references for their subscribers on how to conduct self-disclosure with newly met interlocutors in the proper time to develop relationships.

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