

Social Media Users' Privacy Limits on Adult Content: A Case Study of the Instagram Account @Catwomanizer

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Abstract

Providing personal information can strengthen interpersonal relationships, but it can also subject individuals to judgments from the recipient and result in a loss of control over that information. The Communication Privacy Management (CPM) theory can be utilized to understand how individuals manage their personal information. This research aims to investigate how the user of the Instagram account @catwomanizer, a popular influencer who frequently shares adult and sex education content, implements privacy in the interaction of adult content on Instagram. The approach employed in this study is qualitative, using instrumental case study methodology. Based on Zoom interviews conducted with @catwomanizer and three of their followers, as well as document analysis, it was found that @catwomanizer implements five derived concepts from the CPM theory. @catwomanizer establishes privacy boundaries through two processes: content creation and content delivery. Moreover, each of these processes has its own set of filters.

Keywords: Communication Privacy Management (CPM) Theory, privacy boundaries, sex education, adult content, Instagram

Introduction

Providing personal information can strengthen interpersonal relationships, but it can also make someone have to deal with judgment from the recipient and lose control over the information (Colaner et al., 2021, 817). Within him, there is also a tension between the need to share information and the need to protect himself and others in every relationship (Sandra Petronio in Littlejohn & Foss, 2011, 249). This dialectic of disclosing or disclosing personal information exists in all human

interactions, from casual meetings to the most intimate relationships (Colaner et al., 2021, 817).

Communication Privacy Management (CPM) theory can be used to understand how someone manages their personal information (Petronio, 2010, 2013; Petronio & Altman, 2002, in Fang & Gong, 2019, 301). According to this theory, privacy management originates from conscious efforts to balance competing needs for sociality or privacy. Thus, privacy management rules come to harmonize the disclosure and protection levels derived from the "dialectical tension between openness and closeness" (Petronio, 2002; Child et al., 2009, in Kang & Oh, 2021, 4-5). Interactions in "real" meetings and activities for managing personal information exist in cyberspace and social media (Hollenbaugh, 2019, 4).

People use social media to control their impressions and present themselves online. They do this by consciously or unconsciously disclosing personal information that fits the image they want to convey. Self-disclosure is important in developing close relationships and can occur even between strangers, for example, when talking about personal problems with the passenger next to us on an airplane (Kaplan & Haenlein, 2010).

As of January 2022, Instagram is the fourth most popular social media platform globally (Statista, 2023). Instagram has strict policies to prevent sexual harassment and prostitution by maintaining rules (Community Guidelines). They have taken preventative steps in regulating photo and text uploads to prevent harassment. Instagram also prohibits uploading photos containing nudity. To support users, Instagram is working with ConnectSafely.org so that users understand the consequences of uploading nude or sexual photos or videos that could be misused (Instagram inc, 2022).

Andrea Gunawan's Instagram account @catwomanizer is one of the most well-known sources of sex education content in Indonesia. Instagram celebrity and sexual health activist Saputra (2022), Andrea Gunawan, often discusses content about love, romantic relationships, and sex, which until now was still considered something that should be hidden in articles by Harness (2020). Andrea Gunawan, in an interview with Kumparan media, explained the reasons for discussing education about sex. Among other things, because Indonesia is still very patriarchal, even sexual taboos are considered a guarantee that our partner will not leave us.

As of March 26 2023, the @catwomanizer account has uploaded 2,920 posts and story highlights about adult content, which have sparked discussion and comments from its 240 thousand followers. As a sexual health activist, independent image consultant, and modern dating consultant, @catwomanizer has brought significant social change in discussing adult content regarding sexuality on Instagram, which was previously considered taboo. This research investigates how Instagram user @catwomanizer applies privacy in interacting with adult content on the platform.

Communication Privacy Management (CPM) theory is used to understand privacy in everyday life. The initial goal of this theory is to understand the concept of privacy and how to manage personal information effectively (Petronio & Child, 2020). CPM helps understand how individuals set their privacy boundaries around personal information and make decisions about protecting that information (Petronio & C, 2010). Individuals believe they own personal information and want to control it to manage potential risks. To manage these risks, they establish rules and boundaries to regulate access to personal information (Petronio, 2002, 2).

CPM theory has five concepts that are the basis for the privacy management process, including: 1) Personal information. In 1974, Goodstein and Reinecker stated that information about a person tends to become public. However, more personal or intimate information will only be disclosed in special circumstances. According to Petronio, disclosing personal information is a way to build intimacy, but it cannot completely replace all aspects of an intimate relationship. Self-disclosure is different from intimacy, and not all personal information, even high-risk ones, will always lead to intimacy. Personal disclosure focuses more on telling and reflecting personal information about others and oneself. Intimacy is not the only reason why someone shares personal information, there are also other factors, such as control and self-expression. (Petronio, 2002, 2013).

2) Private Boundary (Personal Boundary and Shared Boundary). In this theory, privacy is defined as an individual's right to own personal information, both within the context of the self and the group. The difference lies in the type of personal information intended for groups, couples, families, organizations, or society (Petronio, 2002, 6). In managing privacy rules, there are three main processes. First, there are characteristics of privacy regulations which involve five main aspects (culture, gender, motivation, contextual, and ratio) as well as one additional aspect

(interpreting and learning who is suitable to receive information). Second, boundary coordination includes boundary linkage, boundary ownership rights, and boundary permeability. Third, there is boundary turbulence which assumes that there are obstacles in coordination between the sender and recipient of information. This obstacle can cause unsynchronization in coordination.

3) Control and Ownership or control and ownership of information. Ownership of information can also be shared by choosing other people to manage the information to other people by providing certain rules in the hope that the recipient of the information complies with these privacy rules (Petronio & Child, 2020). Personal boundaries can be described as low control which is more easily penetrated and accompanied by appeals such as 'don't tell anyone'; and high control with thick boundaries (Petronio & Charles Bantz, 1991).

4) Rule Based Management. Privacy rules can be created due to social activities or new situations. For example, children will be taught the rules regarding privacy that exist in the family, then when someone joins a new community or group, they will potentially encounter privacy issues in the workplace that can challenge the rules that have been made previously (Millham & Atkin, 2016)

5) Management Dialectic or dialectics of information management. Dialectics refers to the assumption that in social life, a person will experience tension due to contradictions. CPM is based on a dialectical unity in which there is the disclosure of privacy, concealment, and disclosure, public and private, and openness, and closedness (Petronio, 2002, 12). There is a consideration between the need to hide personal information and the desire to reveal it. The information shared is also influenced by considerations of a number of issues such as how many people know the information to be shared, how much is disclosed and who receives the information (Petronio, 2013).

Social media is defined as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and enable the creation and exchange of user-generated content (Kaplan & Haenlin, 2010). Social media is also defined as a set of new communication and collaboration tools that enable various interactions previously unavailable to ordinary people (Brogan, 2010).

Research finds that Communication Privacy Management (CPM) exists in various relationship contexts, especially family and health. McNealy and Mullis

(2019) stated that there is less CPM research in the context of online social media, even though the popularity of social media has increased in recent times, such as Facebook, Twitter, Instagram, and Snapchat, and also platforms such as blogs and gossip sites (Perrin, 2015). The inherent communicative nature of social media makes privacy management, boundary coordination, and boundary turbulence important areas of study in social networking sites. In this journal, Cassilo summarizes, like findings by Bateman, Pike, and Butler (2011), not all individuals want to self-disclose - they want boundaries, and in this case, social media publicity negatively influences users' intentions to self-disclose. McNealy and Mullis (2019) examined how CPM displays and shapes boundaries and sharing on celebrity gossip sites, focusing on Lipstick Alley. Examining further the realm of online blogs, researchers found the use of privacy management rules and boundary coordination in diaries and forum-based social media sites. In research, Child, Pearson, and Petronio (2009) developed an instrument to examine how bloggers use collective boundary management rules when interacting online. Collective boundary management online is a prevalent and important area of current research. Furthermore, motivation, gender, and culture are significant factors that influence the privacy rulemaking process. Motivation, gender, and culture constitute three of the five "decision criteria" that require individuals involved in a management system to learn pre-existing norms or collaboratively create new boundaries with others involved in the system (Petronio, 2002).

Lee and Yuan (2020) wrote in the criteria for several social media, one way to evaluate social media tools in initiating maintaining, and connecting various social ties is to ask people to compare bond formation scenarios. For example, Instagram introduced privacy settings that allow users to control who can see their posts and included a "Close Friends" function that limits certain groups of followers from accessing some posts. However, friendship formation on Instagram does not have to be symmetrical.

The media offers various types of content that are produced and broadcast to the public, one of which is adult content. Adult content can be defined as content that contains adult material, which contains sexuality, pornography, violence, or other content themes aimed at an adult audience (Martini et al, 2022). Often, adult content is associated with sexual content, whether in the form of entertainment, information, news or education.

With the risks posed by adult content in the form of sexual material that the public can access, sexual education has also become a form of sexual content that is widely used because it has been proven to increase sexual health knowledge and influence decisions about safe sexual activities (Grose et al, 2014) . In recent years, international institutions, such as the United Nations Population Fund (UNFPA) and the United Nations Educational, Scientific and Cultural Organization (UNESCO), and many researchers and practitioners, have promoted Comprehensive Sexual Education (CSE) in their programs, and it has proven to have an impact on reducing risky sexual behavior (Haberland & Rogow, 2015).

The relationship between sex and a person's privacy needs to be considered for the sake of human growth and development itself because sex is an integral part of being human, general well-being, and quality of life (World Health Organization, 2006; Heaphy, 2007; Wilmoth, 2007; Ruane and Hayter, 2008, in Quinn and Happell , 2015, 2269). Apart from that, basically sex is also a very sensitive, personal human experience, and has the potential to be something "embarrassing" (Bohn, 1984, 10; Warr & Hillier, 1997, 138). Thus, a person's trust will grow if their privacy and confidentiality are a priority when their story is shared with the broader community, such as by assuring them that their personal information will be protected (Corley et al., 2022, 11). On the other hand, as a social media that wants to maintain the comfort and safety of its users, Instagram has several provisions regarding privacy and adult content. Apart from that, this regulation also applies to digitally created content or content related to children (Instagram Help Center, n.d.).

The Meta Transparency Center, which is the policy center of Instagram's parent company, has strict policies regarding nudity and adult sexual activity. They prohibit users from uploading images of naked adults, including clearly visible female genitals, anuses/buttocks, and nipples, except in medical contexts, childbirth, breastfeeding, or certain acts of protest. They also prohibit images of sexual activity, such as oral sex and the use of sex toys, as well as fetish content involving dangerous activities. However, sexual content that refers to real-world art, fictional advertising, and non-explicit digital art may be permitted if it is directed to users aged 18 or over (Meta Transparency Center, 2019).

Method

This research uses the Interpretive Constructivist paradigm because this research views that knowledge is not only the result of the experience of facts but also the result of the construction of the thoughts of the subject being studied, in this case, Andrea Gunawan, owner of the Instagram account @catwomanizer. The goal of this research paradigm is to rely as much as possible on the participants' views regarding a particular situation (Creswell, 2015). This research uses qualitative research because this research data is categorized as non-metric data (qualitative data), namely, the type of data that can be used to classify and explain but cannot be quantified (Hair et al., 1995, in Marczyk et al., 2005, 97).

The research method used is a case study. As Daymon and Holloway (2002) explained, case studies are a research method for studying, explaining, or interpreting a case in depth. The case taken in this research is a person, Andrea Gunawan, the owner of the Instagram account studied, named @catwomanizer. The research design used is an instrumental case study. This was done because this case study aims to test theory and base the case explanation on the Communication Privacy Management (CPM) theory. Apart from that, the number of cases examined in this research is no more than 1, namely the privacy limit for Instagram social media users regarding adult content or sexual education by Andrea Gunawan on her Instagram account, namely @catwomanizer.

Information and data to analyze this research were obtained and collected through several data, namely through in-depth interviews with the main informant, namely Andrea Gunawan as the owner of an Instagram account which distributes sexual information, creates sexual content and has experience regarding healthy relationships aimed at so that the informant is able to provide a detailed explanation regarding the meaning of sexuality, the limits regarding content shared according to the rules set by Instagram and how the informant determines privacy management. Interviews were also conducted with three female @catwomanizer Instagram followers aged 18-35 years to obtain supporting information regarding the privacy boundaries created by the accounts they follow. Data collection is also obtained through documentation in the form of content uploaded to social media Instagram @catwomanizer to support exploratory research activities.

Discussion

After coding the results of the interview with Andrea Gunawan (@catwomanizer) via Zoom on Sunday, 7 May 2023 at 08:00 WIB and Thursday, 1 June 2023 at 09:00 WIB, it was found that @catwomanizer limits her privacy through two processes, namely content creation process and content delivery process. Not only through these two processes, each process also has its own filter.

In the content creation process, @catwomanizer divides it into two filters, namely identifying the objective/purpose of the sex education content created which will then be uploaded and carrying out various considerations. @catwomanizer explained that before sex education content is created and uploaded, she always identifies what the objective of the sex education content is. Apart from that, he also analyzes the benefits his followers will receive after seeing the upload. Content uploaded on @catwomanizer social media must aim to educate, not just post without a clear objective. Andrea emphasized this during an interview session that she shares sexual education content that focuses on informative education such as myths and facts about sexual education, diseases caused by sexual activity, contraceptive methods, and so on, which can add information to the public—his followers.

This is also proven by an example of content shared by @catwomanizer via the Instagram stories feature regarding tips that her followers should do and know just before having sexual intercourse. Not only in terms of content selection, @catwomanizer will ask for consent from the party or parties related or involved in the content that will be created if the content is related to other people. He also often hides account names by censoring the account names of his followers if the content shared is related to other people. One of the informants with the initials PP who has been a follower of @catwomanizer since 2018 also admitted that he always censors the names of his followers when sharing content.

"That is why I said earlier, just close the profile picture. So, we only really only read the writing so we do not have a clue who the followers are."

On the other hand, if @catwomanizer wants to share content related to herself, she will share it based on her experiences. According to one informant with the initials DP, who is also a follower of the @catwomanizer account from 2018, Andrea explained that she started from everyday problems experienced by women.

Explanations about personal experiences are expressed in words and in the use of CPM theory, Andrea blurs/censors names and images according to the consent of both parties.

"Why follow? I saw Catwomanizer or Andrea Gunawan providing sex education. That's the language, for me, it's easy to accept, sis, it's not complicated and tends to be short. And he also started from existing cases and the reality in society."

The second filter is to conduct a comprehensive review. There are several things that @catwomanizer considers comprehensively before she broadcasts content. These considerations are divided into two parts. First, consider internal considerations where @catwomanizer avoids writing personal data in its content. He also set limits and refused to answer questions considered too private for him via Instagram direct messages. Apart from that, he also analyzes who will receive information from his sex education content on Instagram. Here, he provides boundaries or scope of who he considers close and worthy of his personal information and who he does not. He explained that if there were something he only wanted to share with those closest to him, he would tell them directly and not via Instagram, either on a second account/private personal account or on the close friend feature. @catwomanizer also knows the characteristics of her followers, such as age and gender. Therefore, he directs and adapts his sex education content to women aged 24-40 years.

Second, @catwomanizer carries out external considerations where this is related to several external parties, such as clients, experts and family. @catwomanizer explains that she likes to consult and ask for approval from the clients she works with regarding the content she creates. Thus, it can be seen that @catwomanizer wants to avoid any conflicts due to content uploaded via her Instagram account. Not only that, @catwomanizer also consulted with experts when she felt that her knowledge and skills were limited. Finally, he also considers the family's response to his Instagram content. He said he would try to maintain his good name as much as possible so that his parents would not feel embarrassed because several of his father's friends had shared the link to Andrea's interview with his father.

In the process of delivering content, when the content creation process has been carried out by considering several things, @catwomanizer makes "rules" when

sex education content is to be delivered. These “rules” relate to which boundaries he avoids and which he applies in his sex education content.

The first is the things that are done. When questions from netizens are considered by @catwomanizer to exceed her capacity and outside her realm, she will consult the matter with experts and advise netizens to ask the experts directly. This happened because he felt he was only sharing basic experience and knowledge about sex education, not as an expert. Apart from that, he also always sticks to facts for all the sex education content he shares. He also sets limits on his sex education content. He said that he only wanted to focus on healthy sexual relations, such as contraception and vaccination, not on the technicalities of having sex or sexual activity. He also uses writing when sharing his sex education content to filter his audience. In his view, if the audience is serious and intends to learn, they will read the content.

The informant with the initials R, who has been a follower of @catwomanizer since 2021, also considers that the content shared by @catwomanizer is informative.

"As for sex education itself, I do not think there's anything that's out of line, so in my opinion the problem is like this. In fact, you could say that there are a lot of risks on social media. If we give a little wrong information, it could be problematic. Moreover, it seems like followers are more fussy, more netizens. -The netizens are more fussy, so of course they are already thinking about what they can share, what they can keep like that, that's why I do not think there is any content, especially for sex education itself, that is out of that realm or not. there are."

According to Andrea's explanation, he uploads sex education content on IG Story and Reels. However, nowadays he rarely uses Reels as a feature to share sex education because IG Story is considered the most effective and private Instagram feature for reaching his audience. He also believes that through IG Story, there is less potential for it to become a wild ball of fire because content uploaded on Reels can appear in Explore or in the Feed of Instagram users who don't follow Andrea, whereas on IG Story, people who already follow him already know and understand what Andrea's content is like.

Andrea also stated that he prefers it if the content he uploads is in the form of writing to be able to filter the age groups that access his content automatically. Through the content in the form of writing that he uploads, he knows that most

categories that access his content are aged 24-35 years. He also thinks that if the content is not age-appropriate, netizens will automatically skip the content because there is too much writing.

"To filter people. In other words, if they are serious or have the intention, they will read it. If they're just, what is it, like people who suddenly just want to be curious, usually they're just like passing kids, they don't care, that's how it is. So, again, to filter which people, just who cares. And maybe it will be necessary, I see."

Next are things to avoid. From the use of language, @catwomanizer compares herself to other influencers. He said that he did not use harsh language and conveyed the content explosively. He prefers to use academic or scientific words for words related to sex education rather than using pronouns or censoring. The informant also expressed congratulations for 2019 following Andrea, the informant never felt that the content produced by catwomanizer used harsh or explosive words in writing. "No, he never used that sentence." he said. Apart from language, Andrea also avoids things that are prohibited by Instagram's Community Guidelines so that her content is not taken down. However, Andrea himself stated that the Community Guidelines implemented by Instagram should be reviewed because there are still misperceptions made by Instagram regarding uploaded content.

"In my opinion, it actually needs to be refined again because in a sense it seems very automatic. So, in my opinion, it's better if someone sits down to review it like that, because maybe on the one hand, it is a good thing that they will automatically filter it themselves. What happened was that they filtered it wrong, in my opinion, what should have been filtered, but instead they weren't. What should be allowed, is instead censored by them."

As an influential celebrity, an influencer who distributes sexual content must understand the importance of implementing privacy in the Instagram feature. In this study, Andrea Gunawan managed the privacy limits of the Instagram account @catwomanizer which uploaded sensitive content. Analysis of interview data determines answers about the limits of privacy. In implementing privacy boundaries, CPM (Communication Privacy Management) theory is used to understand how someone manages privacy boundaries, including personal information and ownership boundaries. CPM theory helps identify the intended audience type and considers shared culture, gender, motivations, and context. Andrea limits the type of content she

uploads for educational purposes, considering age and information filtering needs. Boundary Coordination describes existing boundaries, including boundaries between different influencers. Boundary ownership rights determine how a person determines privacy boundaries, including the anonymous use of information. The permeability of information boundaries involves Instagram as the owner of the rules in filtering content worth disclosing. Control and Ownership include the information owner's control rights in sharing information, considering the benefits, and consulting with experts. Rule-based management refers to rules created to keep or disclose information confidential, considering initial intention and urgency. Dialectic Management involves decisions regarding the benefits and effects of shared information. Andrea faces taboo views and skepticism from society, but she believes that sex education is important and should be known. Instagram Community Guidelines are a reference in managing content that is suitable for display. This research found that informants had a strategy in disclosing the information they shared, without using the close friend feature or pronouns. Instagram filters content that displays a person's sensitive parts. Informant filters the content shared, considering the right purpose and audience.

Conclusion

Privacy boundaries in the use of social media vary depending on user characteristics, purpose of use, type of social media, and topic of content being shared. This research studies the implementation of privacy by Instagram user @catwomanizer and is by the concept of privacy management in the Communication Privacy Management (CPM) Theory. Research shows that privacy in these accounts is based on characteristics of the recipient of the information, such as culture, gender, and motivation. The content owner's control over the content shared and orientation towards benefits for the recipient of the information are also important considerations. This finding aligns with the concepts of Private Boundary and Control and Ownership in CPM theory. Personal information, rule-based management, and information management are also taken into account by the owner of the Instagram account @catwomanizer, taking into account Instagram community agreements and guidelines. Future research could develop this topic by focusing on implementing Privacy Boundaries in information sharing on Instagram. The findings of this research

indicate that the implementation of privacy boundaries is strongly influenced by the account owner's meaning, which impacts aspects of Information Control and Ownership. It is essential to pay attention to differences in the meaning of privacy with audiences who are not the target of the content to prevent misuse and incompatibility with the original purpose of the content. Further research is recommended to increase the diversity and validity of research in this area.

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