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Social media ~~is~~ are the most widely accessed internet ~~contents~~ sites. In ~~2017~~ 2017 ^[Pro1], there ~~were~~ 2,789 billion to 2,773 billion people ~~using~~ the internet to access social media (wearesocial, 2017a). ~~Per~~ 2016, 97.4% of Indonesian internet users ~~use the internet to access~~ ed social media (APJII, 2016). ~~Although the use of social media is very~~ Despite the popularity, 40.6% of social media users in Indonesia ~~argue~~ believe that ~~being on~~ social media ~~is~~ is not safe ~~to use~~ (APJII, 2016). Violation of privacy is one reason why people ~~feel insecure about using social med~~ concern about the security issue. Privacy ~~is closely related to confidentiality, which is~~ means confidentiality is a ~~guaranteed and that~~ guaranteed and ~~that~~ messages or information ~~available~~ can only be accessed by ~~authorized person~~ the owner (Phillips & Baltzan, 2009).

There are many reasons why ~~someone~~ people ~~reveal~~ share their personal information ~~in on~~ social media, such as ~~to~~ expressing oneself and ~~to~~ share ~~ing~~ ing opinions. ~~Such activities may bring s~~ Social benefits are the advantages that play an important role in supporting the use of social media. Users ~~reveal~~ share their personal information voluntarily ~~to meet their needs~~ to get the social benefits despite privacy concerns. ~~Some of them are aware of privacy and keep some information private, but some are not~~. Privacy awareness helps social media users ~~to filter what they should and should not share on social media~~ balance the information revival and privacy concerns (Al-Saggaf & Nielsen, 2014).

Based on ~~C~~ calculus ~~P~~ privacy ~~T~~ theory (PCT), ~~the~~ intentions to disclose personal information ~~arises based on the calculations of~~ can be calculated from the user's ~~28~~ behaviour. ~~Calculation of benefits and risks~~ The risk-benefit analysis of disclosing personal information is ~~the one~~ common ~~application method~~ of 28 ~~behaviour calculation~~ (Li, 2012). Previous research ~~has revealed shown~~ that intentions ~~to~~ reveal ~~share~~ personal information ~~is~~ are influenced by the perceived benefits and risks (Wang, Duong, & Chen, 2016); (Pentina, Zhang, Bata, & Chen, 2016). ~~In additi~~ , but other factors may also play a role. on, D ~~emographic factors such as age are believed to affect the level of technology acceptance (Y. Lee & Kozar, 2012) and the willingness to share. (Choi, 2016; Fietkiewicz, Lins, Baran, & Stock, 2016; Pentina et al., 2016) have mentioned that the research related to sensitive information should consider age difference as one of the indicators (Choi, 2016; Fietkiewicz, Lins, Baran, & Stock, 2016; Pentina et al., 2016).~~

The purpose of this study is to investigate the use of social media ~~because of the consideration between social benefits and social risks as modulated by the risk-benefit analysis~~ and the perceived privacy concerns ~~in among~~ different generations, ~~hence~~ By knowing specifically about benefits and risks, we can understand deeper about the reasons why people ~~keep still~~ using social media even when ~~they have a concern for~~ privacy violation ~~is at risk~~.

[...]

Social media ~~is the most popular internet content~~ are the most frequently visited websites and apps in Indonesia, ~~which is~~ accessed by 97,4% of all Indonesian internet users as per 2016 (APJII, 2016). According to survey by "We are Social", YouTube is the most active social media platform in Indonesia, ~~(wearesocial, 2017b) followed by~~. ~~Behind YouTube, Facebook hold the second position of the most active social media platform~~ (wearesocial, 2017b). Indonesia ranks fourth as ~~the a~~ country with the most active Facebook users in the world with around 106 million users, equivalent to 6% of all Facebook users ~~in~~ 2017 (wearesocial, 2017a). Other top 10 social media platforms in Indonesia are Instagram,

Twitter, WhatsApp, Google+, FB Messenger, Line, LinkedIn, and BBM (wearesocial, 2017b). Even though Indonesians ~~love to~~ are keen on using social media, 40,6% of Indonesian social media users does not feel ~~insecure using it~~ them (APJII, 2016) due to privacy concern. One reason is the possibility of privacy violations on social media. 81% of Indonesian internet users consider believe that privacy very important needs to be protected (Hidayat, 2017).

~~Indonesia has a law that~~ Law in Indonesia regulates electronic information and transactions, ~~or and~~ information technology in general, called Electronic Information and Transaction Law number number 11 in year 2008. This law ~~is has jurisdiction~~ applicable to and punishes every one person who ~~commits legal acts as regulated in this Law~~ violates it, ~~whether in Indonesian jurisdiction~~ or outside the Indonesian jurisdiction, which has legal consequences in Indonesian jurisdiction and/or outside the jurisdiction Indonesia and when harming Indonesia's interests (Indosat, 2017). Data interference is regulated in Article 32 regulates data interference and charges anyone who does it as one of the acts that is prohibited. It ~~stated says~~ "Every one who person intentionally and ~~without rights or~~ unlawfully in any ways changes, adds, reduces, transmits, damages, removes, transfers, hides an electronic information and/ or electronic documents belonging to another person or public property" ~~as a prohibited act~~ is punishable by imprisonment (Anri, 2008).

According to ~~a journal article by~~ Kurnia and Husain (2014), Electronic Information and Transaction Law number 11 in year 2008 still cannot protect personal data in electronic media. ~~This is also confirmed by a statement from Bambang Soesatyo~~ The c (chairperson of the People's Representative Council) Indonesian Parliament stated that, Electronic Information and Transaction Law number 11 in 2008 ~~is not yet able to~~ has not regulated and provided protection against ~~the~~ personal data ~~of Indonesian people~~ (Fadil, 2018). In April 2018, the The Indonesian Ministry of Information and Communication suspected that one million Facebook accounts of Indonesian people leaked were breached per April 2018 (Agus, 2018) and and in April 2019, it is estimated that 500 million Facebook user data leaked again per April 2019 (Clinten, 2019). The leaked ~~of user's personal~~ personal data can cause damage, especially ~~upon marketing activities in accessing, compiling, distributing, and trading in terms of financial loss~~ (Rosadi & Pratama, 2018). Indonesia, therefore, is in a vulnerable position because ~~Indonesia still has~~ there are no rules governing guaranteeing the protection of personal data yet.

Indonesia is currently in the process of convergence in protecting privacy and personal data – called the Personal Data Protection Bill. The draft law discusses and converges the existing privacy arrangements and ~~separate scattered~~ personal data regulations into one a special complete law (Rosadi & Pratama, 2018). The scope and direction ~~of the arrangement~~ of this bill is to limit the rights and obligations of any acquisition and utilization (management) of all types of personal data ~~whether~~ carried out in Indonesia or personal data of Indonesian citizens abroad, ~~whether carried out~~ by individuals or legal entities (public, private, and community organizations) (Kominfo, 2015). The draft law is expected to place Indonesia in line with developed countries that have implemented laws regarding ~~the to~~ protection of privacy and personal data (Rosadi & Pratama, 2018).

[...]

Privacy Calculus Theory (PCT) is commonly used to describe a mixture of contradicting factors between human behavior perceptions and privacy (Li, 2012). The concept of ~~the a~~ privacy calculus PCT allows us to deepen ~~the our~~ understanding of complex privacy decisions and behaviors by evaluating the opposite factors at the same time concurrently (Dinev & Hart,

2004). The calculus perspective shows how people are willing to disclose their personal information when they can maximize profits and minimize ~~the~~ risks that may arise from ~~the exposure of sharing that the~~ information (Liu, Shan, Bonazzi, & Pigneur, 2014). ~~The A~~ popular form of calculation of ~~f calculating method of assessing~~ behavior is to perform ~~calculations on the perceived benefits and risks~~ risk-benefit analysis that leads to the ~~disclosure decision to share of~~ information (Li, 2012).

There are ~~so~~ many benefits that users can gain from using social media. ~~(Bulut and~~ Doğan ~~)(2017)~~ ~~defined believe there are~~ seven motives ~~why for~~ people ~~using to use~~ social media: (1) business, (2) creation, (3) information seeking, (4) socializing, (5) status seeking, (6) entertainment, and (7) communication. ~~But However,~~ as the name implies, social media has ~~ves~~ benefits and risks in social situation. ~~(Petronio (2002)~~ ~~explained argues that there are~~ five types of social situational benefits and risks (known as Communication Privacy Management or CPM). ~~Five types of The~~ benefits ~~comprise are:~~ (1) expression – ~~relieving easing~~ stress and negative feelings by sharing ~~it them~~ with others, (2) social control – ~~achieved~~ by influencing others about certain topics, (3) relationship development – ~~getting closer to each other as people people are open about by sharing their private personal~~ information, ~~it might make them get closer to each other,~~ (4) social validation – acceptance or validation of someone's opinion compared to ~~social the normative~~ opinion, and (5) self-clarification – ~~by~~ self-understanding and clarifying others' situation. ~~Meanwhile,~~

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