

## Using Social Media as Self-Disclosure Media (Multimodal Discourse Analysis of Gay Homosexual Content on TikTok)

**Akhmad Salafuddin**

Faculty of Social and Political Science, Universitas Airlangga, Surabaya, Indonesia  
[akhsa08@gmail.com](mailto:akhsa08@gmail.com)

### Abstract

*The Use of Social Media as a Self-Disclosure Media (Multimodal Discourse Analysis of Gay Homosexual Content on TikTok Social Media). The purpose of this study was to determine the use of social media TikTok as a medium for self-disclosure carried out by gay homosexuals in Indonesia. This is a new phenomenon where previously gay homosexuals choose to hide themselves because they experience discrimination and are considered abnormal by some people, but now several gay homosexuals have started to reveal themselves even through social media which has an unlimited range of users. This study uses a qualitative approach, with data collection techniques from gay homosexual content uploaded on TikTok, observations with TikTok who give reactions in the form of likes, comments, re-shares, to do a duet or stitch on gay homosexual content, as well as in-depth interviews with gay homosexuals. The method used in this research is Guther Kress & Theo Van Leeuwen Multimodal Discourse Analysis. This analysis refers to the way people communicate using several fashion semiotics in product design such as visuals, audiovisuals, text, and interactivity on likes, comments, re-shares, to duets or stitches social media TikTok. The analysis in this study refers to 3 (three) analysis systems, namely information value, salience, and framing.*

### Keywords

social media; gay homosexual content; TikTok



## I. Introduction

Homosexual people are attracted to people of the same sex for emotional and sexual reasons (Oetomo, 2003: 91). Soekanto (1990:381) defines homosexuality as "a preference for sexual relations with persons of the same sex as oneself" (Soekanto 1990:381).

Basically, homosexuals, such as gay homosexuals, are the same as heterosexuals which until now were considered as the majority, where there is an urge to give sympathy to be attracted to and love others. Rahardjo in Adityo (2011) also assumes that gay homosexuals are no different from others such as heterosexuals who are considered normal in terms of physical responses or biological responses to sexual stimuli. Due to their inclusion in the study of social problems, gay homosexuals are considered as outliers (Sunarto, 2004: 135).

Deviant behavior theory argues that these social problems arise as a result of the assumption that certain social rules or prevailing social values and norms are violated through deviant behavior. As a result, some people find it difficult to accept the existence of gay homosexuals. Whatever the reason, men are still rejected by both the family and society as a whole because they prefer the same sex, in this case men. This is (Ongoing, 2012), Most people still think of homosexuality as a deviation from human nature. There is a lack of consistency in homosexual feelings and behavior with humans and other sex animals within their species (Machan, 2008: 71). As a result, it is not uncommon for gays

and lesbians to face discrimination at home and in society at large over their sexual orientation. Discrimination in the form of humiliation and violence, both mental and physical, is not uncommon because it is seen as a violation of the natural order (Suyatmi, 2010: 1). People are treated unfairly because of their gender, sexual orientation, religion, or other characteristics that do not pay attention to the goals or reasonableness of the person, according to Syaebani & Ekosiwi (2017: 215).

Given the above, the unfair treatment and discrimination that gay homosexuals face can be both psychological and physical. Discrimination makes them form or separate communities that are not part of public life or underground communities to express their behavior (Lazareta in Syaebani & Ekosiwi, 2017: 216). He may choose to keep his homosexuality a secret because of the discrimination he experiences. Therefore, by keeping this identity a secret, gay homosexuals are ostracized from society because they cannot reveal their identity and express themselves as they really are.

However, along with the development of communication technology media, it has made gay homosexuals who initially chose to be silent and not open, slowly began to make confessions by daring to express themselves. One form of self-expression is through social media *TikTok*. The site, which allows its users to create, share, and consume short videos (Schellewald, 2021: 1437), has begun to be used as a medium for some gay homosexuals to share their self-actualization with fellow *TikTok social media users*. Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020). In addition, through this social media, the hope that its existence can be accepted and understood by the public in general is also something that gay homosexuals want.

One of them, such as the *TikTok social media account* with the name *@ragilmahardika*, has 3.7 million followers and 141.5 million with a profile photo with his partner, Fred Vollert. In terms of video content shared by *@ragilmahardika*, namely: about her daily life living and living with a foreign man in Germany whom she calls her “husband” in almost every video, as shown in figure 1. following.



Source: [TikTok.com/ragilmahardika](https://www.tiktok.com/@ragilmahardika)

**Figure 1.** Image of one of *TikTok's* video content (*@ragilmahardika*)

From what is stated by one of the *TikTok* above, it assumes that gay homosexuals use social media such as *TikTok*, as a medium to express themselves to the wider community, especially fellow *TikTok*. Because there is an assumption that homosexuals are gay is a collection of people who are not accepted in the real world and have difficulty expressing or declaring their sexual orientation either to the closest people such as family or to the wider community.

The example of one of the *TikTok* with the account name *@ragilmahardika* is one illustration that there are still difficulties in getting acceptance in Indonesia, so that in the end he has to live and settle down with his male partner in Germany who is considered

more capable of accepting the existence of gay homosexuals. In addition, there are other cases where Indonesian citizens (WNI) ask for protection from other countries to be able to live life as part of a minority. As quoted from tempo.co, which was released on November 6, 2020, there is Dhytia Surya who is a *Lesbian, Gay, Bisexual, and Transgender* (LGBT) person who has been in Melbourne, Australia for almost 3 (three) years and chose to apply for a *Protection Visa Subclass 866* or a Protection Visa from Australia because apart from not being recognized as being LGBT, he is also afraid of being persecuted if he returns to Indonesia.

As seen from the 2 (two) examples, public recognition and disclosure of one's sexual orientation, especially for gay men in Indonesia, will still lead to negative stereotypes and discrimination, thus requiring the use of social media networks such as TikTok.

The research entitled "*Coming out Gay in Path's Social Media*" by Sinung Prakoso (2017) aims to examine how Surakarta homosexuals use Path's social media to get out of the city. Findings from the social media Path show that the person identified as Gay Coming Out is a gay person who has revealed his identity and exposed himself to others through the Path feature. The coming out process is broken down into several stages so that gay people can form and develop their identity after leaving the closet. Kadek Yoga Asmara and Tience Debora Valentina conducted a similar study entitled "The Outgoing Gay Self-Concept" (2017). The results showed that negative feedback from the environment can cause negative self-concept in people who identify themselves as homosexual. Gay people, on the other hand, develop a positive self-image when they are surrounded by supportive people. Other research shows that people's self-concept is not affected by the feedback they receive from insignificant people in their lives.

A minority group such as gay homosexuals continue to face unfair treatment and discrimination, according to research studies. Whereas research shows that the existence of gay homosexuals does not always have a negative or detrimental impact on society. Researchers in this study are also in a position to value self-disclosure content by gay homosexuals on *TikTok*. This is because every individual is not different and deserves equal justice and opportunities, regardless of sexual orientation or gender identity.

Social media *TikTok* in this study is due to its relatively new presence when compared to other social media, namely since 2017 (Schelleward, 2021: 1437). However, even so, a survey conducted by *App Annie* in 2020 which was later published by *Nikkei Asia* in 2021, stated that *TikTok* became the social media with the most downloads globally since the study was first conducted in 2018.

In addition, with 1.5 billion users worldwide as of November 2019, social media TikTok is the most downloaded non-gaming app, surpassing 1 billion Instagram users. As of January 2020, TikTok had more than 700 downloads from the Google Play Store and App Store, placing it in second place behind social media platforms Facebook and Instagram, according to data compiled by Sensor Tower from these stores. More than one million people use social media sites, while Facebook is in fourth place and Instagram in fifth. In other words:

Apart from being a challenge, *TikTok* comes with a density of information from each user. Reporting from theconversation-com (2021), there are many things that are uploaded so that it will never end for users of this social media to play it, whether information about comedy, documentaries, lifestyle, music, and others is presented in a creative way (Schelleward, 2003). 2021: 1443-1446), even information regarding self-disclosure which has been kept secret by the user in question. So with this information density, at least it makes users around the world spend an average of 52 minutes per day (brandastic-com, 2021) and 19.6 hours per month (databoks.katadata.co.id, 2022) in using media.social

*TikTok*. Meanwhile, users in Indonesia are known to spend an average of 23.1 hours per month and put this country in seventh place as the country with the longest duration of playing *TikTok* in the world.

For the first time, users can interact with each other in real time through new media, as stated by Rona Rice in 1984. "New Media and Court" by Christopher J. Davey in Prakoso (2017: 2) shows that users can use information technology to produce and distribute online multimedia content (photos, videos, text), sound, and video. Due to the various services offered by Social Networking Sites, such as Facebook, Twitter, Instagram, and so on, these sites have become an integral part of the communication and lifestyle of today's society, according to Prakoso (2017: 2). disclose someone's personal details to them Social Networking Sites (SNS).

Based on the background above, This study discusses the use of social media as a form of self-disclosure (Multimodal Discourse Analysis of Gay Homosexual Content on *TikTok*) with a qualitative approach and multimodal discourse analysis research methods that aim to analyze data using visual mode in the form of video content in which there are pictures and text at the same time when analyzing the meaning of what will be conveyed.

## II. Research Method

This study uses a descriptive qualitative approach (Sugiyono, 2013). The use of a qualitative approach in this study is because the researcher wants to know what communication messages show the form of self-disclosure of gay homosexuals on *TikTok* social media and to know the response of the community as *TikTok* social media users to the content. While the research method that researchers use is *Multimodal Discourse Analysis* or Multimodal Discourse Analysis from Kress & Van Leeuwen.

In this study, the researcher determined several categorizations related to which users in the end the researcher chose as the research subject. The categorizations are:

- a. Users are Indonesian Citizens (WNI), both residing in Indonesia and abroad;
- b. Active in uploading content (at least 1 (one) content in 1 week);
- c. social media *TikTok* as an account with gay homosexual content with several identities in his biography and uploaded content such as; special *hashtags* #gay, #homo, #lgbt, #semeuke, #ukeseme, #top, #bottom, #gayindonesia; rainbow colored flag symbol; and other homosexual identities;
- d. Have a minimum of 5,000 followers (*followers*) or be in a *nano influencer*;
- e. Gay homosexual content uploaded has high interaction in the form of *media*, *likes* and comments from fellow *TikTok* social *users*.

Based on this categorization, there are 5 (five) *TikTok* who are the subjects of this research; (1) @mrdung29; (2) @by.iiian; (3) @awesomevin; (4) @aastoryneww; and (5) @ragilmahardika.

In this study, the researcher provides several limitations regarding which content is the object of the primary data source. That is, the time limit or period for uploading content is within 4 (four) months, starting from October 2021 to January 2022 on the grounds that content uploaded in that period still has novelty value and is still getting reactions or responses from Public. There are also several special celebrations cited by the *American Psychological Association* as "*National Coming Out Day*" or the Celebration of Self-Recognition for *Lesbian, Gay, Bisexual, and Transgender* (LGBT) groups and *Intersex Awareness Day* (cnnindonesia.com, 2021) . It was also found that several content uploads were the first content about self-recognition as a gay homosexual or about Relationship

Celebration Day or *Anniversary Day* for some gay homosexuals that have been posted on *TikTok*. So that the total number of primary data sources in this study is 12 (twelve) uploaded by 5 (five) *TikTok social media users*.

The information used in this study was collected using documentation, observation, and in-depth interviews. In this study, the main objective is to obtain the results of the description of images using the Kress & Van Leeuwen Multimodal Discourse Analysis approach found on *TikTok* gay homosexual. Based on the research object, the data were collected by means of a documentation study, namely by reading, observing, and describing the data.

**Table 1.** Research Instruments Self Disclosure *Analysis*

No.	Day & Date Content	Image Capture of <i>TikTok</i>	Disclosure Function <i>Self</i>
			<ul style="list-style-type: none"> <li>- Expression</li> <li>- Self</li> <li>- Clarification - Social Validity</li> <li>- Social Control</li> <li>- Relationship Development</li> </ul>

(Source: researcher)

**Table 2.** Multimodal Discourse Analysis Research Instrument

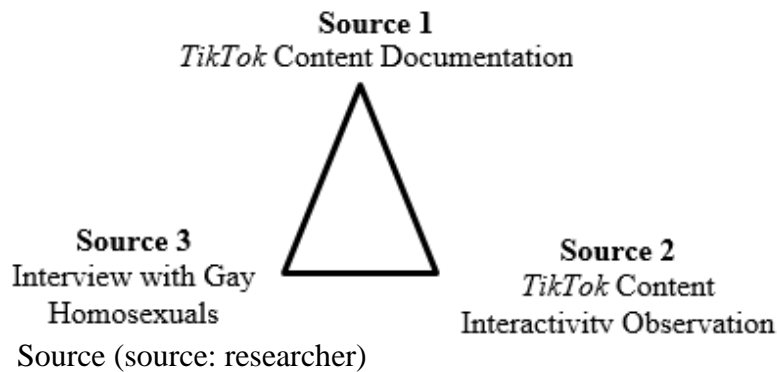
No.	Visual	Analysis Analysis of Text Identification
	<i>Information Value</i> Salience  <i>Framing</i> Content  <i>Caption</i> Number	( Description)  of viewers ( <i>viewers</i> ), Number of likes ( <i>likes</i> ), Number of comments, and Number of reshares  Comments which is pinned and/or which gets the <i>likes</i> most

(Source: researcher)

The analytical method used is Kress & Van Leeuwen Multimodal Discourse Analysis. Non-statistical analysis methods are used to analyze qualitative research data because all data are qualitative, but quantitative methods are also used to support and enrich the meaning of qualitative data analysis (Moleong, 2007: 248). It is important to remember that research can only be based on what is already known in the research field, in this case *TikTok* on social media. Various data collection techniques are used in qualitative research to collect data from various sources, and the process is repeated until the data collection is complete. Following are the steps that must be taken to describe the analysis of *TikTok* content by gay homosexuals using Kress & Van Leeuwen's Multimodal Discourse Analysis.

In this case, it is ensured to double-check the sources of data collected in the field for this study. Based on Figure 3.1, the researchers in this study used source triangulation. Comparing and re-examining the reliability of information obtained from various sources using various time-based methods and tools is known as triangulation in qualitative research. This can be done through the use of:

1. Comparing observational data with interview data;
2. Comparing what people say in public with what they say in private;
3. Comparing what people say about the research situation with what they say over time;
4. Comparing one's situation and perspective with various opinions and views of people such as ordinary people, middle or high educated people, rich people, government;
5. Comparing the results of interviews with the contents of a related document. (Moleong, 2010: 330-331)



**Figure 2.** Image of Triangulation

### III. Results and Discussion

The results of this study are about the analysis of 12 (twelve) gay homosexual self-disclosure content uploaded by 5 (five) *TikTok* in the same period has been determined, namely October 2021 to January 2022. The contents are analyzed to determine the function of self-disclosure carried out, with the meaning of communication being analyzed also with Multimodal Discourse Analysis.

No.	Username	Uploaded	Image Capture
1.	@mrdung29	11 January 2022	
2.	@mrdung29	25 January 2022	

3.	@by.iiian	14 October 2021	
4.	@by.iiian	15 December 2021	
5.	@awesomevin	18 November 2021	
6.	@awesomevin	1 January 2022	
7.	@awesomevin	27 January 2022	
8.	@aastoryneww	23 December 2021	

9.	@aastoryneww	13 January 2022	
10/	@ragilmahardika	6 October 2021	
11.	@ragilmahardika	28 October 2021	
12.	@ragilmahardika	30 October 2021	

### 3.1 Relation of Textual and Visual Elements in Content on TikTok

On *Information Value*, 12 (twelve) self-disclosure content is carried out centrally or *centered* which means that gay homosexuals clearly show nothing to hide to *TikTok* regarding themselves and/or with their partners . One of the self-disclosure content is found in the upload of content from @mrdung29 on January 11, 2022. The combination of what is spoken verbally and what is written on the screen shows an affirmation of what information is given to TikTok social media users. *gaze participant* is also directed at the audience or *viewers* so that there is eye contact between the two.

Then there is 1 (one) content uploaded by @by.iian on October 14, 2021, which not only has a *compositional layout* centrally or *centered* , but is also combined with "*given-new*", which according to Van Leeuwen, "*given* " is something that is common, natural, and has often happened, while "*new*" is information that has just happened to the audience or *viewers*. *Given-new* has the caption "*October 14 National I Love You Day*" to the left of the content, while "*new*" is contained in the sentence "*Thank you for holding on so far. I love you every day <3*" on the right.



Then, the *Information Value* next found in each content, of which 9 (nine) of the 12 (twelve) self-disclosure content shows information about togetherness with gay homosexual couples who are in privacy areas such as bedrooms, private swimming pools, private bathrooms, and dining rooms. As well as being in public areas, such as coffee shops, airports, traditional events, and restaurants.

For taking videos in the privacy area, they want to show *TikTok* that their relationship as a gay homosexual with their partner is indeed an open thing because of the belief in *TikTok* about a place that should be private and then known by others.

While shooting videos in the public domain, they want to show that self-disclosure as gay homosexuals does not only occur in the digital world, but also in person. They feel confident and confident that the gay homosexual relationship they have has the right to be known by others in the public sphere.

In Things that Stand Out (*Saliency*) it was found that the use of clothing colors that matched the pair had the meaning of harmony, as one of the contents uploaded by @aastoryneww on January 13, 2022. This harmony was also strengthened by the use of audio or song snippets in each of its content which indeed characterize the social media *TikTok*. So that 12 (twelve) self-disclosure content made by gay homosexuals have *maximum saliency* social media users *TikTok*.

When viewed from the interactivity observations given by *TikTok*, it was found that in addition *likes* and content *shares*, various comments were also analyzed. Of the 12 (twelve) self-disclosure content, there are 10 (ten) embedded comments and/or comments that get the *likes* compared to other comments. The 10 (ten) comments were found from 4 (four) gay homosexuals, namely @mrdung29, @awesomevin, @aastorynew, and @ragilmahardika. It is known that these comments highlight positive and supportive communication messages towards self-disclosure content carried out by gay homosexuals, as well as the hope for good things for gay homosexual life, both individually and with partners. Although it is undeniable that in addition to the 10 (ten) positive comments that were pinned and/or received the *likes*, there were also other comments with various message meanings sent by *TikTok*.

While the other 2 self-disclosure content were uploaded by @by.iian, no comments were found because when the researcher wanted to do further analysis in the comment section, @by.iian had deleted the content. From observations of other content on *TikTok* that @by.iian uploaded and can still be watched, it appears that @by.iian's relationship with the partner shown in the content under study has ended. So the researcher interprets that because of this, @by.iian deletes its content from *TikTok*.

Furthermore, the compatibility between *Information Value* and *Saliency* is also related to Framing in the 12 (twelve) uploaded content. Where gay homosexuals choose to place themselves or with their partners centrally or *centered*, the addition of writing on the screen as part to provide a more detailed explanation, to the use of audio or song clips in each content shows that gay homosexuals have a *maximum connection* in each self-disclosure content.

### **3.2 Self-Disclosure Functions in Gay Homosexual Content on *TikTok***

From the self-disclosure content uploaded on *TikTok* by gay homosexuals, making this social media not only has a self-expression function, namely where gay homosexuals express their feelings, such as happy, happy, full of love or affection, to the point of touching viewers (*viewers* social media users *TikTok* for their togetherness with their partner and family. But also other functions, such as the function of social legitimacy and

the function of relationship development. These three self-disclosure functions are found in 12 (twelve) content uploaded by 5 (five) gay homosexuals on *TikTok social media*.

In the function of social legitimacy, every gay homosexual who shares information from every uploaded content, is something that is expected to get the truth on the side of *viewers* social media users *TikTok*. This is because, every gay homosexual has believed and considered it true that self-disclosure is done for their own happiness. As one of them is contained in the content uploaded by user @mrdung29 on October 11, 2021, where he explains the reason for his self-disclosure, which is to get happiness.

In the function of relationship development, every gay homosexual shares his feelings and information about himself with his partner and family who seem to be getting closer and trust each other about the relationship formed. As contained in the content uploaded by @awesomevin, @aastoryneww, and @ragilmahardika, where each of these gay homosexuals celebrates the celebration of the journey of a relationship with a gay homosexual couple. User @awesomevin on uploading content on January 1, 2022, user @aastoryneww on uploading content on January 13, 2022, and user @ragilmahardika on uploads on October 6 and 10 2021.

Apart from the 3 (three) self-disclosure functions contained in each content, it was also found 1 (one) content uploaded by @mrdung29 on January 11, 2022, where this content shows 2 (two) other self-disclosure functions, namely the self-cleaning function and the social control function. In a self-explanatory function, @mrdung29 explained the reason why he made a self-disclosure as a gay homosexual. The explanation he did was to provide further and clearer understanding to *TikTok* that being a gay homosexual is no different from other human beings so that *TikTok* able to accept this decision. Meanwhile, in the social control function, @mrdung29 chooses to express himself as a goal to exercise social control over the various thoughts that are directed at him, both positive and negative impressions.

To get a more in-depth discussion of the research results, the researcher tried to send a request for in-depth interviews with 5 (five) gay homosexuals. Of the five gay homosexuals, there are 2 (two) gay homosexuals who are willing to conduct in-depth interviews, namely @mrdung29 and @ragilmahardika. The questions given were related to views on self-identity as gay homosexuals and disclosures made on *TikTok*.

The results of an in-depth interview with gay homosexual @mrdung29 on April 3, 2022 are as follows;

*“Since I was a child, I have felt different from other men. However, I feel certain that he was a gay homosexual around 2007, when he was studying in college. At first, I did self-disclosure to my sibling which was then followed by other family members, including my parents. There was resistance, but after I explained and was patient with the process, in the end they accepted and respected the decision. Until finally I officially married my current partner and have lived together since 2014. For me, happiness is the main thing. That's what made me dare to express myself well to the closest environment until finally on social media too, especially TikTok. I use TikTok social media apart from the difference in content algorithm, I have more freedom in expression and creativity about myself as a gay homosexual. As a user and uploader of content on social media, of course there is hope for an increase in the number of followers, likes, comments, and re-shares. But apart from that, from my self-disclosure content uploads, I can explain to other TikTok social media users that being gay is no different from being a gay homosexual. I can still work like a normal human. Until now, I still get a lot of negative responses from TikTok social media users who watch my content. However, there are still many positive responses that I got. So I appreciate any response given by the use of TikTok social media.*

Meanwhile, the results of an in-depth interview with gay homosexual @ragilmahardika on March 30, 2022 are as follows;

*“I was convinced that I was a gay homosexual at the age of 12 or 13 (junior high school) which was marked by liking and having a relationship with a man. After I moved and settled in Germany, I first ventured to reveal myself to my closest family such as parents and siblings as a step to accept my identity. It is not easy to gain acceptance from them, but in the end they can understand and respect the decision. Then, I started to venture to introduce my identity on several social media. Starting from YouTube and then since 2020 until now more focused on TikTok social media. For me, for the past 2 years TikTok social media has made it easy for me to be creative in creating the content I want without having to take a long time like on YouTube. All the features I want are directly on TikTok's social media, so that makes me more active in uploading content here. The content I upload is also about my daily life in Germany, one of which is about being together with my husband, which I hope not only to express myself, but also to educate TikTok social media users that being gay is no different from other identities. Although at the time of self-disclosure I got a lot of negative comments, more and more TikTok social media users have started to understand and appreciate me by showing positive reactions. I think the message I was hoping for has been conveyed well to them.”*

From the results of in-depth interviews, it was found that gay homosexuals often show happy expressions when they tell their lives as gay homosexuals. This is in line with their reason for revealing themselves as homosexual on *TikTok social media*, namely for the sake of happiness. So that happiness can be felt, regardless of the response in the form of negative comments sent on the content that has been uploaded. The self-disclosure carried out by gay homosexuals shows that the informant knows himself well as a gay homosexual so that the informant is able to open up about himself on *TikTok social media*. Although in the process of self-disclosure there are conflicts, both against oneself and with the surrounding environment such as family, but with all the processes that gay homosexuals go through, in the end the conflict turns into an acceptance. Self-acceptance and full support from the family also made the informant able to be confident and maintain a relationship with the status as a gay homosexual on *TikTok social media*.

Then, if analyzed from the self-disclosure function itself, namely: (Dalega & Grzelak (1979) in Sears, Freedman & et al, 1985: 254), it was found that;

**Expression;** Gay homosexuals have various feelings from their life experiences, such as happiness, emotion, disappointment, and so on. Shown from the content uploaded on *TikTok* as a way to convey these feelings to other users.

**Self Purification;** gay homosexuals share their feelings and share their experiences with other people, namely *TikTok* to provide an explanation and understanding about themselves with their respective goals and ways, which in essence is to get happiness as a gay homosexual. Thus, the uploaded content can form clearer and better thoughts from the views of *TikTok* regarding gay homosexuals.

**Social Legitimacy;** by expressing feelings or by telling stories that they experience as gay homosexuals through uploaded content, gay homosexuals of course get a response about the shared content. However, based on in-depth interviews conducted, the negative responses that are still being sent are ignored by gay homosexuals because of the belief and truth in self-disclosure.

**Social Control;** With self-disclosure content uploaded by gay homosexuals, the content serves as a social control on sexual orientation issues that occur in society, especially on social media such as *TikTok*. A good impression will begin to form for gay homosexuals because of the courage to self-disclose.

**Relationship Development;** gay homosexuals share feelings and information about expressing themselves as gay homosexuals, which are not only about themselves, but also with their partners as a stage of trusting each other in their relationship and increasing the degree of intimacy they have both with themselves, with their partners, and with social media users. *TikTok*.

### 3.3 Social Media *TikTok* More than an Information Sharing Application

Self-disclosure content uploaded by gay homosexuals is in line with the definition of social media described by Van Dijk, where social media such as *TikTok* is a platform or media that focuses on the existence of users who facilitate them in their activities. as well as collaborate. Therefore, social media such as *TikTok* can be seen as an online that strengthens relationships between users such as gay homosexuals as well as a social bond. (Nasrullah, 2017: 11).point is, social media such as *TikTok* is not only used as a medium to upload general information, but also as personal information such as previously hidden self-disclosure content. So, if it is related to the motive for using social media, it does not only explain the *Information Seeking* Entertainment Motive *the* , but also explains the Personal Identity Motive, which is to fulfill the need for personal identity through other values in society. media and increase self-understanding; and the Social Integration and Integration Motive , which relates to the motive for using media to strengthen social relationships and interactions.

So that we get an analysis that gay homosexual self-disclosure content on *TikTok* media makes this social media function more than just an application so that it has clear differences when compared to other social media, namely the existence of "Freedom of Creativity" or "*Freedom of Creativity*" and "Freedom of Creativity" Freedom of Information Disclosure" or "*Freedom of Information Disclosure*". *Freedom of Creativity* is illustrated by the many features provided by *TikTok* in creating content, so that users find it easy to explore creativity. Meanwhile, *Freedom of Information Disclosure* is what is uploaded by gay homosexuals where personal information is stored by oneself and those closest to them, which in the end is informed to the general public or in this case are *TikTok social media users*. In line with what the informants in this study conveyed, where the presence of *TikTok* considered to be a medium that is able to meet their needs for communication as well as to encourage them to be more free to express who they are. social *TikTok* is a depiction that is currently considered perfect because social media is a technology that is able to encourage and provide space for each individual to construct themselves, which in this case is gay homosexuals.

In terms of the reality presented by the informants, it turns out that the answers they get are indeed that they use *TikTok* to reveal their identity so that they hope to be more "safe" in the eyes of the general public, especially fellow *TikTok*. For them, other social media don't have the freedom and security they feel on *TikTok*. In fact, they set a special classification related to their social media, such as *Instagram* being used to upload content that is more professional in nature about work life because the social media users connected to the informants are friends or co-workers which they cannot and are not sure about. to upload content of a more personal nature such as self-disclosure as a gay homosexual.

In revealing themselves as gay homosexuals on *TikTok*, all informants did the same way, starting from using their real names and photos as well as clear descriptions of themselves by adding certain gay homosexual symbols in their profile or biographical fields. Then, in terms of uploaded content, even though every informant has a "Freedom of Creativity" or "*Freedom of Creativity*" regarding the type of content they upload, they basically have the same goal by showing their real identity without something is hidden, even to being with a partner, which allows *TikTok* to get much clearer information about informants who are gay homosexuals.

In the end, this study found that the presence of self-disclosure content as gay homosexuals on *TikTok social media*, showed other social media users that there was an effort and willingness to be considered the same or not different from other communities. In other words, being a gay homosexual is still a human being who can move and contribute to life or the surrounding environment. So that there is hope that there will be less discrimination for gay homosexuals, or in other words the creation of gender equality. Although revealing one's identity as a gay homosexual through social media is not an easy thing, due to the challenges of the widespread dissemination of personal, family, and environmental information, all these risks have been carefully thought out and accepted by gay homosexuals, in fact they become enthusiasm for reveal their identity so that the goal of gender equality can actually be achieved.

#### IV. Conclusion

Based on the results of the analysis and discussion above, the researcher concludes that the content of self-disclosure as gay homosexuals on *TikTok* which is analyzed by Multimodal Discourse Analysis shows the meaning of communication, both verbally or explicitly or non-verbally or impliedly which is bound together and not can be separated to explain to *TikTok* about the uploaded content. Through this, it shows that self-disclosure on *TikTok* not only have a self-expression function, namely to express feelings as a gay homosexual who has made self-disclosure, but also has other functions such as a self-cleaning function, which is to better explain and provide understanding. social media users *TikTok* regarding being gay homosexuals; the function of social legitimacy, namely to show justification for self-disclosure as homosexual; the function of social control, namely to exercise social control regarding matters relating to gay homosexuals; and the function of relationship development, namely to increase trust and the degree of intimacy with oneself, partner, and *TikTok social media users*.

Social media *TikTok* by gay homosexuals in expressing themselves cannot be separated from the characteristics possessed by *TikTok* which are different from other social media, which prioritize creativity and ease in creating and uploading audio-visual content (video). In addition, from the gay homosexual side, he also gives the reason that *TikTok* has the freedom and security in uploading content that is not only general in nature, but also personal content accompanied by better acceptance by users who are different from those of other users other social media owned.

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