



Communication Privacy Management of *Annyabbu Pangngiori* Tradition in Bontosunggu Village, South Bontonompo District, Gowa Regency

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Abstract. The purpose of this research is to know and understand communication privacy management in the context of the *Annyabbu Pangngiori* tradition in Bontosunggu Village. This research was conducted for approximately 2 months, namely August-September 2023. The method used in this research is a qualitative method using Sandra Petronio's communication privacy management theory analysis. the results of this study indicate that in the *Annyabbu Pangngiori* tradition in Bontosunggu Village, the use of Sandra Petronio's Communication Privacy Management Theory helps understand how culture and social norms play a role in managing privacy in communication, in this case, the Bontosunggu community consciously uniquely manages privacy boundaries. In the *Annyabbu Pangngiori* tradition, the Bontosunggu community has established social and cultural norms that encourage financial openness in this celebration. This reflects the negotiations that have taken place among their community on how financial privacy will be governed in the context of this tradition as well as local social and cultural norms playing an important role in shaping the community's views on privacy and information disclosure. Here, their privacy boundaries have been adapted to their social and cultural norms, where openness about financial contributions is important and considered a good social act.

Keywords: Communication Privacy Management, Tradition, Annyabbu *Pangngiori*.

1 Introduction

South Sulawesi is a province with an abundance of ethnicity, culture, and customs. One of the traditions found in South Sulawesi is *Annyabbu Pangngiori*. *Pangngiori* is a favor given by the closest relatives or people around to people who will hold a reception or celebration, in the form of money, objects, or other forms such as trees or rice fields. Usually, *bija pammanakang* (family relatives) give *Pangngiori* in the form of goods, as mentioned last (Hasnah, 2015: 57). Similarly, all the people who are invited, come with their help in the form of money.

In most cultures, mentioning the amount of money or the contents of an envelope in front of invited guests is considered a serious invasion of privacy. It is an act that is

avoided as it is considered rude and disrespectful to one's financial privacy. Generally, condolence envelopes are put directly into the box provided and will be opened after the event is over with the immediate family only. However, there are different cultures in this regard, as is the case in the *Annyabbu Pangngiori* tradition practiced by the people of Bontosunggu. *Annyabbu Pangngiori* is a tradition of reading the nominal contents of invitations or envelopes brought by relatives or invited guests on the night of *akkorongtigi* or the *mappaccing* night of the wedding reception. This *angngiori* will be recorded and called using a loudspeaker by a previously appointed person, usually from the family itself (Mukhlis, 1990: 89). In Bontosunggu culture, the mention of the amount of money or the contents of the envelope in front of guests is considered not only normal but also an important part of the wedding process.

In communication privacy management theory, privacy is often considered an asset that needs to be managed carefully, especially in situations where personal or financial information may be revealed. The study of Communication Privacy Management theory proposed by Sandra Petronio was developed to find out how people make decisions about disclosing and hiding personal information from themselves. This theory shows that an individual will manage and coordinate the boundaries of information from himself to be shared with communication partners who are expected to provide certain benefits (Junior, 2021: 6). This theory highlights the importance of understanding how individuals manage their privacy in the context of communication. This includes considerations regarding what can be shared openly and what should be kept private. Three elements form the basis of Communication Privacy Management theory, as follows. The first is privacy ownership. This element refers to who owns the private information. Information owners believe that they are the sole owners of the information, and they are the ones who have the right to maintain and protect the information that will be shared with others. Privacy ownership defines information boundaries. These information boundaries help to sort and restrict information that is considered private. The second element is privacy control. This element refers to setting the conditions for disclosing information and denying access to private information. This element requires managing information boundaries with rules as a control over one's privacy. The third element is privacy turbulence. The mismatch of privacy criteria results in privacy turbulence where when private information is not as expected there is usually a leakage of private secrets to the public. This chaos often becomes a conflict that eventually makes a person more careful in conveying their personal information (Stella, 2022: 5).

Looking at the phenomenon of the *Annyabbu Pangngiori* tradition of the Bontosunggu community, communication privacy management theory becomes very relevant in explaining how this community manages privacy in the context of its celebration. Communication privacy management theory is useful for explaining people's negotiation process around the disclosure of personal information. Some researchers have stated that "what makes things excellent is largely important to our conceptions of ourselves and our relationships with others" (Schoeman, 1984: 406). This theory provides a framework that allows us to understand how individuals in the culture consciously decide to disclose their personal information, in this case, the amount of money and the contents of the envelope, to the general public. This tradition shows that the

people of Bontosunggu have established communication norms that allow public disclosure of financial information in the context of celebrations as an act of respect, contrary to the prevailing view of privacy in many other cultures. In this regard, communication privacy management theory can help us identify and understand how culture and social norms influence people's views on privacy and information disclosure in communication contexts.

2 Research Method

The type of research used in this research is qualitative research. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, and others holistically and employing descriptions in the form of words and language, in a special natural context by utilizing various natural methods (Moleong, 2017: 6). In qualitative research, researchers can conduct in-depth investigations to understand the context, norms and social dynamics involved in the practice. The use of primary and secondary data provides the wealth of information needed to explain and analyze this practice comprehensively. The informants involved in the research are the people of Bontosunggu Village who have valuable understanding and experience related to the *Annyabbu Pangngiori* tradition. In addition, data collection techniques such as observation, interviews, and documentation will enable the researcher to gain in-depth insights and quality data in this study.

3 Result and Discussion

3.1 Research Result

The people of Bontosunggu manage privacy in the context of the *Annyabbu Pangngiori* tradition in a way that is unique and different from privacy norms in other cultures. In this practice, mentioning the amount of money or the contents of the envelope in front of invited guests in a celebration is an important part of their tradition. According to the statement of one of the informants in Bontosunggu Village, Mr. Bundu dg. Beta, the *Annyabbu Pangngiori* tradition is a practice that has become routine in the life of the community and is still maintained to this day. This reflects how strong cultural ties and local wisdom are maintained in this community. Bontosunggu villagers view the *Pangngiori* tradition with deep meaning, as an indirect feeling of 'indebtedness' between those who come to celebrate and those who run the party. This reflects the cooperation and sense of sharing that exists within the community, and as such, it also strengthens solidarity and unity within the Bontosunggu community. Such is the depth of the feeling of 'indebtedness' that when someone hosts a celebration or party and receives a lot of *Pangngiori* or material support, they feel obliged to return the support to those who gave it to them when they later host a party. In addition, they try to make sure that what they give is greater than what they receive.

Communication Privacy Management Theory emphasizes that individuals in a relationship or community draw boundaries between personal information (private) and information that can be shared (public). In the *Annyabbu Pangngiori* tradition, the people of Bontosunggu consciously manage this boundary by deciding to openly mention the amount of money or the contents of the envelope in front of invited guests. They choose to "share" this financial information in the context of a celebration, which in their view is an appropriate moment. This theory also underscores the importance of private negotiations between individuals and groups. In the *Annyabbu Pangngiori* tradition, the people of Bontosunggu have established social and cultural norms that encourage financial openness in this celebration. This reflects the negotiations that have taken place among their community on how financial privacy will be regulated in the context of this tradition. Communication privacy management theory also includes where people who share personal information expect appropriate reciprocation from the recipient of the information. In the *Annyabbu Pangngiori* tradition, recipients of *Pangngiori* feel a responsibility to provide an equivalent or greater reciprocation when they host their traditional feasts.

In the *Annyabbu Pangngiori* tradition in Bontosunggu Village, culture and social norms play an important role in influencing people's views on privacy and information disclosure, when viewed through the lens of communication privacy management theory. This theory views privacy as an asset that must be carefully managed in the context of communication. Bontosunggu culture, characterized by values of community solidarity and togetherness, has shaped different views on privacy. Social norms here dictate that in *Annyabbu Pangngiori* traditional celebrations, mentioning the amount of money or the contents of the envelope in front of invited guests is a respected act. This reflects their value of openness and transparency in communication. In the view of the Bontosunggu community, privacy in the context of communication becomes more open and shared when there is a feeling of sharing and respecting the contributions of invited guests. Communication Privacy Management Theory explains that individuals in relationships negotiate and manage privacy boundaries. Here, their privacy boundaries have been adjusted to their social and cultural norms, where openness about financial contributions is important and considered a good social action.

4 Conclusion

Based on the results of research that has been conducted to find out and understand the communication privacy management of *Annyabbu Pangngiori* Tradition in Bontosunggu Village, South Bontonompo District, Gowa Regency, the researcher found the conclusion that in this tradition, the community consciously manages their privacy boundaries by deciding to openly mention the amount of money or the contents of the envelope in front of invited guests, considering the moment of celebration as the right time to share financial information. This reflects the negotiations that have taken place among their communities on how financial privacy will be regulated in the context of this tradition. Within the *Annyabbu Pangngiori* tradition, the people of

Bontosunggu have established social and cultural norms that encourage financial openness in the celebration.

In addition, this research also sees that in the view of the Bontosunggu community, privacy in communication becomes more open and shared when there is a feeling of mutual sharing and respect for the contributions of invited guests. Communication Privacy Management Theory helps explain how individuals in relationships can negotiate and manage their privacy boundaries according to existing social and cultural norms, particularly in the context of the *Annyabbu Pangngiori* tradition. The results of this study illustrate how strong the influence of culture and social norms is in shaping communication practices and people's views on privacy and information disclosure in the context of Bontosunggu traditional traditions.

Research on the tradition of *Annyabbu Pangngiori* using communication privacy management theory is an interesting thing to research and study further. The combination of qualitative and quantitative methods can provide a comprehensive understanding of how Communication Privacy Management Theory plays a role in the *Annyabbu Pangngiori* tradition and how culture and social norms influence people's views on privacy and information disclosure in the context of communication.

The researcher hopes that this study can provide deeper insights into how culture, social norms, and communication practices influence people's views on privacy and information disclosure in the context of the *Annyabbu Pangngiori* tradition in Bontosunggu Village. The results of this study are expected to provide a better understanding of how individuals and communities manage their privacy in unique communication situations.

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