

PHENOMENON OF SELF DISCLOSURE IN USE SECOND INSTAGRAM ACCOUNT, STUDY PHENOMENOLOGY OF GEN-Z IN YOGYAKARTA

Valeska Antonia Beatrice¹ & Riski Damastuti, S.Sos.,M.A ²

Author's Amikom University Yogyakarta^{1&2}

Correspondence author's email: valeskaantonia363@gmail.com

Abstract

Ownership of a second Instagram account has become a phenomenon in Generation Z, so self-disclosure is something that needs to be considered in this research to find out what form of self-disclosure is carried out by individuals as owners of second Instagram.

accounts so that researchers can find out how the interactions are carried out by the owner and followers on that individual's second Instagram. This research uses the theory of self-disclosure expressed by Sydney Marshall Jourad using qualitative research methods presented descriptively, the phenomenon of self-disclosure carried out by gen-z in second Instagram accounts is the subject of this research, and this research is the object of research in Generation-z which is Yogyakarta which of course has a second Instagram account. The data collection technique used uses the observation method and an in-depth interview method.

The communication established in their second account is also a reciprocal communication in which there is freedom to share things that they really want so that the greater the similarities they have, the greater the sense of security they will get to make a self-disclosure.

Keywords: Self disclosure, second Instagram account, Gen-z

INTRODUCTION

Along with the development of communication technology, forms of communication, social media as a tool for communication. Of course, there are many social media that can be chosen to be used, social media itself is used as a place to express oneself, emotions, and thoughts of its users. With the increasing development of media communication technology, various platforms will emerge that provide services in the form of mobile applications. Mobile applications are a form of device, software designed to operate on a mobile device such as applications on smartphones and tablets so that it will be easier to use (Alfeno & Tiana, 2018).

Generation-Z it self is a generation known as a creative and innovative generation, According to Harris Poll (2020) there are 63% of generation-Z who have a soul and desire in creative matters and this is usually triggered by the habits and activeness of the generation and this is usually formed in a community or from social media, and generation-Z is a generation that is very close to technology (digital native) because this generation was born in an era of technological development and sophistication and they have access to freedom in using the internet when compared to previous generations. However, in Galih Sakitri's research (2021) it was found that Gen z is a generation that is not very confident and often worries about their abilities, there are several factors that influence self-confidence in generation Z including excessive anxiety (34%), lack of motivation in oneself (20%), and excessive feelings of inferiority (17%), however, generation-z has a fairly high sense of optimism, especially in a success, this is supported by the many innovative powers created by generation-z.

In Hootsuite (We are social) it is explained that in Indonesia which has the largest population, there has been significant development in the use of digital technology, with the development of the use of digital technology, more and more time is spent accessing digital media according to We are societe (2024) in accessing digital media and using the internet, people spend varying amounts of time, namely in one day the average user spends 7 hours, 38 minutes and in using social media itself the average is spent in 3 hours, 11 minutes in spending time on social media is also divided into various main reasons people use the internet, including 83.1% using the internet and social media to find information, 70.9% used to connect with friends and family, 70.6% spent to find new ideas and inspiration, and 62.9% used to fill free time, We are societe (2024) also uploaded the most visited websites in the period 2024 and Instagram itself was ranked 4th in the category of the most visited websites with a total of 222 visits. M and spend an average time per visit of 8 minutes 13 seconds. In Indonesia itself, Instagram is the most widely used social media because 85.3% of the population are active Instagram users.

Generation Z itself plays a fairly large role in the phenomenon of using a second Instagram account because this generation is a generation that grew up along with the development of the internet and social media so that social media is used by most of Generation Z as a space to express their feelings, a place to communicate, even a place to exchange information. In Yogyakarta itself is an area that has immigrants from various regions and various differences between one and another, so there are many differences in the use of Instagram media such as Instagram as a learning medium, working to creating many new trends.

With the large number of students and students from other regions, this is the initial basis that the city of Yogyakarta itself is an area that has a multicultural nature because with the many migrants from various regions who bring their original culture to Yogyakarta, with the many cultures received by each student, individuals must adapt and sort out from the many cultures they receive and this is also related to how in the end the gen-z pattern uses social media, especially Instagram, because branding in oneself is something that is very important to be

aimed at, especially towards new acquaintances. According to Lestari (2021) Instagram users themselves form their branding through the content they share on their respective accounts so that with this content they can build a positive branding and get an impression from their followers and can present their good image. thus many individuals take advantage of the use of a second Instagram account to establish new relationships with people they have just met with a different self-branding from their main account, According to Kang and Wei (2020) in using a second account, individuals often use it to share uploads that have never been shared before on their main account. So in the second account, users can select who is allowed to follow them on their account.

The many cultures received by each student make individuals have to adapt and sort out from the many cultures they receive and this is also related to how in the end the gen-z pattern uses social media, especially Instagram, because branding in oneself is something that is very important to be aimed at, especially towards new acquaintances. According to Lestari (2021), Instagram users themselves form their branding through the content they share in their respective accounts so that with this content they can build a positive branding and get an impression from their followers and can present their good image.

Self-disclosure is a stage where someone starts sharing information about themselves, either in the form of information about themselves with descriptive or evaluative delivery. According to Morton (1978), descriptive self-disclosure is an attitude where someone describes facts about themselves when other people do not yet know about them in detail, such as their home address, job, partner, family, or close relatives, while evaluative self-disclosure is a stage where someone expresses an opinion or personal feelings such as something they like, or their opinion about something.

In a study conducted by entitled "Self disclosure of second account instagram users" stated that a self disclosure in a second account that is done makes the account owner feel relieved and comfortable when they can express themselves safely. However, the phenomenon of using a second Instagram account still has some negative impacts, including a tendency for identity division because individuals who have two different accounts will try to divide their personalities according to their accounts, for example, if in the main account the individual will be more closed and only share things that are usually shared, but if in the second account the individual will feel freer so that they can establish more intense communication.

Previous research entitled Self-disclosure of Generation-Z on Twitter explains that self-disclosure that occurs on Twitter social media is usually in the form of emotions, worries and thoughts of individuals who make self-disclosures, (Ajeng Prima Dewi, 2020). Through individual posts on Twitter media, support will appear in the form of replies so that a sense of trust will be established because they are on the same frequency.

However, in this study, several different characteristics were found between Twitter media and second Instagram accounts, where even though Twitter

has been made private by the account owner, the existing reply system is open so that many other individuals can see it. what is being discussed, for the second Instagram account itself, it has more limited privacy because the reply system in Instagram is a private chat, with more protected privacy, individuals can trust other people more by seeing whether other people can care more about us or just get to know each other (DeVito, 2011).

METHODOLOGY

This study examines how communication between owners of second Instagram accounts with followers who they already trust, the method used in this study is qualitative descriptive research. This method is used to describe and explain how relationships are built on a relationship using categories of data contained in the study (Moleoeng, 2000).

This study uses the interpretivism paradigm approach which is an inductive approach, interpretivism also has the nature of an idiographic historical approach, fourthly it can conduct an exploration of knowledge which usually comes from an understanding of meaning and interpretation, and finally interpretivism has a non-value-free nature (Efrin, 2004), Interpretivism will focus more on a detailed reading and interview results, writings or images that will be analyzed and seek meaning in order to gain an understanding of something that will be studied, an understanding of individuals or groups will provide results and will explain a phenomenon being studied.

Data collection techniques in research are by using in-depth interview methods with informants, an in-depth interview is conducted to obtain information and also data on how the thoughts, views, and understanding and experiences of the informant on the phenomenon being studied, interviews in qualitative aims to obtain an in-depth view of the informant's experience (Creswell, 2014). In this study, researchers also used the observation method, observation is a technique used to collect data which involves direct observation where observation provides an opportunity for researchers to be able to see and directly examine the ongoing interactions (Biklen, 2017).

The collected data were analyzed using phenomenological analysis techniques, the purpose of using phenomenology to describe the phenomenon of self-disclosure carried out by generation Z who use the second Instagram account as a medium for self-disclosure, including emotions, thoughts and actions (Husserl, 1970). First, the researcher collected data from in-depth interviews about the subject's in-depth study, then identified the themes that emerged from the informant's experience, then analyzed how the informant could understand and feel the phenomenon being studied, then finally the essence of the collected experience was summarized.

In this study, the researcher used a sampling technique with purposive sampling where the informants had been assigned characteristics and criteria according to the research needs, such as having a second Instagram account for more than one year, actively using a second Instagram account, belonging to generation Z, and domiciled in Yogyakarta. (Sugiyono, 2018).

No	Informants	Age	Occupation
1	Alegra	21 years old	Student
2	Mifta Aulia	21 years old	Student
3	Yode Arumnda	22 years old	Student
4	Abel Purnama	22 years old	Student
5.	Rendy Rumah.S	21 years old	Student

The theory used in this research is the self-disclosure theory put forward by Sidney Marshall Jourard. In general, the self-disclosure theory covers several aspects, including how a person has experiences, thoughts, and feelings within themselves so that these things. depending on each individual's beliefs or trust, self-disclosure itself can be done online or face to face, although self-disclosure done online is still considered limited, but social media users as a place to do self-disclosure will feel freer and more comfortable, because social media account owners can select followers who can see them doing self-disclosure on social media.

In Sydney Marshall Jourad's self-disclosure theory, there are several factors that can influence self disclosure, including:

- a) Group size, as in the case of the fewer groups or people who make a self-disclosure, the more suitable it will be considered because the fewer people who know information about self-disclosure, the more secure it will be and the fewer differences in perspective will emerge.
- b) Dyadic effect, or something that has the potential to strengthen behavior in carrying out self-disclosure because when carrying out self-disclosure to another individual who will also carry out self-disclosure, a feeling of security will emerge.
- c) Feelings of liking, individuals will tend to make self-disclosures about what they like or to people they like, opening up to people they like will feel easier

than making self-disclosures to people we don't like or aren't even close to. d) Topics, with very personal topics, broader and more positive topics will be expressed more than with difficult and sensitive topics.

e) Competence, individuals who have a competent attitude usually open up more often than people who are not competent.

f) Personality, individuals who find it easy to communicate or can have an extroverted attitude will do more self-disclosure because with the presence of passionate feelings it will trigger self-disclosure with the person chosen by the individual.

g) Gender, individuals who are female will find it easier to make self-disclosures compared to individuals who are male. men because men more often make self-disclosures with people they really trust.

RESULTS AND DISCUSSION

Generation Z is a generation that grows along with the development of technology, so that the development of technology will help generation z in carrying out activities that are fast and instant (Prihantoro et al., 2020). Self-disclosure itself is a stage where someone begins to share information about themselves, either in the form of information about themselves with descriptive or evaluative delivery.

Based on the results of interviews with several sources who are Generation-Z in Yogyakarta who have a second Instagram account, a large group in the ownership of a second Instagram account greatly influences the sharing of information. so that the sources sort the number of second Instagram followers or sort the people who are allowed to know their uploads. Individuals will feel more comfortable when they can express themselves to those they have known first so that a sense of trust arises (Prima dewi, 2020).

The smaller a group contained in a second Instagram account will provide a sense of security from the many differences in perspective that arise so that the informant stated that the followers in the second Instagram account are the people closest to them, but in addition to the use of the second Instagram account, the informant also admitted that the use of close friends in the second Instagram account will provide a greater sense of security to the informant. So that all research informants use the second Instagram account as a form of self-disclosure aimed at others (Bazarova & Choi, 2014).

The results of this study indicate that in the use of a second Instagram account there is a pattern of reciprocal communication. Reciprocal communication itself is a communication pattern involving 2 or more individuals where in doing self-disclosure individuals will feel safe and free to do self-disclosure when other individuals in their second account also do the same thing. This is considered as a two-way communication but occurs indirectly where each individual is forced to assess whether the message

conveyed has been understood well or requires adjustment (Mulyana, Deddy, 2000).

Two-way communication where there is freedom to share what they want so that the greater the similarities they have, the greater the sense of security they will get to express themselves. One of the sources said that in using the second Instagram account itself because there is an action to sort out friendships so that a smaller group will emerge and can create a sense of security when he expresses himself using his second Instagram account.

Based on the interview results, there was an expression that friendships at school and at college are certainly different, so I chose to create a new account to separate friendships between school and college. The second Instagram account can make him/her more free to express himself/herself and in accordance with the branding that he/she created without having to worry about the feedback that he/she will receive, because the sense of security in him/her appears when he/she can create a small group in his/her second account. Self-disclosure in the second Instagram account is not only a step to express themselves but also as a step to consider the context of the relationship and the purpose of communication that can provide the potential for consequences of expressing themselves (Joseph A, 2007).

In making self-disclosures, informants often upload posts without any planning, but informants also revealed that they also sort out the posts that will be uploaded to maintain the personal branding created in the second Instagram account, this shows that the use of the second Instagram account is not only as a place to make self-disclosures and also show another side of the second Instagram account user, but the second Instagram account is also used as a place to form a self-branding that is indeed created to show themselves in another group.

often share quotes that relate to me, because on my main account he use it for his branding. In self-disclosure carried out by each individual, there must be an aspect of frequency or level of frequency that cannot be predicted because the function of self-disclosure itself is as a form of self-expression (Ningsih, 2015)

In doing self-disclosure itself, there are also several things that can strengthen the behavior of generation-z to disclose themselves to others because in terms of self-disclosure, generation-z is often safer if they do self disclosure to people who do the same thing. In my second account, it contains people I trust and people who are close and those who can protect my privacy until I trust them. This shows that the existence of a sense of trust that has arisen will trigger a dyadic effect so that the source can disclose themselves in the second Instagram account. because basically if one individual discloses personal information, the other person will adjust the level of intimacy in expressing themselves so that it can create a sense of mutual trust (Altman, 1973).

Second accounts can be a safe place for individuals who do self disclosure. Often second accounts are limited because each individual wants to have a safe space for me to share my daily life. Thus, a sense arises that the second Instagram account is a safe place for sources to share their daily lives because most followers in the second account have passed several criteria that have been determined by the owner so that most followers do not have disturbing characteristics and can take trust from the source as a container to maintain the privacy of the owner of the second account. The sense of security itself is very important for individuals because individuals who were initially hesitant or reluctant will be able to have a sense of security to express themselves because they feel that their surroundings support them (Jourard Sidney M, 1971).

An act of self-disclosure carried out in the use of a second Instagram account is also based on a feeling or feeling that arises from a sense of trust and security from followers in the second generation-z account, because basically the use of a second Instagram account to express oneself or feelings accompanied by a sense of comfort when expressing oneself so that users can get a feeling of relief when they have succeeded in expressing themselves or their feelings (Ryhdea Maria Hefrida, 2021). According to the source, having a feeling of security within the scope of a second Instagram account can help the source to be more open to the followers in his second Instagram account, for a man a second account can be a safe place to express themselves because the followers of the second account themselves can be chosen according to the people they trust.

Difficulty in self-disclosure is usually based on fear because of rejection from the surrounding environment about things that are no longer confidential, so in self-disclosure, individuals need to feel supported (DeVito, 2011). The second account is certainly different from the first account because in the second account the source can express himself more freely and with followers who can maintain the privacy of the user also take part in a feeling that encourages self-disclosure.

In expressing themselves on a second Instagram account, users often upload topics that have never been uploaded to their main Instagram account before, so that when using a second Instagram account, users often select individuals who are allowed to follow them or who are allowed to see their posts on the second Instagram account (Kang and Wei, 2020)

The types of topics shared in the second Instagram account are very diverse, but in relation to self-disclosure, the informants more often share their daily lives and the feelings they are experiencing with the help of other quotes that are eventually reposted by the informants. Individuals admit to using Instagram stories more intensively as a place to share their daily lives that makes them more free to do self-disclosure. The informant revealed that he felt more free to share photos or posts about themselves on the second Instagram account because the use of the main Instagram account is often used

as a branding of the account owner, either positive branding of themselves or a post from the work of the informant, often the posts that are shared are usually done without planning from the account owner because they follow their mood. The type of topic given influences the depth of a person building a relationship because what is usually only a topic in the form of daily life or requests is only an initial part of self-disclosure (Derlega et al., 1979).

Owners of second Instagram accounts have a nature where they are intense in sharing their daily lives because in their second account they feel freer to upload according to their wishes, be it daily activities, playing or even their selfies. I often post my feelings on second because I feel the post suits me, so sometimes it's unplanned and that often happens. The form of each individual in the intensity of uploading on the second Instagram account is certainly different but there is a similar pattern where each source does not have a passionate feeling to continue uploading themselves on the second Instagram account even though they have an extrovert nature, the source still chooses to sort out the posts that they will upload on the second Instagram account even though the source actually feels freer and more at ease to share their photos on the second Instagram account. Generally, extroverts are easier to open up because they are easy to get along with so that the exchange of personal information that occurs in the second Instagram account will have a greater effect on wider social networks (McCrae et al, 1991).

A woman is considered easier to express her feelings, especially in using social media, while men are considered to provide information more often than expressing feelings (Suyadi and Triyono, 2017). However, in this study, a new pattern was found where gender does not affect the form of topics shared by the owner of the second Instagram account, because with a sense of security, both men and women can provide information about their self-disclosure or the form of expression of their feelings.

The second Instagram owned by a man usually contains only people who can be trusted and people who are close, because men are often still embarrassed and men can also express their feelings through a second account. Gender, whether male or female, does not affect how the sources open themselves up in their second Instagram account because for sources, all genders have the same right to share their views and they are free to express their feelings in their second Instagram account because those who use the second account themselves have already selected the followers in the second account.their instagram so that they already have full confidence to show themselves in the second instagram account. The proliferation of digital platforms has triggered a change that has fostered a communication environment that makes every individual regardless of gender feel more confident and encouraged to express themselves (Greene, K et al, 2006).

CONCLUSION

The results of this study show that Generation Z themselves can accept strangers to see posts on their second accounts, but usually they only show initial information in the form of daily activities which causes them to narrow down a small group on the close friends feature where they can more freely express themselves because it contains people they trust.

Generation Z can express themselves to a selected audience so that a sense of security arises from the owner of the second Instagram account, in generation Z itself the type of information shared is not far from the activities they do in their daily lives as a form of self-expression and sometimes also shows a self-identity and feelings they experience.

In using the second account itself, the source can be much more open compared to their main Instagram account because they are no longer bound by shame or self-branding that they create in the main Instagram account because in the second Instagram account it is private with the people they have chosen to see the posts they share.

In carrying out self-disclosure, Gen-Z is not influenced by gender, because both men and women can carry out self-disclosure when each of them has a safe place filled with people they trust and can carry out reciprocal communication when carrying out self-disclosure. The communication that is established in their second account is also a reciprocal communication where there is a freedom to share what they really want so that the more similarities they have, the greater the sense of security they will get to express themselves

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