

ABSTRAK

Instagram, salah satu *platform* media sosial terfavorit di Indonesia, memberikan keleluasaan bagi penggunanya untuk memiliki beberapa akun dengan karakteristik identitas diri yang berbeda-beda, mengikuti tren *pop culture* saat ini. Penelitian ini menggunakan pendekatan fenomenologi Alfred Schutz, teori Self Disclosure, teori Ekologi Media, teori Manajemen Privasi Komunikasi, serta konsep Technology of The Self dan Masspersonal Communication untuk menggali pengalaman, makna, dan motivasi mahasiswa dalam menggunakan second account Instagram sebagai ruang ekspresi diri dan pengelolaan identitas online, serta mencari tahu apakah Self Disclosure terjadi di kalangan mahasiswa pengguna second account. Melalui wawancara mendalam dengan enam informan yang dipilih secara *purposive*, hasil penelitian menunjukkan bahwa mahasiswa memanfaatkan second account Instagram untuk berbagai aktivitas, seperti mengarsipkan momen, berbagi hal-hal pribadi, dan mengekspresikan diri dengan lebih bebas. *Second account* Instagram menjadi *platform* Technology of The Self, di mana mahasiswa membentuk identitas pribadi, meningkatkan kesehatan mental, dan mencapai tujuan pribadi. Melalui *second account*, mahasiswa mengonstruksi realitas sosial mereka yang berdampak pada interaksi dan hubungan offline. Penelitian ini juga mengungkap risiko-risiko terkait penggunaan second account, seperti turbulensi batasan dan dialektika pengelolaan. Komunikasi yang terjadi di *second account* Instagram disebut sebagai Masspersonal Communication, di mana aspek komunikasi interpersonal dan komunikasi massa saling terhubung dalam komunikasi di era digital. Penelitian ini berkontribusi terhadap pemahaman tentang fenomena second account Instagram dan navigasi identitas serta hubungan mahasiswa di media sosial, serta menekankan pentingnya literasi media sosial dan kesadaran privasi dalam menggunakan second account Instagram.

Kata kunci: *self-disclosure*, *second account* Instagram, fenomenologi, *Technology of The Self*, identitas online

ABSTRACT

Instagram, one of the most popular social media platforms in Indonesia, provides flexibility for users to have several accounts with different self-identity characteristics, following current pop culture trends. This research uses Alfred Schutz's phenomenological approach, Self Disclosure theory, Media Ecology theory, Communication Privacy Management theory, as well as the concepts of Technology of the Self and Masspersonal Communication to explore the experiences, meanings, and motivations of students in using Instagram second accounts as a space for self-expression and online identity management, and find out whether Self Disclosure occurs among students who use second accounts. Through in-depth interviews with six purposively selected informants, the results show that students utilize Instagram second accounts for various activities, such as archiving moments, sharing personal things, and expressing themselves more freely. Second account Instagram becomes a Technology of the Self platform, where students form personal identities, improve mental health, and achieve personal goals. Through second accounts, students construct their social reality which impacts their offline interactions and relationships. This research also reveals risks related to the use of second accounts, such as boundary turbulence and management dialectics. Communication that occurs on Instagram second accounts is referred to as Masspersonal Communication, where aspects of interpersonal communication and mass communication are interconnected in communication in the digital era. This research contributes to the understanding of the phenomenon of second Instagram accounts and the navigation of student identities and relationships on social media, and emphasizes the importance of social media literacy and privacy awareness in using second Instagram accounts..

Keywords: *self-disclosure, second Instagram account, phenomenology, Technology of The Self, online identity*