



Profile of Self-Disclosure Tendency Among Instagram Second Account Users in College Students

Salma Nur Maulida

Universitas Pendidikan Indonesia, Indonesia
Correspondence: E-mail: nurmaulidasalma@upi.edu

ABSTRACT

Humans are inherently social beings who seek interaction with others. One way to establish connections is through self-disclosure, which involves revealing personal information to others. Social media platforms like Instagram have become popular spaces for building relationships and enhancing interpersonal communication. This study aims to explore the self-disclosure tendencies of early adult Instagram users with secondary accounts, focusing primarily on students. This research employs quantitative methods to provide a systematic, factual, and accurate description of the phenomenon. Findings indicate that self-disclosure patterns among student respondents are generally consistent and relatively high. The study offers deeper insights into how individuals reveal themselves in interpersonal settings, showing a tendency to share positive information, maintain honesty, and be accurate in their disclosures. Additionally, the results highlight the importance of considering gender differences in self-disclosure research, as women tend to be more open in sharing than men.

ARTICLE INFO

Article History:

Submitted/Received 29 08 2024
First Revised 15 09 2024
Accepted 26 10 2024
First Available Online 31 10 2024
Publication Date 31 10 2024

Keyword:

Self disclosure,
Instagram second account,
College students.

1. INTRODUCTION

Early adulthood is a stage of individual development that occurs between the ages of 20 and 40 (Henrietta, 2012). According to Putri (2019), at this stage, individuals are ready to take on responsibilities and play active roles in society, accepting their position as active members of the community. In Guidance and Counseling, individuals entering early adulthood are expected to fulfill aspects of their developmental tasks. According to Havighurst (as cited in Monks, Knoers and Haditono, 2001), one such developmental task is to establish social relationships with a group. Similarly, according to Depdiknas (2007), one of the competency standards for Guidance and Counseling in Higher Education, as outlined by the Guidelines for Organizing Guidance and Counseling in Formal Education, is that university students are expected to develop emotional maturity. This includes the ability to objectively assess their own feelings and those of others, recognize or consider possible consequences of expressing emotions, and express feelings openly and freely without causing conflict. Additionally, they are expected to think positively in unsatisfactory situations.

Currently, social media plays a significant role in daily life, especially among students who often have secondary accounts or additional Instagram accounts. These accounts can serve as platforms for individuals to express themselves or engage in self-disclosure. Maddalena (2024) notes that data from We Are Social in April 2023 ranked Instagram as the fourth most used app worldwide, reflecting Instagram's high popularity as a leading app in the tech industry. This is reinforced by Annur (2023), which states that Indonesia ranks as the fourth largest Instagram user base in the world. Social media offers numerous benefits in communication, including as a platform for exchanging information, a place for sharing grievances, and a medium for self-expression (Oktavianti, 2018).

Instagram, as a widely used and popular social media platform, often becomes a means for individuals to express themselves. This platform is used as a tool for expanding social networks and a space for expressing self-identity. Instagram users tend to share interesting aspects of their lives, and through positive responses such as "likes," comments, and a large number of followers, they may feel a sense of validation in the virtual world. Furthermore, Instagram offers a feature that allows users to create and manage multiple accounts on a single device, often referred to as "multiple accounts." This feature is frequently utilized by Instagram users to create a second account or "second account." The phenomenon of second accounts on Instagram has emerged as a new trend among users, where individuals engage with specific goals and motivations, presenting different identities according to their purposes. Generally, users with two Instagram accounts tend to treat each account differently, reflecting differences in approach or content.

According to Ignatius and Kokkonen (2007), self-disclosure is commonly conducted by individuals toward people they trust. People are inclined to disclose personal information to individuals they believe can provide support or assistance. This finding aligns with research by Carter (as cited in Konradus, 2013), which indicates that social media users tend to disclose personal information to individuals they consider close and trustworthy to keep the information confidential. This suggests that one motivation for self-disclosure is trust in the recipient of the disclosure, that is, the person perceived as trustworthy enough to receive and keep the information shared. This also reflects the phenomenon of second account usage on Instagram. Devito (2011) presents a similar perspective on self-disclosure, describing it as a type of communication in which a person reveals personal information that is typically kept private.

According to Hurlock's developmental theory (1999), early adulthood spans ages 18 to 40 and is a transitional phase from adolescence to adulthood. During this period, individuals need

a means to establish social connections with others (Hurlock, 2003) and fulfill self-expression needs (Nurdania, 2013). Similarly, Ekasari (2013) states that through self-disclosure, individuals can express opinions, feelings, and other aspects. With technological advancements, self-disclosure, which was previously done directly, has increasingly shifted to social media. Self-disclosure shared publicly on social media often predicts intimacy in two-way interactions and improved well-being (Utz, 2015). Research by Deters and Mehl (2013) suggests that posting status updates about daily personal experiences can help people feel closer to each other and reduce loneliness. Essentially, self-disclosure plays an important role for individuals, particularly those entering early adulthood.

However, according to a study by Paranitha and Dewi (2013), self-disclosure on social media platforms poses risks because personal information shared is easily accessible to anyone, especially on social media like Instagram. Furthermore, if self-disclosure is conveyed in a negative manner, such as using harsh language, providing hurtful criticism, or being offensive, it may lead to rejection from others.

Therefore, it is important for individuals in early adulthood to express their thoughts wisely and contextually on social media.

2. METHODS

This study employs a descriptive quantitative research method. Sugiyono (2016) explains that quantitative methods are based on positivist philosophy and are used to study samples and populations. The respondents' criteria for this study include active students who have used a second account on social media for at least the past three months. Quantitative research produces data in numerical form. The descriptive method is an approach that examines the status of a group of people, objects, conditions, thoughts, or current events. Its goal is to provide a systematic, factual, and accurate description of existing phenomena. Descriptive quantitative research directly describes variables, supported by numerical data obtained from actual conditions.

3. FINDINGS AND DISCUSSION

3.1. Research Findings

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	14	31,8	31,8	31,8
Perempuan	30	68,2	68,2	100,0
Total	44	100,0	100,0	

The table above shows that the majority of respondents were female, totaling 30 individuals (68.2%). The proportion of female respondents was higher than that of male respondents, with females at 68.2% compared to males at 31.8%.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Intent	44	15	24	18,45	1,910
Amount	44	13	28	17,84	2,623
Pengungkapan Diri Positif	44	4	16	12,45	2,454
Pengungkapan Diri Negatif	44	3	12	6,52	2,654
Depth Intimacy	44	8	20	12,91	2,438
Honesty Accuracy	44	10	28	18,57	3,223
Valid N (listwise)	44				

Based on the table above, it can be described that the sample for this study consisted of 44 respondents. The analysis results for each variable are as follows:

- a. Intent variable: The lowest (minimum) value was 15, and the highest (maximum) value was 24. The mean value for the intent variable is 18.45. The standard deviation for the intent variable is 1.910. A standard deviation smaller than the mean indicates that the data for the intent variable has low variability.
- b. Amount variable: The lowest (minimum) value was 13, and the highest (maximum) value was 28. The mean value for the amount variable is 17.84. The standard deviation for the amount variable is 2.623. A standard deviation smaller than the mean suggests that the data for the amount variable has low variability.
- c. Positive self-disclosure variable: The lowest (minimum) value was 4, and the highest (maximum) value was 16. The mean value for the positive self-disclosure variable is 12.45. The standard deviation for the positive self-disclosure variable is 2.454. A standard deviation smaller than the mean indicates that the data for the positive self-disclosure variable has low variability.
- d. Negative self-disclosure variable: The lowest (minimum) value was 3, and the highest (maximum) value was 12. The mean value for the negative self-disclosure variable is 6.52. The standard deviation for the negative self-disclosure variable is 2.654. A standard deviation smaller than the mean suggests that the data for the negative self-disclosure variable has low variability.
- e. Depth intimacy variable: The lowest (minimum) value was 8, and the highest (maximum) value was 20. The mean value for the depth intimacy variable is 12.91. The standard deviation for the depth intimacy variable is 2.438. A standard deviation smaller than the mean indicates that the data for the depth intimacy variable has low variability.
- f. Honesty accuracy variable: The lowest (minimum) value was 10, and the highest (maximum) value was 28. The mean value for the honesty accuracy variable is 18.57. The standard deviation for the honesty accuracy variable is 3.223. A standard deviation smaller than the mean suggests that the data for the honesty accuracy variable has low variability.

All self-disclosure variables show relatively high average scores with low standard deviations. This indicates that the respondents' self-disclosure behaviors tend to be stable and exhibit little variation. The composition of respondents, with a majority being female (68.2%), may influence this result, as previous studies suggest that women tend to be more open in interpersonal communication compared to men. The variable with the highest average score is honesty accuracy (18.57), indicating that respondents generally express personal information in an honest and accurate manner. In contrast, the variable with the lowest average score is negative self-disclosure (6.52), suggesting that respondents are less likely to share negative information about themselves compared to positive information or other variables.

Overall, this study shows that self-disclosure patterns among respondents are relatively consistent and exhibit little variation. These findings provide deeper insights into how individuals express themselves in interpersonal contexts, with a tendency to share positive information more frequently and to be honest and accurate in their disclosures. It also

underscores the importance of considering gender differences in studies of self-disclosure, as women tend to be more open than men.

In an interview with one respondent, identified as AB, who had the lowest score, they stated that they feel there is no need to disclose much to others. AB tends to be more reserved and does not feel comfortable sharing personal information with many people. This is influenced by factors such as an introverted personality and past negative experiences. Meanwhile, an interview with another respondent, identified as X, who had a high self-disclosure score, revealed that X feels comfortable being open and communicative, valuing close and intimate relationships. X feels at ease sharing personal information with people they feel close to and trust. However, X also acknowledges the risks associated with disclosing personal information, such as losing privacy, although X rarely experiences situations where they regret sharing personal details. This suggests that they are cautious in choosing who to trust and are comfortable with the level of openness they maintain.

4. CONCLUSION AND RECOMMENDATION

This study shows that self-disclosure patterns among respondents are generally stable and tend to be more open, with a focus on positive information and honesty. The majority of respondents, most of whom are female, showed a tendency to share personal information in an honest and accurate manner. These findings are supported by interviews with respondents who had high self-disclosure scores. They stated that they feel comfortable sharing personal information with people they trust on social media, indicating that wise and deliberate self-disclosure can strengthen interpersonal relationships and provide significant social support.

Wise self-disclosure on social media can be a valuable tool for building relationships, gaining support, and finding communities that align with an individual's values and interests. By sharing personal experiences, individuals can connect with others who have gone through similar situations, fostering mutual understanding and emotional support. Furthermore, honest and positive openness on social media can help build an authentic and trustworthy self-image in the eyes of others, which in turn can strengthen relationships and social networks.

However, it is important to always be cautious and protect one's privacy when using online platforms. While wise self-disclosure can bring many benefits, the risks associated with privacy and information security must also be considered. Personal or sensitive information could be misused if it falls into the wrong hands. Therefore, a balance between openness and self-protection is necessary, using the privacy features available on social media and carefully selecting who can view certain information.

5. ACKNOWLEDGMENT

I would like to express my deepest gratitude to Mrs. Rina Nurhudi Ramdhani, M.Pd., as the lecturer of the Adult Case Study course. Her guidance, support, and encouragement have been invaluable throughout this research process. Her expertise and dedication have greatly enriched my understanding and development in this subject, and I am truly grateful for the insightful feedback and patience she has shown. This work would not have been possible without her support, and I am sincerely thankful for the positive impact she has made on my academic journey.

6. REFERENCES

- Annur, C. M. (2023, November 28). *Indonesia Jadi Negara dengan Pengguna Instagram Terbanyak ke-4 di Dunia*. Katadata. <https://databoks.katadata.co.id/datapublish/2023/11/28/indonesia-jadi-negara-dengan-pengguna-instagram-terbanyak-ke-4-di>
- Depdiknas.2007.Rambu-Rambu Penyelenggaraan Bimbingan dan Konseling dalam Jalur Pendidikan Formal.Jakarta.
- Deters, F. G., and Mehl, M. R. (2013). Does posting Facebook status updates increase or decrease loneliness? An online social networking experiment. *Social psychological and personality science*, 4(5), 579-586.
- Devito, J. A. (2011). Edisi Kelima : Komunikasi Antar Manusia. Terj : AgusMaulana. Tangerang Selatan : Karisma Publishing Group
- Ekasari, Nurshanti. (2013). Hubungan Antara Self Disclosure Melalui Blackberry Messenger dan Kualitas hidup (Quality of Life) pada Remaja. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, Vol 2, No. 2
- Henrietta, P. (2012). Impulsive Buying pada Dewasa Awal di Yogyakarta. *Jurnal Psikologi*, 11 (2): 6
- Hurlock. (1999). Psikologi perkembangan: Suatu pendekatan sepanjang rentang kehidupan (terjemahan oleh Istiwidayanti). Jakarta: Erlangga.
- Ignatius, E., and Kokkonen, M. (2007). Factors contributing to verbal self-disclosure. *Nordic Psychology*, 59(4), 362-391. Indriyani, V. R. (2017). Pengungkap
- Konradus, N. 2013. Keterbukaan diri remaja pengguna twitter berdasarkan tahapan perkembangan. *Jurnal Skripsi*, 1-16
- Lin, R., and Utz, S. (2015). The Emotional Responses of Browsing Facebook: Happiness, Envy, and the Role of Tie Strength. *Computers in Human Behavior*, 52, 29-38. <https://doi.org/10.1016/j.chb.2015.04.064>
- Maddalena, S. (2024, January 30). *Digital 2023 - We Are Social Indonesia*. We AreSocial Indonesia. <https://wearesocial.com/id/blog/2023/01/digital-2023/>
- Oktavianti, M. A. (2018). Instagram Stories sebagai Media Self Disclosure (Skripsi)Fakultas Dakwah dan Komunikasi, Univeristas Negeri Sunan Ampel, surabaya.
- Paramithasari, P. P, and Dewi, E. K. (2013) Hubungan antara Kontrol Diri dengan Self Disclosure di Jejaring Sosial pada siswa SMA Kesatria 1 Semarang. *Jurnal Empati*. Vol 2, No. 4
- Putri, A. F. (2019). Pentingnya Orang Dewasa Awal Menyelesaikan Tugas Perkembangannya. *SCHOULID:Indonesian Journal of School Counseling*, 3 (2): 35-40.

Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif dan R and D*. Bandung: Alfabeta.