

SELF-REVEALMENT IN INTERPERSONAL COMMUNICATION THROUGH SECOND ACCOUNTS ON INSTAGRAM AMONG FEMALE STUDENTS IN THE COMMUNICATION DEPARTMENT AT UNIVERSITAS

ABDURRAB

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ABSTRACT

Instagram is not only used as a means of sharing information but also as a space for self-expression. The presence of a second account has become an alternative space for female students to show a more personal side of themselves. The purpose of this study was to understand self-disclosure in interpersonal communication through a second Instagram account among Communication Science students at Abdurrab University. This study used a qualitative approach with a descriptive research type through observation, interviews, and documentation of four informants from the classes of 2022 to 2025. The results showed that female students consciously differentiate between public and private identities. The second account is used to express themselves more honestly through uploading Instagram stories and feeds containing daily activities and random things. Through the posts, female students become aware of habits, character, and emotional states. This finding is in line with the Johari Window theory, which explains that individuals have four aspects in self-disclosure: the open area, the blind area, the hidden area, and the unknown area. A limited number of followers and a predominance of close friends creates a sense of security, trust, and emotional closeness, thus encouraging interpersonal communication through direct messages, comments, and likes. Despite greater freedom, female students remain cautious about self-disclosure due to the potential for content to be disseminated through screenshots. This suggests that self-disclosure is selective and serves as a means of negotiating between self-expression and the boundaries of privacy.

Keyword: *Self-disclosure, communication interpersonal, Second account*

I. INTRODUCTION

Self-disclosure is an individual's ability to convey responses, reactions, and personal information that are usually private and shared with others, including their current condition. Individuals who are able to self-disclose effectively tend to have a deeper understanding of their behavior and identity. Self-disclosure is usually done to people who are trusted and considered capable of providing emotional support, so this process plays a crucial role in building closeness and trust between individuals. However, it cannot be denied that recipients of disclosure sometimes reject or feel uncomfortable with the information shared, ultimately affecting the dynamics of interpersonal communication (Prihantoro et al., 2020 p. 312).

Interpersonal communication is a crucial element in strengthening social relationships through self-disclosure. Through the process of self-disclosure, individuals can achieve deeper understanding and build more authentic and meaningful interactions (Simbolon et al., 2022, p. 17). This allows for stronger mutual understanding and trust. A person's level of openness in interpersonal communication significantly impacts the quality of the relationships they build, both in personal and social contexts.

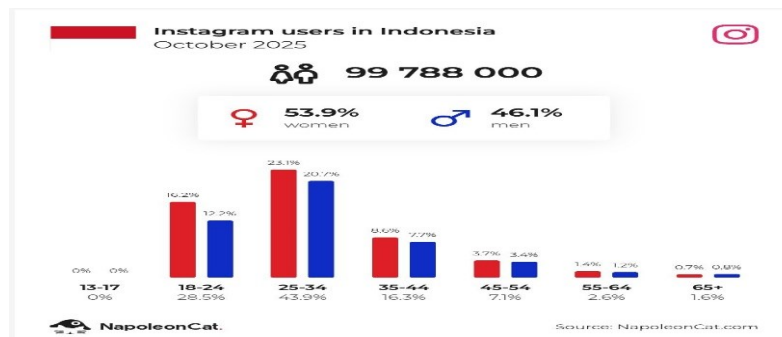
The development of information and communication technology has brought significant changes to interpersonal communication practices, including the way individuals express themselves. Social media has emerged as a new space for individuals to build social relationships, not only directly but also through digital interactions that enable openness in various forms. On social media, self-disclosure generally appears in various forms of expression, such as status updates, photos, videos, and chat conversations, as well as comments

containing shared experiences or feelings. Ease of access to technology and the internet has transformed patterns of social interaction, making it more flexible, faster, and cross-spatial (Mu'alifah, 2023, p. 2).

According to data from the Indonesian Internet Service Providers Association (APJII), by 2025, the number of internet users in Indonesia will reach 80.66% of the total population, or approximately 229 million people. This figure represents a 1.16% increase compared to the previous year, which reached 79.50%, or approximately 225 million users. This significant increase marks a crucial moment in the national digital transformation journey. This ease of access allows anyone to easily browse the internet and communicate through various social media platforms.

One of the most popular social media platforms used for sharing information is Instagram. Instagram offers an app that allows users to share visual content, such as photos and videos. The visual content that dominates this platform influences user behavior, which tends to focus more on the aesthetics of each post. Therefore, many users utilize the app's digital filter feature to enhance the aesthetic appeal of their images and videos. Furthermore, Instagram's features allow users to share editable photos and videos, comment on them, chat, create Instagram stories, make video calls, create reels, and share likes, comments, and shares, all of which serve as a means of social interaction that encourages interpersonal communication in the digital space (Ilmi, 2022, p. 3).

According to upgraded.id, in 2025, 16.2% of Instagram users were female teenagers,



aged 18 to 24. This age group generally includes female students. Instagram is a social media platform used by various age groups, from children and teenagers to adults and seniors. Sharing daily routines on social media tends to be more common among women.

Figure 1. Percentage of Instagram Users Based on Gender in Indonesia

According to (Sariet al(in Yolanda Febri, 2022, p. 9), previous research on self-disclosure indicates differences in self-disclosure between men and women. Hargie's research on 288 college students demonstrated differences between men's and women's self-disclosure patterns. As Jourard points out, these differences are caused by differences in social expectations.

Men are expected to appear strong, objective, hardworking, and unemotional, which can limit their tendency to express themselves. Conversely, women are expected to be helpful and pleasing to others, and they are more likely to express themselves. Meanwhile, according to De Vito, women tend to express their feelings more frequently and have a greater drive to express themselves. This difference in tendencies towards self-disclosure is increasingly evident in today's social media use. The development of Instagram as a photo and video sharing platform has created new dynamics in the practice of self-disclosure. This is supported by the application features owned by Instagram, namely the feature multiple accounts. Instagram users can create multiple accounts on one mobile device (Alfinaet al., 2024, p. 73).

One form is the emergence of a second account or what is usually called second account. This account is generally used for more private and limited purposes. For many users, second account become an alternative space to express another side of yourself that is more honest as it is, whether in the form of outpourings of the heart, expressions, emotions or personal opinions that cannot be shown elsewhere. First account or primary account, which tends to be aesthetic and pay attention to his self-image. Second account usually have certain characteristics, such as a locked account (private), not using their real names, and having a small number of followers, only followed by people they know or are close to. This demonstrates how users differentiate between public and private identities on social media.

Based on the results of pre-observations of Communication Science students at Abdurrah University, most of the students use second account on Instagram as a means to be yourself and express things you don't want to share on your main account. This demonstrates the female students' efforts to engage in self-disclosure in the context of interpersonal communication. This reflects the individual's desire to build closer and more open interpersonal relationships with those around them, as well as a means to express their identity more freely. Based on the problems that have been described previously, to find out the use of second Instagram accounts in interpersonal communication, especially among female students.

II. LITERATURE REVIEW

A. Self-disclosure

Sharing personal information with others is known as self-disclosure (Mu'tia, 2021, p. 36). Self-disclosure is the process by which individuals consciously and intentionally reveal personal information about themselves to others. The information disclosed can include thoughts, feelings, experiences, personal values, or other aspects previously unknown to others. This process of self-disclosure plays a crucial role in building deeper and more meaningful interpersonal relationships, as self-disclosure can foster intimacy, trust, and mutual understanding in social interactions.

According to (Septiani et al., 2019, p. 1), self-disclosure is one of a person's abilities to interact with their social environment. People who are able to do this well can have many friends and are sociable. Self-disclosure also occurs when someone feels comfortable, has a sense of belonging, and knows each other's personality characteristics well. (Altaman and Taylor in Gainau, 2009, p. 5-6) revealed five dimensions of self-disclosure, namely:

a. Accuracy

Appropriateness refers to whether an individual discloses relevant personal information and whether the individual is directly involved in the event. In specific relationships, if an individual's self-disclosure does not align with norms, it will be considered deviant and the individual must be held accountable for the consequences. If self-disclosure is conducted consistently and appropriately, it will increase positive reactions from participants or listeners.

b. Motivation

Motivation relates to what drives a person to reveal themselves to others. This drive originates both internally and externally. Internal drive relates to the individual's desire or goal for self-disclosure, while external drive stems from family, school, and work environments.

c. Time

The time an individual spends with someone tends to increase the likelihood of self-disclosure. Individuals should choose the right time to disclose, taking into account the other person's condition. For example, if someone is tired or sad, they tend to be less open with others. However, if the timing is right, such as when someone is happy or excited, they are more likely to disclose.

d. Intensity

The intensity of a person's self-disclosure depends on who they are disclosing to, such as close friends, parents, casual friends or people they have just met.

a. Depth and Breadth

The depth of self-disclosure is divided into two dimensions: shallow and deep. Shallow self-disclosure is typically revealed to people one has just met, and the topics of information disclosed in shallow self-disclosure are general. In deep self-disclosure, the topics of information are specific, and individuals reveal personal information to people they are familiar with or have close relationships with, for example, parents, close friends, or peers.

B. Interpersonal Communication

Communication is the process of conveying a message from one person to another to inform, change attitudes, opinions, or behavior, either directly or indirectly through a medium. Communication requires a reciprocal relationship between the sender and the recipient, namely the communicator and the recipient.

(According to Carl I. Hovland, in Ngalimun, 2018, p. 1) communication science is a systematic effort to formulate firmly the principles of conveying information and forming opinions and attitudes. Broadly speaking, it can be concluded that communication is the conveying of information and understanding from one person to another. Broadly speaking, communication is every form of a person's behavior, both verbal and nonverbal, that is responded to by others. Every form of behavior expresses a certain message, so it is also a form of communication. While narrowly, communication is defined as a message sent by one person to one or more recipients with the conscious intention of influencing the recipient's behavior.

From the several definitions above, it can be concluded that interpersonal communication is the sending of messages from the communicator to the communicant with direct effects and feedback to determine whether the message sent has a positive or negative impact verbally or non-verbally.

C. Social media

Social media has experienced significant developments over the years. In 2002, Friendster reigned supreme, with only Friendster dominating the social media landscape in the 18th century. However, many social media platforms have emerged, each with its own unique characteristics. The history of social media began in the 1970s, with the discovery of a bulletin board system that allowed users to connect with others using email, uploading, and downloading software. All of this was done using a telephone line connected to a modem. (Rafiq, 2020, p. 20)

In 1995, the Geo Cities website was launched. Geo Cities provides web hosting (a service that rents website data storage so that websites can be accessed from anywhere). Geo Cities was the starting point for the establishment of websites. From 1997 to 1999, the first social media platforms, sixdegree.com and classmates.com, emerged. Furthermore, in that year, a site for creating personal blogs, Blogger, also appeared. This site offered users the ability to create their own web pages. Therefore, Blogger users...

Social media technologies take various forms including magazines, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photos or images, videos, rankings and social bookmarking. By applying a set of theories in the fields of media research (social presence, media richness) and social processes (self-presentation, self-disclosure) Kaplan and Haenlein created a classification scheme for different types of social media in their Business Horizons article published in 2010. According to Kaplan and Haenlein there are six types of social media:

a. Collaborative Project.

Websites allow users to change, add, or remove content on the website, for example,

Wikipedia.

- b. Blogs and Microblogs.
Users have more freedom to express themselves on blogs, such as venting or criticizing government policies. For example, on Twitter.
- c. User Content from website users
Sharing media content, such as videos, ebooks, images, and so on, for example, on YouTube.
- d. Social Networking Sites.
An application that allows users to connect by creating personal information so they can connect with others. Personal information can include photos.
- e. Virtual Game World.
A virtual world, which replicates a 3D environment, allows users to appear as their desired avatars and interact with others as if they were in the real world. For example, online games.
- f. Virtual Social World.
A virtual world where users feel like they are living in a virtual world, just like a virtual game world, interacting.

D. Second Account Instagram

Instagram isn't just used for sharing photos and videos, but also as a platform for showcasing one's identity, building a social image, and interacting with others in various contexts. With increasing social pressure and the need for personal space online, a new phenomenon has emerged among users: the emergence of second accounts on Instagram.

Second account is an additional account owned by a user in addition to the main account. This account is usually created for a specific purpose and is more private, where users can express themselves more freely without being restricted by social norms or expectations from their surroundings. A second account provides a more authentic space for users to display their personalities more honestly and openly without fear of judgment from others (Zahrah et al., 2025, p. 87)

III. RESEARCH METHODOLOGY

The approach used in this study is qualitative. This approach is used to answer the research question regarding self-disclosure in interpersonal communication through a second Instagram account. The type of research used is descriptive research, which aims to provide a systematic overview of a phenomenon based on accurate data (Sahir, 2021, p. 6). This research also falls under field research, which is research conducted by collecting data directly from the location or situation that is the focus of the research.

In this study, the data sources used consist of primary and secondary data. Primary data is data obtained directly from the main research source (Hikmawati, 2020, p. 33). The primary data source in this study was a Communication Science student at Abdurrah University who used a second Instagram account. Primary data was obtained through interviews with research informants. Meanwhile, secondary data was used as supporting data obtained from various sources, such as academic journals, books, research reports, and online sources relevant to the research topic (Hikmawati, 2020, p. 33).

Data collection techniques in this study were conducted through observation, interviews, and documentation. Observations were conducted to obtain a direct picture of the situation and conditions occurring in the field so that the data obtained could be analyzed systematically. Furthermore, interviews were used to gather in-depth information regarding the informants' views and perceptions of the issues being studied (Saat & Mania, 2020, p. 85). Documentation was used as supporting data, encompassing various written sources, to strengthen the results of the observations and interviews in the study.

The data obtained was then analyzed through three stages: data reduction, data comprehension, and data interpretation. In the data reduction stage, the researcher selected and simplified the data obtained in the field. Next, the reduced data was thoroughly understood by identifying similarities and differences in the informants' responses regarding self-disclosure on the second Instagram account. At this stage, the researcher also linked the research findings to the Johari Window theory to understand self-information management, which includes open, blind, hidden, and unknown areas. The final stage is data interpretation, which is the process of interpreting the understood data to draw conclusions in accordance with the research objectives. Through this stage, the researcher interpreted the interview and observation results to comprehensively answer the research questions.

The determination of four research subjects using purposive sampling technique or samples aims to determine the unit of analysis by considering various criteria such as: (1) active students of the Communication Science Study Program at Abdurrah University, Class of 2022-2025 (2) have a second Instagram account that is actively used, a private personal account, has a limited number of followers (3) the second account is used as a self-disclosure medium to share feelings, thoughts and personal experiences or emotional conditions through uploads (4) have active interactions with followers on the second account such as direct message, comments and likes so that interpersonal communication occurs (5) are willing to be informants and are willing to share personal experiences openly with researchers. Based on these criteria, this study involved four informants who were deemed to have met the requirements as research subjects.

IV. RESULT AND DISCUSSION

Based on observations and interviews, self-disclosure in interpersonal communication through a second Instagram account among Communication Science students at Abdurrah University indicates a conscious and selective disclosure. The second account serves as a more personal space than the primary account, allowing informants to feel more freedom to express themselves through Instagram stories and feed posts.

Self-disclosure The informant's interpersonal communication was characterized by two-way interaction between the informant and followers of the second account. This interaction was evident in feedback in the form of story replies, direct messages, comments, and likes, demonstrating feedback, empathy, and emotional support from followers. This created a sense of security and comfort for the informant in opening up, as followers on the second account were generally limited to close friends.

Informants maintain control over the information they share by maintaining boundaries around certain aspects they deem sensitive. This demonstrates that self-disclosure negotiates the need to express oneself and the desire to maintain privacy. This process is then reflected in all areas of the Johari Window theory: the open area, the blind area, the hidden area, and the unknown area. These four areas are:

Open area

In this area, informants consciously share information with followers of the second account, including daily activities and random self-expressions not displayed on the main account. Informants feel comfortable opening up because followers on the second account are limited to those closest to them and are predominantly female. This suggests that informants' level of openness is influenced by a sense of security, trust, and support from their close social circle. Informants are more willing to express themselves honestly and honestly without fear of negative judgment.

1. Blind area,

In this area, followers' responses to the informant's posts, which the informant had previously overlooked, were evident, through story replies in the form of direct

messages, comments, and likes. Followers revealed aspects of the informant's personality, such as habits or emotional states that the informant was unaware of. This suggests that interactions on the second account provide feedback in interpersonal communication, and that followers demonstrate concern and support for the informant.

2. Hidden area

In this area, although the second account provides a more open space, informants still have limitations in expressing themselves. This is evident in the information they consciously withhold, particularly regarding family matters, personal issues, and matters deemed sensitive. This demonstrates that informants have control over the personal information they share. This is due to the limitations of Instagram's privacy features, where shared content can still be disseminated by others through screenshots.

3. Unknown area

In this area, informants became aware of a new side of themselves after using a second Instagram account. They felt a change in their self-expression, becoming more open and honest compared to their primary account. The activity of posting daily activities led them to discover previously unnoticed habits and tendencies.

V. CONCLUSION

Based on the results of research conducted through interviews with four informants from Communication Studies at Abdurrahman University, it can be concluded that the use of a second Instagram account has become an alternative space for self-disclosure in interpersonal communication. All informants consciously differentiate between public and private identities on social media. The primary account is used to project a more controlled self-image and is perceived as a space that aligns with social expectations, while the second account is used as a personal space for more free, honest, and candid self-expression.

The findings of this study align with the Johari Window theory, which explains that individuals possess four distinct self-aspects: the open, the blind, the hidden, and the unknown. Individuals know themselves and are known by others. Through second accounts, informants tend to share daily activities and random self-expressions through Instagram Stories and feeds.

Posts shared on the second account aren't tied to aesthetics or the need to maintain a personal image, but rather are more spontaneous. This demonstrates that the second account allows freedom of expression without fear of negative judgment.

The number of followers plays a crucial role in shaping the informant's comfort level in disclosing themselves. The majority of followers on a second account are close friends, with a limited number of followers, creating a sense of security, trust, and emotional closeness. This encourages the informant to share personal activities.

The interactions that occurred on the second account, in the form of feedback in interpersonal communication from followers (direct messages, comments, likes), helped informants recognize habits, character, and emotional states reflected in posts. In fact, followers demonstrated empathy, concern, and support, strengthening interpersonal relationships between informants and their immediate social circle.

While using a second account allows for greater openness, informants still face limitations in self-disclosure. Information related to family matters and sensitive personal matters is not shared on social media. Furthermore, informants also experience hesitation before uploading certain content as a precaution to maintain their privacy. This is due to the

limitations of Instagram's privacy features, which can potentially disseminate shared content through screenshots.

This suggests that self-disclosure is selective. The second account serves as a personal space where self-disclosure, honesty, and social support from close friends occur, while also serving as a means of negotiating between the need for self-expression and the informant's privacy limitations.

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