

# Self Disclosure Analysis of First Account and Second Account Users on Instagram among Students

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## Abstract

*Purpose.* The purpose of this research is to find out how the self-disclosure of first account and second account users on Instagram uses the Johari Window theory. Students who use Instagram not only have one account but have many accounts.

*Methodology.* This type of research is qualitative research with the determination of informants using a purposive sampling technique. Data collection techniques using semi-structured interviews. Data validity uses data.

*Results.* The results of this study are that in the self-disclosure process of Communication studies for students who use multiple accounts on Instagram, self-disclosure by students varies in each area. In the open area, students carry out self-disclosure including facial identity, happy feelings, and sharing daily life with their friends as students on the first account. In the hidden area, students hide their identity, name, profile photo, and private account to prevent others from finding the second account they have. In the blind area, students do not know other people's responses when they use a second account. while the unknown area is an area where the use of a second account is known by other people.

*Applications/Originality/Value.* The researcher describes the social phenomena that exist among students regarding the self-disclosure of users of first accounts and second accounts on Instagram. This research has differences with other studies which lie in the research object, the social media use.

## Introduction Section

Self-disclosure is a personality that an individual has to express ideas and feelings in reacting and reviewing situations. Self-disclosure is an ability that a person has to share information about himself that is stored in the form of communication with others including desires, feelings, and opinions (Prihantoro et al., 2020).

Self-disclosure is not a mask of lies to hide the facts, but self-disclosure can only be shared with the closest people who are trusted as a form of wanting to build intimate relationships with others. Self-disclosure strengthens liking in developing a relationship but has the risk of social rejection in expressing the information we provide (Gainau, 2009 ; Gainau, 2009).

Instagram is one of the platforms for students' self-disclosure to socialize and help express themselves such as posting photos and videos equipped with follow, like, comment, and direct message features (Aqilla & Sudrajat, 2022). The existence of insta story, reels, and live video features creates an openness of self-disclosure for users. So that through Instagram students freely open their personal identity, this can occur due to the formation of self-disclosure. (Dew & Janitra, 2018).

Students who use Instagram do not only have one account, but some have multiple accounts. The use of the two accounts has a significant difference. The first account is used as a stigma shaper for others in perceiving ourselves, while the second account is often used as a private account for the closest people.

The first account is done with the aim of getting a good image in society. Self-identity on the first account is a personal layer that is formed through feelings and ideas about oneself. This stage is seen in the first account and second account they have (Idaman & Kencana, 2021). Instagram users' self-identity is a representation of their real identity in the real world (Sakti & Yulianto, 2013).

Second account is a second account that individuals have as self-disclosure to trusted people only. (Sirait, 2022) Second account users are able to cultivate a sense of freedom that is far from the demands of perfection

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when using it. ([Sagiyanto & Ardiyanti, 2018](#)).

A pseudonymous account is an account that is given a pseudonym and does not use the user's real photo profile, a pseudonymous account aims to socialize as well as build a relationship with other users. ([Cahyani et al., 2022](#)). Pseudonymous accounts can provide freedom of expression as well as to protect privacy from stalking, the function of pseudonymous accounts on second accounts on Instagram is for self-disclosure. ([Paramesti & Nurdiarti, 2022](#)).

This research was conducted among university students. The selection of this research subject is related to the results of the researcher's observations which state the use of first and second accounts. Previous research used in this study focuses on the self-disclosure of the millennial generation through second accounts on Instagram. ([Prihantoro et al., 2020](#)). This research is used as a reference for second account self-disclosure on Instagram. This research illustrates that millennials in using second accounts on Instagram are able to increase their confidence in sharing what they want to share. The first account is only a symbol of self that has been wrapped to build a person's image.

Previous research used in this study focuses on the relationship between second account activities on Instagram social media with Self-disclosure in generation z in Bandung City. ([Salsabila & Nuraeni, 2022](#)). This research is used as a reference for self-disclosure of second accounts on Instagram. This study illustrates that Instagram second account activities fall into a very good category with a percentage of 84.15% and descriptive analysis of self-disclosure falls into a very good category with a percentage of 87.09%. In the t-test, there is a significant and positive relationship between second account activities on Instagram on the self-disclosure of Generation Z in Bandung.

The purpose of this research is to find out how self-disclosure of first account and second account users on Instagram Communication Science Students of Surakarta Muhammadiyah University. Seeing the current condition of self-disclosure among students is shown through the use of second accounts to pour emotions and feelings to the closest and trusted people.

Based on the objectives through the phenomena that occur, the researcher formulates the problem formulation of the Johari Windows theory. The formulation of the problem in this study is to analyze the self-disclosure of first and second account users on Instagram among students.

### ***Johari Windows Theory***

Johari Widows Theory is a theory of consciousness to explain how a person can understand the relationship to himself and others related to human consciousness and feelings. This model theory can give and receive information about others and themselves as a window of communication between individuals. The Johari Windows theory has 4 perspectives each with a different meaning, the perspectives contain an understanding that can affect a person's view of behavior, feelings, and awareness that only he knows and others can also understand. Johari Windows theory consists of 4 areas, including open area, blind area, hidden area, and unknown area. ([Luft, 1955](#)).

#### **Open Area**

The open area is self-introduction including identity, personality, motivation, strengths, and weaknesses that are known to individuals and other individuals. This information exchange often occurs when individuals interact with other individuals, through a piece of light information that has built the relationship vertically can reduce the *hidden area*. Wide *open areas* can be useful in interpersonal relationships.

#### **Blind Area**

The blind area tends to lean towards behaviors and feelings that are discovered by other individuals but not by the individual himself. The exchange of information during communication is difficult because individuals do not understand information about themselves. Whereas communication basically requires being open, each individual has a blind area that will be difficult to erase. Therefore, one way to reduce it is by reflecting on existing norms, values, and laws. ([Verklan, 2007](#)).

#### **Hidden Area**

The hidden area of feelings, personality, and secrets that are hidden by individuals and invisible to other individuals. The individual has privacy that is kept secret so as not to be known, when the individual is able to open and expand the hidden area, then there is a process of self-disclosure.

#### **Unknown Area**

The unknown area is an area not known by anyone including the individual himself and other individuals. The sinking of information under the subconscious makes the area closed, when the hidden area is disclosed, the individual is doing self-disclosure.

The four areas of the Johari Windows concept are a unity (100%) that exists in each individual so that the area from one individual to another will be different. When individuals build social relationships, they must enlarge the open area, so that the unknown area, hidden area, and blind area will shrink. ([Shenton, 2007](#)).

Johari Windows theory is used to explain how students can understand the relationship between themselves and others related to self-disclosure of human consciousness and feelings through first and second accounts on Instagram. The use of second accounts as a form of student self-disclosure can provide space for expressing and sharing a previously hidden feeling and the use of first accounts as a form of self-identity in building personal branding. Using Johari Windows theory, researchers will analyze the self-disclosure of Communication Science students on the use of first and second accounts on Instagram. Thus, the analysis is carried out using this theory to see the self-disclosure of students who use first accounts and second accounts in self-disclosure, including what parts of the Johari Windows theory.

### ***Anonymity Consciousness***

Anonymous or anonymous is one of the conditions for a person's identity to become virtualized by the media, anonymity is an inseparable part of free delivery so it gives someone the opportunity to become anonymous. ([Prasetyo, 2018](#)). Anonymity Consciousness or anonymity awareness is a phenomenon on social media that disguises a person's true identity to comment and convey their thoughts channeled through a second Instagram account. This is because the individual does not have the courage to express freely his real identity on his first account. With the concept of anonymity due to communication on Instagram social media, there are two concepts of motives in anonymity, namely positive motives and negative motives. ([Pohan & Lbs, 2022](#)).

Some anonymity can lead to a loss of self-awareness, which can reduce inhibitions and increase the occurrence of antisocial behavior. Having a second account can channel the freedom of expression of each user. The results show that people choose the option to be anonymous in responding to content on Instagram. In using Instagram, a person communicates normative messages by changing their identity and identification in online public spaces, this is done because anonymity provides a sense of security. ([Harmaningsih et al., 2021](#)).

## **Method**

This research uses a qualitative method with a qualitative descriptive approach. Qualitative research is research to understand, discover, investigate, and explain the value of social influence. ([Subadi, 2006](#)). This research uses descriptive qualitative to find out social phenomena that exist among students, where researchers try to describe information about the self-disclosure of first account and second account users on Instagram. The subject of this research is Communication Science Students of Universitas Muhammadiyah Surakarta. The object of this research is the self-disclosure of first account and second account users on Instagram.

The data collection technique uses semi-structured interviews, this type of interview allows you to ask questions that do not have to be based on a predetermined interview sequence. ([Sugiyono, 2013](#)). The sampling technique of this research uses purposive sampling with the category of women and men who have multiple accounts, which this technique will formulate samples with specific criteria that want to be researched, namely Communication Science Students of Universitas Muhammadiyah Surakarta who have first and second accounts on Instagram.

This research will use primary data and secondary data, primary data can be found when conducting interviews while secondary data will be found when making observations, journals, and relevant previous research. Researchers use interactive analysis techniques because there are four components in interactive data analysis, namely: Data collection, data reduction, data presentation, and conclusion drawing. ([Musianto, 2002](#)).

Data analysis begins when the data collection process has taken place in the field in a cyclical form, the data collection process will be continuously carried out until the researcher can draw final conclusions. In qualitative research, it is necessary to hold data validity to see if the data obtained can be said to be valid and acceptable. ([Abdussamad, 2021](#)). The credibility test in this study uses data triangulation.

## Result

This research was conducted from September to October 2022. The informants in this study were five people consisting of, 3 women and 2 men, Communication Science Students of Universitas Muhammadiyah Surakarta who use first and second accounts on Instagram.

Informant 1 interprets Instagram as a relationship to make new friends and has used multiple accounts since 2018. Informant 2 interprets Instagram to build personal branding, get information, and entertainment media and has used multiple accounts since 2019. Informant 3 has used multiple accounts since 2019 and interprets Instagram as a medium for uploading photos, and videos and as a business field. Informant 4 has used multiple accounts since 2018, using Instagram to support productivity in producing photo and video content. Informant 5 has used multiple accounts since 2020 and interprets Instagram as a place to get information.

The results of this study indicate that Communication Science students use multiple accounts on Instagram. The use of first account and second account students have their respective roles and functions, one of which is for self-disclosure. ([Salsabila & Nuraeni, 2022](#)). The explanation is as follows:

### **Open Area**

Open territory as an area of self-recognition includes identity, personality, and feelings that can be accessed through information exchange when individuals interact with other individuals. ([Kusmiati & Bayruni, 2020](#)). Informant 1 mentioned that he displays information including his face, expresses his happiness, and shares his daily life with his friends as a Communication Science student on his first account.

Instagram publicizes the informant's self-identity which has been shared through posts uploaded on the first account and second accounts. Informants use strategies in self-disclosure that are carried out when pouring out their thoughts and feelings, the information shared on the first account and second account adjusts the open area they want to share ([Niknam et al., 2021](#)). ([Niknam et al., 2021](#)).

"Yes, I show both faces on both accounts, on the first account I share more photos with friends and never post Korean." ([Interview Informant 1, 29 September 2022](#)).

Informant 1 started using multiple accounts in 2018 and uses her second account more often than her first account. He uses his second account every day to post about Korea, take selfies, and express his feelings when he feels angry and sad. These feelings cannot be expressed in his first account.

*"When I use a second account, I post selfies, share my daily life, express my annoyance and sadness, and post what I like like K-pop idols."* ([Interview Informant 1, 29 September 2020](#)).

The same thing is also said by Informant 2, he has used multiple accounts since 2019 and is active in using both accounts he has. When Informant 2 uses his first account, Informant 2 only posts stories that he thinks are aesthetic, being more careful to sort out what stories can be shared. Because Informant 2 only wants to show the best version of himself, so he always shares stories that are happy without showing himself when he feels sad and upset.

"I rarely upload stories on my first account, at most if the post is something that I consider aesthetic The post that I upload on my first account is the best version of me." ([Interview Informant 2, 15 October 2022](#)).

Informant 2 while using the second account also displays his face and almost daily shares life update content of a Communication Science student and a freelance at Avo Innovation Technology about various activities he did that day.

*"The posts that I upload on in the second account are the real of me, such as uploading life updates of activities that I did that day or funny content."* ([Interview Informant 2, 15 October 2022](#)).

In their daily lives, students use Instagram social media as a place to express themselves and their feelings. Personal information is an important factor to influence their decision to share their personal data. Self-disclosure is categorized into two streams that focus on building trust and intimacy. ([Zeng et al., 2021](#))

The use of Instagram is also a medium of communication to interact, entertainment media, and upload content sharing and collaboration. The first account and second account become an exchange of self-disclosure information quickly and interact in real time between students. ([Pinem et al., 2019](#)).

### **Hidden Area**

A hidden area is a hidden area about feelings, personality, and secrets that are hidden and invisible to other

individuals, when individuals are able to open and expand the hidden area, the self-disclosure process occurs. (Luft, 1955). The researcher asked several questions to reveal the hidden area of the informant, starting with light questions and then going deep.

Informant 1's use of his first account does not show that he is actually a fanatic K-pop idol fan.

*"On my first account, I was embarrassed to post about Korea, because everyone could accept Korea, so I was a little closed and embarrassed."* (Interview Informant 1, 29 September 2022).

The hidden area on the second account Informant 1 does not use the real name identity on the second account username. He uses a Korean username, does not use a profile photo, does not show his residential address, and uses a private account. So that followers only contain the closest people he trusts to accept.

*"I hide my identity on the second account by using a Korean name, not using a profile picture, and not showing where I live."* (Interview Informant 1, 29 September 2022).

The same thing was also said by informant Anjani, that she hid the identity of the name on her second account

username, but nothing was hidden on the first account.

*"I have nothing to hide."* (Interview Informant 4, 9 October 2022).

Informant 4 hides his real name identity in the use of a second account username, does not show his residential address and uses the private account feature. This is done in the use of a second account to avoid others feeling uncomfortable when spamming.

*"I have a special name for aesthetic reasons. The use of a second account is also to create a space on Instagram that is more private and free"* (Interview Informant 4, 9 October 2022).

Every student has a hidden area that they do not want to be known by everyone, they only want to share that area with the closest people they trust. The hiding of identity behind a pseudonym to maintain accountability of the student's real identity, pseudonyms are social cues to feel comfortable when interacting in sharing information (Chen et al., 2014). (Chen et al., 2014).

Self-disclosure that is hidden in the first account and second account relatively has a difference in disclosure. The posts posted can identify the disclosure motive that the informant wants to convey in sharing the hidden area. (Agusti, 2021).

In line with the use of a second account that becomes a private account to be followed by people who are allowed as followers. Once a trustworthy relationship is established, self-disclosure occurs. (Aimeur et al., 2019).

### **Blind Area**

The blind area tends to gravitate toward behaviors and feelings that are discovered by other individuals but not discovered by the individual themselves (Arouf & Aisyah, 2020). Blind area is information from students that they do not know, how the impact and response of others when they use a second account. In this case, the blind area is the student's response when they get response when they have a second account.

The use of second accounts is feared to have a negative impact on students, the disclosure of blind areas is intended as self-awareness when they are viewed negatively from a social construction point of view. (Shenton, 2007).

*"The response is always on username selection. Everyone understands the stigma of second accounts to express themselves and open up."* (Interview Informant 4, 9 October 2022)

Informant 4 said that the stigma in the second account is a place to be yourself despite the demands of perfection and a good image. Like showing yourself when you feel sad, angry, and disappointed like an ordinary human being, as a place to complain without anyone judging.

Informant 5 also said that when using a second account, he feels free and free from the demands to satisfy others. Like every post must be aesthetic, look beautiful and perfect.

*"My friends knew that I had a second account, and didn't respond. Using a second account I feel that I don't have to satisfy other people."* (Interview Informant 5, 6 October 2022)

The use of second accounts at this time does not provide many negative comments and perspectives that can cause anxiety for informants, because it has been understood that second accounts are used as self-disclosure. Almost all students are certain to have a second account, it's just that not everyone knows who has and uses it. (Kashian & Wang, 2021).

### **Unknown Area**

The unknown territory is an area not known by anyone including the individual himself and other individuals, the sinking of information under the subconscious makes this area closed. (Prihantoro et al., 2020). In this study, an unknown area is the use of a second account if it is known by other people.

Informant 3 in this case said that he did not cover up if he used a second account when other people knew it was no problem as long as he did not follow him. The informant's self-disclosure shares information that is personal and makes this area closed (Anggraini et al., 2022). (Anggraini et al., 2022).

*"If it's just known and not followed, it's okay, I won't cover it up either, because there are those who follow second accounts and I don't know them but I don't accept them."* (Interview Informant 3, 6 October 2022).

The use of a second account as an unknown area is a consideration for students to delete one of their accounts or not delete both accounts. Informant 3 said that he actually wanted to delete the first account to avoid the expectations of his followers when he saw that his first account contained content - content that was not of quality.

*"There is a thought to delete one account and want to delete the first account. Because I thought about how not to drop other people's expectations."* (Interview Informant 3, 6 October 2022)

From the results above, there are several students who have multiple accounts who choose not to delete both accounts, because of the anxiety of other people's views when uploading on the first account. The use of first account and second account have their respective functions as a place to express themselves, adjusting the audience of each account. (Choudhury & Sushovan, 2017).

## Discussion

Johari Widows Theory is a theory of consciousness to explain how a person can understand the relationship to himself and others related to human consciousness and feelings. This model theory can give and receive information about others and themselves as a window of communication between individuals. (Hanifa et al., 2012).

The results of research conducted by interviews found that Communication Science Students of Universitas Muhammadiyah Surakarta have had multiple accounts since they were in college. The first account is done with the aim of getting a good image and self-identity the first account is a personal layer formed through feelings and ideas about oneself.

Second account is a second account that individuals have as self-disclosure to trusted people only. (Sirait, 2022). Second account users are able to cultivate a sense of freedom that is far from the demands of perfection when using it. (Subadi, 2006).

The use of a second account as a pseudonymous account is an account that is given a pseudonym and does not use the user's original photo profile, or pseudonymous accounts in addition to aiming to socialize while building a relationship with other users. (Cahyani et al., 2022).

Pseudonymous accounts can provide freedom of expression as well as protect privacy from stalking, the function of pseudonymous accounts on second accounts on Instagram is for self-disclosure. (Paramesti & Nurdiarti, 2022). Each informant has differences in sharing open area and hidden area information on their first account and second account.

The use of second accounts is also inseparable from Anonymity Consciousness or anonymity awareness. A phenomenon on social media that disguises a person's real identity to comment, and convey their thoughts that are channeled through a second Instagram account. (Choudhury & Sushovan, 2017).

In this research, pseudonymous accounts are used by informants in using their second accounts to provide pseudonyms and not use profile photos. In communication, the face is included in non-verbal communication. Profile photos can shape and manage messages in social interactions. and management of facial self-identity on Instagram as a communication tool (Edwards et al., 2015).

Profile photos as a representation of Instagram users, to measure the personality type of its users (Segalin et al., 2017). In another journal, the face also determines credibility, the use of profile photo identity on Instagram to keep the informant's identity implied and unclear. Because informants do not allow other than their followers to browse their profiles (Zheng et al., 2016).

The theory of communicating anonymously encourages students to create opportunities for self-disclosure,

anonymity is a strategy to modernize shame, and discomfort and provides a function in reducing the fear of social rejection when students make self-disclosures. (Rains, 2014).

The emergence of cyberspace on Instagram provides an opportunity for students to become anonymous if the use of the account when the loss of a student's identity, the space for freedom of opinion leads to the emergence of anonymity. (Prasetyo, 2018). The emergence of anonymity also has positive and negative motives depending on its use.

### ***Open Area***

In the use of the first account, the open area of all informants opens information about identity as the account username using the real name, showing the face, and only sharing happy moments. The use of name identity on the first account username is important to know the description of student information through physical appearance and self-assessment on their first account. (Shenton, 2007).

This is done by students in shaping their self-identity who want to be admired and who want to be shown to their followers. In the cyber world, it is used to build friendships and express feelings through a virtual communication process (Edwards et al., 2015). (Edwards et al., 2015). All informants have no problem revealing the open area in the first account because it creates a profile that can be adjusted according to the wishes of students in displaying the identity introduced through their Instagram accounts.

When using the first account, there is a sense of anxiety about the views of others who judge if they are known as K-pop fans and pour emotions about their feelings. The feeling of anxiety is a factor inhibiting all informants from revealing themselves on their first account. So they only show the best version of themselves to be shown to their first account followers. (Pinem et al., 2019).

One of the anxiety factors that affect students when using the first account is evaluation from others, when high students feel evaluated, the anxiety also increases. So that makes informants feel more comfortable expressing themselves when using a second account. The judgment obtained from others on Instagram's first account is what makes students feel anxious when expressing themselves. (Pamungkas & Lailiyah, 2019).

In line with the results of the Empirical Study of #Instastory which says that self-presentation, and pleasure in self-disclosure, are influenced by factors of privacy information and risk perception shared through Instastory on the use of first accounts and second accounts in building a new relationship on Instagram. (Kusyanti et al., 2019).

### ***Hidden Area***

Hidden areas in the use of first account informants Informant 1 and Informant 4 hide their identity in the use of second account usernames, profile photos, and places of residence and never show their feelings when they are angry, sad, and disappointed.

The disclosure of personal information that needs to be known to be recognized as her identity only includes the name and face in the first account. Other identities such as addresses are not disclosed in detail because they protect their privacy. Meanwhile, the identity of the second account uses a pseudonym, this is done because the private space available in the second account is freer and has been set as a private account so that only trusted close people are allowed to follow the account. (Sari, 2019).

Self-disclosure is a central part of communication, this disclosure occurs in a two-way situation where students feel more comfortable expressing themselves and their feelings when using a second account on Instagram. Students tend to have a high desire to play their role through private accounts. (Misoch, 2015).

Self-disclosure can be used as a bridge in building relationships between students on Instagram when communicating through personal information. However, in this case, informants have decided what information to disclose and what to keep secret when doing self-disclosure on both accounts, in sharing hidden areas.

The two informants above, both hide their real names and use private accounts on their respective second accounts. This is done to avoid other people finding their second account and the risk of social rejection in expressing the information they provide. (Chen et al., 2014). The secret hidden by the informant is kept secret so that it is not known, when the informant is able to open and expand the hidden area, the self-disclosure process occurs.

The results of research on Social Anxiety on Instagram Second Account Users, show that the cause of self-disclosure is due to social anxiety on second account users on Instagram. The anxiety factor is influenced by the use of second accounts on Instagram as self-disclosure by students, social relationships on Instagram occur

because of followers in the account. ([Ilma et al., 2020](#)).

### **Blind Area**

Using the first account and second account as blind areas, all student informants felt that they did not get a negative response regarding the use of multiple accounts. One student and another student, both use multiple accounts. So that this is a natural thing to understand, that the freedom to use a second account is an effective self-disclosure. ([Blair & Abdullah, 2018](#)).

However, students do not know the negative judgment of using a second account according to other people who do not use multiple accounts. However, fellow multiple account users feel that they get social support in making self-disclosure on both accounts they have. ([Afrilia, 2018](#)). The informant said that he did not want to delete his first account or second account. Almost everyone certainly has a second account, it's just that not everyone knows who owns and uses it.

The blind area of all students is closed, but open from the perspective of others, the openness of the five informants is not over-disclosure. ([Pohan & Lbs, 2022](#)). It can be seen from the results of the student blind area interview, that the informant uses a private account on his second account. So that this area is not widely opened and still maintains this area.

## **Conclusion**

Based on research that has been conducted by researchers on the self-disclosure of student users of first accounts and second accounts on Instagram. Self-disclosure is different in each area. In the open area, the use of the first account students share the identity of their names, faces, and feelings of happiness. In the open area, second account students share freedom in expressing feelings of sadness and disappointment.

In the hidden area, first account students do not show their emotions and feelings when they are angry and sad. In the hidden area, the second account student hides the identity of the name, and profile photo and privatizes the account.

For students who use have multiple accounts, the use of the first account and the second account has a significant difference. First accounts are used to stigmatize others in perceiving ourselves, while second accounts are often used as private accounts for the closest people.

Self-disclosure by students is different in each area, the open area of freedom obtained by students when using a second account to share things that have never been done before, guessing the emotions felt, and expressing themselves openly only to close friends they trust.

The implication of this research lies in the self-disclosure of students, in the use of multiple accounts on Instagram to form an image and build the desired personal profile in shaping a good character in front of their followers. In this case, sometimes students forget to be someone who is as they are without fulfilling the demands of perfection, without pegging the perfection of others just to get the desired image assessment.

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