

Existence of Cosplayers: A Study on Cosplayers Self-Disclosure through The Digital World of Instagram

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Abstract

Purpose: This research aims to analyze how cosplayers self-disclose via Instagram social media. This research is interesting to research because of the increasing popularity and openness of cosplayers holding their events in society where it used to be very rare to find cosplay events in the general public before Covid-19.

Methodology: This research uses descriptive qualitative types and types with a positivism paradigm. Researchers used a purposive sampling technique to determine the data source. The informants used in this research were around 19 - 25 years old. The theory used is the self-disclosure theory of Joseph Luth and Harry Ingham (Johari Window). The data collection technique used in this research used observation and interviews. Data analysis refers to the Miles and Huberman model. The validity of the data uses triangulation from one information to another obtained through the interview.

Results: The research results show that cosplayers' self-discovery through Instagram social media is divided into three categories, namely skills as self-expression, discomfort as social control and self-clarification.

Applications/Originality/Value: This research seeks to find out how the self-disclosure process is analyzed using the quadrants of the Johari Window theory. The differences in this research include the object of research, the context used digital but using case studies instead of social, the recency of the place and research results.

Introduction Section

Japan is a country that is quite famous for its diverse culture. One of Japan's cultures is popular culture or often shortened to pop culture. Popular culture is a culture that has many followers and is easily accepted (setiadi,2013). A form of popular culture in Indonesia is Cosplay. The Cosplayer phenomenon itself entered Indonesia in 1998 (Setiawan, 2021). The manga film "Omukashi Kumkum" was broadcast on TVRI in the 1970s. Being a sign of the entry of pop culture in Indonesia. Since the first film was broadcast, other dramas and series have sprung up with stories about the struggle to achieve dreams, life struggles and love stories that contain moral messages that touch the heart so that the audience is amazed and becomes loyal fans (Rastati, 2015). Cosplayer is defined as someone who likes to look at custom anime, game characters and original cosplay. Cosplay is identified with striking and long hair color and scantily clad (Primasari, 2021) Cosplay aims to present cartoon characters in the real world as a form of fans played from children, teenagers to adults.

The easing of covid-19 has made cosplayer activities increasingly popular among the academic community. This is supported by the news published by the online media [www. Uiupdate.ui.ac.id](http://www.Uiupdate.ui.ac.id) wrote that he held the GJUI Japanese event again after a 3-year hiatus due to the pandemic. This is an anticipation of Japanese culture. This means that the enthusiasm for cosplay has become more and more widespread. In the community, the anime fanbase is known as Otaku which is used on social media followed by the name of the area where he lives (Pinem, 2018). Cosplayers are free to choose the character to be played during the event even though it is contrary to their original gender by showing their identity through the clothes used (Frederick, 2016). The development of this culture, cosplay activities can be done by Muslims or Muslim women who have the same hobby. In the community, community members usually hold anime event agendas (Ardhani, 2017).

Information related to cosplay is plentiful and easy to find through Instagram social media rather than searching for cosplay-related accounts or content on other social media. In addition to showing identity, Instagram social media is used to communicate and interact with other cosplayers (Sagiyanto & Ardiyanti, 2018). Social media

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has features that can show that the content is liked by many people Susilo and Putranto (mahardika, 2017). One of the newest features after reels whose duration becomes 10-15 minutes per video, Instagram presents music notes in Instagram photo posts that are useful for supporting the emotions and expressions desired by users. According to a survey obtained on the we are social website, the number of statistical usage in Indonesia in January 2021 reached 170.0 billion, which means that 61.8% of the Indonesian population accesses social media. Meanwhile, in an online survey conducted by IISPA (Indonesian Internet Service Providers Association) there were 210.03 million internet users. The number of surveys conducted in 2021-2022 always increases higher than in 2019 of 1,967, meaning an increase for approximately 1 year of 6.78% from the previous year. The age dominance is held by the age group of 13-18 years around 99.16% followed by the second group of the age range of 19-34 years around 98.64%. Looking at the data that has been presented shows that internet users are dominated by teenagers followed by adults.

The large number of internet and social media users causes information and trends to quickly spread and be followed. The rise of people sharing personal information on social media is called the phenomenon of *self disclosure* (Sagianto & Ardiyanti, 2018). Self-disclosure is defined as information about oneself that is shared voluntarily on social media. Self-disclosure can be used as socializing material to gain interest. Individuals who do self- openness are considered to be able to adjust quickly to the surrounding environment (adaptive), have a higher level of self-confidence, higher than others, more competent, reliable, and more open (objective) (Jaquillyn 2019).

The number of anime fans in Indonesia does not erase the negative stigma that forms the label of the sentence that what they do is useless, clothing models who are considered eccentric use striking wig colors and sexy clothing shapes. The stigma of cosplay is also associated with the word weeb (weeb) which has a negative connotation in society as someone who is individual, anti-social, lazy, lacks association until he is sick and even garbage society because he likes things that are not real from cartoons, movies and manga characters (Frederick, 2016). In addition to the negative stigma against individual cosplayers, the community also has a stigma that is not good, seen as people who fail in living the social stage of life. This tends to make otaku close themselves more from their social environment and increasingly turn their attention to the world of anime, manga or games that can accompany their daily lives. This is considered a failure of the communication process in otaku social interactions (Yasim,2022).

From the stigma in society that exists in the end, cosplayers must be careful in talking about their hobbies directly in the community while maintaining the good name of themselves and their families. It is possible that cosplayers have to hide from their hobbies when there are families who are not supportive due to the stigma of this society (Darwan et al., 2019). In research conducted by (Syarifuddin, 2020) which discusses cosplayers in his research that a cosplayer can get recognition when in events and social media such as YouTube, Instagram without negative stigma circulating in the community, so that cosplayers are freer and feel they have space to show their presence to be recognized. However, the discussion in this study does not discuss how a cosplayer opens up through social media.

In fact, cosplayers who are synonymous with teenagers can promote subculture created by young people who can reach their peers with similar interests; this is used to offset social pressure. Youth subculture plays a role in the socialization environment, offering adolescents and young people to make choices to take the most suitable culture and fill communicative gaps formed from the consequences of their social environment (Abramova et al., 2021a). In fact, self-disclosure does not only occur when communicating and interacting directly, but now the self-disclosure process can occur through social media intermediaries (Pramesti & Dewi, 2022)

So from the background that has been described, researchers want to focus on cosplayers who actively participate in offline events and are active on social media, especially Instagram. This research is interesting to study because of the increasing popularity and openness of the cosplayer community after covid19 in holding events in the midst of communities that have negative stigmas so that researchers how cosplayers can still exist in the midst of this stigma that makes them subordinate. The benefit of this research lies in the theoretical benefits that look at how self-disclosure or self-disclosure of cosplayers through their Instagram accounts.

So that the formulation of the problem that will be raised in this study is "What is the form of self-disclosure carried out by cosplayers through Instagram social media?" While the purpose of this research is to analyze the form of self-disclosure carried out by cosplayers through Instagram social media.

Literature Review

Social media as a means of identity

Social media is an internet platform that provides and makes it easier for users to present themselves or open up and interact with each other briefly and freely without the constraints of time and distance. The function of social media is experiencing development, not only as a medium of information but as a medium for sharing individual situations, the term is known as social media as a medium for *freedom of expression*, namely media as a forum for freedom of expression for users as a place for information of a general or personal nature (Ardhiani et al., 2023) The existence of social media sites gives rise to a person's desire to be able to express themselves or reveal their identity through self-actualization through social media accounts, one of which is Instagram. Apart from that, social media can be structured with general objectives such as introducing one's identity to other people, as a form of attraction and of course as a means of building identity (Pawar et al., 2022). Meanwhile, the function of personal means of identity is used to show

abilities, uniqueness, specialization that exists within oneself that is not possessed by others so that it can be superior to others.

The first time the presence of social media attracted a lot of attention from various audiences so that it became a place that can be used by various market segments who are present and free, even for use on the commercial side (Wijaya & Nasution, 2022) . Social media is used as a stage for users as a place to present themselves and interact, communicate with other users, and form virtual social bonds. (Rachdian & Azis, 2021) . Instagram users who have something unique and attract attention will gain a high bargaining value in social status . This account can be a benchmark and inspiration for other users on the same content. Cosplayers use this as a way to earn income from their hobby For make extra money from the creativity they create on Instagram content . They rely heavily on social media to build an identity and following, developing similar tactics used in Instagram brand building (Harborak, 2020).

Through social media, cosplayers can define the form of identity that they will display on their Instagram profile. Cosplayers who take part in events become entrepreneurs on social media (Rouse & Salter, 2021) by selling clothes or photos to earn money. Apart from that, they also use the website and community fanbase. The transformation of Instagram into a sales stall is due to Instagram's visual structure so that cosplayers who are retired or on hiatus can still survive instead of using similar sites such as Twitter or Facebook because they don't focus as much on visuals as Instagram. Instagram is not directly connected to a friend 's account (Lauren & Anastasia, 2021).

Self-disclosure

This discussion of self-disclosure is a further development of self-awareness. Self-awareness is self-awareness about who we are and what our role is as members of society. We must be aware of our mental dispositions including our preferences and attitudes. When we understand who we are, we become self-aware (Liliweri, 2015). So that you can explain what you are like, what you lack, what your strengths are, beliefs, motivation and ego (Valery Kalinin and Nukte Edguer, 2023) . Self-disclosure is one type of intrapersonal communication called self-disclosure. An individual's way of expressing thoughts, feelings and actions that will be beneficial for self-development and forming effective communication. Self-disclosure helps other people understand and find out what their interests are, which is useful for building relationships with other people, regardless of the impact it will have on their public image (Schlosser, 2020) .

Research "The Phenomenon of Self-Disclosure in the Use of Social Media Platforms (Descriptive Study on Celebrity Accounts)" Self Disclosure Theory is a theory put forward by Sydney Marshall Jourard focuses its concentration on how a person shares personal information or feelings with others. Such as developing relationships, expression, clarification and social validation . For example, in a relationship that requires the exchange of information, feelings, or activities, there will be a higher chance of moving towards intimate communication. The object in this research is using celebrity programs with different theoretical analysis. This is a gap for research because it uses different theories but has the same context regarding the phenomenon of self-disclosure (Rachdian & Azis, 2021)

Self-disclosure is also often referred to as the Johari Window theory, known as the Johari Window, because of the combination of its discoverers , Joseph Lutf and Harington Ingham . Self-disclosure is an individual communication tactic that invites reciprocity. The concept of this theory is related to the explanation and understanding of interpersonal interactions which are divided into four quadrants, namely areas known to others (open areas), areas not known to others, blind areas), areas only known to oneself (hidden areas), areas not known to oneself. Alone (unknown area). According to Devito (in Arouf, 2019) in a book on interpersonal communication, knowledge about self-disclosure helps provide benefits such as getting to know yourself better, developing the ability to manage emotions and communication , increasing the meaningfulness of interpersonal relationships, and improving physiological health. This helps to get to know each other .

There is an impact that arises from self-disclosure on social media, namely the disapproval of people who see the way we express ourselves. The emergence of feelings of worry that make us think that other people will not accept us . The risk of personal security being compromised, relational risk with outside parties because other people already know so much about us that they cannot change their communication patterns with us. So this theory is also called the theory of self-awareness which is related to behavior so this theory can help to understand oneself which is assisted through the views of others (Osmanoğlu, 2019) . The Johari Window can be seen through the following depiction :

Table 1. Quadrants of the Johari Window theory

1. Open Self Information about yourself that you and others know	3 Blind Self Information you don't know but others know about you
2 Hidden Self Information you know about yourself but others don't	4 Unknown Self Information about yourself that neither you nor others know

Self disclosure utilizes social media Instagram as its first medium, research conducted by Selfiana & Nur Eva 2022 entitled "Self Esteem and Self Disclosure generation z Instagram users" that self disclosure is influenced by high self esteem (self confidence). This has an influence on the use of social media Instagram, because someone who has high trust does not really care about other people's judgments. Generation Z carries out self-disclosure on social media Instagram because there are many topics that can be discussed, such as hobbies, friendships and life as a student, one's own intentions and the influence of the surrounding environment. So many students also use Instagram as a means of self-disclosure through Instagram .

Research conducted by Isna Waasi & Mariyana Widiastuti, et al was entitled "The influence of personality type on self-disclosure among Instagram users". Finding the results that teenage male users have more openness on Instagram than women, they use Instagram to get information related to hobbies and discuss topics about life and interesting features being the final reason. This research also explains that someone with an extrovert personality has more freedom to use Instagram, they are not embarrassed to connect the contact friend search feature, then actively look for followers. Apart from this, someone with an extrovert personality feels validated by the *like feature* because it gives the impression that the person is popular and makes it easy to interact.

The third research conducted by Teguh Wiyono & Abdul Muhid was entitled "Self-disclosure via Instagram: Dakwah bi al-nafsi through self-disclosure of teenagers." The results of the research described in this research were that teenagers used Instagram social media on the Instagram story feature with the aim of self-actualization. Instagram has become a place to complain. The existence of this Instagram story feature makes a person have 2 sides of their personality that are different from their real life. Like some people who have closed personalities become open when on Instagram. Millennials share their stories and activities more often via Instagram, giving rise to a new phenomenon where what was initially self-disclosure in person has turned into self-disclosure online. Carrying out self-disclosure through the Instagram feature, especially on Insta Story, is considered self-expression, motivating other people and appreciating other people's work.

The difference between this research and previous research is that most of what researchers found related to previous cosplayer research focused on a cosplayer seeking self-identity through Japanese culture by becoming a cosplayer, forming a community and loving the work of that country, whether from films, cartoons or related items. with that. Meanwhile, the function of previous research is as a reference for researchers on what must be researched and also as a limitation in this research so that there are no similarities and complementarity with previous research. This research focuses more on how cosplayers express themselves through Instagram social media accounts.

Cosplayer Identity

The definition of cosplay from a communication perspective is an interaction process carried out consciously in order to convey or exchange information through the means determined by the rules and procedures of cosplay performances (Abramova et al., 2021a) . Cosplay is an activity of imitating characters in anime or manga. This activity involves communities in each city. Participation in the community increases creativity because there will be lots of discussions that will create new identities. The formation of self-identity cannot be separated from technology and the environment. The environment plays a role in supporting character selection . Meanwhile, technological factors play a role in the influx of western information and culture which influences lifestyle and behavior . A strong identity is based on perceptions of closeness, values and communicative practices. The first aspect of closeness is related to awareness of the closest environment such as family, relatives and close friends. This research states other motives for cosplayers in pursuing this hobby, firstly for self-expression, self-development and the desire to play their favorite characters. Second, just for holidays, escape and looking for aesthetic value (Abramova et al., 2021b)

cosplay event, there are people who play a different gender than the original. For example, male cosplayers play feminine characters while female cosplayers play masculine characters. In this way, the identity of the cosplayer is also formed because of the character and gender played in the stage play. This is supported by research conducted by Dita Wahyu, et al (2021) entitled "Gender Identity and Cosplay Stigma in Malang City" which found research results that the identity of cosplayers is formed through a series of actions carried out by cosplayers in their lives through Japanese events. Identity is formed based on gender which is acted out repeatedly and continuously so that gradual repetition of gender can create a gender identity for the cosplayer (Wahyu et al., 2021)

A cosplayer does crossdress because he wants to imitate his idol from films and manga. The way to fulfill this need is by participating through Japanese events and uploading on social media as self-actualization. However, several people who were sources for this research showed that they were cosplayers on social media, not all of them used their real names to trick their families. This research has not determined what factors cause them to separate and why they do not feel open to their family (deyana, 2020)

Research (Abdulrahman, 2018) "Psychology of Adolescent Communication on Self-Concept among the Medan Cosplayer Community" this research writes that self-concept is formed from childhood habits of watching anime and something like that is so big and doesn't have a controller, so curiosity arises as to how to visualize the character in the real world . However, Cosplay Otaku tend to be closed and limit communication with the environment and family who

are supposed to supervise them, acting as social control. This could be an opening for further research why cosplayers often close themselves off in the family environment and become more open on social media, especially Instagram.

Method

The main focus of this study is about cosplayers' self-disclosure on Instagram social media because researchers want to know how the form of self-disclosure is carried out by cosplayers on Instagram social media. So this study uses the Qualitative Descriptive research method which aims to explain the phenomenon in depth through data collection (moeleng, 2007). The qualitative method tries to show the uniqueness of individuals, groups, communities or organizations that are analyzed through complete and detailed daily activities (Sukidi, 2020)

Data collection in this study was taken through primary data involving research informants through the results of in-depth interviews that took place at Kopi Manahan in September 2023. While the secondary data researchers took from Instagram, online news, and journals as supporting primary data. Researchers take samples through purposive sampling techniques, which determine samples based on certain characters, so as to take informants who if they know about the phenomenon to be studied by researchers (puji leksono, 2015).

While the data collection technique used by the researcher was compiled using a reference to Huberman and Miles' interactive data analysis technique as follows: the first step for researchers to find sample information is to visit cosplay events in their city, namely Klaten City. After attending the event and getting several samples of social media accounts, researchers began to observe and compare activeness between accounts such as making Instagram stories, uploading content on reels and on their Instagram feeds for approximately 1-2 weeks. Then researchers found six (6) samples of 4 women and 2 men selected for this study. Furthermore, researchers sent direct messages via Instagram to get cosplay opportunities to be interviewed to get data from trusted sources. After the interview, proceed to write a transcript of the data obtained from the interview recording to find categorization. After that, the data that has been obtained will be displayed in the form of a narrative description or text whose results will be presented in the results and discussion chapter. The last stage, researchers analyze and match the data that has been obtained to draw conclusions.

The data validation technique used in this study is the data source triangulation technique which aims to determine the truth of the content of interview data by comparing from various points of view (Puji Leksono, 2015) Researchers will also reduce as much as possible the bias that exists during the process of collecting and analyzing data so that the results are more credible and valid.

Result

In this chapter the researcher will describe the results of direct or offline interview data conducted with informants as cosplayers. Along with observation data carried out directly and online via social media. One of the social media used by cosplayer informants is Instagram. The use of Instagram is because they have been using Instagram for a long time, even before they started getting involved in the world of cosplay. So they are no strangers to playing on Instagram media. When they first entered the world of cosplay, they mixed one account for cosplay and real life. Initially they shared it on Instagram stories, after attending several events they then created a new account specifically for cosplay, seeing that most other cosplayers were also like that. Cosplay accounts that have been separated usually have more freedom to upload things related to cosplay. Apart from that, they put a link on their Instagram profile to support them in cosplay.

"Most of the treat links are usually for donations, so that you can then cosplay using other characters. Usually someone who likes the way we cosplay will donate a little money to us." (AY, 2023)

The link in the cosplayer's Instagram bio is used to support them in cosplaying at the next event. Another word for this treat link is a donation, which is usually given by fans or random people who like the clothes they wear at every event they participate in. This link is not only used as a means of transfer or donation.

"Cosplay accounts for buying and selling, maybe like open rental. If I have a large collection of clothes I will create my own rental account. "Personally, I might do cosplay like I open a photocard on the IDN application, maybe that's where it comes from" (MD, 2023)

Apart from cosplay which is just a pure hobby for having fun, they use the account to earn extra money. Actually, when you open the treat link, there are other options such as making an open photocard package, for people who really like the character they are playing will voluntarily buy the photo as an additional collection. The emergence of various trend phenomena on social media makes these trends spread more quickly and are easier to follow. Every phenomenon that occurs on an Instagram media account can be categorized into several sections such as the Johari Windows Theory below. From the data that has been obtained it can be described as follow :

Open Self

Open self is something that is shared freely or conceptualized for public consumption on each informant's account. In reality, the concept of self-disclosure can be immortalized through photos, videos or Instagram stories that they

create. Researchers observed online that many cosplayer accounts emphasize the feed section filled with photos and create Instagram stories more often. They got lots of photos at the event, but the informants still selected the good parts to fill in the feed.

"Maybe if the photo collection is large and the poses are varied. However, after the photo there is still a long editing process. Sometimes someone asks. Maybe once a week I try to upload photos or other content on Instagram" (Mr, 2023)

Several other informants also said the same thing, that to upload them to their Instagram feed they needed time to edit their photos. In fact, sometimes the thing that makes them rarely upload content or photos to their feed is because they take a long time to edit and they have a perfectionist spirit so that the informants who are conceptualized on their accounts are more likely to be picky. This is different from the informant's account, which is purely cosplaying as a hobby, and doesn't think too much about conceptualization and editing. Pure hobby, when it looks good and proportional, especially when it comes from a photographer, it is immediately uploaded.

Self-disclosure carried out on Instagram, especially in sections open for public consumption which can be generally known by followers, emphasizes playing on the Instagram story feature. Many factors support them to be more active on Insta Story. Usually they are active because they can interact more closely with their followers, or just to give appreciation to event visitors who *tagged* them during the event, and also because these informants have branded themselves as content creators so they have to be active and creative so they don't get left behind by other creators. Apart from that, the reason for selling more on Instagram stories is to get new followers and so that the account doesn't look empty

"I'm one of those people who relies on Instagram stories and I also quite often upload stories about the process of how I prepare everything. Like when I want to cosplay this character, for example, I want that person to know how I became this character, where I also want them to know everything because on the other hand, the process is a lot and long. Sometimes it can be entertainment, like playing with cats while making costumes. When property becomes entertainment from this. It can be called my preparation before I come to the event." (MD, 2023)

Making Instagram is intended as entertainment and the process behind the characters that will be displayed before coming to the event, as preparation material and so that followers know the process they carry out to embody these characters. In contrast to female informants, the content states that they like the make-up section the most, apart from exploring make-up skills, they can also display make-up that is more prominent than the everyday make-up they use.

"Usually it's standard make-up, sis, but when it comes to cosplay, I can wear whatever make-up I like on my face. If I go to an event, I want to be weirded out - it's weird how no one comments. If you see cosplay make-up in real life, you can look at it and find it strange, it's nice like that. "Because my mother used to do bridal make-up when she was in elementary school while she was a teacher and I was just having fun and often joined her in doing other people's make-up." (TC, 2023)

Family background is also very influential, from initially being limited to doing make-up to being able to be very challenged and exploring their existing skills through the cosplay hobby they follow.

Hidden Self

This part is something that the informant ensures that it is not spread via social media. It can be said that this section also informants will not share on their social media for certain reasons. This starts from forming a self-concept which is built through social media accounts.

"What if we make the alibi mysterious like that ? "In people's eyes, it seems strange because the hair is colorful and the costumes are splashy like this." (FN, 2023)

Forming this mysterious character has become a common thing for cosplayers, but not everyone adheres to something like that, except when there is something disturbing in their lives. Apart from presenting a mysterious figure in their account, some informants are very protective of their identity, such as where they live, school, real name, whether they are a student or worker. Apart from that, things that are not revealed on social media are related to the motivation of why they take part in cosplay.

"Cosplay for me is an escape. Because my activities are just very monotonous, so I'm tired and I have no passion for life. So I consider cosplay to be a hobby that revives my enthusiasm for life." (Mr, 2023)

Cosplay is something that some people take for granted, but it gives life to those who do it. Apart from MR, this statement was also validated by several other informants that those who take part in cosplay sometimes do not take part in existing anime series, they take part in existing events because it is an outlet for a full week's work. Meanwhile, at this event they release their energy to have fun and will return to work again the next day. Apart from this, the informant's participation in this cosplay event was due to his family background. Like when he was little, he saw his father's hobby of reading Japanese comics and watching anime series and playing *PlayStation*.

There are families who support and also families who do not agree with this hobby. Apart from that, support and matters related to family are also hidden from feeds and stories, although not everyone knows, there are still some members who know, such as older brothers or sisters who are told. Another result obtained from the informant's hidden

self was his view of his own character so that the informant separated real accounts from cosplay accounts. The *close friend* feature is also used to sort out which content will be consumed by the public or only those closest to you

"Well, yes there is. Usually there is something that I exclude or close friends about, namely about my girlfriend, so that the fans don't run away, but I actually activate close friends when I'm with my girlfriend, my girlfriend already knows because I said that if I go to Story, I'll be close friends. Then my girl asked, why? "Yeah, it's okay because it's a cosplay account." (Sh, 2023)

Informant SH often uses the closefried feature for his romance. Likewise, other informants avoid their topic so they don't know that they are cosplayers. If anyone knows about their cosplay account, they will DM them so they don't spread the word to others. Each person's needs and privacy are different, according to what they want to hide and what they want to make public.

Blind Self

The results of blind self are assisted by other people's views so that they are conveyed to the person. Most of the informants who have been interviewed use Instagram Stories as an intermediary. One way is to use the help of a question box that is shared via Instagram Stories. The account owner will ask one question so that followers are free to say or fill in anything in that column. Initially it was just for fun, but the results from the question box can be sorted as to which includes fun, criticism and even suggestions.

"In the past, when I opened a question box, I said," What do you think would be your suggestions for my next cosplay ? there must be a lot of suggestions coming in. As for criticism, I get more of it at events, actually I'm more tired. Without intentionally pouting, I just kept silent even though I didn't intend to make my face like that. Sometimes someone says, "Sis TC, what's wrong with the event, it hurts like that, I'll smile later. But actually, I wasn't aware and didn't show my face like that on purpose, just because I was tired, my energy was drained from that. " (TC, 2023)

There is a feature that can be used to help someone get to know themselves through other people apart from getting it from the question box suggestions directly that are entered for them. Other people's assessments can also be seen through praise via comments in the feed or when commenting via Instagram Stories. Apart from comments, praise can also indicate whether there is something that needs to be improved or questioned.

"If it's a suggestion, someone once said that it's okay not to talk too much about real life matters, so you just focus on cosplayers and don't discuss anything else. I also come across many cases where I'm afraid there are people who don't really know my real life. In fact, I wasn't comfortable with myself and in the end, I accepted the advice and ended up rarely posting real life on my cosplay account. Because it would also be scary if you found out about my life" (TC, 2023)

Suggestions and constructive praise make cosplay more enthusiastic about activities and create even more interesting content. The content created is as close to reality as is often experienced by cosplayers. Like the MD informant who often creates content that is related to the lives of cosplayers, so many comments are entered in the comments column. For female informants, make-up tutorials have attracted a lot of interest among their followers.

Uknow Self

Uknow self is the side that cannot be known from oneself or from others. So when conducting interviews with informants, researchers cannot explore the self-knowing part of this theory. In Devito's book, the excavation of Uknow could have been done by hypnotizing the informant, but the researcher did not have the ability to use this knowledge.

Discussion

After analyzing the data obtained, the researcher constructed the data obtained in the field with existing theories in self-disclosure theory, where this theory is a theory from Joseph Luft and Harrington Ingham which can be called the Johari Window theory.

Skills as Self Expression

If we look more closely, the researchers found similarities with other research that this cosplay account is the same as what is called second and anonymous accounts. The difference is that this cosplay account is actually used to reach out to the community or make friends with fellow cosplayers, this is the beginning of their *self-disclosure* through their Instagram account. So that their account is known and gets more followers, they usually collaborate with the coser.csjm account as a forum for cosplayers. Apart from that, they can also collab with their own friends. Colleb via this Instagram account can be in the form of photos with cosplay of characters that are currently popular or by *crossdressing* (Rachdian & Azis, 2021) . While researchers conducted observations and interviews, the characters that were on the rise came from Genjitsu. Some of those who have cosplayed this character have had their followers increase because of playing this character because there are many printed accessories which make it complicated to play.

Apart from playing a hitz and *crossdressing character*. They really take advantage of the insta story feature on Instagram. Cosplayers' self-disclosure is more visible in their Instagram stories because on this account they don't need to worry about uploading content so they can freely express themselves as they wish (Rosemary et al., 2022) . Cosplayers often reveal themselves when there is an event, after which there will be a lot of *spam* and *tags* on Instagram stories after the cosplay event is over. The content shared on the Instagram story is in the form of the fun they had during the event. The content created aims to support each other for their themes who are taking part in contests, have fun at events and share friends' accounts. In this account, cosplayers can share whatever they want related to cosplay, anime or J-pop without fear of being judged or disturbing other people because of spam content on feeds and Instagram stories. So cosplayers feel free and can feel satisfied being able to share what they can't share on their original account.

Like when in real life you are an introvert, while in cosplay you can be an extrovert. So they can show another side of themselves without feeling awkward. This cosplay account which contains hobby content can make them feel comfortable and satisfied with themselves. So he can please himself to fulfill his *inner chill* when he liked anime characters when he was little which resulted from watching shows on TV.

Same as research (Pratiwi, 2014) *Cosplay* behavior factors come from affirmative motivation that they feel more creative and imaginative by joining a community of fellow anime lovers so that within the community they get encouragement to win the contest they are holding. Joining their community hopes to establish good and harmonious relationships. Apart from that, this research supports the usual self-disclosure of cosplayers, because with encouragement, joining the community gets motivation to open up more. Of course, from this community they also interact and share accounts to become more familiar and make friends.

Self-disclosure is not far from personality. Self-disclosure is done by using Instagram stories but places more emphasis on expressing the feelings felt at that time. When they are sad they will upload sad quotes. After updating the story, they feel relief in themselves, feelings that cannot be expressed in their real life, so that through the media they feel inner calm and satisfaction (Mualifah & Sumardiati, 2023) . Using Instagram as a medium, cosplayers also rely on Instastory as self-disclosure. (Wiyono, Muhid 2020) The results show that teenagers who prefer to reveal themselves openly on social media have a different type from the reality of what they mean in everyday life, they can be introverted, while on social media they are extroverts, just like cosplayers who claim to have different characteristics depending on the situation.

Discomfort as Social Control

We can consciously determine what information about ourselves we want to show and hide with the aim of social control to form a certain impression in the eyes of other people. Arrange how comfortable it is to play an identity that is different from your daily life. This is consistent with the way they organize the concept of content created through their Instagram cosplay account. In the feed section, that's the first thing they want to show to someone who has just followed them or someone who just stopped by their Instagram. The Instagram reels on the account are separated so they are not visible directly in the feed, so we have to look for them ourselves in the reels tool to find out more about the content they create. The reels content contains dance trend videos that they made along with their themes, there are also videos that are made to look unique during the experience as a cosplayer making video reels is less than taking photos.

Furthermore, the level of concealment can be seen from the story highlight . Feed posts show more aesthetics . Meanwhile , the group in the highlight doesn't think too much about aesthetics, this feature is more used to record how they started cosplaying properly until they are stacked with new ones. This feature helps someone to make it easier to sort and choose . It is a hidden self that can be seen but is not really highlighted on the account. Apart from that, there are several things that cannot be found in cosplayer accounts , regarding family, almost all of the interviewees who were interviewed did not show their family either through stories or photos on their social media. For some of the information involved, the family just needs to know that they like anime and like to cosplay .

For some people, using an anonymous account provides protection and with this anonymity they do not feel threatened or discriminated against when opening themselves up to other people, which can result in social control (Pohan, 2022) . Not shown on social media to maintain privacy and so that the family is not disturbed by fans. Apart from this, the reveal of their true identity is also not shown directly , indeed several times through the story they appear to only appear like ordinary people and do not reveal where they go to school, what their real name is , or their status . social. Apart from that, the informant uses the close friend feature for more intimate things, one of which is related to romance and content specifically for female followers, which is normal if the female informant is not wearing long cuffs or is doing a make-up tutorial without wearing a headscarf or only for close friends (Nolanda Destiano Lestari et al., 2021) , apart from feeling emotionally close by using the close friend feature because of a sense of trust and security. Based on (sanawar, karimah , etc. 2023) discussing that the use of close friends is a selective and collective attitude that is useful if used when carrying out *self-disclosure* on social media, that the communicator can choose who the communicant can see his *Instagram story* , one of the reasons for this selectivity is trust.

This is because they feel uncomfortable when this is revealed. So it's enough to know about the cases they build in cosplay, some of their followers come from when they take part in events, not followers from everyday friends. Based on research (Bazarova & Choi, 2014) Our private zone can only contract on the issues we choose, while we can expand that zone. Regarding issues that we want to keep confidential. This suggests that information control may be exercised not at the level of the amount of disclosure, but at the level of intimacy.

Self-clarification

Self-presentation is a process in which people try to present themselves in a certain way to influence the way others view them because status updates are primarily motivated by social validation (Bazarova & Choi, 2014). Communication through status updates is more self-oriented compared to others in wall posts and private messages. *Linking* is one way to find out other sides of yourself which is helped by other people's opinions. *Linking* is an anonymous message sent by someone for various purposes, informants usually use this to fill their free time when they finish cosplaying. Usually, before sharing a *link* on an Instagram story, you will be asked a question to guide the incoming message. The criticism and suggestions received can make cosplayers more confident when they come to events and increase their enthusiasm to become even better.

The content of the link can be said to be self-validation. Even though not everyone gave praise through this message, it was enough to help the informants to improve in the future. One of them was when he asked for his opinion on how he looked when he finished the event. Or just a joke given by fans to cosplayers voluntarily by fans or haters who don't hesitate to write down what they feel or want to know about the cosplayer. Like how to do good make-up or what products to usually use when cosplaying. Or just criticism like could it be possible if the cosplay was more cheerful, don't frown. The thing that makes it valid or validated when they get praise is either because the cosplay clothes they wear are good, or the make-up is unique for female cosplayers so that people who see it want to remake their make-up. This could mean that what the cosplayer displays becomes a reference for his followers.

Conclusion

Based on the results of the research explanation above, it can be concluded that the self-disclosure process of cosplayers begins with a feeling of discomfort when they upload a cosplay event on their first Instagram account via the story feature. Then create a second account as a special account for collecting results from cosplay activities. The process of self-disclosure in the second account is increasingly developing by utilizing skills that were initially still beginners to develop so that they can make money from their hobbies. The formation of self-disclosure through this digital context gets a category from the results of the self-disclosure process, which is a form of self-clarification, which means knowing things that are beyond their control, such as criticism and suggestions, other people's views on themselves as well as praise and dislike. Expressed via a link distributed via Instagram stories. Then there is a results category which defines skills as self-expression, where at this stage cosplayers can develop their accounts to become bigger and their content becomes more varied regarding cosplay content. The last category can be formulated as discomfort as social control because on this account most of the followers are fellow cosplayers so there is more self-disclosure. Cosplay feels accepted when participating in events and being on social media as a self-existence by utilizing the available features.

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