

The Level of Gratification in Using a Second Account Instagram for Self Disclosure

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Abstract

Purpose: This study aims to find out how much the level of gratification in using a second account Instagram for self-disclosure.

Methodology: This study used descriptive quantitative methods. The population used in this study is late adolescents aged 18-22 years old at the Faculty of Communication and Informatics UMS, who have and actively use a second account Instagram. The sample is determined by purposive sampling, and the data analysis was carried out with a paired sample t-test.

Results: The results of this study show that there is gratification in the use of a second account Instagram for self-disclosure, this is based on the results of the comparison of the total mean value of gratification sought (GS) of 66.22, which has lower results than the total mean value of gratification obtained (GO) of 67.39. So, the social media second account Instagram can provide a sense of gratification to the audiences. There is a significant difference between GS and GO in this study, which is the value from the Sig (2-tailed) result is $0.002 < 0.05$. So, there is a significant difference between the variables. The hypothesis result of this study is H0 rejected and Ha accepted.

Applications/Originality/Value: This study seeks to describe the level of gratification in using a second account Instagram for self-disclosure by using 4 indicator motives for media use, namely information, personal identity, integration and social interaction, and entertainment. The differences between this study with the other study lie in the population, research object, literature, and research results.

Introduction Section

Background of Study

Social media is an internet-based *platform* that can make users easier to use, create, and share content with a wide scale of audiences (Khan, 2017). Social media has several characteristics that must be possessed to be included in the category of social media platform, these characteristics are, the form of a platform with a user base, interactive, the content creator is the user, account control can be freely determined by the owner, the existing community relies on the correlation between social media owners, and there are unlimited connection opportunities and there are social networking sites (Widiastuti, 2018). At present, it cannot be denied that social media has become a new medium and way for people to communicate. The emergence of social media can have a significant impact on communication.

There is a theory related to media, namely uses and gratification. This theory has an opinion that the audience uses and chooses a media that is based and adjusted to their goals, in which case, the audience has full responsibility in choosing the media that can fulfill their needs (Littlejohn & Foss, 2009). According to Beki & Purworini, (2018), someone who chooses and uses a medium has different motives from one to another, where the difference in motive can have an impact on the different levels of gratification obtained by that audience, and in this case, the media selection is carried out spontaneously according to the motives and needs of each person. Motives themselves are something that exists and is contained in each individual or person, where this motive can provide encouragement and make an individual move to do something (Astuti & Hadiyanto, 2018). According to McQuail, (1987), there are four indicators in media uses, namely the motive of information, personal identity, social integration and interaction, and entertainment.

At this time, the social media that is quite popular with the public is Instagram. Instagram can be the one of categories of digital media that provides convenience in meeting social needs aimed at obtaining information, communicating, and participating in the development of existing trends (Megadini & Anggapuspa, 2021). Armayani et al., (2021) argue that Instagram is a social media that has a form of image and provides services that relate to various kinds in the form of videos and photos that are done online. Photos and videos uploaded later will be consumed by followers of the account or other people who will end up commenting and liking the content. The features on Instagram provide facilities and allow users to

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share their daily activities at that *moment* (Ilma et al., 2020). Of course, this can make Instagram no longer only used as a medium for managing messages for its users but also used as a medium to represent themselves well to the public and to show the side of themselves that they want to show more effectively when compared to the other social media (Iksandy, 2022). With this, Instagram creates a sense and imperative for its users to show a good side of themselves, thus creating high standards for the content shown. Therefore, people have a tendency and prefer to have a second account on Instagram. This second account Instagram is intended to share content that is considered inappropriate and not good enough to be shared on the first account (Ilma et al., 2020). Based on the results of a poll conducted by Jakmin, (2023) on October 31, 2022, and uploaded on March 14, 2023, through *Jakpat Apps*, the results are that the existence and ownership of a second account Instagram in Indonesia are ranked at the highest with a percentage 57%, followed by second account Facebook 48,8% and second account Tiktok 28,5%, where the highest reason people have a second account Instagram is that they are used for personal accounts that have a more private nature with a percentage 86,5%.

A fake Instagram account commonly known as a second account Instagram refers to a private account that is used to show the negative or bad side and the side that can embarrass the user, starting from the side of flaws on the face, depression, and struggles that are being faced (Patterson, 2016). Prihantoro et al., (2020) argue that the second account Instagram is a relatively new thing that most people use. People do this because they have a certain goal, besides that the average person who does this is female. This is due to the emotional differences in women, so sometimes they don't want to hold back on these things.

At the same time, many teenagers utilize and use the internet to reveal themselves to their friends (Valkenburg et al., 2011). There is a fact that adolescents dominate in the use of the internet, so the activities carried out by adolescents on the internet are accessing social media and obtained through various social media that have existed at this time, where social media Instagram is a media that is in great demand, especially by millennials (Siregar & Andriani, 2022).

According to Monks et al., (2006), the adolescent era is closely related to times filled with problems and crises. Late adolescence is in the range of 18-22 years old. In the adolescent phase, there are 3 aspects of change, namely biological, cognitive, and socio-emotional transformation. Socio-emotional transformations felt by adolescents include changes in their relationship with others, changes in matters related to emotions, roles, and personalities seen in their social conditions, where the biological changes related to changes in physical form and cognitive changes related to how a person thinks (Santrock, 2011). Adolescence is a period when children experience a transition to adulthood, where in this case, they are still in the stage of self-discovery and still have a desire to form their self-image in society regarding their existence (Cahya Sakti & Yulianto, 2018).

Research related to motives and gratification in using Instagram has been conducted by Innova, (2016) which has the conclusion that the higher motives owned by the audience in using Instagram, the higher gratification that will be obtained by the audience. The highest average result between motives and gratification in this research is the motive indicator for spending time and entertainment.

Meanwhile, research related to the motives for using a second account Instagram for students has been conducted by Nabilah & Sinduwiatmo, (2023) which has the result that the motive for using a second account Instagram is used as a place to show the original identity of its user. Research using uses and gratification theory has been carried out by several studies that have been carried out before, in which the motive indicators most chosen by the public are the motive indicators of information search, social interaction, self-expression (Adebiyi, 2019), and sharing information (Alhabash & Ma, 2017).

In research with a discussion of social media Instagram and self-disclosure, this previous research only examined the Instagram story feature and this research examines the second account Instagram with all features. The research subjects in this research aren't similar to the three previous research, so the results that will be obtained will be different. In addition, this research will be certainly useful for the wider community, especially Instagram.

Another reason why this research is very important to do is that according to Arundati Putri et al., (2022), the use of a second account Instagram or fake Instagram (finsta) can have an impact on the emergence of oversharing, it's because users of a second account Instagram optimize self-expression activities in their second account and private things also shared in their second account. Oversharing activities carried out on social media, according to opinion D Griffiths, (2013) can harm its users, namely being able to have an addictive effect, whose healing requires a psychological, biological, and social approach. In addition, there is another negative impact of this oversharing activity, according to the opinion of Chan et al., (2019), which can become the trigger for cyberbullying activities in cyberspace. Of course, this can provide dangerous potential for its users, therefore this research needs to be studied further.

In the future, this research can be used to provide additions to the literature review or can also be used as data for research for further researchers, where the research topics are related and correlated with topics that have similarities with this research. This research can also provide knowledge and information related to the level of gratification of second account Instagram in the scientific field, especially communication science.

Based on the explanation that has been described, the title of this research is "the level of gratification in using a second account Instagram for Self-disclosure". The purpose of this study is to examine how much gratification levels in using a second account Instagram, are for self-disclosure. The problem formulation of this research is the level of gratification in using a second account Instagram for self-disclosure.

Literature Review

Uses and Gratification Theory

Initially, the uses and gratification theory existed because there were shortcomings regarding the bullet theory by Wilbur Schramm in the 1930s. This bullet theory itself, says that media users are inactive users and aren't difficult to give and get influence from a medium. In that way, the uses and gratification began to emerge, this theory argues that someone who uses a medium is an active user who uses a medium to have and wants to fulfill their needs (Humaizi, 2018). In this theory, audiences are considered to feel aware of the needs they have and want and are aware of how to fulfill all their needs (Humaizi, 2018; Rui & Stefanone, 2016).

According to Rakhmat, (2007), uses and gratification theory can be used to conduct research that correlates with social and psychological human needs that have an impact in the form of the expected effect of using sources and mass media that cause the emergence of a need to be fulfilled. Kriyantono, (2006) argues that research with this theory often focuses on motives that are used and independent variables, this will only influence the use of a medium, but it's not the same as the research conducted by Palmgreen, which not only examines related matters, using the same basic assumptions, which is where the audience chooses to use the media because there is a motive behind it. But in this case, Palmgreen provides a continuation regarding whether the motive that makes and encourages the audience to use the media can get an influence after the audience uses the media, this thing is a concept using the designation gratification sought and gratification obtained.

There is research that uses the gratification sought and gratification obtained indicator of McQuail, (1987), namely research related to motives and gratification in using Instagram in the case study of the @umsurakarta Instagram account that was researched by (Bekti & Purworini, 2018), which concluded that there were differences between gratification sought (motives) and gratification obtained (gratification) on the @umsurakarta Instagram account, where the level of gratification obtained by communication science students who follow account from social media Instagram @umsurakarta, as many as 7 out of 12 statements are in a low category and 5 in the high category.

The uses and gratification theory is the right theory to use in this research because this research wants to examine the level of gratification in using a second account Instagram for self-disclosure, of course, this theory is suitable for use because the basic assumptions in this theory can be used to test this research.

Motives for Media Use and Gratification

Things that fulfill the needs of all media users are based on the gratification obtained from the motives and goals of using the media. In this case, users are aware of their abilities when users have used a medium that is intended to provide the fulfillment of the needs they are looking for and the motive is something that provides support for how a person assesses a belief related to the media and forces the audience to use it (Manongko, 2022). In this case, after the audience uses the media, there will be results related to the media used being able to fulfill the initial motives of its users or even unable to fulfill them (Morissan, 2015).

According to Kriyantono, (2006), GS and GO are concepts used to measure gratification. Gratification sought can be interpreted as the gratification that users want to seek or the gratification that is used as an expectation of the user when the user uses a medium, this is often referred to as a motive. In this case can be interpreted that, users use and choose a media due to certain influences and reasons, this is based on the motives they use to provide gratification to their needs. Therefore, gratification exists because of one's beliefs regarding media content.

According to McQuail, (1987), there is a theory that contains several motives that can make someone consume a medium, namely :

- a. Information motive
- b. Personal identity motive
- c. Integration and social interaction motive
- d. Entertainment motive.

Kriyantono, (2006) argues that gratification obtained discusses issues with a specific nature related to what will be obtained after someone uses media in a specific way. Gratification obtained (GO) is the gratification felt by someone after someone uses a certain media. Based on the explanation above, it can be concluded that a medium can provide and fulfill the needs desired by users for various reasons. The sense of gratification and dissatisfaction felt by the audience after they use a medium can be formed through existing motives.

Second Account Instagram

According to Permana & Sutedja, (2021) second account Instagram is an account that is usually used for certain things or purposes, besides that, people who create and have this second account Instagram is mostly are women. Audiences who use Instagram, usually also have other accounts that are used to cover their real identities and use more confidential accounts (Idaman & Kencana, 2021). This second account Instagram is usually the quantity of use id considered more frequent than the first account, it's because, in the second account Instagram the audience can share and express what is in themselves more freely, in this account the owner is not required to show his perfection and this can make users feel more inclined and have a sense of comfort in using their second account and usually this second account Instagram followers are people who are closely related to the user only (Permana & Sutedja, 2021). According to Prihantoro et al., (2020), the existence of this second account Instagram has an impact on users, namely, users have more frequency in sharing stories on their second account compared to sharing stories on their first account.

The correlation between concept theory and this research is that this research has the title "The Level of Gratification in Using a Second Account Instagram for Self-disclosure", of course, it has a relationship with the concept theory used. Using the uses and gratification theory and the concept of gratification, motives for media uses, and the second account Instagram in this research, can assist researchers when examining this research because between research and the theories and concepts used with this research topic have the same appropriate discussion.

Uses and gratification theory and the concept of motives for media use, gratification, and second account Instagram are important in this research because uses and gratification theory examines the motives, gratification, and use in using the media, which this research also discusses related to the motives for using the media. Besides that, the concept of gratification is also important in this research because this research wants to measure how much the level of gratification by using a second account Instagram for self-disclosure.

Method

This study used descriptive quantitative methods. The population used in this research is late adolescents aged 18-22 years old at the Faculty of Communication and Informatics (FKI) UMS, who have and actively use a second account Instagram, then for samples in this research are part of late adolescents aged 18-22 years old at the Faculty of Communication and Informatics (FKI) UMS who have and actively used second account Instagram.

The type of research data in this research are primary and secondary data. Primary data is in the form of data from questionnaires, and secondary data is used in the form of journals and literature studies. Then, the data collection technique used in this research is survey data collection using questionnaire media with a Likert scale. The variables of this study are divided into two, the first independent variable and the second dependent variable. The independent variable in this study is the motive of second-account Instagram users (gratification sought) and the dependent variable in this research is the gratification of second-account Instagram users (Gratification obtained). The technique for taking samples in this research utilizes purposive sampling techniques.

Formula :

$$n = \frac{N}{1+N(e)^2} \quad (1)$$

n: Total of the sample

N: Total of the sample/population as a whole

e: The error tolerance is (10%) due to the large population, which is more than 100, the precision value is 0,1.

$$n : \frac{2.360}{1+2.360(0.1)^2}$$

$$n : \frac{2.360}{24.6}$$

$$n : 95.9$$

n : 100 (Rounded to 100)

The research sample was 100 respondents.

The instrument used is a Likert scale type measurement scale. The validity test used is Pearson Correlation, which is done by calculating the relationship between the values obtained from existing questions. The reliability test used in this study is Cronbac'h Alpha. The data analysis technique used is the paired sample t-test analysis technique.

Result and Discussion

Research Result

In this chapter, the researcher presents data from the results of distributing questionnaires that have been filled out by respondents, namely FKI UMS students regarding the level of gratification in using a second account Instagram for self-disclosure. After the data is collected, the next step is for the researcher to analyze the data using SPSS. In the discussion below, the results of data descriptions related to validity, reliability, normality tests, and data analysis using paired sample t-tests that were obtained from the research questionnaire will be presented.

Data Description

The population used in this research is 2.360 people as of 2023, who are students of the faculty of communication and informatics (FKI), Muhammadiyah Surakarta University. From the total population, sampling will be treated using a purposive sampling method in which the characteristics of the respondents have been determined by the researcher, namely FKI UMS students who have and use a second account Instagram with aged 18-22 years old and calculated using the slovin formula with a tolerance limit of 10%.

From the data that has been obtained, some respondents have been previously determined and categorized based on gender, age, and also major. The results were 36 male respondents (36%) and 64 female respondents (64%), then respondents aged 18 years old 12 people (12%), aged 19 years 4 people (4%), aged 20 years old 11 people (11%), aged 21 years old 36 people (36%) and aged 22 years old 37 people (37%), then respondents came from the communication science major is 73 people (73%) and informatics major is 27 people (27%).

Table 1. Gender of respondents

Gender	F	Percentage
Male	36	36%
Female	64	64%
Total	100	100%

Source: Research questionnaire results

Table 2. Age of respondents

Age	F	Percentage
18	12	12%
19	4	4%
20	11	11%
21	36	36%
22	37	37%
Total	100	100%

Source: Research questionnaire results

Table 3. Major of respondents

Major	F	Percentage
Communication Science	73	73%
Informatics	27	27%
Total	100	100%

Source: Research questionnaire results

Validity Test

The test formula used is Pearson Correlation. In this research, the respondents used for the application of the validity test were 30 respondents. The significance level used is the significance level of 5% and the r-table value of 0.361 has been determined.

Table 4. Validity test Gratification Sought (motives)

Statement Items	r-result	Results
GS Information 1	0,382	Valid
GS Information 2	0,389	Valid
GS Information 3	0,388	Valid
GS Information 4	0,483	Valid
GS Personal Identity 1	0,629	Valid
GS Personal Identity 2	0,726	Valid
GS Personal Identity 3	0,414	Valid
GS Personal Identity 4	0,716	Valid
GS Integration and Social Interaction 1	0,659	Valid
GS Integration and Social Interaction 2	0,707	Valid
GS Integration and Social Interaction 3	0,551	Valid
GS Integration and Social Interaction 4	0,571	Valid
GS Entertainment 1	0,744	Valid
GS Entertainment 2	0,599	Valid
GS Entertainment 3	0,510	Valid
GS Entertainment 4	0,661	Valid

Source: Questionnaire results with SPSS data processing

Table 5. Validity test Gratification Obtained (gratification)

Statement Items	r-result	Results
GO Information 1	0,489	Valid
GO Information 2	0,677	Valid
GO Information 3	0,542	Valid
GO Information 4	0,554	Valid
GO Personal Identity 1	0,732	Valid
GO Personal Identity 2	0,804	Valid
GO Personal Identity 3	0,732	Valid
GO Personal Identity 4	0,758	Valid
GO Integration and Social Interaction 1	0,801	Valid
GO Integration and Social Interaction 2	0,711	Valid
GO Integration and Social Interaction 3	0,626	Valid
GO Integration and Social Interaction 4	0,806	Valid
GO Entertainment 1	0,728	Valid
GO Entertainment 2	0,771	Valid
GO Entertainment 3	0,619	Valid
GO Entertainment 4	0,842	Valid

Source: Questionnaire results with SPSS data processing

Reliability Test

The test formula used in this study is Cronbac'h Alpha. The research instrument can be said to be reliable if it has a reliability coefficient value of 0.6 or more. Below are the results of the reliability test of Gratification sought and Gratification obtained, which in each variable has 16 statement items and after being tested has the following results :

Table 6. Reliability test GS (motives)

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	16

Source: Questionnaire results with SPSS data processing

Table 7. Reliability test GO (gratification)

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	16

Source: Questionnaire results with SPSS data processing

By looking at the results of the reliability test table above, there are results that the level of gratification in using a second account Instagram has a Cronbac'h Alpha value for GS and GO has a value of more than 0.6, so the results of this test are reliable.

Normality Test

The normality test is an important requirement that must be carried out before carrying out the regression analysis test, which this test aims to see the results related to the distribution of data on the research variables including normal or even abnormal levels. In this research, the normality test was carried out with the Histogram test and the Kolmogorov-Smirnov normality test.

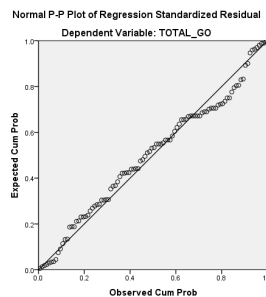


Figure 1. Normality test histogram

Source: Questionnaire results with SPSS data processing

The normality test with the graph above can be said to be able to meet the requirements of normality if the items around the diagonal line, so it can be concluded that the results can provide fulfillment of the assumption of the normality test. Based on the results of the graph in the figure above, it can be concluded that the distribution of research data is near the diagonal line and follows the direction of the diagonal line, so the results provide and fulfill the assumption of normality.

Table 8. Normality test *Kolmogorov-Smirnov*

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	3.60273935
	Absolute	.089
Most Extreme Differences	Positive	.089
	Negative	-.061
Kolmogorov-Smirnov Z		.887
Asymp. Sig. (2-tailed)		.411

Source: Questionnaire results with SPSS data processing

Based on the results of the Kolmogorov-Smirnov normality test above, it can be concluded that the p-values (Asym. Sig 2-tailed) are 0.411>0.05. That way, the residual data is considered to have a normal distribution.

Data Analysis and Paired Sample t-test

The data obtained by this research is based on questionnaire answers from respondents, which are grouped and processed to obtain a total score on the measure variables. The average score value is generated through respondents using a 5 Likert scale, namely the category strongly disagree with a score of 1, disagree with a score of 2, neutral with a score of 3, agree with a score of 4, and strongly agree with a score of 5.

Table 9. Research score with Likert scale

Skor	Kategori
1	STS
2	TS
3	N
4	S
5	SS

Source : (Kriyantono, 2006)

Based on the table above, the responses of the respondents to the research questionnaire statements are :

Table 10. The results of the paired sample t-test are based on the respondent's Gratification level on questionnaire statement indicators

Indicator	Mean		Results
	GS (Motive)	GO(Gratification)	
Information 1	3,96	4,06	There is a Level of Gratification
Information 2	4,05	4,06	There is a Level of Gratification
Information 3	4,12	4,16	There is a Level of Gratification
Information 4	4,12	4,18	There is a Level of Gratification
Personal Identity 1	4,19	4,21	There is a Level of Gratification
Personal Identity 2	4,36	4,39	There is a Level of Gratification
Personal Identity 3	4,12	4,18	There is a Level of Gratification
Personal Identity 4	4,35	4,40	There is a Level of Gratification
Integration and Social Interaction 1	3,95	4,06	There is a Level of Gratification
Integration and Social Interaction 2	4,20	4,22	There is a Level of Gratification
Integration and Social Interaction 3	3,94	4,04	There is a Level of Gratification
Integration and Social Interaction 4	4,17	4,25	There is a Level of Gratification
Entertainment 1	4,15	4,24	There is a Level of Gratification
Entertainment 2	4,18	4,24	There is a Level of Gratification

Entertainment 3	4,12	4,28	There is a Level of Gratification
Entertainment 4	4,24	4,42	There is a Level of Gratification

Source: Questionnaire results with SPSS data processing

Based on the results of the table above, there is a level of gratification and no gratification gap with all 16 variables indicators, which is determined by the mean value of GS which is lower than the mean value of GO ($GS < GO$), which indicates that there is a level of gratification and there is no gratification gap, because the things needed are greater when compared to the expected needs or motives.

In the information statement indicator, there are 4 statements, namely related to alternatives, getting information, satisfying curiosity, and getting motivation. In this indicator, all of the statement indicators have results that have a level of gratification and are sought after by respondents, namely information statement 1 related to “alternatives”. In the personal identity statement indicator, there are 4 statements regarding being recognized as a close friend, feeling confident, being seen by others, and freely uploading content related to self. In these indicators, all statements also have results that have a level of gratification and indicators that are sought after by respondents, namely personal identity statement 3, which “can be seen by others”.

In the statement integration and social interaction, there are also 4 statements, namely related to interaction through DM, improving relationships, sharing information related to self, and exchanging opinions. In this indicator, all statement indicators that have the result of the level of gratification and which are sought after by respondents are statements of identity and social integration 1, namely “interaction through DM”. Furthermore, in the entertainment statement indicator, there are also 4 statements, namely related to keeping away from problems, relaxing, filling your spare time, and channeling emotions. In this indicator, all statement indicators that have resulted have a level of gratification and which are sought by respondents is statement entertainment 4 about “channeling the emotions felt”.

Based on the table above, the highest mean on the gratification sought (motive) indicator is personal identity indicator 4 about “freely uploading content related to self” and the highest mean on the gratification obtained (gratification) indicator is entertainment indicator 4 about “channeling the emotions felt”.

Table 11. The results of paired sample statistic t-test (Comparison of total Mean GS and GO)

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 17	TOTAL_GS	66.22	100	6.684	.668
	TOTAL_GO	67.39	100	6.656	.666

Source: Questionnaire results with SPSS data processing

Based on the results of the table above, with a total of 100 respondents, there are results that the total mean value between GS and GO results in the mean value of GO being higher than the mean value of GS ($67.39 > 66.22$). It can be concluded there are results that the level of gratification from the audience in using a second account Instagram for self-disclosure is fulfilled.

Table 12. The results of the paired sample t-test are based on whether strong or not strong between the correlation of variables.

		Paired Samples Correlation		
Pair 17	TOTAL_GS& TOTAL_GO	N	Correlation	Sig.
		100	.841	.000

Source: Questionnaire results with SPSS data processing

Based on the table above, the results are that the correlation value between GS and GO is $\text{Sig.}000 < 0.05$, so there is a relationship between the variables GS (motives) and GO (gratification).

Table 13. The results of the paired sample t-test

	Paired Differences 95% Confidence Interval of the Difference Upper	t	df	Sig (2-tailed)
Pair 17 TOTAL_GS- TOTAL_GO	.423	-3.109	99	.002

Source: Questionnaire results with SPSS data processing

Based on the results, the Sig (2-tailed) value is $0.002 < 0.05$, so the results show that there is a significant difference between the GS and GO variables. It can be concluded that H_a is accepted and H_0 is rejected, which shows that there is a significant difference between GS (motive) and GO (gratification) in the level of gratification in using a second account Instagram for self-disclosure.

Discussion

In early 2023, there were survey results conducted by Datareportal.com, stated that there were 212.9 million who used the internet in Indonesia in early 2023 and there are 167 million used media social in Indonesia, which is equivalent to a percentage of 60.4% of the total population in Indonesia (Kemp, 2023). Of course, this large number will increase along with the rapid advancement of technology. In addition, active users of social media in Indonesia show a significant growth value (Purwaningtyas & Alicya, 2020). Currently, the social media that is most popular in public is Instagram. 89.15 million people are using social media Instagram in Indonesia in early 2023 (Kemp, 2023). Instagram can be included in one of the digital media categories that provide convenience in meeting social needs (Megadini & Anggapuspa, 2021).

The features on Instagram can provide facilities and make it easy for users to share their daily activities at the moment (Ilma et al., 2020). With this, Instagram creates a sense and obligation for its users to show a good side of themselves, thus creating high standards for the content shown. Therefore, people have a tendency and prefer to have a second account on Instagram. This second account Instagram is intended to share content that is considered inappropriate and not good enough to be shared on the first account (Ilma et al., 2020) Based on the results of a poll conducted by Jakmin, (2023) on October 31, 2022, and uploaded on March 14, 2023, through *Jakpat Apps*, the results are that the existence and ownership of a second account Instagram in Indonesia are ranked at the highest with a percentage 57%, followed by second account Facebook 48,8% and second account Tiktok 28,5%, where the highest reason people have a second account Instagram is that they are used for personal accounts that have a more private nature with a percentage 86,5%.

This research focuses on the level of gratification in using a second account Instagram for self-disclosure. Based on the results of the study validity test that related to indicators of motives and gratification related to information, personal identity, integration and social interaction, and entertainment, which amounted to 32 in total from all statements on the questionnaire, this questionnaire has been filled out by 30 respondents, this has valid results because the overall value on the r-result is higher than r-table value (0.361). In addition, in the reliability test that has been carried out, the results of the Cronbach Alpha value of GS are 0.868 and GO are 0.930, which is higher than 0.6, so it can be concluded that the questionnaire used by researchers is reliable.

From the data that has been obtained, some respondents have been previously determined and categorized based on gender, age, and also major. The results were 36 male respondents (36%) and 64 female respondents (64%), then respondents aged 18 years old 12 people (12%), aged 19 years 4 people (4%), aged 20 years old 11 people (11%), aged 21 years old 36 people (36%) and aged 22 years old 37 people (37%), then respondents came from the communication science major is 73 people (73%) and informatics major is 27 people (27%).

The results of the gender of respondents are dominated by women because women use feelings more, so women need a place to tell stories, one of them is through social media. This is supported by previous research, which has found that women give more tweets or posts on their social media to describe their feelings and want changes in their lives (Agarwal et al., 2020).

This research has results that the mean value of gratification sought (motives) which falls into one of the high categories is in the indicator motive personal identity 4 about "freely uploading content related to self", which is in previous research conducted by Sokowati & Manda, (2022) also has the results of the discussion that on a second account Instagram, the informants make a random or free photo and video posts, which means that they will post what they want without paying attention to existing rules.

Research on the motives for using social media Instagram conducted by Kocak et al., (2020) has the results that the highest motive indicator is indicator motive self-expression, whereas in this research the questionnaire statement related to

the most important self-expression indicator motives is related to “*be noticed by others*”, where the results of the research have similarities and can support the result of this research, which research with this social media Instagram also has the same results, namely there is a level of gratification with the personal identity indicator that is sought after by respondents in the personal identity indicator 3 about “being seen by others”. In this case, the questionnaire states that the highest results between previous research and this research are both related to the desire to be seen and get the attention of others.

Based on the analysis of the results of the level of gratification with the existing questionnaire statement items, in this case, there are results on the level of gratification of FKI UMS students in using a second account Instagram for self-disclosure on as many as 16 statement items has the result that there is a level of gratification or feeling satisfied.

Indicators of questionnaire statements that have a high level of gratification category in each type of indicator and sought after by respondents are indicator information 1 about “alternatives” with a mean GS 3,96 < mean GO 4,06, personal identity indicator 3 “can be seen by others” with mean GS 4,12 < 4,18 mean GO, integration and social interaction indicator 1 “interaction through DM” with a mean GS 3,94 < 4,06 mean GO and the last is entertainment indicator 4 “channeling the emotions felt” with a mean GS 4,24 < 4,42 mean GO.

In this research, the results obtained show that the highest indicator of the questionnaire statements is entertainment indicator 4 about “channeling the emotions felt” and the indicator that has the lowest value is information indicator 3 about “satisfying curiosity”. The results of this study and results conducted by Alhabash et al., (2014) and Masrom et al., (2023) have the same results, namely indicators of motive media uses that fall into the high category in indicators related to entertainment. Meanwhile, there are different results between this research and research conducted by Pramiyanti et al., (2014), where in this research the information indicator 3 about “satisfying curiosity” is in the lowest category, but in the research conducted by (Pramiyanti et al., 2014) the information indicator motive is an indicator motive media uses that fall into the highest category. However, in the study conducted by Williamson et al., (2017) the information and entertainment indicators are both included in the motive media use indicators that are the most favored by audiences to conduct self-disclosure on social media.

Based on the results, the Sig (2-tailed) value is $0.002 < 0.05$, so the results show that there is a significant difference between the GS and GO variables. It can be concluded that H_a is accepted and H_0 is rejected, which shows that there is a significant difference between GS (motive) and GO (gratification) in the level of gratification in using a second account Instagram for self-disclosure.

Conclusion

This research shows that there is gratification in using a second account Instagram for self-disclosure, it's because the needs of the respondents are met. In this case, the respondents are FKI UMS students, who own and use a second account Instagram with aged 18-22 years old, this is based on the total results of the total mean value of gratification sought (GS) of 66.22, which has lower results than the total mean value of gratification obtained (GO) of 67.39, with mean difference between GS and GO of 1.17 (GO is greater), so $GS < GO$. The results are that the second account Instagram can provide a sense of gratification to the audience for self-disclosure. In addition, based on the results of the paired sample t-test on all indicators of the questionnaire statement used, it can be concluded that there is a gratification level form using a second account Instagram for self-disclosure on FKI UMS students, where the more often respondents in this research do is entertainment indicator 4 about “channeling the emotions felt” to followers in their second account Instagram, they will get the highest or maximum gratification when they are using a second account Instagram. Conversely, the more often respondents do information indicator 3 about “satisfying curiosity” to followers in their second account Instagram, they will get the lowest gratification when they are using a second account Instagram.

The limitation of this research is it was only conducted on FKI UMS students. Another limitation of this research is that 64% of respondents are dominated by women, of which only 36% are male respondents. In connection with the limitations that exist in this research, the advice that researchers can provide for future researchers is to use a larger population, so that the data obtained is maximized, and that it is recommended that future researchers conduct similar research but with populations and samples only men. This has the aim of seeing whether the use of a second account Instagram in men has a similar level of gratification or not in a population dominated by women, and further researchers are advised to use another indicator of motive media uses. It is intended that there is a novelty in research with this uses and gratification theory.

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