

ABSTRACT

Social media plays an important role as a means of self-expression or self-actualization for its users. One of the most popular and widely used social media for self-expression today is Instagram. Through social media Instagram, users can upload all kinds of activities, both in the form of personal photos and short videos to be conveyed to the wider community in shaping their self-image. Instagram users want their followers to see their best side. This raises the demand to always look ideal and perfect on Instagram which will have an impact on the psychology of its users. But these demands cause pressure for Instagram users so that they show a different self-image on social media. In this study, we discuss self-image analysis on second Instagram accounts using the concept of aspects popularized by Grad (1996) as said and quoted by Efendi (2016). The data collection techniques used include literature studies and field studies (in-depth interviews, observation, documentation). The results of this study found that Instagram users are looking for other ways to display another self-image on Instagram by creating a Second Account Instagram to reduce these demands so that the self-image that is built is not disturbed.

Keywords: Social Media, Self-Image, Instagram, Second Account