CHAPTER I
INTRODUCTION

1.1 Background

As time goes by, the internet has increased to present various platforms and social media applications complete with operating systems in them. Access to media has become one of the primary needs of everyone. This is because of the need for information, entertainment, education, and access to knowledge from various parts of the world (Nasrullah, 2015:1). Advances in technology and information as well as increasingly sophisticated devices. What is produced by the industry is like presenting "the world in your hands" (Nasrullah, 2015:1). The applications or social media platforms that are presented have features that really attract the attention of the public so that many people use social media as a place to communicate. The number of people who join social media certainly gives birth to various new phenomena, one of the phenomena that is happening and popular today is teenagers who have the convenience to express their feelings on social media as a place to vent by doing self-disclosure (Asyari, 2017: 3). In general, users have two accounts that are divided into 2 different uses and purposes, the first account as an account that displays an ideal or perfect self-image, and the other account is used to present the real user, in other words the user will show the true nature of the account. this. This phenomenon of multiple account ownership occurs among teenagers (Dewi & Janitra, 2018: 342). This phenomenon makes researchers interested in researching.

Nowadays, everyone can communicate and interact easily without knowing the boundaries of space and time with the presence of the internet and the emergence of Social Media which everyone can now utilize. The complexity of humans in using social media is very large. As seen in everyday life, almost everyone has Social Media. Social media is used as a communication tool and to express emotions experienced by someone.

Table 1. 1 Number of Active Social Media Users in Indonesia

Jumlah Pengguna Aktif Media Sosial di Indonesia
(2015-2022)

Source: https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022 ,accessed on December 5, 2021

Table 1.1 the number of active social media users in Indonesia was 191 million people in January 2022. This number has increased by 12.35% compared to the previous year which was 170 million people. Seeing the trend, the number of social media users in Indonesia continues to increase every year. However, its growth has fluctuated since 2014-2022. The highest increase in the number of social media users reached 34.2% in 2017. However, the increase slowed to 6.3% last year. The number has only increased again this year. Meanwhile, Whatsapp is the most widely used social media in Indonesia. The percentage was recorded at 88.7%. After that, there are Instagram and Facebook with percentages of 84.8% and 81.3%, respectively. Meanwhile, the proportion of TikTok and Telegram users was 63.1% and 62.8%, respectively.

One of the most popular social media applications is Instagram. Of the various features provided by Instagram, one of the popular features is Multiple Accounts. Users can access more than one account without having to log out first, various people use this to create a Second Account. A second account is an Instagram account user who can express himself at will without worrying about his identity being known by many people. Maintaining an image or following trends, often

makes users feel uncomfortable because of the many social demands in it. Therefore, to avoid this, some individuals create second accounts or fake accounts. (Yuli Astuti, 2020, https://ringtimesbanyuwangi.pikiran-rakyat.com/iptek/pr-17978117/fenomena-second-account-di-media-sosial-berikut-ciri-ciri-akun-palsu-yang-mudah-diketahui,known, accessed on 21 December 2021)

The submission of information through pictures and videos is already a part of human life. Media is used as a means of delivering information from one person to many people (Mahardika, 2019:10). Apart from giving and receiving information, social media also plays an important role as a means of self-expression. One of the social media applications that are popular and often used to express themselves by the public is Instagram (Mahendra, 2017:152). The majority of social media users must have an Instagram application. Instagram is a social media that provides photo or video sharing services where Instagram was founded in 2010. According to the data "We Are Social Indonesian Digital Report 2021" the number of Instagram application users in Indonesia in 2021 will reach 85 million people, with a percentage of 52.4 percent of Instagram users are female and 47.6 percent of Instagram users are male.

Picture 1. 1 Instagram: Audience Overview
Source: Hootsuite 'We Are Social: Digital 2021'
((https://datareportal.com/reports/digital-2021-indonesia Accessed on 5 November 2021 at 20.03 WIB)

This Instagram application provides various features that users can use, one of which is Multiple Accounts. In this Multiple Account feature, users can have a maximum of five accounts in one application without having to log out or log in

first (Dewi & Janitra, 2018: 341). From the large number of Instagram accounts, actually some of them are owned by one user or it can be explained that one user can have more than one account which will later be used for various purposes, one of which is for Self Disclosure.

Self-disclosure is a person's ability to provide reactions, responses, or information about himself that is usually hidden. There are five functions of Self Disclosure, namely a means for expression, self-cleaning, social control, and relationship development (Derlega and Grzelak, 1988:254). Based on the function of Self Disclosure, it is very useful for someone. Self-disclosure or self-disclosure can give birth to two-way communication which can help someone not to feel alone for their thoughts and feelings. Self-Disclosure is usually done to people who have trusted and already know themselves more deeply.

In life, the dynamics of human life with various diverse conditions. Humans can feel happy, but humans will also feel at their lowest point unpleasant. With the existence of social media and the Multiple Account feature on Instagram in particular, humans can express happiness, even if it is on the Multiple or Second Account. They can reveal themselves and their condition as freely as possible in their Second Account, because the Account only contains people they trust who already know themselves deeply. It's no wonder that nowadays there are so many loyal Instagram users who create Second Accounts as their forum to reveal their true selves (Mahendra, 2017:152).

As attached to the article with the title "Why Netizens Become More Real On Their Second Social Media Account?". This article explains that the Second Account phenomenon is currently widely encountered in cyberspace. Many people create more than one social account for various reasons. Whether it's because they doesn't want to be known by their surroundings or wants to be a new and different person from their real self. For someone who has two social media accounts, it's not a hassle, because they usually use one account for the public, and the second account they use for friends who are really close. By creating an account like this, they usually become more daring to reveal themselves. Reporting from research by The Conversation, there are 3 reasons why someone is willing to make a fake or
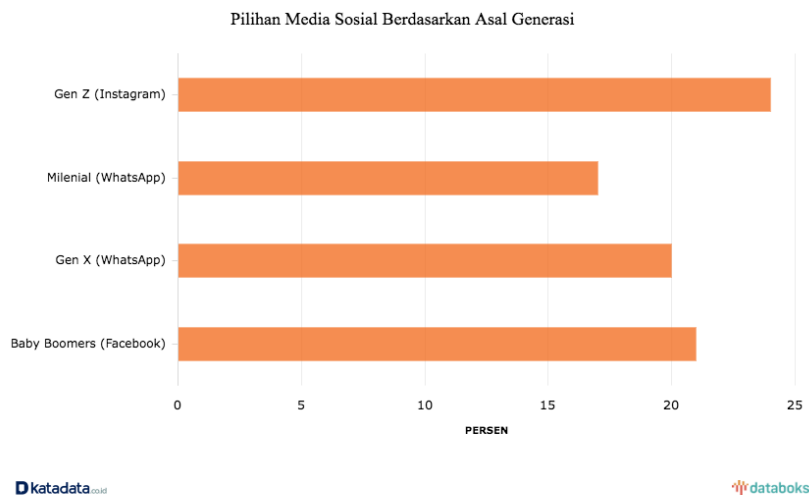
second account. The first reason is to create a special account that is intended only for close friends, on this account they will upload photos that they cannot post on the main account such as silly photos, secret photos and others. The second reason is to enjoy things they like that are private, where they don't want others to know and avoid being bullied and judged. (Kumparan.com, 2020, https://kumparan.com/karjaid/mengapa-netizen-menjadi-lebih-real-di-akun-kedua-media-sosial-mereka-1skzlIwxePY/full , accessed on 29 November 2021)

Based on the article, which says that having a second account makes users confident to do Self Disclosure, this is what makes researchers interested in conducting research. In addition, another article also mentions that often Second Account users want to show their identity freely on their second account. It is not realized that social media has formed ideals or standards for the extent to which users can share content with the public, for example, the photos that we will upload must be aesthetic and must be neatly arranged, all of this is done so that there are no negative comments. Therefore, the Second Account trend emerged for users to be able to freely express themselves. In the world of psychology, this phenomenon can be referred to as Alter Ego, meaning the second personality that exists within a person and has a different character than the main character. In this phenomenon, First Account is reflected as the main trait, then Second Account as another trait. (Azmirizal, 2021, https://retizen.republika.co.id/posts/11427/second-account-di-media-sosial-sebagai-alter-ego accessed on November 8, 2021)

With this phenomenon, researchers are interested in researching more about self-disclosure on social media, especially on Instagram Second Accounts, using the Johari Window Theory. The researcher wants to use the Johari Window Theory because the Johari Window Theory can help a person understand the relationship between himself and others. Researchers want to know whether the behavior, feelings and awareness of second account users can be understood by themselves, understood by others, or both can understand each other.

Using the 4 Johari Window Theory, researchers will conduct research on Generation Z. The reason why researchers are interested in conducting research on Generation Z is, Generation Z itself is the generation born in 1997 to 2010.

According to Abidin (2009:10), Generation Z Z is a late teenager who is active in social media and the internet. The GlobalWebIndex (GWI) survey shows that Generation Z makes Instagram their favorite application, because 24% of respondents claim to like social media.

Picture 1. 2 Favorite Social Media Data by Generation

Source: https://databoks.katadata.co.id/datapublish/2021/05/16/instagram-media-social-favorit-generation-z accessed on 28 December 2021 at 16.25 WIB

According to several articles that the researchers got, the article explained that HAI conducted a survey on a second account in adolescents involving 300 respondents, and the results found through the survey were that 46% of adolescents had a second account, even 60% of adolescents who had to alter accounts or accounts. Second, have 2 accounts. (Alvin, 2018, https://hai.grid.id/read/07610011/survei-46-remaja-punya-lebih-dari-satu-akun-instagram-pribadi-kebanyakan-nggak-ngungkap-identitas-asli-apa-alasannya?page=all accessed on 28 December 2021)

In another article, they also held discussions with Generation Z teenagers, and explained that almost all of their peers they knew had a Second Account. This Second Account is Gen Z's strategy to hide from people who want to monitor or control it. (Thontowi, 2021, https://www.berandakita.com/celoteh/pr-

Researchers will also conduct research on Generation Z aged 17-25 years or students from West Java, especially Bandung City because according to research conducted by Alya Zachra Fauzia, Sri Maslihah and Helli Ihsan with the research title "The Effect of Personality Type on Self Disclosure in Early Adult Instagram Social Media Users in Bandung City" (2019), Generation Z with an age range of 17-25 years is an active Instagram user in Bandung City with a total survey of 264 people. From this research, it is also stated that students in Bandung are active users of Instagram.

Referring to data from the 2020 Population Census released by the Central Statistics Agency (BPS) of Bandung City, the composition of the population of Bandung City consists of six generations, namely pre-boomers, baby boomers, gen x, millennials, gen Z, and post Gen Z. Each generation have different habits such as generation Z, known as igeneration or internet generation. Gen Z is able to apply all activities at the same time, such as running social media on a cellphone, as well as surfing (browsing) on a laptop, while listening to music in an application. (Din, 2022, https://www.bandung.go.id/news/read/6365/approximately-51-persen-penresident-kota-bandung-generation-millennial-dan-gen-z accessed on July 8, 2022)

The reason that has been explained by the researcher is the reason why the researcher wants to conduct research on Generation Z in the City of Bandung. Researchers will use the Quantitative Approach Method. The reason the researcher uses the Quantitative Research Method is because the quantitative research method is a research method based on the philosophy of positivism, it is used to examine a particular population or sample, collect data using research instruments, analyze quantitative/statistical data, with the aim of testing the established hypothesis (Sugiyono, 2017: 8).

1.2 Research Focus

This study will focus on Generation Z aged 17-25 years who live in Bandung and use Instagram Second Accounts. Researchers will focus on the purpose and relationship between self-disclosure with second Instagram account conducted by Generation Z.

1.3 Problem Identification

In the research that the researcher conducted, the researcher wanted to identify the following problems:

1. What is the activity level of Second account on Generation Z in Bandung?
2. What is the self-disclosure of users of the second Instagram account in generation Z in the city of Bandung?
3. What is the relationship of a second account on Instagram on the self-disclosure of Generation Z in Bandung?

1.4 Research Objectives

1. To find out the activity level of Second account on Generation Z in Bandung?
2. To find out what is the self-disclosure of users of the second Instagram account in generation Z in the city of Bandung?
3. To find out what is the relationship of a second account on Instagram on the self-disclosure of Generation Z in Bandung?

1.5 Benefits and Uses of Research

With this research, researchers hope to contribute as follows:

A. Theoretical Benefits

The results of this study are expected to be useful as a reference and research material for other parties who want to research about Self Disclosure on Instagram Second Accounts. This research is also expected to provide information to readers.

B. Practical Benefits

This research is expected to provide thoughts and insights on Self Disclosure in Social Media, especially Instagram.

1.6 Research Location and Time
1.6.1 Research Site

The location of this research will be conducted at Telkom University which is located at Jl. Telecommunications No. 1, Terusan Buah Batu, Bojongsoang, Bandung. This research was conducted online because it was still in the Covid-19 pandemic.

1.6.2 Research Time

Table 1. 2 Research Time

No	Name of Activity	Time						
		Nov 2021	Dec 2021	Jan 2021	Feb 2021	Mar 2022	Apr 2022	June 2022
1	Searching for Information (Pre-Research)	■	■					
2	Thesis Proposal Preparation			■	■			
3	Desk Evaluation					■		
4	Revision of Thesis Proposal					■		
5	Data Collection						■	

6	Data Analysis						■	
7	Thesis Defence							■

Source: Data processed by researchers (2022)