

ABSTRACT

Since Instagram has a new feature, namely the multiple account feature, many Instagram users create more than one account, which is called the first account and the second account. The phenomenon of first account and second account users is in accordance with dramaturgy theory, which is likened to the front stage, which is a place for drama performances, and the back stage, which is not visible to the audience. This research uses a descriptive qualitative method. This research used interview, observation, and documentation methods in collecting data. There were 7 informants in this study who were selected using a non-probability purposive sampling technique. This research shows that the front stage tends to highlight the positive side of the account and the back stage, which contains real facts about the user. The popularity of Instagram as one of the most widely used social networking sites has become a means of building an existence for account users. Account owners are aware that other users' perceptions of them will be influenced by the content they post on their Instagram accounts. Aware of the potential controversy and mixed responses from their followers, users finally decided to present themselves in a different way by creating a second Instagram account.

Keywords: Dramaturgy, New Media, Instagram, Second Account