

Hubungan Antara Aktivitas *Second Account* Di Media Sosial Instagram Dengan *Self Disclosure* Pada Generasi Z Di Kota Bandung

Relationship Between Second Account Activities In Social Media Instagram And Self Disclosure On Generation Z In Bandung

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ABSTRAK

Salah satu aplikasi media sosial yang sangat populer yaitu Instagram. Dari berbagai fitur yang disediakan oleh Instagram, salah satu fitur populer yaitu Multiple Account. Pengguna dapat mengakses lebih dari 1 akun tanpa harus logout terlebih dahulu, hal ini digunakan oleh berbagai masyarakat untuk membuat Second Account. Second account adalah pengguna akun Instagram yang bisa sesuka hati mengekspresikan dirinya tanpa khawatir identitasnya diketahui oleh banyak orang. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana hubungan aktifitas *second account* Instagram terhadap *self disclosure* pada generasi Z di kota Bandung. Penelitian ini menggunakan paradigma positivisme karena penelitian ini menggunakan pendekatan kuantitatif dimana untuk mencapai kebenaran tersebut penulis harus mengajukan pertanyaan langsung kepada objek yang sedang diteliti. Jumlah responden di Kota Bandung sebanyak 400 orang generasi Z berusia antara 17 sampai 25 tahun. Metode analisis yang digunakan adalah analisis deskriptif dan regresi linier sederhana. Hasil penelitian ini menunjukkan pada analisis deskriptif terhadap aktifitas *second account* Instagram masuk kedalam kategori sangat baik dengan presentase 84,15% dan analisis deskriptif terhadap *self disclosure* masuk kedalam kategori sangat baik dengan presentase 87,09%. Secara uji t terdapat hubungan yang signifikan dan positif antara aktifitas *second account* di Instagram terhadap *self disclosure* generasi Z di kota Bandung

Kata Kunci : Instagram, Second Account, Self Disclosure

ABSTRACT

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 1 account without having to log out first, it is used by various communities to create a Second Account. Second account is an Instagram account user who can express himself at will without worrying about his identity being known by many people. The purpose of this study is to find out how the relationship of Instagram *second account* activities on *self-disclosure* in generation Z in the city of Bandung. This research uses the positivism paradigm because this research uses a quantitative approach where to achieve this truth the author must ask questions directly to the object being studied. The number of respondents in the city of Bandung was 400 generation Z people aged between 17 and 25 years. The analysis methods used are descriptive analysis and simple linear regression. The results of this study show that the descriptive analysis of the activities of *the second Instagram account* is included in the excellent category with a percentage of 84.15% and the descriptive analysis of *self-disclosure* is included in the excellent category with a percentage of 87.09%. In the t-test, there is a significant and positive relationship between the activities of *the second account* on Instagram on the *self-disclosure* of generation Z in the city of Bandung

Keywords : Instagram, Second Account, Self Disclosure

I. INTRODUCTION

Along with the development of the times, the internet has grown rapidly to present various platforms and social media applications complete with operating systems. 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. The applications or social media platforms have features that really attract the public's attention, so 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.

This Instagram application provides various features that can be used by users, 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 a 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.

Generation Z is one of the multiple account users. This Second Account is Gen Z's strategy to hide from people who want to monitor or control it. 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.

Based on the background of the phenomena described above related to second Instagram accounts and self-disclosure of Generation Z, the authors are interested in researching econd Instagram accounts and self-disclosure with the title "The Relationship Between Second Account Activities on Instagram Social Media and Genreasi Z Self Disclosure in Bandung City".

II. LITERATURE REVIEW

A. Instagram

Instagram is defined as a mobile application where Instagram users can edit and post photos or videos. The name Instagram comes from the word Insta which means instant and gram which means telegram. On Instagram, users can upload photos using the internet network, so that the information conveyed will be conveyed quickly and practically.

B. Second Account Instagram

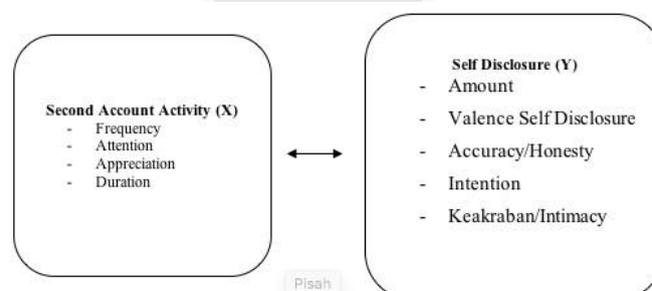
According to Edy et al (2020: 313) stated that the second account on Instagram is a new thing that is done by many people. They do it because they have a specific purpose and the average person who does that is women. The reason is that women's emotions are very different and they sometimes don't want to hold themselves back. The existence of a second account can produce different things than we did not expect. Many new things are issued by someone through his side account. Emotions and thoughts are poured out more freely because someone limits followers on that account, and the followers are people they trust. So that someone dares to express their thoughts and emotions because they trust each other, but it is undeniable that the results from other people will be the same as what is expected by the person who has the second account.

C. Self Disclosure

According to Devito in Asriyani (2018: 84) Self Disclosure is a type of communication in which we reveal information about ourselves that we usually hide. This information can be in the form of feelings, thoughts, and behavior. Usually the information is personal information and is strictly hidden. Self-disclosure must be based on honesty and openness in providing information. Self-Disclosure is usually done to people who have trusted and already know themselves more deeply.

D. Framework for Thinking

The following is the research framework "The Relationship Between Second Account Activities on Instagram Social Media and Generation Z Self Disclosure in Bandung City"



Picture 2.1 Framework

III. Research Method

In this study, researchers will use the Positivism Paradigm. The positivism paradigm views that reality or phenomena can be classified, relatively fixed, concrete, observable, measurable, and the relationship of

symptoms is causal (Sugiyono, 2019: 23). The positivism paradigm is an approach that aims to describe social relations with rational thought. This study uses the positivism paradigm because this study uses a quantitative approach where to achieve this truth the author must ask questions directly to the object being studied.

A. Population and Sample

The population in this study is Generation Z aged 17-25 years in the city of Bandung, amounting to 255,724. This study uses a sample collection technique with nonprobability sampling method with purposive sampling technique because only the sample can represent or provide information to answer the research problem. The researcher determines the criteria from the respondents, namely: a) people who live or live in the city of Bandung, b) people in the city of Bandung who belong to generation Z aged 17-25 years c) have a second Instagram account. The number of samples studied using the Slovin formula using an error tolerance level of 5%. So that the results of the calculation of a number of 400 respondents are obtained.

IV. Research Results and Discussion

A. Descriptive Analysis

Table 4.1 Descriptive Analysis

No	Variable	Variable Percentage	Variable Description
1	Second Account Activity	84,15%	Very Good
2	Self Disclosure	87,09%	Very Good

In table 2, it is known that the percentage of the second account activity variable is 84.15% and falls into the very good category. It states that the second account generation Z activity in the city of Bandung has been very good. While the percentage on the self-disclosure variable is 87.09 and is included in the very good category. This indicates that Generation Z can perform self-disclosure well.

B. Classic Assumption Test

1. Normality Test

Normality test aims to test whether in the regression model the dependent variable and the independent variable have a normal distribution or not, the residual value has a normal distribution or not. A good regression model is to have a normal or near normal residual value. The following will present the results of the normality test using SPSS version 25 software for windows:

		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	6,82348760
Most Extreme Differences	Absolute	0,056
	Positive	0,056
	Negative	-0,053
Test Statistic		0,056
Asymp. Sig. (2-tailed)		.072 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Picture 4.1 Normality Test Results

In the picture above, it can be seen that the Asymp value. Sig. (2-tailed) is 0.072 and the value is more than a significant value of 0.05 or (0.072 > 0.05) in other words the residual variable is normally distributed.

2. Linearity Test

Linearity Test is used to see whether the specifications of the model used are correct or not. Then, whether the functions used in empirical studies should be linear, quadratic, or cubic.

			Sum of Squares	df	Mean Square	F	Sig.
Self Disclosure * Second Account Instagram	Between Groups	(Combined)	37429,823	27	1386,290	32,531	0,066
		Linearity	34704,957	1	34704,957	814,395	0,008
		Deviation from Linearity	2724,867	26	104,803	2,459	0,621
	Within Groups		15852,567	372	42,614		
Total			53282,390	399			

Picture 4.2 Linearity Test Results

Based on the table above, the deviation from linearity Sig value is obtained. is 0.621 greater than 0.05. So it can be concluded that there is a significant linear relationship between Second Account Instagram and Self Disclosure.

C. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of the independent variable, namely the second account (X) on the related variable, namely self-disclosure (Y) which was carried out on 400 respondents of generation Z in the city of Bandung. The analysis of multiple linear regression problems in this study using the help of IBM SPSS software version 25 with the following results:

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,784	1,933		10,754	0,000
	Second Account Instagram	1,947	0,071	0,807	27,267	0,000

a. Dependent Variable: Self Disclosure

Picture 4.4 Multiple Linear Regression Analysis Test Results

From the picture above, the multiple linear regression equation model is obtained as follows:

$$Y = 20,784 + 1,947x$$

Based on the regression equation can be described as follows:

- Constant $a = 20,784$. That is, if the Second Account Instagram (x) is 0 (Zero), then the self-disclosure value (Y) of Generation Z in Bandung is 20,784.
- Self Disclosure regression coefficient = 1.947. These results indicate that the Second Account Instagram variable (X) has an effect on Self Disclosure (Y) Generation Z in the city of Bandung. This means that for every one unit increase, the Self Disclosure will increase by 1,947.

Based on the following equation, it can be concluded that the Second Account Instagram variable (X) has a positive effect on the Self Disclosure variable (Y). From this positive correlation, it shows that the higher the Instagram Second Account activity, the higher the Self Disclosure

D. Uji T

The t test is used to determine the effect of the Independent Variable, namely the Second Account Instagram activity on the Dependent Variable, namely Self Disclosure. The hypotheses for the t-test used are:

H0: There is no correlation on the activity of the second Instagram account on Self Disclosure

H1: There is an correlation on the activities of the second Instagram account on Self Disclosure

The decision making criteria used are:

- $t_{hitung} < t_{tabel}$ and the significance value is more than 0.05, then H0 is accepted and Ha is rejected. This shows that there is no significant correlation of the second Instagram account activity on Self Disclosure
- $t_{hitung} \geq t_{tabel}$ and the significance value is less than 0.05, then H0 is rejected and Ha is accepted. This shows that there is a significant correlation of second Instagram account activity on Self Disclosure

To determine the value of t table, it is necessary to have degrees of freedom with the formula:

- Degree of Freedom (df) = $(n - k - 1)$ and Accuracy Level (α) = 5%
- n = Number of Samples, n = 400
- k = Number of variables used, k = 2
- Degrees of Freedom (df) = $n - k - 1 = 400 - 2 - 1 = 397$

Based on the table (linear regression) above, the results of the t test are 27,267 and the t table obtained is 1,962. The results of testing with SPSS on the Second Account Instagram activity variable (X) obtained a t-count value of 27.267 and a significant value of 0.000. So it can be concluded that H0 is rejected and

H1 is accepted, which means that there is a significant correlation of Second Account Instagram activity on Generation Z Self Disclosure in Bandung.

E. Coefficient of Determination

The coefficient of determination (R^2) basically measures how far the determination is between zero and one. The coefficient of determination can be seen in the table below:

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	0,651	0,650	6,832
a. Predictors: (Constant), Second Account Instagram				
b. Dependent Variable: Self Disclosure				

Table 4.3 Results of the Coefficient of Determination

Based on the table above, it shows that the R value is 0.807 and R Square (R^2) is 0.651. This figure is used to see the magnitude of the influence of the Instagram Second Account on Self Disclosure. How to calculate R Square using the Coefficient of Determination by using the following formula:

$$\begin{aligned} KD &= 2 \times 100\% \\ &= (0.807)^2 \times 100\% \\ &= 65.1\% \end{aligned}$$

This figure shows a Coefficient of Determination of 65.1%. This shows that the relationship of the Independent Variable, namely the activities of the second Instagram account on the dependent variable, namely self-disclosure is 65.1% while the remaining 34.9% is determined or explained by other variables not included in this analysis and research such as self-motivation, emotion, and others.

V. CONCLUSIONS

Based on the results of research and analysis of the effect of second Instagram account activities on self-disclosure of Generation Z in the city of Bandung to 400 respondents who are Bandung residents aged 17 – 25 years, the following conclusions can be drawn:

- The results of the descriptive analysis of the second Instagram account variable as a whole fall into the very good category.
- The results of the descriptive analysis of the self-disclosure variables of Generation Z in the city of Bandung as a whole fall into the very good category
- Based on the results of hypothesis testing (T) there is a significant and positive effect of second account activities on Instagram on self-disclosure.

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