GENERATION Z SELF-DISCLOSURE ANALYSIS ON SECOND ACCOUNT INSTAGRAM, TWITTER, AND TIKTOK

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ABSTRACT

Social media is not only used to share information and inspiration but also for self-expression, 'personal branding', and a place to complain. It is related to self-disclosure that may occur if a person can open himself and various information about himself to others. This self-disclosure can be a variety of topics of information, behaviors, attitudes, feelings, desires, motivations, and ideas that are appropriate and contained in the person concerned. The second account has a consequence that makes oneself more introverted to others because it posts stories on the second account that are only followed by certain people more often than posting on the main account owned by generation Z on Instagram, Twitter, and Tiktok. The research method carried out by researchers uses qualitative research with a phenomenological approach. This research uses the theory of self-disclosure. The subjects of this study were several users of the second account of Instagram, Twitter, and Tiktok generation Z. The object studied was the users of the second account of Instagram, Twitter, and Tiktok generation Z who experienced the phenomenon of self-disclosure. The primary data used by researchers is in the form of interviews and observations as data collection techniques. Secondary data in this study used book references, journals, and literature studies. The results of this study show that Generation Z can be more open and more able to express themselves in the second account than the first one, making its users feel safe.

Keywords: Generation Z; self-disclosure; social media

1. INTRODUCTION

People use the internet more often, especially social media. Hootsuite (We are Social) provides data and trends needed to understand the internet and social media. According to data on the internet and social media user trends in 2022, Internet users in Indonesia will increase by 1% to 204,7 million from 202,6 in 2021. Active social media users in Indonesia will also increase by 170 million (12%) in 2021, then to 191.4 million in 2022 (https://andi.link/hootsuite-we-are-social-indonesian-digital- report-2022/). The increasing use of media and communication tools, such as the

internet, YouTube, Spotify, Instagram, Twitter, Tiktok, etc., marks technology's rise. The generation born with technology is named as Generation Z. This age was born between 1996 and 2012 (Absher, 2018). Generation Z is creative, confident, and thirsts for information and new experiences. The popularity of social media is a result of how easy it is to access online. This generation is creative, accustomed to thinking out of the box, and confident, daring to express their thoughts and not hesitate to debate in public. According to Faisal (2017), generation Z grew up in a popular cultural environment that was established or appropriately available in their individual context. Generation Z's life, surrounded by technology, encourages activities in this generation to be more active on social media than in real life. As a result, this generation is more open in cyberspace and feels that they have found people with the same fate and feel more accepted.

According to a survey of 2.000 people conducted by a National television channel said that half of the respondents used social media to express emotions, especially negative ones. Additionally, 52% of people who babble on social media do so in an attempt to win over someone else. 30% of people feel the urge to express their anger, which may be motivated by revenge, envy, or retribution (Liputan6.com in Fauzia, et al., 2019). The context of self-disclosure on social media often involves how people share information in the form of reputation, images, videos, discussions, feedback, and other types of content. Self-disclosure can occur through intermediary media, especially social media, namely social media such as Instagram, Twitter, and Tiktok, as well as in direct verbal communication and interaction every day.

Apart from establishing social relations through our online world, social media also communicates what people have experienced and felt and everything else that may be disclosed to them (Fauzia, et al., 2019). Apart from sharing information and ideas, social media is often used to express oneself, maintain a positive self-image, and convey complaints (Oktavianti, 2018). Moreover, Instagram is a form of social media. Instagram is a photo and video-based social networking platform that allows users to share all kinds of material with the world. Instagram, Twitter, and Tiktok social media were developed so that they could stay connected with each other and have a place to express themselves through pictures or videos (Hasan, 2016).

Beyond that, self-expression, self-image (non-public branding), important, and even litigation are all about closure and should not be done on social media. If a person is willing to expose themselves and various aspects of themselves to others, self-disclosure can occur. This self-

disclosure can take the form of various appropriate and contained statistics, actions, attitudes, feelings, desires, motives, and ideas (Zassya, 2021). According to Devito in Pinakesti (2016), self-disclosure has five components, namely: quantity (length or amount), valence, curacy/sincerity (accuracy/sincerity), intent (target or goal), and intimacy (intimacy). The topic of motivation examines what drives a person to express himself to others. The drive may come from inside or outside. Internal support for opening up according to one's preferences. Self-disclosure is more likely when a person is among others for a longer time. When a character confesses to someone for a long time, it is a good time to reveal themselves. It becomes easier for people to describe themselves, usually because they are used to creating characters. A person's level of self-disclosure depends on who is trusted, such as with parents, friends, or new friends who meet in cyberspace.

Individuals often do Self-disclosure to other people who have previously been acknowledged. Self-disclosure is no longer limited to friends and family but is now starting to emerge with the presence of intermediary media, namely social media. Someone who wants to share their feelings, emotions, and daily activities can do so in this facility. Self-disclosure via social media is what it is. Self-disclosure is a psychological word used to describe the desire to share or communicate one's personal information with others (Hasan, 2016). Self-disclosure is the activity of disclosing to others information about oneself, such as records of actions, attitudes, feelings, aspirations, motives, and ideas. According to Fauzia et al. (2019), Self-disclosure is a component of self-reference that is conveyed verbally to groups by individuals. Self-disclosure is the concept of expressing who we are and what we want. According to Ekasari (2013), Self-disclosure allows a person to express thoughts, feelings, ideas, and so on. Traditionally done face-to-face, Self-disclosure is now more often done online, thanks to social media. According to Boyd and Heer in Fauzia, et al (2019), providing one's identity online is facilitated by Self-disclosure.

In self-disclosure, adolescents have a place where they feel safe, and there are no boundaries. Classifying accounts as secondary or essential is out of date. If we approach it from a linguistic perspective, we can say that the primary account is designed for self-existence, but the secondary account is activated more frequently. If we consider the current trend of social media as an independent lifestyle, there may be differences in content between the primary and second accounts. However, this is very much in line with the nature and purpose of the primary account, where people will convey all the most exciting things about themselves as a self-presentation. People tend to build profiles representing their "ideal self" on primary accounts. In Silitonga (2021), it was found

that self-presentation has been completed to give the desired image. According to Egbert in Silitonga (2021), people use various strategies to build and maintain their ideal selves. A study by Gilly et al. in Silitonga (2021) stated that some personal website owners create and maintain their sites to create a 'digital self.'

The second account suggests matters of a very personal nature, and the information provided is not always about the character who offers the owner of the second account much leverage. Additionally, published images or films are often of low quality, in contrast to mainstream accounts which consistently present an idealized self-image (including images with odd or blurry expressions). Items posted on the second account typically include offensive photos, daily stories about issues facing teens and young adults, romantic memories, uncontrolled selfies, screenshots of class conversations, rumors, jokes shared, offensive photos, and various other things. In the second account, users are free to express themselves regardless of the various likes, comments, follows, and perceptions of the fans who follow them. Second accounts are often used for good purposes, and most people with multiple Instagram accounts are young adults. This is evident from the data published by Kemp (2018), which describes the number of Instagram users of various age ranges, both male and female. The data shows that teenagers dominate Instagram users. The facts show that users can express themselves freely on social media where there is a second account.

Social networks are rated as the best way to get attention. When someone updates their status, they want sympathy from other people. Many people express their anger and frustration on social networks, whether they are bankers, politicians, or artists, this way will create a cold society that likes to play back. Surveys also show that people share their problems more with friends, girlfriends, co-workers, and superiors (Kompasiana.com).

Many social media users open up on various platforms, including Instagram. They usually have multiple accounts for each social media platform. Instagram is a way for people to share personal information online and is frequently used by tens of thousands of people. A deeper link to the digital universe exists within the internet community than in the physical universe. While accounts may not always be private, everyone who uses Instagram has access to them. Because of this, Instagram users can blur the line between private and public by expressing their views, defending controversial issues, and disclosing shared information to a wide range of audiences.

When we show something to someone, that person can share it with others that we don't even need to. Because of this, maintaining a balance between openness and alienation is very important for managing our relationships. When someone finds something for himself, it cannot be taken away (Kamilah and Lestari, 2020). The tendency of teenagers nowadays to use Instagram was explained by Susan Rose, Product Marketing Director of Instagram. Susan said Instagram was an opportunity to get closer to consumers. She also suggested not to hesitate to play around with other Instagram features such as stickers and boomerangs. From the statement above, Instagram users choose Instagram because apart from being able to get closer to fellow users. Instagram also offers much interesting content for socializing, visiting content they like, doing business, or carrying out daily activities such as expression through various features owned by Instagram (Mahardika, 2019).

Twitter is a form of social media where users can post messages of up to 280 characters per tweet. Twitter focuses more on words than aesthetics because it allows people to express themselves without 'dressing up' or organizing their history interestingly. Therefore, there is no worry about the object's beauty as shown in the pictures or movies. According to Puntoadi in Mardiana (2020), Twitter has benefits that allow it to dominate websites and form new groups: Following (which identifies the number of accounts followed), Following (which indicates the number of accounts following), Updates (which determines how often someone posts), Mentions (which identify conversations involving multiple accounts), and Retweets (by retweeting fame can be learned using other verified accounts).

This is a personal location for the survivor and is closely related to his mental state, similar to the examples researchers have found of cautionary reasons for rape. However, the survivor ignores other Twitter users' opinions and continues talking about the timeline of the rape he experienced. Those people cursed the survivors, but many supported them because they dared to share the timeline. Someone tweeting about supplementing their income while working is another illustration. The phenomenon that is currently happening on Twitter is an account in the form of a base called auto-base Twitter. Autobase comes from the words' Automatic' and 'Fanbase' which function as a forum for their followers to send questions on the topic and are anonymous through Direct Messages (Agoestin, 2019). Through this, Twitter users can send any tweets anonymously or without the name matches the type of base, such as a special base discussing topics related to food, beauty, a base discussing their favorite artist, or even a base on social issues and a special base for questions, where followers can ask any questions.

Furthermore, the Tiktok application is a social media platform that is now increasingly popular in Indonesia. At the time of its creation, Tiktok was a platform that allowed users to share short (15 seconds or less) dance videos with music. Musicians also use Tiktok as a platform to promote their songs by posting video images and lyrics (Safitri, 2021). But over time, Tiktok has become more and more famous for its content, which allows users to share details about their personal lives in short videos. Recently, a popular (viral) video on the Tiktok application contains the user's sincere expressions and is uploaded with music and lyrics. Most Instagram, Twitter, and Tiktok users with multiple accounts are called second accounts. Not infrequently, the videos are satirical, showing personal problems meant to insult others.
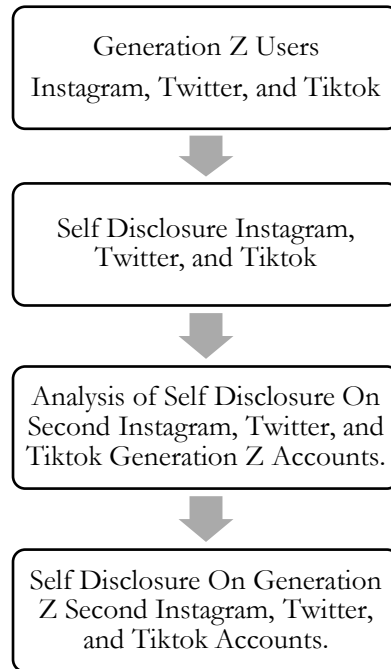
People constantly observe themselves on the social media platform Tiktok through videos, images, text, and music. Self-disclosure on social media often contains non-public information, which can be much less and more intimate (Claresta, 2021). However, the problem is that people often use social media, such as Tiktok, to brand themselves, which may have positive or negative effects. This is because social media is a public space where people can interact with others either intentionally or unknowingly. Researchers used a video from the Tiktok account @nadiaaaa0203, which tells a personal anecdote about himself that was liked by his brother-in-law so that his neighbors blasphemed him for disclosing this to his brother, as evidence of Self-disclosure on social Tiktok. This medium implies that Self-disclosure can occur on social media Tiktok. We know the terms in-group and out-group in social groups. This term forms the concept of 'we' and 'us'. This can be seen because each identity has many differences in religion, culture, and traditional values that cannot be accepted by one another. Social media Tiktok, which has become popular culture, does not look at all that this social media can eliminate all the differences encountered, and broadly all groups can accept it. We can see that from various countries and regardless of religion, they are not shy about Self-disclosure on social media, whether in the form of videos chatting, dancing, or simply providing personal information. All that is done as a form of existence and self-expression.

This study should be constrained so that it does not expand or grow too complex in scope. In addition, strive to focus and organize topics and awareness to address the problem. The scope of this research only contains data on the behavior of users of the two social media platforms Instagram, Twitter, and Tiktok, which is one of the limitations of this media. This study uses the big theory of Self-disclosure from Devito. Self-disclosure theory describes how a person expresses himself, starting from one's ideas, feelings, and intentionally hidden behaviors. Goffman divides

social life into two areas: the front area, which is usually interpreted as a social activity where people fashionably show their roles, and the back area, Self-disclosure which is usually interpreted as a character event getting ready for their appearance (Widodo, 2010). 2010).

Devito (2011) defines self-disclosure as writing about oneself, one's ideas, feelings, and behavior, or about very close and other people and thought-provoking. Therefore, self-disclosure can be seen as your activities or the actions of those with whom we have a direct relationship, such as parents or children. Meanwhile, according to Derlega et al. (Devito, 2011), self-disclosure is a record of oneself. According to Derlega, we should focus more on information that is often hidden than information that has not been made public. Self-disclosure refers to information that you are deliberately trying to keep private and would not usually share.

Sharing more personal information and sentiments with others is known as self-disclosure or self-disclosure. The data is evaluative and descriptive (Febyantari, 2019). In an illustrative, a person gives details about themselves that others may not know, such as their occupation, their line of business, and the electoral party they support. Meanwhile, evaluative self-disclosure includes disclosing one's innermost opinions or thoughts. As an illustration, talk about things you want or do not like. Some disclosure of self-capacity is expressions, self-clearance, social legitimacy, social control, and relationship development (Derlega and Grzelak in Febyantari, 2019). According to Devito (2011: 61), there are five different theories of self-disclosure, namely size, valence, honesty, carefulness, goals and objectives, and intimacy. People are capable of showing intense or personal aspects of their lives. Very superficial self-disclosure and deep self-disclosure are two divisions of self-disclosure intensity. People you have met recently will often know about superficial self-disclosure. He added that self-disclosure has several advantages, including self-knowledge, overcoming difficulties, communication efficiency, and relationship depth.

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2) METHODS

This research methodology uses qualitative research with a phenomenological approach. Accurately describing reality using language based entirely on relevant sets of information and analytical procedures learned from natural settings, qualitative m research reveals specific social situations (Moleong, 2008). Qualitative research was chosen to describe and summarize the various conditions that became the object of the study. A phenomenological approach is an approach that is obtained by paying attention to the things that happen. This technological phenomenon occurs in Generation Z, which is related to the use of a second account for Self-disclosure in Generation Z through social media Instagram, Twitter, and Tiktok.

According to Wikaksono (2017), research subjects are defined as goods, objects, or people who are associated with the statistics of research variables and who is the research topic. Since the state of the study is a record of the variables observed by the study, the research subject plays an entirely strategic function in an observation. This research focuses on young adults who are active users of the first and second accounts of Instagram, Twitter, and Tiktok.

The primary sources were obtained through semi-structural interview techniques with several selected informants. This interview method is used because the researcher intends to study more in-depth information about Self-disclosure behavior carried out by accounts on Instagram, Twitter, and Tiktok. As a result, the researcher's questions are quite open. Participatory observation was used in this study, and researchers quickly identified Self-disclosure practices among Generation Z on social media Instagram, Twitter, and Tiktok. The needs of analysis and secondary data for this research were obtained through literature studies from various journals, advertising magazine articles, and articles taken from the internet. Several strategies will be used in the recording process for qualitative investigations, particularly interview documentation and observation.

The subjects of this study are generation Z. The study has chosen four participants. Each of them uses social media accounts Instagram, Twitter, and Tiktok. They came from different backgrounds because it is a factor in why and what causes informants to open up through social media, including mindset and economic level. A person's attitude determines a person's actions and decisions. The four participants are:

1) An Influencer and Celebgram with 19 thousand followers on Instagram and a second account with 28 followers.
2) A Tiktok Celeb with 6 thousand followers on Tiktok and a second account with 3 thousand followers.
3) A female student has 110 followers on Twitter and has a second account with 36 followers.
4) A Student with 140 followers on Twitter and a second account with 5 followers.

After observations and interviews with informants, it was found that all of the respondents had different characteristics, some were closed personalities and the others were open-minded, some being individualists. Some were indifferent, and some informants seemed to be very active and living in cyberspace, but they were closed person in their daily life. In addition to their background and characteristics, researchers also selected informants based on the frequent posting on Instagram, Twitter, and Tiktok social media accounts and the types of posts respondents shared on their social media. Based on this, researchers assume that informants who actively share everything about themselves and interesting information in second accounts on social media Instagram, Twitter, and Tiktok, ultimately answer the formulation of the problem from this study. The following are the data or profiles of students who have been selected as informants in this study.

3) RESULTS AND ANALYSIS

According to Devito (2011) Self-disclosure is a form of communication where individuals disclose information about themselves that is usually not shared with others. Self-disclosure by individuals has a purpose so self-disclosure is an activity that is consciously done without coercion. In self-disclosure, there are five dimensions i.e. measure or quantity, valence, accuracy and honesty, purpose and intent, and depth. Self-disclosure occurs not only in real life but also in cyberspace or social media. Most teenagers use social media to express themselves through posts, tweets, statuses, photos, and videos. This is done because a person needs a place for himself to be heard, understood, understood, and responded to by others about something that happened to him.

According to Devito in Pinakesti (2016), self-disclosure has five components, namely: quantity (length or amount), valence, curacy/sincerity (accuracy/sincerity), intent (target or goal), and intimacy (intimacy). The measure component is the frequency of self-disclosure, the length of communication containing self-disclosure, or the time it takes to complete the disclosure used to calculate the subject of self-disclosure. As stated by the first participant, a Tiktok Celeb, he made a second account on Tiktok as a place to express himself, "I was if create a story on Tiktok is usually in the form of a video, a day can be 2 to 4 uploads."

As did by the second participant, an Influencer Celebgram, said he made a second account on Instagram as his daily story. In his statement, "Depending on the day, I have a funny story or not, if there is a story, I must be a story in the form of writing in the insta story, if there is no funny story, I don't make an insta story." Valence, that is, self-disclosure about courage. The extent to which a person dares to express themselves. As with the first participant, glam Celeb Influencer, he holds the second account on Instagram positive in tone, he is very picky about whether the posts he posts have a negative impact or no. "I used to tell stories in Insta stories and very clearly satirized my friend, but after an hour I deleted it straight away because I felt guilty and that's a thing which is bad in my opinion." Unlikely, the second participant said he made a second account on Tiktok to express his annoyance. He dared to satirize his ex-lover "I used to deliberately create content a video whose content is that my ex-lover hurt me, and it turned out to be 'for you page' (fyp) on Tiktok, from that content my followers on Tiktok immediately increased." Honesty, carefulness, heightened self-awareness, and character knowledge may limit how accurate self-disclosure is.

As with the two informants, the others also used another account on Twitter and have followers they still maintain and dare not insinuate. "I'm a person. I don't like making noise or making other people feel satirized" (informant 4). The purpose and intent, people will reveal what is intended to be expressed, allowing the character to influence self-disclosure deliberately. As with informant number 3, he made a second account on Twitter as a place for his pleasure in falling in love. "at the beginning, I created a second account on Twitter because I liked my friend, but I was confused about who to tell the story, yes I finally created a second account and a story on a second Twitter account." Meanwhile, in informant number 4, he told the story that the second Twitter account is where his story was during the breakup "On the second Twitter account, most of the time I am a story because I am sad there". In intimacy, one is able to show intense or personal aspects of their life. Very superficial self-disclosure and deep self-disclosure are two divisions of the intensity of self-disclosure. People who have recently met will often know about superficial self-openness. In line with the first informant, he made another new account on Instagram still have positive nuances, "even though it is on the second Instagram account, I am still careful in using it, lest what I post hurt the hearts of others because we don't know what that person passed today, so just stay positive". Meanwhile, a Tiktok celeb made a second account on Tiktok for his self-expression, "I think the second account Tiktok is the place where I am free to stories, for dancing, for my self-love, for anything that makes me feel comfortable". Nonetheless, the third participant made a second Twitter account to pour out all his heart, "second Twitter account I made a place for how I felt that day". And for the last participant, the second Twitter account is a place to say when he is sad, "second Twitter account is a place for me to be sad or upset anyway".

A person's purpose in posting through their other accounts on Instagram, Twitter, and Tiktok also differs depending on their interests. Usually, someone posts to relieve himself of the problem he is facing. Problems in a person often make him want to devote them to others. For this reason, they posted through the second account on Instagram, Twitter, and Tiktok to express themselves. By posting, one will feel much better. Self-openness on Second accounts on Instagram, Twitter, and Tiktok can aim to clear up because sharing their grievances in the second account on Instagram, Twitter, and Tiktok gives space to individuals who previously did not have the opportunity to express what is holding on to them. Expressing it through a second account on Instagram, Twitter, and Tiktok can make her feel better. Especially with self-openness in the second account on Instagram, Twitter, and Tiktok, sometimes individuals get input and solutions about their problems.

So that with the input provided can make themselves calm; this is called clearing up, sharing, and sharing each other is the first goal of Generation Z self-disclosure through the second account on Instagram, Twitter, and Tiktok.

To sum up, the study found that some of the impacts caused by openness can be both positive and negative. The effect of transparency through the second account on social media can motivate individuals to become better individuals. For instance, the first informant where really thinks about the impact of what he shares even though in the second account, this is good for informants and their followers on the second Instagram account. The second participant stated that there were positive and some negative; the positive impact can be seen from how he is very self-in love and knows what he is happy, while the negative impact he must be able to limit his self-disclosure because otherwise it will make over the disclosure that makes the audience feel distracted. Informant three, his self-openness, can be said to be positive for people who see him because what he displays on the second Twitter account is the fun and ideas he has in mind. This can motivate someone who sees it and produce work from the idea or feeling of pleasure. Informant number 4 can be said to be someone who is very secretive, so his followers are really his closest people where the impact seen from his tweets In the form of his sadness alone, it can have a positive impact on him because he becomes relieved to have expressed his sadness, but it can be a negative impact if he over- disclosure that makes his followers disturbed.

Self-disclosure can provide benefits in terms of increasing self-knowledge and overcoming Individuals will open up more if there is trust in them, because trust is one of the things that foster interpersonal relationships and communication, if the individual believes and believes that someone will not harm him, then the individual will easily open up. Individuals who have high trust and are in a state of acceptance will be able to express thoughts, ideas, and feelings. So that he is able to be assertive and ultimately able to self-disclosure. The phenomenon of self-disclosure using the second account in generation Z occurs. Generation Z uses the second account as self-disclosure seen from Devito's grand theory of self-disclosure, namely:

1) Self-knowledge, disclosing oneself on a second account, gives a person a new perspective on themselves and a greater understanding of how to behave.

2) The ability to overcome difficulties, a person may be able to overcome problems or challenges, especially feelings related to guilt. But there is someone who must express himself and receive support so he is better prepared to face problems.

3) Communication efficiency is how well a person understands other individuals when that person discloses himself in a second account, which greatly impacts how well a person understands communication from other people.

4) Depth of relationship, expressing oneself in a second account indirectly communicates to others about our acceptance, appreciation, and concern for them.

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