

Communication Experience on Second Account for Instagram Social Media Users

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ABSTRACT

This research is motivated by the emergence of second accounts on Instagram, which serve as a space for self-expression and a place to freely vent, untethered from the identity they identify with on their primary account. Furthermore, Instagram users manage the privacy of their personal accounts, leading them to use second accounts for a variety of different purposes. The purpose of this study is to explain the motives, experiences, and meanings of second accounts for Instagram social media users. The research method used is a descriptive method, with a qualitative approach. Data collection techniques through observation, interviews, literature studies, and documentation. The results of the study indicate that the motives for using a second Instagram account are to hide their real identity on their main Instagram account, to express themselves comfortably, to feel less confident and feel fomo to follow trends, thus making the account more private to meet the needs and interests in maintaining self-image. The experience of using a second account is shown through managing posts according to the interests and needs of users, maintaining privacy, and improving self-image. The meaning contained is as a safe space to complain, and is interpreted as a digital footprint in storing memories of his life.

Keywords: Second account, self image, privacy, instagram social media.

1. INTRODUCTION

The development of technology is currently growing rapidly, where technology has an impact on people's lives, one of which is the presence of an internet network that can make it easier for someone to interact and communicate practically without distance and time limitations. (Amelianda, 2021). This internet network is widely used by the public as a means of supporting information sharing, creating connections and establishing relationships with others through digital platforms, namely social media. Social media has succeeded in attracting the attention of many users, because social media is used by someone to communicate virtually easily (Anggraini, 2019).

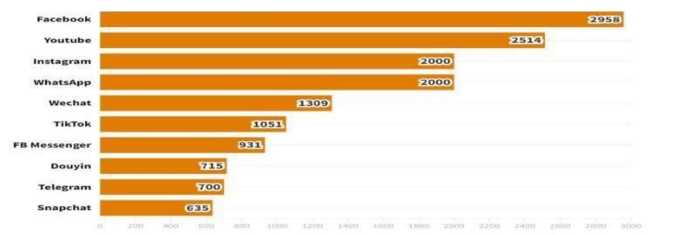


Figure 1. Social Media Data Platforms with The Most Active Users
Source: Website GoodStats.id, 2023

Social media platforms are increasingly diverse, according to reports from We are social and Hootsuite, social media in Indonesia with the most users as of January 2023 is one of them is Instagram. Instagram is ranked 3rd with 2 billion active users as of January 2023 (Dewi, 2022). According to data obtained on the NapoleonCat.com website, the number of Instagram users in Indonesia in October 2023 was 113,396,500 million people, the majority of users were women at 55.6%, and 44.4% of users were men. Meanwhile, based on age group, Instagram users are mostly used by teenagers towards adults with an age range of 18-24 years as much as 38.3% and consisting of 22% female users and 16.3% male users (Aqsar, 2018).

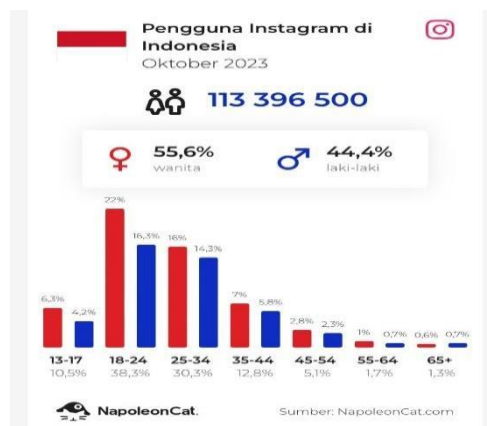


Figure 2. Instagram user data in Indonesia
Source: NapoleonCat.com, 2023

Instagram is a digital platform used to share photos or videos with the public and provides its users with the opportunity to increase their creativity using the features provided by Instagram so that they can produce aesthetic, artistic and interesting posts (Antasari & Pratiwi, 2022). Instagram has unique and diverse features, such as followers, instastory, direct messages, IGTV, live, highlights, reels, photo titles, likes, comments, photo tags (tagging), photo filters, arroba @, multiple accounts, instagram rules, stickers, collaboration, photo labels, rewind, photo archives, location tags. So many features, this multiple account feature is currently being widely used by instagram users, especially by millennial teenagers. This feature allows its users to create and have more than one account on the same gadget and can be active simultaneously without having to log out of the other account. With this feature, it makes instagram users interested in having a second account (Permana, 2021). Based on the results of the researcher's observations on Instagram, the real conditions regarding the phenomenon of problems related to this second account research illustrate that the second account is widely used by millennial teenagers aged 18-24 years, which can be proven through

Instagram user data which is dominated by teenagers or young adults aged 18-24 years as much as 38.3% of 113,396,500 million people (Rizaty, 2023).

In fact, this second account on Instagram is widely used as a space to express oneself, and a place to freely complain without being tied to the identity they recognize on their main account (Husain, 2023). Like several second accounts belonging to students from the University of Garut class of 2019 that researchers found on Instagram. Where researchers found Instagram users who had two accounts with different account names and used for different needs (Kurniawan, 2018). The first Instagram account belongs to an entrepreneurship student with the main account @deefki and the second account @dip.siyyy, The second Instagram account belongs to a communication student with the main account @nijmaaaaa and the second account named @sayursooop. The characteristics of the second account on Instagram are usually often seen by other users, such as using a username that is different from the real name and is disguised (anonymous), this second account tends to have a lower number of followers than the main account or does not follow many types of opponents, the account is set to private, and the frequency of posts on this second account varies and depends on the availability of content and the busyness of the account owner.

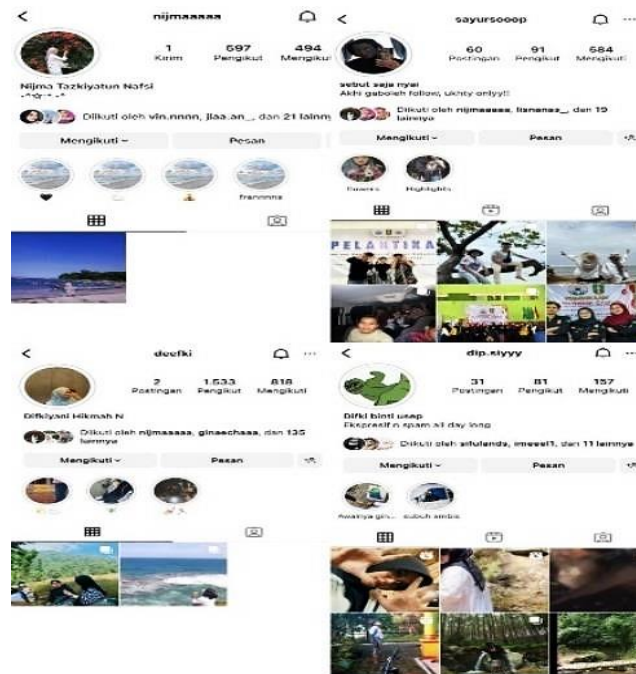


Figure 3. Example of a second user account for students in Garut
Source: Instagram, 2023

Basically, the use of this second account has various purposes, where they create a second account according to the desired needs. Strengthened by empirical data in the field from the results of the Opinion Poll (Jakpat) survey of 989 Indonesian citizen respondents on October 31, 2022, it illustrates that the phenomenon of owning a second account has emerged a lot in cyberspace, namely on Instagram (Riadi, 2019). Instagram has transformed into a medium for complaining and expressing oneself. On the other hand, Instagram users also manage their privacy on their accounts, so they decide to use a second account for various different

purposes, 86.5% use a second account as a personal account, 42.5% to run a business, 35.6% for a photo gallery, 32.3% to stalk someone, and 20.7% to comment on someone's uploads without being known (Sadya, 2023).

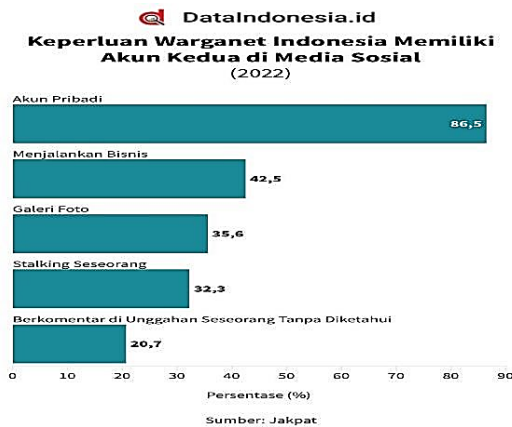


Figure 4. Data on the needs of Indonesian netizens to have a second account on social media

Source: DataIndonesia.id, 2023

Researchers often find users of second accounts on Instagram when they access their accounts to fulfill various needs or purposes, such as stalking other people's Instagram accounts without wanting their identities to be known, posting random uploads on their second accounts, or using accounts to comment on celebrities who are being widely discussed in cyberspace (Purba, 2018).

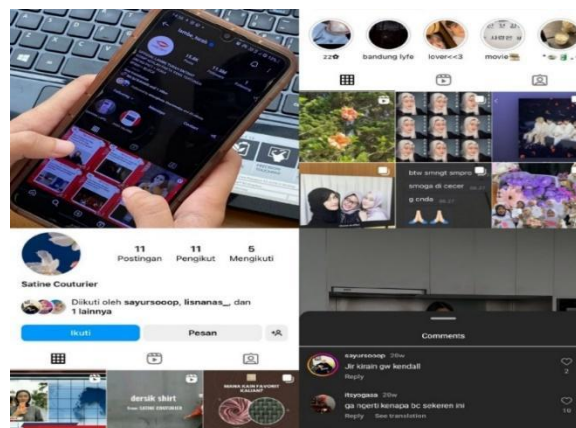


Figure 5. Example of activities carried out by second account users on instagram

Source: Instagram, 2023

Based on the results of the observation, the focus of the problem in this study is how the motives of the second account on Instagram social media, based on observations made by researchers that the second account is used because someone feels less confident in exercising freedom of expression on their main account, the desire to distinguish their personal and

professional posts on two different accounts, looking for a free and comfortable space to express themselves and upload themselves on social media, maintaining personal information and efforts to maintain self-image and communication strategies in front of others. This is in accordance with the fact that different limitations or standards from each user in tolerating each activity carried out on Instagram, make someone use a second account as a space to avoid assumptions, comments, or behavior (Nurhadi, 2015). This is in agreement that what is not good from other people in every upload on their Instagram without seeing, information can be interpreted as more closed communication (Raharjo, 2021). With that, the use of this second account is another alternative to still be able to express and reveal oneself freely, and it is felt that he will still maintain his self-image on his main account while avoiding being seen (Rahastine, 2021). This statement is in accordance with the concept put forward by Kang & Wei, that second accounts are usually used to send special content that is not distributed on the main account, and followers on the account can be limited and determined according to the user deciding who can follow them (Ardiesty, 2022). Then the concept explained by Pringle states that a second account can be used by someone to hide their true self without engineering and without wanting to look perfect (Apliany, 2023).

Based on the phenomena explained, this study uses the theory of Phenomenology. Phenomenology discusses how to understand social activities through interpretation in order to clarify the true meaning, thus producing the concept contained therein and leading to a person's actions in the past, present or future (Thaher, 2023). Humans are asked to be able to understand each other in the same essence so as to result in mutual gain, knowledge based on the subject of shared experience, and typification of the world together (Febrina, 2019).

The research that will be conducted by the researcher is relevant to previous research, namely "Dramaturgy in social media: Second account on Instagram as Alter Ego". This study discusses the social media Instagram which is used as a space to represent oneself as a form of self-existence by students. Students use a second account, if the first account is clearly accountable, then the second account and other accounts are arranged without depicting the original identity. The results of this previous study indicate that the creation of this alter account aims as an individual's diary, as a medium for making negative comments to public figures, expressing oneself to others, and needs in the business world. The use of this account is motivated by the backstage, because the main account uses the original identity and contains photos and captions that aim to create an image (Dewi R. , 2018).

Second, this study is also relevant to previous research "Self Disclosure of the Millennial Generation Through a Second Instagram Account". This study discusses self-disclosure carried out by the millennial generation as an effective way to build self-existence, find self-character, facilities for communicating or seeking information through social media to find self-identity that makes it easier to build a good self-concept. The use of a second account by millennials is used to disclose themselves to the public on social media and can make it easier to compare someone's shortcomings or goodness. The results of previous studies show that millennials generally have diverse self-disclosure in expressing or sharing what they want to publish on Instagram, so for those who are less confident, they choose to use a second account that can support themselves to increase self-confidence in the first account and reduce insecurity (Prihantoro, 2020). The focus of this research is to reveal the reality behind the use of Instagram social media, especially for second account users.

2. METHODS

The method used is a descriptive method with a qualitative approach. This study examines the motives, experiences and meanings contained for users of the Second Account of Instagram Social Media Users. The data obtained in this study are based on the results of observations, in-depth interviews, documentation studies and literature reviews. In this study, data analysis was carried out by following procedures that include several steps, namely data reduction, data display, and drawing conclusions and data verification (Muslim, 2018). The validity test of the data in this study was carried out by triangulating data from various existing data and sources. Triangulation was carried out by comparing the results of interviews and focused discussions with the issues of a related document (Ridwan, 2021).

In this case, the researcher has criteria that are targeted as research informants, including: informants have and use more than one account on Instagram social media; informants are active users in using the second account; users of the second account are active students at one of the universities in Garut Regency and are 18-24 years old; informants have used the second account for at least 1 year and often access and interact on the second Instagram account at least 3 times a week; honest, objective, responsive, and communicative.

Table 1. Informant Data

Name	Which school are you from	Second Instagram account name
DHN	Universitas Garut	@dip.siyyy
GS	Indonesian Education Institute	@istrinyasihabin
ON	STIE Yasa Anggana	@yoursmoon
FF	Garut Institute of Technology	@_sideoffeee
NA	STIKES Karsa Husada	@xxaprilnya
MAP	Garut Law College	@hiledubajra

In addition to involving informants, researchers conducted interviews with informants, with the following criteria: informants are students who master theories, practical concepts about social media and follow social media development trends, especially the trend of closing oneself off which is widely practiced on Instagram social media; informants are social media observers who follow social media developments, as well as influencers.

Table 2. Data Sources

Name	Category
Muhammad Najih Farihanto Hariqo Satria	Lecturer of Communication Science Ahmad Dahlan University Social Media Observer, Global
Meza Alda Mevia Kaban	Influencer School, Executive Director of Komunikonten

3. RESULTS AND DISCUSSIONS

3.1 Research Results on Motives for Using a Second Account for Instagram Social Media Users

The use of a second account has a motive because it is the background for each user of a second account on Instagram social media, including:

3.1.1 The Emergence of FOMO Feelings (*Fear of Missing Out*)

Based on the results of interviews with informants, the motive behind the use of a second account on Instagram social media among students is the emergence of feelings of anxiety, fear of missing out on moments, phenomena, or trends known as FOMO (*fear or missing out*). As expressed by one of the informants, namely:

In my internal self, a feeling of fomo arose when I saw my friends were more active in using their second account, so I was also interested in using it. I didn't want to be left behind and not updated and at the same time wanted to interact more with people close to me through this second account. I was inspired by my friend, she freely expressed herself on her second account (DHN, interview Dec 4, 2024).

3.1.2 Want to Express Yourself Freely and Comfortably

Based on the interview results, the motive for using a second account on Instagram social media is because of the desire to spread themselves freely and comfortably from each individual. This is as expressed by the informant as follows:

The background factor for why I use a second account is that I want to express and express myself freely. The close friends feature alone is not enough for me to feel calm and safe when posting. In addition, the feature is also a bit complicated, so I decided to create a second account (GS, interview Dec 4, 2024).



Figure 6. Example of self-disclosure on gisti sagiqa's second instagram account

One of the freedom of expression posts uploaded on the second account belonging to Gisti Sagiqa which is used as a place for freedom of expression through the post above about the complaints experienced in her life. This is similar to the opinions expressed by research informants Difkiyani Hikmah, Oki Nuraini, Nisya Aprillia, and Muhammad Alfi. Where from their statements, it can be shown that the use of the second account is due to their desire to have a freer and safer space for expression than in the first account.

3.1.3 Insecure in First Account

The motive for using a second account, said by Oki, was that he felt less confident in exploring himself by freely sharing posts on the first account.

In my first account I felt limited and not free, so I looked for other ways to express my feelings or everyday moments freely (ON, interview Dec 5, 2024).

Oki said that he felt less confident or insecure in the first account, so he had limitations in exercising freedom of expression and therefore he decided to use the second account as a place to freely express himself and cover up his insecurities in sending any photos or videos that he thought were worthy to be posted. Such as posting activities about his daily life while doing housework, guarding the stall and playing with his pet cat.

3.1.4 Want to Hide Real Identity

The phenomenon of using a second account on Instagram social media, not a few of its users have reasons because they want to hide their real identity from someone or many people on social media.

This second account is intended for stalking someone's account so that it doesn't get caught, because this second account doesn't need to use a clear name, so people won't know (NA, interview Dec 5, 2024).

Nisya explained the motive for creating and using the second account, starting with her desire to hide her real identity from the person she was targeting, where she wanted to stalk someone's account without being known and knowing who their real identity was. The second account was created with an anonymous or disguised account name and did not show their real identity. In contrast to the first Instagram account which tends to be made clear in such a way that it is possible that both the identity and characteristics of the account owner.



Figure 7. Example of the difference between nisya's main and second instagram accounts

The post in figure 4 shows the difference between the two Instagram accounts owned by informant Nisya, that the main account is made as clear as possible regarding the user's information or identity, while the second account is made more private and tends to hide their real identity. Not a few use the second account to stalk someone's account, the same as another informant, Felinda, who hides her real identity while separating personal and professional posts by creating more than one account on Instagram.

3.1.5 Want to Separate Personal and Professional Life Expressions

Furthermore, Felinda argued that the second account was used to separate general life posts such as her professional with personal and more private information posts in order to maintain and improve her privacy. similar to what has been expressed, namely:

I want to exclude personal life posts with general or professional posts about myself. I want to maintain my identity and increase privacy about the content I post on instagram. I want to be free to post random things or anything about myself on the second account, and make the first account more formal (FF, interview Dec 4, 2024).

Felinda actually has a different reason from the other four informants, where the use of this second account is because of her desire to increase privacy about her identity in a way other than posting personal life on the second account and more general posts about her professional life uploaded on the first account. One of them is Felinda's posts on the two different Instagram accounts, where she differentiates posts according to her needs, such as the main account is specifically for posts about her personal life.



Figure 8. Differences between personal and professional posts on felinda febriana's main and second instagram accounts

3.1.6 Want to Find Your Own Pleasure

Regarding another response from informant Alfi, where he revealed that the motive for using a second account on Instagram social media was just to find other pleasures.

I want to find other pleasures in this second account, find entertainment in reels. In addition, I also want to express myself freely, for example posting random things. If on the first account it would be embarrassing and I also maintain my image more (MAP, interview Dec 6, 2024).

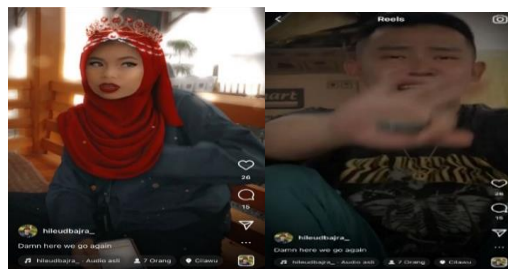


Figure 9. Example of a random post on Alfi's second account

3.2 Research Results Motives for Using Second Accounts for Instagram Social Media Users

3.2.1 To Have Space for Freedom of Expression

Difkiyani as an informant revealed that the use of a second account on Instagram was for a purpose.

As it says in my bio, expressive and spam all day long. So my goal is to show my expressions and emotions whether it's sad, angry, or happy (DHN, interview Dec 4, 2024).

By using a second account on Instagram, the informant also feels the benefits, namely that he can more easily find out about the daily lives of his friends or followers on the second account unintentionally. In addition, the informant also gets other benefits where he can appear more confident in exercising freedom of expression by expressing himself on the second account.

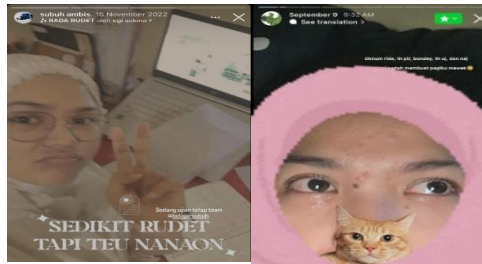


Figure 10. Freedom of expression posts made by difkiyani on her second instagram account

Posting image 7 is one form of self-expression by expressing her feelings of sadness and annoyance done by Difkiyani on her second Instagram account. In line with Difkiyani's opinion, informant Felinda revealed that the purpose of using the second Instagram account is:

The goal is to have a space to express myself, to find freedom and satisfaction. I am freer to express myself through random stories or posts (FF, interview Dec 4, 2024).

By using a second account on Instagram, the informant hopes that by expressing himself, he can maintain his personal branding on the first account while interacting more intensely with the followers of the second account. In addition, the benefits that he has gained from using a second account on Instagram are having a personal space to post about himself more openly and appear as he is compared to posts on the first account, so that he is easier and wiser in choosing, sorting or distinguishing which posts are worthy of being uploaded on the first account and the second account.

3.2.2 To Archive Personal Moments Posts

The use of a second account on Instagram has the aim of archiving personal posts, either photos or videos, about events or moments experienced in a person's life, such as the statement of the informant conveyed by Gisti:

I want to be free to post my moments, both photos and videos, without feeling afraid or embarrassed by negative comments from people. On my second account, I only follow and am followed by people we trust, posts that have been uploaded can also be archived directly (GS, interview Dec 4, 2024).



Figure 11. example of using a second account as a space to store and archive personal moments

As a user of a second Instagram account, with this second space, the informant hopes that it can provide comfort when posting anything, especially for someone who feels less confident on their first Instagram account. With the multiple account feature or ownership of more than one account, the informant is able to reduce feelings of insecurity on their first Instagram account by making the best use of the second account, such as using it to store personal moments. Similar to the informant from STIE Yasa Anggana College, Oki Nuraini, who believes that the use of this second account is intended as a space for documentation.

My goal is to express and upload everything in my life and then archive it. This second account can accommodate anything I want to post without affecting my personal branding (ON, interview Dec 5, 2024).



Figure 12. The second account @yoursmoon is used as a place to capture and archive moments

Posts on Instagram can be automatically stored neatly in the post archive as a digital footprint for someone. With a second account, someone can filter which posts have positive value for someone or are able to build an image or personal branding, so that every Instagram user can send anything on the second account as a self-archive and distinguish posts that are more valuable to be posted on the first account.

To post yourself and archive it, the photo or video can be saved on Instagram and does not fill up the phone's storage. I can see the archive whenever I want (NA, interview Dec 5, 2024).

3.2.3 To Stalk Other People's Accounts Without Knowing Their Real Identity

Furthermore, researchers found another motive from the second account on Instagram, as conveyed by informant Nisya, namely to seek information from other people without other people knowing their real identity, because the second account was made anonymous.

The goal is to stalk someone and find out information about that person. Because the second account is anonymous, it won't be found out (NA, interview Dec 5, 2024).

Nisya hopes that by using this second account, she can find out and find information about someone or someone else with the desire that her information remains unknown to others because her second account is anonymous. This is often referred to as stalking.



Figure 13. Second account used to stalk other people's accounts

3.2.4 To Maintain Self Image on First Account

The opinion of informant Alfi who stated that he had the aim of using a second account on Instagram as an effort to maintain his self-image on the first account that he had.

I want to maintain my self-image on the first account. On the second account I can be more free, I can post anything and my self-image is also maintained (MAP, interview Dec 6, 2024).

3.3 Research Results on the Experience of Using a Second Account for Instagram Social Media Users

Experience of using second account communication for Instagram social media users from interview results, namely:

3.3.1 Doing Random Posts

Based on the results of the interview conducted with informant Nisya, the form of activity carried out when using the second account was sending whatever she wanted.

What is done on the second account is posting unclear events or random things about yourself. For example, posting a trip to a place or posting food (NA, interview Dec 5, 2024).

Another informant, had a similar experience when using the second account. Where informant Gisti often made random posts, namely posting instastories about whatever happened in her life.

I post anything on my second account for personal consumption only. For example, my crush posts, idol biases or about friendship. I also post it on my feed if it is meaningful and memorable for my life (GS, interview Dec 4, 2024).

Related to the purpose of using the second account, the informant mentioned that he always uploads anything related to his life even though he sends things that are not so important such as public figures or artists that he idolizes. Furthermore, the results of the interview with Oki as a user of the second account from STIE Garut, where he did similar activities when using the second account on Instagram, namely sharing posts about his daily life and happenings, whether funny, happy, sad, happy.

I like to post everything about my daily life like playing games, taking care of stalls, playing games, and random chats on my second account. Besides that, I also like to use it to stalk someone or find information, sometimes I also use it to sell (ON, interview Dec 5, 2024).

3.3.2 Uploading Posts That Are More Private Than on First Account

The second account is mostly used by its users because it is more private than the first account, so that not a few of them often upload posts that are more private and sensitive if known by many people. Like the activities often done by informant Difkiyani when using the second account, namely uploading posts about her love story or bucin content. Here is the explanation:

I use my second account to post private things that I don't want many people to know about, like bucin stuff. I want to show that I'm in love and I want it to only be known by my close friends. I don't think I can do things like this on my main account (DHN, interview Dec 4, 2024).

Difki shares bucin content with his partner on the second account, based on his experience he assumes that the content can cause good or bad responses from many people, so it is considered quite sensitive if posted on the first Instagram account. He said, by using this second account, it is easier for him to distinguish what content is worth uploading by adjusting his needs and still maintaining his image on social media.

Often post personal and private content on the second account, not on the main account. For example, bucin content, or college activities and when I play (FF, interview Dec 4, 2024).

3.3.3 Improve Self Image

The use of a second account on Instagram is widely used by Instagram users as a way to improve their self-image and build personal branding in front of their account followers. Like some experiences that happened to several informants, namely:

I prefer posting private things on my second account. Even though it is sensitive for some people, posting on the second account can minimize the negative views of others towards me and I can still maintain my self-image (DHN, interview Dec 4, 2024).

As another response from the informant in displaying self-image in front of people in cyberspace. Informant Gisti expressed something similar, namely:

Having a second account makes it easier for me to maintain my self-image. If the first account is more useful and aesthetic, and it can build a good image for myself. If I want to post random things, I will post them on the second account (GS, interview Dec 4, 2024).

Gisti sees that with this second account, she will easily control her image on her Instagram. She feels that by using this second account, she can share anything freely even private things without getting bad views or opinions from other people. This is also in line with the statement made by informant Felinda:

If I post random things, it's definitely on the second account. The first account tries to post important and more substantial things. So that I can build opinions and maintain my image (FF, interview Dec 4, 2024).

3.3.4 Manage Content According to Personal Interests and Needs

In addition to improving self-image on social media that we have, researchers also found other activities carried out by research informants, namely managing content according

to personal interests and needs when using social media, especially on Instagram. Likewise, the statement from one of the informants, namely Alfi:

I use my second account to explore other things, because the explore algorithm depends on what we often see and search for. So it's different from the explore that appears on the main account (MAP, interview Dec 6, 2024).



Figure 14. Example of content differences based on personal interests or needs

3.4 Research Results on the Meaning of Using a Second Account for Instagram Social Media Users

The meaning contained is interpreted differently by each individual, especially by users of the second Instagram account. Here are the results of interviews with informants:

3.4.1 A Safe Space to Express Your Concerns

Based on the results of the interview on the use of the second account on Instagram, the informant interpreted it as a safe space to complain and quite effective compared to the first Instagram account. The following is the opinion expressed by informant Oki:

I feel that the second account is a place to complain, it is safer and I can hide my identity on the first account (ON, interview Dec 5, 2024).

We always want to feel safe and comfortable, but we are also required to meet other people's expectations. So I use this second account as a comfortable space to channel the worries that I can't express on the first account (GS, interview Dec 4, 2024).

Gisti argues that the essence contained in the use of a second account is that someone is able to meet social demands in cyberspace through good attitudes or appearances on the social media they have. He said that by using this second account, he can post something good to build a good view on the first account, and post more private personal things on the second account he has, even though he expresses himself or complains.

3.4.2 Digital Album of Life Memories for Someone

Apart from its meaning as a safe space for complaining, the second account also has other meanings contained in it for every individual who uses it, as for another meaning as a digital album of life memories for someone who saves photos or videos in the second account so that they can be remembered in the future.

I interpret it as a reminder space and a memory album of my life, when I open this account. I can look back at the moments I went through. For example, photos with friends, or photos of college days, I save them in the second account (NA, interview Dec 5, 2024).

"I often post anything about my life and it is automatically saved in this second account. So I can remember it again if I open this account, it's like a digital album of my life (DHN, interview Dec 4, 2024).

Difki's opinion explains that he considers the second account he has as a digital album that is a silent witness to his life, be it experiences or events that have happened to him that are always uploaded through stories or feeds on the second account he has. If one day, he wants to remember the incident, he can open it and see again what has been stored on his second account. Difkiyani felt a change in himself after pouring himself out and pouring out his complaints on the second account, where he felt more enjoyable, relieved, satisfied and happy because he could accidentally find out what activities were carried out by his follower friends on his second account. Felinda's statement also supports other statements.

For me, this second account is flexible. I see it as a place to store memorable moments and memories. I can post it on my story or feed and I can see it later for a flashback. If it is stored in the gallery, it could be deleted (FF, interview Dec 4, 2024).

The next informant and of the same view, that the second account has the meaning as a source of pleasure and a life storage album.

I interpret this second account as a place to get pleasure, I can reminisce about moments of my life on this account. I can see anything I have posted freely. For me, this is like a digital album of my life (MAP, interview Dec 6, 2024).

In this section, the researcher will explain the discussion about the motives, experiences and meanings of using a second account on Instagram. The motives from the results of the study on students as users of a second account at a college in Garut Regency show their real identity on the first account they have, but behind that some of them also want to hide their real identity from the public so they decide to create a second account. In fact, some informants feel insecure about showing what they are on the first account they have, so they decide to look for other media that can provide a greater sense of freedom and freedom to do anything on the account they have. This statement is supported by the statement made by the informant Meza Alda that the second account is able to provide a greater guarantee of security, because the second account is only followed by certain people and its reach is quite limited compared to the main account they have (Mucharam, 2022).

This is supported by the statement delivered by the source Muhammad Najih Farihanto who stated that the purpose of using this second account is the desire to hide the real identity from the public, where every user of the second account is able to be freely facilitated in doing anything whether he wants to drama or become a real person without having to know who the real identity is. Similarly, the source Najih also explained the main purpose of using a second account is to hide someone's real identity so that they can freely express themselves and be accepted by social demands, not only that but this is considered capable of maintaining their self-image in the public on the first account they have.

The results of the study obtained by the researcher are in line with previous research entitled Motives for Using Second Instagram Accounts for Students of SMK Negeri 1 Gempol. In previous research, one of the motives behind the use of second Instagram accounts is as a place to store work and hide the user's real identity from others, so that the name of the second user account does not use the real name but another name that is not easily known by others (Nabilah, 2023). Meanwhile, in this study, researchers found that one of the motives

for using a second account on Instagram is to have a space for freedom of expression which is realized through self-disclosure activities and expressing feelings comfortably and safely by hiding the real identity of each user.

Discussion of experiences related to the use of a second account on Instagram that is in accordance with the background, needs, and experiences gained. Then related to the use of a second account, Mr. Najih as a resource person said that the second account can be used well according to the interests and needs required by each user. The discussion of the experience of using a second account is also strengthened by the statement of Meza Alda as a resource person who revealed that Instagram social media, especially a second account, can be used in a person's life according to what they want, such as the experience often done by informants when using a second account to send something that is random or a more real life and displays it as it is without being filtered or manipulated. This is supported by a statement made by a social media observer, Hariqo Satria, who said that a second account can be used to support all forms of what an individual needs and wants. Second accounts tend to be used to upload a more real life than the main account that a person has. Based on his presentation, he stated that a second account is quite effective for individuals who want to close themselves off. In accordance with the statement made by Mr. Hariqo Satria regarding the positive and negative impacts of the experience of using a second account on Instagram. According to the opinion of sociologist Ieke Sartika Iriany, who stated that regarding the trend of using a second account, responding to someone who uses a second account on Instagram and maintaining their privacy is good, but in terms of socializing it is not good because in this social scope, users of this account limit themselves while we must be able to socialize, one of which is on social media.

The statement from the research results is relevant to previous research entitled "Self Disclosure of the Millennial Generation through Second Instagram Accounts". Based on the results of research in previous studies that the average millennial generation has different levels of openness and has different personalities. In the second account they are free to express themselves and are free to share what they want to share, so that the account can help someone to appear more confident in the first account and eliminate excessive insecurity. In the second account, communication is more intimate because the account is confidential or locked and the followers of the account are only the closest people (Prihantoro, 2020). Meanwhile, in this study, researchers found the experience of using a second account, namely free expression, such as using a second account to send random things and sending something private to be posted on the main account. In addition, researchers also found other experiences to manage content according to personal interests and needs, and improve self-image on the first account.

The discussion of this meaning is in line with previous research entitled "Motives and Meanings of Second Instagram Accounts for Students in Karawang City". The use of second accounts by Singaperbangsa Students in Karawang City has a motive because of the desire to follow trends, get unpleasant comments, and need space to store moments. The motives that are the purpose of using second accounts for students in Karawang are as spam accounts, establishing closer friendships, and also as digital albums. From the experience of using second accounts, Karawang students also interpret second accounts as a safe place to open themselves more freely (Ardiesty, 2022). Meanwhile, based on the researcher's analysis, the

researcher found the meaning of the use of a second account carried out by college students in Garut Regency as a safe space to complain and another meaning, namely the memory of life for several informants who use the second account as a gallery to store photos or videos that can be stored in the archive feature automatically and neatly according to the date of the incident so that they can be remembered again in the future. This is supported by the statement made by the Lecturer of Communication Science at Ahmad Dahlan University who stated that the second account has quite a lot of essence for every social media user who wants to be accepted by their social demands.

4. CONCLUSION

The motives for using a second account on Instagram have various categorizations, there are feelings of fomo (fear of missing out) and the desire to follow Instagram trends, creating a private account by hiding your real identity and excluding posts between personal lives. While the motive for using a second account on Instagram has a space for freedom of expression. Experience related to the implementation of users of a second Instagram account on students in Garut Regency, namely random posting activities and uploading posts that are more private than on the First Account, being able to manage content according to interests and needs, and efforts to maintain and improve their self-image on Instagram. The Meaning of Using a Second Account for Instagram Social Media Users. The meaning contained in the phenomenon of the second Instagram account is interpreted as a safe space to complain or exercise freedom of expression, because this second account is made private and is only followed by people who are trusted by the account owner. In addition, the second account also has the meaning as a digital album in storing memories of life for someone. Where every post uploaded on Instagram can be saved automatically.

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