

Dramaturgy in Identity Formation on Social Media: A Study on Second Account Ownership on Instagram

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ABSTRACT

The second Instagram account is a privacy management effort that is often abused. The main purpose of limiting privacy actually ends up being excessive uploading of information. The demands for the existence of identity spur social media users to publish on a large scale. The theory used in this research is dramaturgy combined with the concept of identity and self-disclosure. In Dramaturgy the roles that are displayed on each stage can be different according to the needs. This research uses a qualitative approach with a case study method. The data is deepened through interviews and literature sources from books, journals and articles. As a result, it was found that most of the second account owners used the account as a venue for self-expression. However, unfortunately many of these behaviors are carried out without considering the threatening side effects.

Keywords: *second account, Instagram, communication, self-disclosure*

INTRODUCTION

Nowadays, social media represents the emotional side of its users. Social media's product success in attracting people's attention to use it. Instagram is one of the most popular social media in Indonesia which occupies the fourth position after Youtube, Facebook and Whatsapp. The Instagram platform was raised by Kevin Systrom and Mike Krieger in 2010. Since its appearance, Instagram has pampered users with various innovation updates. As a result, the existence of Instagram has skyrocketed to this day. Based on the We Are Social and HootSuite survey in 2017, Indonesia was named the country with the most active Instagram users in Southeast Asia. At least 700,000 users have downloaded Instagram with a total of 45,000 active users. The survey also explains that the majority of active Instagram users are teenagers in the 18-24 year age range (Mahendra, 2017).

The characteristics of new media that are able to accept various characteristics of a person are considered to be the reason for the easy acceptance of the community towards the media. Therefore, it is not surprising that new media have become one of the most popular means of interaction. Currently, communication through virtual space can be done in various ways. The urgency of identity is important to discuss because without having an identity, a person will lose his identity. A person can usually lose his identity if there are unfulfilled expectations. This condition is further exacerbated by the emotional instability

of the perpetrator. This condition is known as an identity crisis. Usually those in crisis do not define themselves well. Even at a more severe impact, an identity crisis can pull individuals out of their social environment (Ramdhanu, 2019). In addition, identity is also important when individuals are faced with different situations and conditions. The presence of identity helps individuals to understand the most appropriate method for themselves in solving problems.

To maintain its existence, Instagram completed their features to be more attractive. Features such as effects, snap grams, close friends, reels, etc become the daily use in our society. So it is not surprising that many users make Instagram a place of existence. This type of existence can lead to two aspects, namely positive and negative. Positive existence occurs when social media is used fairly under the control of media management owned by each account owner. On the other hand, existence has a negative value when someone does not have good media management. This condition is sometimes exacerbated by the fact that most Instagram users are teenagers. Of course they are still in an unstable mental turmoil, unable to control their emotions to excessive euphoria. Not infrequently various actions are taken without thinking about long-term risks (Prasetyani, 2014).

The demand to show a perfect image, pushes the users to show a different side of themselves. The most common phenomenon is second accounts, especially for Instagram accounts. So, the second account displays the other side of the main account. The difference refers to the behavior of self-disclosure towards the dissemination of identity information. These various efforts are ways that many individuals today use to maintain their good image. This is an interesting phenomenon in the midst of concerns regarding the identity crisis in the midst of the development of social media as it is today. On the one hand, social media offers self-existence, but on the other hand, the desire to improve self-image makes users afraid to be themselves and choose to take refuge behind a second account (Sirait, 2021).

The existence of demands for existence as in the previous explanation presents an indication of the complications of using Instagram. Currently, there are Instagram users who have more than one account. A popular term that describes this phenomenon is second account. In general, the term second account refers to the act of creating another Instagram outside of the first Instagram account. Uniquely, the majority of second account owners display another side that distinguishes between the second account and the first account. Some of them even choose to hide their real identity, for example by changing the Instagram username so that it does not match the original name of the account owner listed on the first account (Sirait, 2021).

The trust that develops relationships seems close to the self disclosure concept. However, we also have to look into various problems and factors such as barriers from the surrounding environment to individual traits. When it comes to the use of a second account, there is a main purpose and reason for someone to create a second account. First, post content in large quantities. Second, monitor other users. Third, keep information confidential. Fourth, following Instagram public figures and online shops. Fifth, make Instagram the first as a professional media. Sixth, hiding the real identity. Seventh, can express freely (Permana, 2021)

Sarbottom Bhagat in *“Examining users’ news sharing behaviour on social media: role of perception of online civic engagement and dual social influences”*, found the different characteristics between the first and second Instagram. The first Instagram account usually performs self-image with aesthetic values where the acquisition of likes, comments and shares on uploaded content can be the center of attention for followers. However, the opposite reality is shown by the second Instagram which is actually interpreted as a safe place. Tanti Hermawati in *“Teen Motivation to Create Fake Identity Account on Instagram Social Media”*, defines the second account as a place for the owner to show a different side of himself that cannot be shown on the first Instagram. Various emotional reactions are usually shared by the second account only with those closest to them. The existence of clear and firm security pillars then becomes a new demand in interpreting the sharing of information through Instagram and various other media (Hermawati, 2021).

So, from the previous research we can identify the fake ‘personalities’ on the second Instagram also proves the existence of a barrier between virtual reality and the real world. In essence, the formation of identity is in line with the theory of looking glass self, where the treatment stimulated by other individuals is in line with expectations for their behavior. Therefore, identity can be formed along with individual interactions, between individuals and groups. However, in fact social media including Instagram raises various potential shifts in identity, for example through the delete, block, archive features. Research on second accounts has been done several times. For example, Doni and Fahlepo Roma’s research in the Behavior of Social Media Use Among Adolescents explains the behavior of social media users. Behavior appears as an individual desire according to the interests he likes (Doni, 2017). Furthermore, there is a study by Dwi Ajeng and Edy Sudaryanto entitled Motives for Using Self-Existence as a Form of Self-Existence in Instagram Accounts (Qualitative Descriptive Study of the Use of Self-Sufficient Photos in Instagram Social Media as a Form of Self-Existence in University Students August 17, 1945 Surabaya). The study linked this phenomenon with Abraham Maslow’s theory of motivation. In this theory, individuals want to achieve certain goals and satisfaction. Motivation becomes an intention which then encourages individual consistency to achieve this. Meanwhile, in another study, according to Wibisono in the Influence of the Use of Instagram on Adolescent Self-Existence (Study on Students in the UNILA FISIP Environment), stated existence as part of human life. The study saw that without existence, humans have no recognition of their own lives. The creation of existence can also encourage a person’s self-confidence so that he has freedom of expression. The results show that in the era of social media as it is today, existence is shown through various efforts ranging from status, photos to videos. In fact, it is not uncommon for people to make more efforts so that their existence can be recognized by the public (Wibisono, 2020).

From the phenomenon above, we can connect and identify the problems with dramaturgy theory. This theory belongs to Erving Goffman who was famous in the 20th century. In dramaturgy, life seems to be a drama performance. Of course, in a drama performance, not everything can be revealed in front of the audience. The parable of this theory portrays humans as actors who perform performances in the midst of society who act as viewers of a drama. An important aspect that is a concern for dramaturgy actors is how he creates the same meaning for the audience through the drama he presents. In this context people with

high self-confidence have more courage to express themselves (Trencsényi, 2014). Dramaturgy in the era of global modernization as it is today, is often associated with the use of social media as a forum for community interaction. Media, especially social media, becomes an arena for representing a person's front stage where he will show the best sides of himself. So it is not surprising that there is a difference between social media and real life. As a result of the dramaturgy, the actor can play many roles even at the same time (Dewi, 2018).

In dramaturgy, social life is divided into two front stages and backstage. The front stage is a role that is displayed by humans professionally when they are faced with other people. The front stage regulates the spatial layout where an actor sets the aspects that support him in playing a role. Professional appearance demands perfection as an effort to maintain the player's image. First, the front stage belongs to the front personal (front personal) which refers to the stage displayed by the actor when he plays the role. Therefore, the personal front displays the formal side of the actor. When you become a front person, someone is required to be perfect. Appearance is all aspects that support and can represent the social status of the actor who is playing. Therefore, what is displayed must be adjusted to the image you want to form. Perfection in appearance is very dependent on the main character's strategy in highlighting his character. To create the perfect appearance, style in dramaturgy on the front stage is the perfect style. Previously these styles had been planned as part of the front stage performance. Beside the front stage, there is a backstage which refers to the performance of actors outside the stage so that it is non-formal. On the front stage, the performance is set to approach perfection. Second, backstage emphasizes the natural side of the players. That's why it's not uncommon for the backstage to show the real side of the actor without being afraid to face the audience's response (Ajeng, 2018)

So, dramaturgy awakens our awareness of individual identity to place themselves in the midst of people's lives. The purpose of identity formation is to create unique special characteristics. The theory of self-identity involves seven dimensions. First, subjective is the absence of an absolute value in the individual so that it can change. Second, genetics are traits that individuals inherit from their parents and are usually difficult to change. Third, the dynamic formation of a new identity due to the fusion of values and culture with the surrounding environment as a form of socialization of living things. Fourth, structural is human planning about their own life. Fifth, adaptive is a form of human adjustment to a phenomenon and how to solve problems. Sixth, psychosocial is reciprocity between the individual and the surrounding environment. Seventh, existence is the search for identity in the midst of society and requires recognition (Permana, 2021).

Based on various existing studies, not many have seen from the side of dramaturgy in the second account. Therefore, researchers are interested in finding a correlation between the use of second accounts as a representation of dramaturgy theory, especially in the study of social media. This research also brings an update that distinguishes it from previous studies. In this study, the researcher correlates the second account Instagram phenomenon with dramaturgy theory which is reviewed through the concept of self-disclosure and identity. To sharpen the results, the researcher takes the relationship

between identity disclosure and the need for human existence. This research is expected to provide an overview of the phenomenon of self-disclosure on social media and the urgency to manage the desire to get an existence and image so that they are not trapped in the negative impact of social media.

METHOD

This research is a qualitative method with a constructivist paradigm. Constructivists state that humans do not acquire or discover knowledge but construct and shape it (Denzin, 2009). While the research strategy is a case study. Researchers are trying to find a pattern of interactive relationships about the millennial generation's understanding of privacy management to gain meaning by describing a complex reality. case study approach. The case study research strategy is an empirical method for investigating contemporary phenomena (cases) in depth and in real-world contexts, especially when the boundaries between phenomena and contexts may be clear. (Yin, 2017).

This research is structured systematically in managing and developing the data of the findings. Compiled using a qualitative approach, the research sharpens the exploration of phenomena that occur in society. Therefore, the main object of this research is humans. To complete the research data, books, journals and articles are used as references (Nugrahani, 2014). In addition, researchers also obtained data based on the results of interviews with informants. The interview method was chosen to determine the compatibility between the theory and the actual results in the field (Raco, 2010).

In designing a Qualitative Study there are five objectives that must be achieved through a qualitative study. Namely understand the meaning in depth to find logical thoughts, context to act according to the original phenomena found in the field, the current phenomena, exploring new phenomena that are worthy of research, the process of the formation of a phenomenon and build explanations and find solutions (Maxwell, 2009). The criteria for informants are those who are often active in using a second Instagram account. Then, the informant is also a second account user who often publishes various things through his Instagram account. In addition, informants also come from those who have unique motivations and stories behind making a second account.

Table 1. Informant identity

No	Name	Gender	Age	Profession
1.	Informant I	Female	21	Student
2.	Informant II	Male	21	Student
3.	Informant III	Female	20	Model/Influencer
4.	Informant IV	Male	22	Student/Graphic Designer

Source: Data Collection (2022)

The process of collecting data is done through in-depth interviews. To explore further as secondary data, researchers also looked at uploads of informants on the second account.

While the analysis is carried out thematically to get detailed and comprehensive research answers.

RESULTS AND DISCUSSION

Based on the data managed by the researchers, the informants used a second Instagram account as a place to express themselves. If the first account requires them to perform optimally by highlighting a good image, then the second account presents the opposite. In general, the second account is used as a forum for self-expression. Account restrictions to certain people make second account owners free to disclose the information they want to share. Various emotional sides do not even hesitate to be shown through a second account. This seems to be a representation of dramaturgy theory. In this theory a person has various sides that can be shown according to their respective interests. According to Informant 3, the second account freed him to be himself. The filtering of followers is one of the main reasons behind his penchant for expressing himself on second accounts.

"For example, I'm telling this story to my girlfriend. Then I'm afraid people will think "It's been a long time since I've been dating". So, on the second account, there is no family, cousins that I trust. So I'm more often in secrecy. I'm afraid people will talk. For example, I'm confessing at 7 in the evening, all the boys, I'm a girl alone. I'll think about how come all the guys hang out with each other. Why aren't there any girl friends?". (Informant 3, personal interview 14 September 2022)

Dramaturgy shows the different characteristics of Informant 3 in managing social media. In the front stage area, he tries to manage the impression of time stability between friends and partners (Surokim, 2017). On the other hand, the second account as a backstage actually shows the tendency of Informant 3 to spend time with their partner. This action was carried out by Informant 3 due to his distrust of the acceptance of others. Responses that arise and are unpredictable from uploads on social media make his second account an expressive forum that can only be accessed by certain followers on his social media.

While other information was given by Informant 2. In the use of social media, he is one of the owners who diligently uploads his personal information through a second account. The 'style' aspect on the front stage of dramaturgy helps Informant 2's actions in managing the appearance of social media. The difference in upload content between the two accounts represents Informant 2's fear of the decline in the good image he has formed. The secret behind the image can only be shown through the backstage (Mutia, 2019). Such behavior is part of a strategy to keep the audience interested in the drama that is presented. Therefore, based on the information from Informant 2 and Informant 3, social media management is based on the desired rules.

"The first shows happiness side but still limited on filter. It's because I'm afraid that someone might not like it. But if the second account is personal, the information is more filtered, trusts, talks often and is close often together and knows each other" (Informant 2, personal interview 16 September 2022)

This is also experienced by Informant 1 to create a second account. According to him, the presence of a second account helps the continuity of the perfect image that he presents through the first account. In line with the theory of dramaturgy in the back stage, it refers to the performance of actors outside the stage so that it is non-formal. The second account accommodates him in disseminating more 'lighter' and entertaining uploads. Informant 1 allowed himself to express what he wanted. Informant 1's action is in line with the concept of identity which emphasizes human characteristics as a characteristic. This identity is also complemented by a dynamic dimension as another identity-making concept. However, the behavior of Informant 1 through his second account shows an indication of self-disclosure or excessive uploading of information.

"In the second account, it feels really free. If you play the account, it looks really fake, doesn't it? I you, I you. If it's in the second, it's all out." (Informant 1, personal interview 16 September 2022)

The ease of technology in disseminating information sometimes makes its users complacent. Therefore, second account users are only intended for those closest to them. This management is carried out as a precaution against the possibility of self-disclosure. He limits his followers to those closest to him. This action belongs to dramaturgical thinking because what is shown in front of the stage is different from what actually happens backstage. However, the identity attached to the user also requires recognition from other individuals. In other words, the framework of dramaturgy that separates one performance from another also supports its existence in social media. Without dramaturgy, the perfection of the image cannot be realized. In the concept of identity, individual recognition is part of psychosocialism which demands recognition between individuals.

"For example, hanging out with friends. Have you ever slapped it when you were really annoyed. For example, you want to insult people. It can even be reciprocal sauce, for example tag-tagan. Because if you play the main account, for example, it can't be like that if the second account is joking" (Informant 4, personal interview 21 September 2022)

Meanwhile, Informant 4 also described the second account as an account to share with those closest to him. This is indicated by the sharp difference in the number of followers between the two accounts he has. On the first account he can collect about 800 followers while on the second account only about 100 followers. This number shows the percentage difference which is quite far.

"First 800, but in the second account, it's not up to 100" (Informant 4 personal interview 21 September 2022).

Meanwhile, Informant 2 has other criteria to protect second accounts. According to him, followers of the second account must have a special affinity with him. In addition, the followers must also have a second account. According to him, such a step is a commensurate reciprocity to distinguish between a second account and a first account. Informant 2's actions are in line with psychosocialism and structuralization as planning in

the concept of identity. This step is also the difference between "front stage" and "back stage".

*"They are close and know each other and he must have a second account too."
(Informant 2 personal interview 16 September 2022)*

Informant 2 even used his second account as a place to share his emotional side. In popular terms this action is called "venting". Informants usually like to vent, especially when they have certain problems that cannot be expressed through other social media. Informant 2's action leads to the purpose of self-disclosure, namely as self-disclosure. The background of the action was partly because Informant 2 felt that the second account was a safe place. He even used to form his own words. In dramaturgy, the informant's action is a way to support his prime appearance on the first account.

"For example, there is a problem, yes, vent on the second account. Usually, I use the words, make my own." (Informant 3, personal interview 14 September 2022)

Informant 3 also asked his followers to give feedback about him. As a result he found that there was a difference between the image he displayed on the first account and the second account. This response was confirmed by Informant 3 as the account owner. To support his profession, he must maintain his good image which is displayed on his first account. Therefore, the second account is present as a place of freedom for him to express himself. Informant 3 displays his identity in a dynamic form. That is, he adapts to the situation and conditions that are being faced. On the "front stage" he showed his best side. In accordance with the thinking in Dramaturgy theory, the performance is adjusted to the audience. However, on the other hand, "backstage" shows a different side that can only be shared with a few viewers.

*"Very often. It's like my friend said. When you are first, it's like you keep your image really good. Actually, you're like an ordinary person. On Instagram (first), my personal branding is in all kinds of cafes. Now, I'm my personal branding like that so I can get a rate card that suits me. That's a high rate card, that's what I took."
(Informant 3 personal interview 14 September 2022)*

In the use of social media, spontaneous behavior is also shown when users disseminate personal information without thinking about the long-term impact it will receive. If spontaneous behavior is carried out continuously, it is feared that it will cause leakage of the user's confidential data. (Doni, 2017). Informant 1's dramaturgy game can be seen from the way he manages the followers of his two Instagram accounts. In the first account, the informant provides space for family and friends he knows to become his Instagram followers. However, in the second account, he limits the space for these people. The followers of the second account are only for the environment that he thinks is close to him.

The phenomenon of second Instagram accounts is inseparable from the function of Instagram as a social media. Freedom to interact without boundaries sometimes pays less attention to the negative impacts that arise. In the concept of self-disclosure, someone who reveals himself can spur others to do the same. The publicity of the identity given to

the public ultimately triggers self-disclosure. In the millennial generation, self-disclosure is increasingly being sharpened as an effort to find identity. In the concept of identity, the step is categorized as subjectivity or uncertainty inherent in the individual. So it can be concluded that the main factors that encourage individuals to act include themselves and their surrounding environment.

In accordance with the concept of self-disclosure in dramaturgy, the second account builds a "stage" that represents the other side of the informant. Various uploads are displayed more expressively. Even the informants did not hesitate in showing their emotionality. This action refers to self-disclosure. However, this behavior sometimes leads the informants to over-disclosure of information. In the concept of self-disclosure, the information manager is oneself. Therefore, excessive publicity of information is an act that is carried out consciously and planned so that it is part of personal responsibility. Various cases of information dissemination that have been experienced by the informants should be a benchmark for second account users to act.

In the concept of identity, each individual has its own characteristics. In the second account, this concept is realized through the different motives for revealing identity among the informants. The reasons for distrust, maintaining image, showing expressive side, etc. become the background for informants using a second account. This action corresponds to one of the dimensions of identity, namely existence. According to dramaturgy theory, the existence between first and second accounts is presented differently. The game "front stage" is presented in a more structured manner with perfect results. However, the "backstage" actually displays other sides that cannot be displayed through the "front stage". Therefore, blurring or double identity is one of the impacts that arise from the use of the second account. The presence of adaptive abilities in generating identity through social media is one of the main preventions against self-disclosure behavior.

Based on the information obtained from the informants, the use of a second account is one of the implementations of dramaturgy theory. The demands of the first account to show the owner's perfect side make them feel bored. This is due to the demands that must be met in an effort to maintain the "image" when performing in front of the stage. Therefore, the second account becomes their escape to accommodate various self-expressions, especially in social media. However, this freedom is sometimes very unfortunate because some second account owners cannot manage their self-disclosure carefully. It is feared that excessive dissemination of personal information could threaten their true identity. This theory contributes to the discussion of social media, especially Instagram. Dramaturgy identifies the existence of a 'game' that is arranged between a person's front and back stages so as to form consistency in self-disclosure. Research using dramaturgy refers to the rational reasons why a person chooses to hide his true identity.

CONCLUSION

The use of social media is now a part of people's lives. The phenomenon of the second Instagram account is one of the evidence of the user's concern to show the real side of

being loved. Most display other sides of his personality through a second account. This behavior is inversely proportional to the management of the first account which is usually neatly arranged so that it creates a good image perspective. This shows that social media is another side which shows that what is displayed does not always match reality.

Reflecting on the facts above, dramaturgy can be indicated as the beginning of the formation of self-disclosure. The main factor is the desire to remain free to open up and share information without having to worry about the perceptions of many people. This research on dramaturgy on Instagram users has succeeded in indicating several important things. First, Instagram is now a part of people's daily lives, so it is important to research it. Second, Instagram users indicate a lack of self-confidence to present themselves in public so that dramaturgical theory helps to decipher what causes this to happen. Third, dramaturgy can infect anyone which ultimately leads to over self-disclosure.

Various stories from informants stated that the second account had become their choice for self-disclosure, especially on social media. However, this freedom makes them forget the true meaning of privacy. However, sometimes this desire to express themselves and freedom of expression is not accompanied by careful management of their self-disclosure. Therefore, the researcher recommends that future research be able to look at prevention and education so that social media users can be wiser in disclosing themselves so that identity bias does not occur which can harm themselves or others.

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