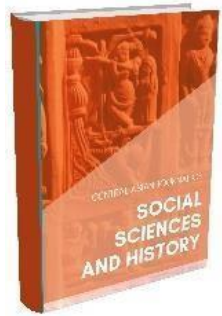




CENTRAL ASIAN JOURNAL OF SOCIAL SCIENCES AND HISTORY

Journal homepage: <https://cajssh.centralasianstudies.org>



SELF-IMAGE OF STUDENTS SECOND ACCOUNT USERS ON INSTAGRAM (Study of phenomena among students at SMK Negeri 1 Gempol)

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Abstract:

This research focuses on forming self-image by students of SMK Negeri 1 Gempol Pasuruan through second accounts on Instagram social media. The method in this research is descriptive qualitative using Erving Goffman's Dramaturgical theory approach. In this research there were 10 informants as sources of data obtained from interviews and observations. The results of this research show that students at SMK Negeri 1 Gempol use a second account on Instagram as a place to brand themselves by sharing positive content. The data found that the formation of self-image through social media Instagram is based on aspects that are highlighted such as physical, psychological and social aspects in forming one's self-image. The informant will highlight parts that are understood to be strengths and will cover up (keep) things that are understood to be weaknesses.

ARTICLE INFO

Article history:

Received 09-Oct-23

Received in revised form 15-Oct-23

Accepted 30- Oct-23

Available online 31-Oct-2023

Keyword: Self-Image,
Second Account, Instagram.

INTRODUCTION

Along with the development of information and communication technology, it has an indirect impact on how individuals' social interactions change. Of course, social media is a tool that is currently utilized and even used by all groups with various user interests. The Internet is a form of technological progress whose presence really allows everyone to search for information and entertainment throughout the world. The internet, which stands for interconnected networking, is a collection of communication networks that are used as a connection between various computers with the free exchange of information spread throughout the world. The internet can change the way humans communicate and obtain information (Muslim & Dayana, 2016).

The presence of the internet marked the era of entering the new media era. New media describes an era where everything is digital and has a manipulative, dense, interactive and neutral nature. Simply put, new media is media that consists of communication between humans and computers, smartphones and the Internet (Puspita, 2015). New media is also referred to as online media. An example of a form of new media and internet development is social media.

Social media is a communication tool using internet technology which functions as a social interaction process where users can create and exchange information on existing applications (Mulawarman & Nurfitri, 2017). Facebook, Twitter, Instagram, Youtube, Blog are several social media platforms that have millions of active users in Indonesia. Currently, the Instagram platform is a popular social media. Based on data sourced from Hootsuite We Are Social in 2020, Instagram social media users in Indonesia it reaches 79% of the total population (Datareportal.com, 2020). Based on data from databox, Instagram users are dominated by young people aged 18-34 years, where the majority of users are women.

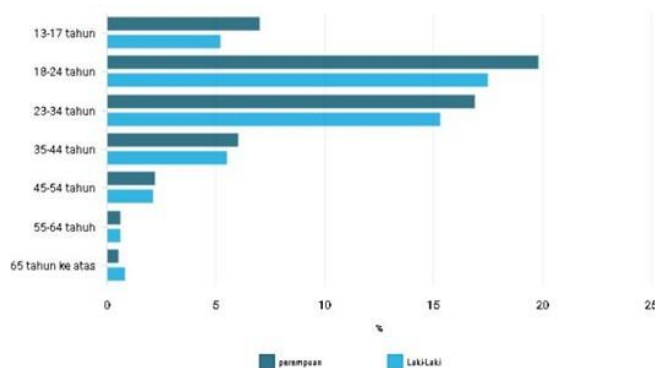


Figure I Instagram

User Data

Instagram social media is social media that is used as a medium for communicating and sharing information, in the form of photos and videos (Hidayat et al., 2021). Instagram social media is used as a place to expand networks and also as a place for self-existence. On this social media platform, users can share their posts in the form of photos or videos. Instagram feed is a feature that is used to share photos and videos, where the like, comment, and other features are also available. hashtags, and captions. The caption itself is a sentence that describes the content (Megadii & Panganguspa, 2021). There is one feature that is currently popular among teenagers, namely the multiple account feature. The advantage of the multiple account feature is that Instagram users can create and use several accounts at once on one smartphone. This feature allows users to have two accounts called a main account (first account) and a

second account (second account). The main account is an account that displays the image or self-image that he wants to build. Meanwhile, the second account is an account that presents the true self (Dewi et al., 2018).

Users are free to choose followers and share about anything. In fact, this second account allows users to forget about their image or self-image on social media, because users are not required to be perfect. It is not surprising that the majority of students at SMK Negeri 1 Gempol have more than one Instagram account. In a social relationship, image is very important, as well as when someone uses Instagram, the presence of social interactions in the school environment makes someone easily influenced in making the decision to use Instagram, whether it's to look better. "style" as well as because of its usefulness and sophistication. According to Maslow, humans have tendencies to achieve needs so that they are meaningful and satisfying. Humans are creatures that are never in a state of complete satisfaction. If a need has been met, other needs will emerge and demand satisfaction. This occurs continuously throughout the human life span (In Desmita : 2010:60).

Maslow's hierarchy of needs system starts from physiological needs, which is a basic hierarchy of human needs needed for life, for example, food, water, shelter. Security needs include protection against danger, threats and security guarantees. If physiological needs and safety needs are satisfied, social needs will emerge, including the need for friendship, affection, support and closer interaction with other people. Self-esteem needs include the need for the desire to be respected, appreciated for one's achievements, recognition of one's abilities and expertise. Self-actualization needs are related to the development process of a person's true potential (Bernhard & Merinda, 2017). Previously, several researchers had conducted research on the social media Instagram and the phenomenon of the second account feature, for example research on the benefits of Instagram in forming the self-image of young women in Makassar conducted by (Muhammad Ardiansah Putra, 2019).

The results of the research explain that (1) teenage women take advantage of the features available on Instagram. The author's informants use features to form their self-image on Instagram. (2) Apart from the features available on Instagram, having many followers and changing one's views can also be a major factor in shaping the self-image of teenage women on Instagram. (3) The members of Kalaqoh Khumairah had some different thoughts on the post sample on Instagram, some think positively and some think that some posts are considered negative.

Further research on the formation of self-image of students at the Faculty of Communication Sciences, University of dr. Soetomo Surabaya on Instagram (Nabila Saridilla Reza Putri, 2021). The results of his research found data that the formation of self-image through social media Instagram is based on aspects that are highlighted such as physical, psychological and social aspects. Based on research conducted through interviews, it was found that students at the Faculty of Communication Science, Dr Soetomo Surabaya, used Instagram to form their image. The formation of self-image is always marked by the Instagram user's understanding of himself through the concept of Dramaturgy. The aspects highlighted by informants vary depending on their understanding. The informant will highlight parts that are considered strengths and will cover (keep) parts that are considered weaknesses.

There was also research conducted (Prihantoro et al., 2020) on Instagram as a Self-Image Shaper for the Jakarta Millennial Generation. The results of his research show that in forming their image on Instagram social media, the millennial generation creates symbols such as through color tones in their photos and a relaxed language style so that a certain image is formed; that the millennial generation is a unique, confident, creative and connected individual where they are able to interact with other people through social media. From research conducted by (Ketut Anindita Satyanandani, 2023) regarding Virtual Self

Image among Instagram Users (Dramaturgical Study on Untag Surabaya Communication Science Students) The results of the research show that the front stage is where the research subject builds his/her self image as best as possible and the back stage is where the subject research to be himself without having to wear a mask. and the discovery of the middle stage experienced by research subjects when forming their virtual self-image. Research subjects interpret virtual self-image as an online version of themselves that can be shaped according to their wishes and use Instagram and virtual self-image as a forum for forming a portfolio and self-actualization in order to open up new opportunities for research subjects. Student is the term for students who are currently pursuing formal education from elementary level to formal education at upper secondary or vocational level. Many students have Instagram social media because of its effective and efficient use (Ambarsari, 2020).

The theory used in this research is the Dramaturgy theory by Eving Goffman. Dramaturgy is an approach that was born from the development of Symbolic Interactionism Theory. Dramaturgy emerged to fulfill the need for maintaining personal integrity and became a model for studying human behavior, about how humans assign meaning to their lives and the environment in which they exist. His work depicts humans as symbol manipulators who live in a world of symbols (See Susilo and Kodir , 2016).

In the concept of dramaturgy, Goffman begins with an interpretation of "self-concept", where Goffman describes a broader understanding of the self than Mead (according to Mead, an individual's self-concept is stable and continuous while forming and being shaped by society on a long-term basis). Meanwhile, according to Goffman, self-concept is more temporary, in the sense that the self is short-term, playing a role, because it is always required by different social roles, whose interactions in society take place in short episodes. Regarding interactions, Goffman calls the definition of a situation for a particular individual's self-concept self- presentation.

The focus of the dramaturgical approach is not on what people do, No. not on what they want to do or why they do it, but on how they do it. Burke saw that action is a basic concept in dramaturgy. In this case, Burke provides a different understanding between action and movement. Action consists of behavior that is intentional and has a purpose, while movement is behavior that contains meaning and has no purpose (Susilo and Kodir, 2016).

Dramaturgy also emphasizes the expressive/impressive dimension of human activity, namely that the meaning of human activity is found in the way they express themselves in interactions with other people who are also expressive. Because human behavior is expressive, human behavior is dramatic. The dramaturgical approach has the essence that when humans interact with each other, they want to manage messages that they hope will grow and be understood by other people. For this reason, every human being performs for other people. Dramaturgists view humans as actors on stage playing their roles.

RESEARCH METHODS

This research uses a qualitative descriptive method, by describing the self-image of students among second account users on Instagram, especially students at SMK Negeri 1 Gempol. The location of this research was carried out at SMK Negeri 1 Gempol, precisely on Jl. Dau Darmorejo, Betas, Kepulauan, Kec. Gempol, Pasuruan, East Java 67155. The informants in this research were 10 students of SMK Negeri 1 Gempol, where they were chosen based on the consideration that they used the second account feature on Instagram. The theoretical approach used in this research uses the Dramaturgical Theory proposed by Erving Goffman. In the concept of dramaturgy, Goffman begins with an interpretation of "self- concept", where Goffman describes a broader understanding of the self than Mead (according to Mead, an

individual's self-concept is stable and continuous while forming and being shaped by society on a long-term basis). Meanwhile, according to Goffman, self-concept is more temporary, in the sense that the self is short-term, playing a role, because it is always required by different social roles, whose interactions in society take place in short episodes.

There are 2 stages in the data collection technique, namely primary data collection. In this case the researcher used observation and in-depth interview techniques with the aim of obtaining correct information from the sources. and secondary data. Meanwhile Secondary data collection is by directly observing the main account and second Instagram account.

There are several stages in the data analysis technique, namely data reduction is the process of collecting important data or information related to the research problem, then the data is grouped according to the existing problem topic, so that conclusions can be drawn about the problem topic in the research and finally evaluation is a review of the results of the analysis data by informants based on conclusions aimed at avoiding misunderstandings about the results of interviews with informants.

RESULTS AND DISCUSSION

Instagram has various features, one of which is the multiple account feature. The multiple account feature allows users to have two accounts called the main account (first account) and second account (second account). Apart from that, Instagram too has an account switching feature. With this feature, users can have more than one account in one application and can use it simultaneously without having to log in or log out first. Based on observations and interviews with several students at SMK Negeri 1 Gempol, users understand posts on social media accounts has an influence on self-image so it is felt necessary to share positive posts with followers on Instagram social media.

Informants indicated that in using media, each person has their own interests and needs. There are 2 formulations from the results of this research: the first is considering social status in using a second account and the second is how they make the decision to use a second account to build their self-image.

Formation of Self Image according to Dramatugi Theory

Dramaturgical theory explains that human identity is unstable and Each of these identities is an independent part of the psychological psyche. Identity Humans can change depending on interactions with other people. Actors perform a script in language/symbols and behavior To produce meanings and social actions in a socio-cultural context. Audiences interpret the script with their knowledge of cultural rules or significant symbols. This is where dramaturgy comes in, how we master those interactions.

In dramaturgy, social interaction is interpreted the same as theatrical performance. Humans are actors who attempt to impart personal characteristics and goals to others through the performance of their own drama. Goffman divides dramaturgy itself into three:

Front Stage Analysis

Front stage is an actor playing a role that only shows the best sides. According to Erving Goffman, the front stage is divided into two parts, namely persona front and setting (Fitri, 2015). The personal front consists of several tools that can be seen by the actor as tools that are brought on stage. The personal front

in social life can be seen through an actor's spoken language and body language. Setting is the physical situation that must exist in when the actor performs. If there is no setting, an actor will not be able to perform.

What shows the personal front is the process of selecting photos and photo captions that will be shared on the user's Instagram account. Meanwhile, the settings in Instagram social media are the facilities available when sharing photos or videos on your account Instagram by utilizing various filters and video facilities, and photo caption columns. The dramaturgy in this research was demonstrated by the owner of the Instagram account, namely. On the main account, before uploading content or photos, a selection process is carried out first. After conducting more in-depth observations and interviews with informant 1, the definition of a good photo is a photo that looks beautiful and white. So before uploading photos to your main account, The first informant always thinks first about whether the photo is appropriate or not to upload on the main Instagram account.

Meanwhile, informant 2's motive for creating a main account was to appear to exist like his friends. Photos uploaded to the main account are personal photos and photos with friends. After I conducted more in-depth observations and interviews, there were similar motives with informant 1, informant 2 also carried out a selection process first before upload photos.

The post uploaded by informant 3 is not much different from the first and second informants, namely the photo must look perfect, like white, supported by style and background the aesthetic one. Even before uploading, the photo editing process is carried out first. Not much different from the previous informant, informant 4 more often shares photos only on the Instagram story feature . Even if you want to share photos on your feed, you have to pay attention The feed design or layout on the Instagram display must look attractive and neatly arranged looks more Instagrammable.

Apart from that, informant 5 also rarely shares content on the main account. The main account is only used to upload formal activities or events. Because while playing The number of followers or people he follows is large, from friends from elementary school to his friends now, and it's not uncommon for his followers or followers to be people he doesn't know. So he is more careful when he wants to upload content. Informant 6 explained that he never uploaded his personal photos on the main page account because they had a bad experience or were traumatized by their photos being misused by unknown people. So the Instagram feed only contains photos from hunting for landscapes such as beaches and zoos. This can happen because everyone has the freedom to use new media.

Different from the previous informant's motive, informant 7 only uploaded photos on the Instagram story feature . Due to feelings of insecurity , the informant did not upload posts to the Instagram feed. In fact, for this reason, before uploading a photo, the informant first confirmed the suitability of the photo with his friend. Based on this explanation, there are similarities when it comes to the symbolic interaction theory initiated by George Herbert Mead which is related to the concept of Mind. According to Mead, humans are different from animals, and what makes the difference is that humans always go through a thinking process before doing something. So informants think about the suitability of the content first before sharing posts to the public. And on the main account, users cannot freely share posts because they have more followers or followers than the second account (Nurul Fitriyani, Merry Fridha Tri Palupi, 2022).

The same motive was also expressed by informant 8, namely feelings of insecurity making informants only share photos that are considered aesthetic. Informant 9 also explained that the motive for using the main account was only to upload videos for school assignments, so he never uploaded his personal photos because he felt less confident. upload personal photos to the main Instagram account . From the three

informants' explanations, it shows that there is a low level of self-confidence, which makes the informant not want to appear on the main Instagram account feed. Lack of self-confidence is caused by a person's worry about other people's views of him (Ardhiya, 2019). Informant 10 also did the same thing, the motive for using the main account was only to upload photos and videos of school assignments. However, the reason for not uploading personal photos on his Instagram account because he felt that such activities were not important to him. According to the informant, the form of self-expression does not have to be through posting on an Instagram account but can simply be enjoyed by yourself in everyday life without sharing it on social media.

Middle Stage (Middle Stage)

The center stage is another stage outside the official stage when the actor communicates his messages, namely the front stage when they act in front of the audience but also outside the back stage when they are preparing the message. The middle stage is a stage between the front stage and the back stage which is a stopping place for the informants. The center stage also includes various events and activities. It's here The informants prepare all the equipment before showing off on Instagram, working, traveling or participating in a social activity. Erella_mc and anjadhone prepared themselves by dressing up, but not win.as_20 and arifancesc, they only wore simple make up.

Back Stage Analysis

Back stage or referred to as behind the screen indirectly, the actor explains if there is something that the audience does not know (Fitri, 2015). In contrast to the front stage, on the back stage someone shows a different side of themselves without thinking about the image according to the demands on Instagram social media. The motive for using the second account is different from the main account. When humans interact, they will choose a role. If the motive for using the front stage (main account) is an identity that someone wants to build to show to other people. Meanwhile, the motive for using the back stage (second account) is a place where someone tends not to want to showing their personal identity to the public (Dewi et al., 2018).

Based on data from informants 1 and 2, the motive is to use a second account to upload all design and photography work due to existing posts in the main. This account is specifically used for works that are very good, so if the results are not good, upload them to the second account because you don't feel confident. Other reason because there are also few followers or followers on the second account, so it won't work causes embarrassment even if he uploads all of his work, even if it is the results are not good. This directly shows that the influence of one's existence on social media, especially Instagram, is very large. Apart from that, there are other motives in it using a second account is used to stalk people and upload random personal photos. What is meant by random photos here is tended uploaded a photo where his face was not visible, because the second informant didn't want to displays his identity on the second account. After conducting more in-depth observations and interviews with informant 3, it turned out that the motive for using the second account was to upload photos of memes (images with funny narratives) as well as photos of idols. Because there are fewer followers and following informants on the second account and of course only those closest to you, so it is more comfortable upload these photos to your second account. express yourself freely.

The meaning of freedom here is a way of expressing yourself with Informant 4 explained the motive for using a second account upload stories about complaints, you can even upload your favorites about Korean

without feeling insecure or afraid of being bullied by their friends. So, if an informant wants to upload a post to the main account, he or she must think several times about whether or not it is appropriate to upload this post to the main account. For that reason makes this informant feel freer to post anything on the second account because His followers or those he follows are only those closest to him and also fellow Korean friends.

So no one will comment badly on the post uploaded Apart from that, informant 5 also revealed several deep motives using a second account, apparently the informant thinks that in the main account you must be able to maintain your self-image so whatever is uploaded to the main account is something that fine. Because the informant also realized that posts on Instagram could influence other users' assessments of the characteristics or traits of the account owner. So informants feel more comfortable if they upload stories of complaints on the second account.

Meanwhile, in the second account, informants can more freely upload stories of their complaints because only people you know follow, there's no need to close yourself off. The motives for using the second account of informants 6 and 7 are similar, namely used to share personal photos, activities with family and friends. Matter This is because on the main account the informant did not share these photos. On the second account, the informant felt freer to share posts because of his followers or only those closest to you follow. In contrast to informant 8, the motive for using a second account was used for sharing photos with friends that you feel are not aesthetic enough to share on your main account. Apart from that, there were other motives from informant 8 in using the second account namely as a place to tell the story of his daily personality in features instastory Instagram. A person feels comfortable and has their needs fulfilled through the process of self-disclosure on the Instagram story feature . Most social media users choose to use the Instagram story feature as a medium for self-disclosure. The content shared on users' Instagram stories depends on their mood experienced by users (Mahardika & Farida, 2019).

People are now also taking advantage of the freedom to use new media to dig up other people's information more easily. This is in line with the motives of informants 9 and 10 who used the second account for stalking or to find out account information others. According to psychological science, the word stalking is useful to describe various things the character of someone who has a personality disorder. Apart from that, stalking in the field Law is also described as a form of crime. Stalking is a crime that is often used to disrupt someone's life. This makes someone's stalking behavior tend to be excessive towards something they like or hate (Afnibar & Fajhriani, 2019). There is also another motive for using a second account , namely that it is used to increase the number of followers on the informant's main account.

CONCLUSION

Based on the results of the research and discussion above, the conclusions of this research are as follows:

1. The formation of self-image is always marked by Instagram users' understanding of themselves through Dramaturgical theory. The aspects highlighted by informants vary depending on their own understanding. The informant will highlight parts that are understood to be strengths and will cover up (keep) things that are understood to be weaknesses.
2. There are three aspects of self-image formed by students at SMK Negeri 1 Gempol, namely the first, the physical aspect which includes physique (body shape, eye sight, clothing). The second aspect is, the skills possessed. The third aspect is community or social group that is followed

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