

## ABSTRAK

Fenomena penggunaan *second account* di Instagram semakin marak di kalangan dewasa awal sebagai sarana privasi, kebebasan berekspresi, dan pengelolaan tekanan sosial dari akun utama. Berdasarkan survei We Are Social (2025), terdapat 103 juta pengguna *Instagram* di Indonesia, dengan dominasi kelompok usia 18–34 tahun. Usia ini termasuk fase dewasa awal, di mana individu sedang berada dalam transisi menuju kemandirian dan banyak mengalami eksplorasi diri. Kondisi ini sering kali memunculkan *Social anxiety*, yang dapat memengaruhi perilaku *self-disclosure* di media sosial. Penelitian ini bertujuan untuk mengetahui hubungan antara *Social anxiety* dengan *self-disclosure* pada pengguna *second account Instagram* berusia dewasa awal. Penelitian menggunakan pendekatan kuantitatif korelasional dengan melibatkan 177 responden berusia 18–25 tahun. Mayoritas responden berjenis kelamin perempuan (84%) dan berstatus mahasiswa (79%) yang berdomisili di Kota Bandung (49%). Instrumen yang digunakan adalah *Social anxiety Scale for Social Media Users* (SAS-SMU) dan *Self-Disclosure Scale* (SDS). Analisis data dilakukan menggunakan uji korelasi *Rank Spearman* dengan bantuan *software* SPSS versi 27. Hasil penelitian menunjukkan tidak terdapat hubungan signifikan antara *Social anxiety* dan *self-disclosure* ( $r_s = -0,062$ ;  $p = 0,411$ ,  $p > 0,05$ ). Temuan ini menolak hipotesis awal yang menyatakan adanya hubungan positif antara kedua variabel. Implikasi hasil penelitian ini menegaskan bahwa penggunaan *second account* lebih difungsikan sebagai mekanisme pengelolaan *Social anxiety* dan pencarian lingkungan yang terkontrol, bukan peningkatan otomatis dalam kuantitas maupun kedalaman *self-disclosure*. Penelitian selanjutnya disarankan untuk mengeksplorasi variabel mediasi lain serta menggunakan pendekatan kualitatif agar pemahaman yang diperoleh lebih mendalam.

**Kata Kunci:** *social anxiety, self-disclosure, second account instagram, dewasa awal.*

## ABSTRACT

*The phenomenon of using second accounts on Instagram has become increasingly prevalent among young adults as a means of maintaining privacy, expressing themselves freely, and managing social pressure from their main accounts. According to We Are Social (2025), there are 103 million Instagram users in Indonesia, with the majority aged 18–34 years. This age group falls within the early adulthood phase, a transitional stage toward independence that involves significant self-exploration. Such conditions often trigger Social anxiety, which can influence self-disclosure behavior on social media. This study aims to examine the relationship between Social anxiety and self-disclosure among early adults who use second accounts on Instagram. The research employed a quantitative correlational design with 177 respondents aged 18–25 years. The majority of respondents were female (84%), students (79%), and residing in Bandung (49%). The instruments used were the Social anxiety Scale for Social Media Users (SAS-SMU) and the Self-Disclosure Scale (SDS). Data were analyzed using Spearman's Rank Correlation Test with the assistance of SPSS version 27. The results showed no significant relationship between Social anxiety and self-disclosure ( $r_s = -0.062$ ;  $p = 0.411$ ,  $p > 0.05$ ). These findings reject the initial hypothesis that predicted a positive relationship between the two variables. The implications suggest that second accounts are primarily used as a coping mechanism for managing Social anxiety and creating a more controlled environment, rather than automatically increasing the quantity or depth of self-disclosure. Future research is recommended to explore potential mediating variables and to employ qualitative approaches for a deeper understanding.*

**Keywords:** *social anxiety, self-disclosure, second account instagram, early adulthood.*