

## **ABSTRACT**

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***The Effect of a Second Account on the Instagram Platform  
on Generation Z Self-Disclosure in Depok City***

***Keywords: Second Account, Instagram, Self-Disclosure***

***(xi + 73 + Attachment)***

*This study aims to determine how much influence the second account on the Instagram platform has on Generation Z self-disclosure in Depok City. This research method uses quantitative methods by distributing questionnaires to respondents online. The data analysis technique of this research used simple linear regression analysis. Respondents in this study were men and women born in 1997-2009, actively using Instagram and having a second account, and domiciled in Depok City, West Java with a total number of samples calculated using the Rao Purba formula to get 400 respondents. The theory used in this study is the Johari Window, which describes a person's self which is divided into 4 parts, namely Open Area, Blind Area, Hidden Area, and Unknown Area. The results of research on 400 respondents stated that  $H_0$  was rejected and  $H_a$  was accepted, which means having a second account influence on the Instagram platform on Generation Z in Depok City.*

***Bibliography (2002-2019)***