

ABSTRACT

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Motives for Using Second Instagram Accounts Among Generation Z

Keywords: Dramaturgy, Generation Z, Social Media, Second Instagram Account, Uses and Gratifications

(xi + 73 + Appendices)

Currently, Instagram is widely used by Generation Z. Instagram offers appeal through its photo and video upload features. As social media trends evolve, Instagram continually adds new features to make it easier for users to express themselves. Although Instagram provides the Close Friends feature, which allows users to manage story posts visible only to followers on the Close Friends list, this feature often fails to meet user satisfaction or comfort. As a result, Instagram users opt for an alternative by creating and maintaining a second Instagram account. The aim of this study is to understand and analyze the motives behind the use of second Instagram accounts among Gunadarma University students in Depok. This research employs a descriptive qualitative approach. The findings indicate that the motive for using second Instagram accounts among Gunadarma students in Depok is driven by the need for personal space and self-expression. They use second accounts to share content freely without worrying about public judgment, maintain privacy, and distinguish between professional and personal content. Using Erving Goffman's dramaturgical theory, the second account functions as the "backstage," where users can express themselves freely from public scrutiny, while the main account serves as the "front stage" for a more structured public image. According to Uses and Gratifications theory, the second account fulfills five main needs: cognitive, affective, personal integration, social integration, and entertainment.

Bibliography (1959 – 2023)