

ABSTRAK

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MOTIVES FOR USING SECOND ACCOUNTS ON INSTAGRAM SOCIAL MEDIA AMONG STUDENTS

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(XI + 72 + Appendices)

Instagram is an application and also one of the most widely accessed social media by Indonesian people. Seeing the large number of Instagram users in Indonesia, Instagram has become one of the initiators of the phenomenon of creating a second account. A second account is a phenomenon of users who have more than one account or can also be called a multiple account. The purpose of this study is to determine and analyze the motives for using a second Instagram social media account among students. This study uses Erving Goffman's Dramaturgy theory. This theory assumes that each individual acts as an "actor" who plays a certain role in the social "stage", similar to how actors play a role in a drama. This study uses a qualitative approach with data collection techniques in the form of interviews and observations of 7 research subjects from various universities. The results of the study show that the motives for using a second account can be categorized into two main types, namely because-motives and in-order-to-motives. The motive because involves the influence of 'trends' and the desire to archive personal moments. While the motive of purpose is related to the need to share certain content, protect oneself from negative impacts, and interact with close friends or for business interests. Through dramaturgy theory, the results of this study found that the first account functions as a front stage, where individuals try to present an ideal and perfect image to the public, while the second account functions as a back stage, allowing users to be freer in sharing content in a more private scope.

Bibliography (2000-2022)