

ABSTRACT

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THE EFFECT OF THE USE INSTAGRAM SECOND ACCOUNT ON STUDENTS OF THE FACULTY COMMUNICATION STUDIES OF GUNADARMA UNIVERSITY BATCH 2019

Keyword : Use of Social Media, Second account Instagram, Communication Style

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In the current era of new media, social media is one of the media that has the most fans in Indonesia. Social media is a means used by everyone to interact with each other without the limitations of space and time by using the internet. Almost every Indonesian today has social media. There are many social media currently available, such as Instagram, Twitter, Facebook, and others. However, among all existing social media, Instagram is one of the most popular in Indonesian society. The use of Instagram is shown through account ownership on this social media and most of its users are teenagers aged 18-25 years. Among the large number of accounts on Instagram, actually some of them are not only owned by one user. Accounts other than the main Instagram account are called second accounts. The existence of a second account can be a medium for someone to express emotions and thoughts more freely because users limit the number of followers on that account, so that all followers are only people they trust. Channeling emotions and thoughts freely is indicated by the communication style used. Communication style describes how we behave when we send and receive messages. In its application, the communication style used by each person is different. Everyone has a unique communication style. The research was conducted through a quantitative approach to 243 students of the Faculty of Communication Sciences, Gunadarma University, class of 2019. The results showed that there was an influence between the use of second Instagram accounts on communication styles of students of the Faculty of Communication, Gunadarma University, batch 2019.

Bibliography : 2002 - 2021