

The Close Friend Phenomenon on Second Account Instagram: Privacy Management of Male and Female Students

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Abstract

This study aims to explore private disclosures and privacy management among male and female university students who use the "Close Friends" feature on their secondary Instagram accounts. The research applies Communication Privacy Management (CPM) theory to analyze how individuals establish boundary rules and manage private disclosures when sharing both public and private information on social media. This study employs a descriptive qualitative approach, with data collected through in-depth interviews involving six university students who use the "Close Friends" feature on their secondary accounts. This study identifies differences in privacy management between male and female university students. Although both groups exhibit similar private disclosure patterns, male students tend to exercise greater caution when managing their privacy on Instagram. This study identifies differences in privacy management between male and female university students. Although both groups exhibit similar private disclosure patterns, male students tend to exercise greater caution when managing their privacy on Instagram. Additionally, the study finds that users of the Close Friends feature on secondary accounts manage their private information by establishing privacy rules according to their preferences as information owners. They coordinate private disclosures on social media through boundary linkages, boundary ownership, and boundary permeability, implementing thick boundaries. Some users of the Close Friends feature on their secondary accounts have experienced instances where friends on their close friends list shared private information they had disclosed. This led to privacy turbulence, prompting them to modify and refine the rules they had previously established

Keywords: Communication, Privacy Management, Close Friends, Second Account, Instagram.

INTRODUCTION

The advent of social media has had a profound impact on the manner in which individuals engage with one another. The ease with which social media is accepted is a consequence of its capacity to connect individuals in networks in ways that are valuable, meaningful, convenient, on their own terms, and on an unprecedented scale of space and time (Olivier Blanchard, 2011). Social media represents a particular form of new media, characterised by its interactive and virtual attributes. This provides the context for the human tendency to interact more openly on this medium (Haedar, 2018). The advent of social media was driven by the need to enhance the efficiency of networked communication, leveraging the capabilities of the internet and the World Wide Web. Over time, social media evolved into a more sophisticated and sociable platform (Kaun, 2014). The advent of social media has precipitated a dramatic acceleration in the pace of communication development. Social media provides an environment in which individuals can engage in communication, interaction, and the construction of their own reality within the digital domain. Fauzi (2017) posits that the characteristics of social media also give rise to changes in communication culture. Communication culture can be defined as the values and modes of interaction that emerge from the continuous process of social interaction. The influence of social media on communication is significant, encompassing flexibility and openness in context (Fauzi, 2017).

The proliferation of social media users has contributed to the gradual erosion of one's privacy space in the public domain, with Instagram being a case in point. The Instagram platform

offers users the ability to freely disseminate their experiences and narratives in a visually compelling manner, without the constraints of time and space. The consequence of Instagram's openness, a defining feature of the platform, is a culture of excessive sharing in cyberspace (Sakti & Yulianto, 2019). The absence of privacy restrictions on Instagram permits the dissemination of any information that is shared, whether by the user or by another party. This is also elucidated in Angelina and Aprilia's research (2022), which posits that the prevalence of Instagram as a social media platform encourages the open disclosure of personal information to the public domain, which can potentially have adverse effects on users, particularly adolescents and early adults, who constitute the largest age group of social media users (Angelina & Aprillia, 2022). The popularity of Instagram can be attributed to the platform's capacity to integrate and harmonise technological capabilities for the sharing of images, image filters and square frames, which were previously available in other applications. As the number of users and their requirements increase, Instagram continues to provide innovations and new features, including a privacy setting that enhances user safety and comfort.

The privacy feature enables users to implement filtering mechanisms that regulate the dissemination of information to specific individuals or entities. One of the features available within the privacy settings is the option to designate a list of individuals as close friends. This feature enables users to compile a list of their closest friends or to form a group. The list comprises friends or followers who are able to view the Instagram Story of the account owner exclusively (Dwi Setiawan & Chang, 2022). The "Close Friend" feature is designed to facilitate the aggregation of accounts from the user's most intimate circles, which are then included in the designated list. The user may elect to disseminate the narrative publicly or to the accounts included in their close friend list. The close friend feature is regarded as a valuable tool for users who wish to maintain some degree of control over the sharing of their content, even on non-private accounts (Dianiya, 2021). The composition of a close friend list is based on a number of factors, including emotional closeness, trust, age, and shared interests (Hermanto Sihombing & Paskalia Aninda, 2022). Furthermore, the use of Instagram was found to extend to the creation of a second account. A second account is an additional account created for a variety of reasons, distinct from the primary account.

Second accounts are utilized as a means of facilitating a more candid and intimate expression of oneself. In general, this second account is created with a virtual identity that differs from the account owner's real identity. Dewi and Janitra (2018) posit that Instagram users who maintain two accounts present an idealised self-image on their primary account, while their secondary account serves as a conduit for authentic self-expression. The rationale behind the utilisation of a secondary account is also subjected to further examination as an alter ego of the individual (Dewi & Janitra, 2018).

The utilisation of the close friend feature and the establishment of a second account represent forms of privacy management by individuals on social media. However, in the present era, there is a further phenomenon whereby some individuals elect to retain the close friend feature on their second account. This is an intriguing phenomenon, particularly given that the second account is designed to disseminate information exclusively to the account owner's closest associates (Andrian et al., 2022). The utilisation of the close friend feature on secondary accounts may be indicative of the continued existence of various degrees of restriction on the dissemination of information via social media. Individuals impose greater restrictions on the dissemination of information by utilising the close friend settings on their secondary accounts. Communication Privacy Management (CPM) theory is a significant contributor to our understanding of this phenomenon. The CPM theory concentrates on the manner in which an individual defines and communicates their personal information to others. This theory offers a comprehensive examination of interpersonal interactions (Berger et al., 2016). In 2002, Petronio published a book entitled *Boundaries of Privacy*, in which he presented the CPM theory. The Dialectics of

Disclosure In this publication, the author delineates the privacy management process in CPM theory as comprising three distinct phases: Basic Privacy Rules, Boundary Coordination, and Boundary Turbulence (Petronio, 2002). Privacy management can be defined as a process of establishing rules that regulate the disclosure of private information (Petronio, 2002). The CPM theory addresses the considerations that an individual makes when deciding whether to disclose their private information, or to withhold it from others. It would be erroneous to view personal disclosure as an isolated, individualized event. The decision of an individual to be open or private about their private information is not made in isolation, but rather involves the influence of others. The act of disclosing private information to another individual carries with it an inherent responsibility, which can have positive or negative implications for the relationship between the two parties.

The utilization of the close friend feature on a second Instagram account is inextricably linked to an individual's approach to privacy management and the disclosure of personal information. The concept of privacy management encompasses the way an individual navigates the act of disclosing personal information while simultaneously adhering to established privacy boundaries. The act of self-disclosure necessitates the management of both public and private boundaries (West & Turner, 2019). Several studies have shown that individuals tend to engage in greater self-disclosure on social media due to the ease of accessing information, which can be obtained by anyone (Widiyawati & Wulandari, 2021). Interaction through social media, particularly via a second Instagram account, also provides a sense of comfort for individuals who are unable to disclose personal information publicly or in face-to-face interactions (Prihantoro et al., 2020). This convenience and comfort enable both male and female users to easily disclose private information or gain access to others' private information. Therefore, the influence of gender on self-disclosure can be analyzed when such interactions take place through social media. This phenomenon demonstrates that Instagram users are entitled to determine whether they wish to disclose or conceal their private information. CPM theory provides an explanation of the processes undertaken by users in the management and limitation of private information. Additionally, another study on the relationship between the utilisation of Instagram's close friend feature and self-disclosure, entitled 'Phenomenology of Using Instagram Close Friend Features for Self-Disclosure Improvement', was conducted by Sihombing and Aninda (2022). The findings of this study indicate that each account owner possesses the authority to control the audience they wish to engage with. The act of self-disclosure by users is undertaken with the intention of managing privacy and strengthening interactions with those individuals with whom they have the closest relationship, namely their friends (Hermanto Sihombing & Paskalia Aninda, 2022). This phenomenon is referred to as "Illana Gershon," a term coined by anthropology expert Illana Gershon to describe a shift in media ideology. The advent of Instagram has led to the emergence of a new genre with its own distinct ideology, enabling individuals to adopt different personas for different audiences on a single platform. Considering the aforementioned background, the study's problem formulation is as follows: How do college and university students who utilise the close friend feature on their second Instagram account manage their privacy?

RESEARCH METHODS

The research methodology employed is that of qualitative research. Qualitative research is defined as a methodology that prioritises an in-depth understanding of social issues, based on a comprehensive and nuanced examination of the actual circumstances and intricate nuances of the social context under investigation (Anggito & Setiawan, 2018). Qualitative research is employed when the objective is to gain a profound understanding of a phenomenon within a complex social context (Sugiyono, 2015). This research is of a descriptive qualitative nature. Kriyantono (2020,

p. 62) defines descriptive qualitative research as a strategy for the systematic, factual, and accurate description of data findings. The objective of descriptive qualitative research is to gain a deeper understanding of the data and its underlying meaning. Furthermore, it seeks to elucidate not only the phenomena under investigation, but also the processes that underpin reality and social behaviour (Kriyantono, 2019). The research is guided by the following focus and objectives, which will be achieved through the course of this investigation:

The objective of this study is to ascertain the motives behind the utilisation of the close friend feature on the second Instagram account by male and female students.

The close friend feature on Instagram allows users to disclose personal information to other users with whom they have established a connection. This phenomenon was observed among male and female students. The manner in which male and female students manage their privacy when utilising the close friend feature on their second Instagram accounts.

The data sources employed in this research comprise words, sentences, statements and narratives, which are the defining characteristics of data in qualitative research (Kriyantono, 2019). This research employs primary data as the primary data source. Primary data are data obtained directly from the initial source or respondent (Kriyantono, 2020, p. 48). The primary data for this study are the transcripts of in-depth interviews with informants, comprising male and female students who utilise the close friend feature on their second Instagram account. In order to obtain comprehensive and detailed information about the informants' behaviour in managing the private information they share through Instagram, this study employs the technique of in-depth interviews. Regarding the data analysis techniques, the researchers employed those proposed by Miles, Huberman and Saldana, comprising three stages: data condensation, data presentation and conclusion drawing or verification.

RESULTS AND DISCUSSION

Disclosure of Private Information through the Close Friend Feature on Second Account Instagram

The informants in this study indicated that the second account is utilized for the purpose of uploading content that is not permitted on the first account. As posited by Kang and Wei (2020), this rationale underpins an Instagram user's decision to possess and administer multiple Instagram accounts, thereby managing disparate identities on each account. The informants in this study perceive the first account as a platform for presenting a positive self-image and engaging in conscious content curation. The decision to create a second account was driven by the desire to upload a variety of content, including daily updates, expressions of emotion, personal interests, and other miscellaneous items, without the need for excessive caution (Kang & Wei, 2020). This suggests that the second account serves as a reflection of the account owner's life, rather than a representation of their constructed identity on the first account. The informants in the study indicated that the rationale behind utilising the close friend feature on the second Instagram account is to serve as a platform for users to disseminate confidential information. This is consistent with the findings of Zainuri (2015), who posited that the close friend feature is employed as a means of addressing users' discomfort and desire to maintain their privacy. Despite the existence of a second, limited account, users continue to utilise the close friend feature due to the disclosure of more personal information, both in context and in terms of the number of uploads (Zainuri & Hastjarjo, 2015). The disclosure of certain information is only known and understood by a select few individuals. In such cases, informants utilize the close friend feature to categorize the context of specific conversations shared with designated individuals.

In Valen & Supratman's (2021) previous research, individuals have been found to disclose private information for a number of reasons, including the desire to increase trust in a relationship,

to reduce the burden when experiencing psychological pressure, to satisfy their curiosity, and to cope with continuous pressure from others (Valen & Supratman, 2021). Additionally, this study revealed that informants elected to divulge their personal data through secondary accounts with close acquaintances for the purpose of enhancing the quality of their interpersonal relationships, seeking solace and reassurance, and striving to gain validation or acceptance of the disclosed information. Furthermore, the utilisation of second accounts may be driven by the high intensity of their usage. Four out of the six informants indicated that they utilize second accounts with greater frequency than first accounts. The findings of this study are also novel in comparison to previous research. The activities conducted on second accounts include the search for information, the uploading of content, and the interaction with other individuals on a more regular basis. In general, users of second accounts will follow each other's second accounts from individuals with whom they have a close personal relationship. This is commonly referred to as a mutual follow. Informants have disclosed that they utilise second accounts with greater frequency due to their heightened interest in the content shared by their closest friends. This is because individuals follow each other and upload a greater volume of content through second accounts.

Based on the results of the research conducted, the main motives underlying the decision to create a second account are to share private information, the worry that uploading large amounts of content (spam) can disturb others, the fear of getting bad perceptions from other people who do not have a close relationship. In addition, second accounts are interpreted as accounts to express more freely and show their true identity to the closest people. The motive for creating a second account is then related to the close relationship between informants and their followers on the second account. There are two trends in the characteristics of the relationship between account owners and their followers, namely acquaintances and close personal friends. Informants who create a second account for the reason of not wanting to disturb followers on the first account with their content uploads tend to allow friends who are just known to become followers. Meanwhile, other informants who interpret second accounts as accounts for free expression and showing their true identity tend to only allow people who are personally close to them to become followers.

The nature of the close relationship between informants and followers gives rise to a variety of motives for the utilisation of the close friend feature on the second account, contingent on the specific informant in question. The statement by Petronio (2002) regarding private disclosure provides a foundation for numerous researchers discussing the relationship between private disclosure and intimacy (Petronio, 2002). The term "intimacy" is used to describe the depth of knowledge an individual has about another person, encompassing the physical, psychological, emotional, and behavioural aspects of those who are significant in their lives. The revelation of personal data that is highly significant to an individual may result in an enhancement of relationship intimacy or, conversely, a deterioration in the relationship with the recipient of such information (West & Turner, 2019). Some informants who do not have a close relationship with their followers elected to utilise the close friend feature to disseminate confidential information pertaining to their romantic lives and personal challenges to individuals with whom they have a close personal relationship. Other informants indicated that the primary function of close friends on second accounts is to disseminate content that is particularly favored by the user, such as K-Pop and memes. Another rationale for utilising the close friend feature is the concern of disrupting others when disseminating a substantial volume of content.

Another informant, who has established personal limitations regarding access to his account, indicated that the utilization of the close friend feature on the second account is intended to disseminate information of a highly confidential nature. The informant's intention is to disseminate the information exclusively to close friends with whom he or she has a high level of interaction and who are directly relevant to the information in question. A further motive is the reduction in the level of intimacy in the relationship, which necessitates the use of the close friend feature to re-select the individuals permitted to receive information. This is in accordance with the

findings of Varlina and Duma (2022), which indicate that individuals are the legal proprietors of their personal data. Consequently, they are at liberty to establish their own guidelines and restrictions regarding the dissemination of such information (Varlina & Duma, 2022). This study involved six informants, comprising an equal number of male and female students, in order to ascertain whether there were any differences in motives. DeVito (2018) posits that women tend to exhibit greater verbal development, enabling them to engage in higher levels of self-disclosure (Devito, 2018). However, with regard to motives underlying the use of the close friend feature on the second account for the purpose of private disclosure, no clear differences between men and women were identified in the course of this study. This finding is consistent with the conclusions of Widiyawati and Wulandari (2021), who reported no significant differences in the extent of self-disclosure on social media between men and women (Widiyawati & Wulandari, 2021). The popularity and accessibility of social media platforms affords both men and women the opportunity to disseminate personal information.

The notion of private information as the foundation of private disclosure is subject to interpretation by each informant. Prior research indicates that specific information may possess privacy value for one individual, yet this may vary for another (Varlina & Duma, 2022). This results in the informants in this study possessing a range of contexts for private information. AR considers the content of his lifestyle, which features the world of glitter and alcohol, to be of no private interest. In a similar vein, informant FD asserted that the content of his daily life with friends constitutes private information. Similarly, other informants who are fans of K-Pop indicated that they prefer not to disclose their fandom to individuals with whom they are not particularly close. The majority of informants also indicated that not all private information they wish to divulge is disseminated via social media, despite utilising the "close friend" feature on the second account. The informants reported greater comfort in disclosing private information in face-to-face interactions. The disclosure of private information through the close friend feature on the second account no longer serves the same purpose as identified in the research conducted by Widiyawati and Wulandari (2021). This earlier study posited that the use of social media for self-disclosure is driven by an individual's discomfort in disclosing information directly (Widiyawati & Wulandari, 2021).

The rationale behind disclosing privacy through the close friend second account feature in this study can be attributed to two key factors: the informant's desire for uninhibited expression in real time and the ease of access in using Instagram for informants and their closest people as recipients of messages from the private information. Previous research on online privacy also indicates that individuals who are concerned about privacy are less likely to utilize online services and share information, and are more likely to employ privacy protection measures (Baruh et al., 2017).

User Privacy Management of Close Friend Second Account Feature

This section examines the privacy management process undertaken by users of the close friend feature on the second account. The results of the interviews indicated that informants underwent a series of stages when disclosing private information on social media. The process undertaken by informants can be delineated through an examination of the characteristics of privacy rules, the determination of boundary coordination, and the resolution of instances of private information turbulence. The foundation of privacy rules comprises two principal elements: the development of rules and the attributes of those rules. The initial feature is that of rule development, which concerns the establishment of rules based on the criteria that an individual establishes for the disclosure or closure of their private information (Petronio in West & Turner, 2014, p. 261). The initial criterion is motivation. This motivational factor encompasses the compelling reasons that drive an individual to make private disclosures to individuals on their close friend list. The decision to open or close private information is based on an individual's motivation (Petronio in West & Turner, 2018, p. 262). Furthermore, Berger and Petronio (2016)

posited that individuals may choose to divulge information for a multitude of reasons, including the desire to assuage guilt, exert control over a situation, avoid unpleasantness, impress others, or express themselves (Berger et al., 2016). The motives of the three informants, as revealed through in-depth interviews, may be classified into three categories: the motive for free expression, the motivation to gain acceptance, and the motive for relationship closeness. The rationale behind the exercise of free expression was articulated by the majority of informants. It is recognised that social media is a personal medium, which affords users the ability to upload content of their own choosing. The freedom of expression afforded by social media provides informants with a sense of comfort and satisfaction, particularly when they are conveying information to their closest contacts. This may take the form of the uploading of information that is private to them, such as personal issues and opinions, or the sharing of other content that they believe will be of interest to their audience. The second motive is the motivation to gain acceptance. This motive was identified in informant LW, who indicated that if she desired validation after sharing content through the close friend feature, it was to receive a response that would affirm her narrative or personal viewpoint on a given topic. Furthermore, informant LW specified that the individuals included in her close friend list were those who did not engage in judgmental behavior, indicating that she sought support for her narrative or viewpoint. This motive was also identified in informant FD, who indicated that he sought a specific positive response from individuals on his close friend list. The third motive is the desire for a close relationship. The aforementioned closeness of the relationship is observed between informants and their closest friends. All six informants make private disclosures through the close friend feature on the second account, where a close relationship has been established between the informants and these individuals. Informant MR articulated that he already felt that the close relationship that had been established made him able to accept his private information, which might not be understood by the majority of people. The opening of information by informants can occur because of the establishment of trust between informants and people in close relationships over a period of time. The decision of all informants to divulge personal issues and express opinions on sensitive topics is influenced by their perception of the trustworthiness of the individuals in question.

The second criterion is that of context. Contextual criteria exert an influence on the decisions people make regarding privacy. This context is comprised of two elements: the social environment and the physical background (Petronio in West and Turner, 2018). As indicated by one of the informants, MR, the social environment continues to associate a negative stigma with his homosexual orientation. This has led him to refrain from disclosing certain personal information. In contrast, when situated within a social environment where there is already a considerable degree of acceptance and support for individuals with similar experiences, the context enables him to courageously disclose this information to his closest friends.

The third criterion is cultural. An individual's understanding of privacy is shaped by the norms of their culture, which they internalise during socialisation (Petronio, 2002). In this study, the cultural context is related to the subject of beliefs and spirituality. This assertion was made by female informants LW and SN. Their religious and spiritual beliefs dictate that women should cover their hair from the opposite sex. Consequently, they elected to include only close female friends when uploading photos without a hijab. An individual's cultural background shapes their thoughts and actions with regard to privacy, influencing the way they manage this aspect of their lives.

The fourth criterion is that of gender. This criterion pertains to men and women who may be involved in establishing their respective privacy boundaries (Petronio & Martin in West, Turner, 2014, p. 262). In this study, male informants demonstrate a greater degree of caution in managing their privacy through the use of the close friend feature on their second account. This is evidenced by the fact that a greater proportion of male informants stipulate that only close friends can follow their second account. Furthermore, the majority of male informants explicitly stated

that the information they shared should not be disseminated. Three female informants and two male informants indicated that their close friend list included a greater proportion of female contacts. As Griffin (2012) posited, this may be attributed to the fact that both men and women find it easier to express their deepest feelings to women (Griffin, 2012). Prior research on the differences in privacy management between men and women was conducted in the context of face-to-face communication. This research is concerned with the concept of online privacy, and the findings indicate that male users adhere to more rigorous standards when managing their privacy through the close friend feature on a secondary account. Similarly, one of the male informants with a different sexual orientation also indicated that he exercises caution in the context of the private information he shares through social media due to concerns about potential turbulence from his social environment, despite the trust he places in his closest friends.

The fifth criterion is the risk-benefit ratio. The decision to disseminate or withhold information is frequently contingent upon the risk-benefit ratio for the individuals involved (Griffin, 2012). Some informants articulated apprehensions pertaining to the disclosure of their personal data, particularly following its dissemination on social media platforms. This apprehension stems from the fear that the boundaries of private information will be transgressed by individuals they trust, resulting in the inadvertent disclosure of their private information. However, they also consider other benefits, such as feelings of relief and comfort, and other benefits, such as increased closeness between friends. The second feature of the privacy rule base is the attributes of privacy rules, which are divided into two categories: the way people acquire the rules and the properties of the rules themselves (Petronio in West & Turner, 2014, p. 262). The acquisition of rules occurs through a process of socialisation or negotiation with others, whereby rules are created. However, should the rules thus learned be deemed insufficient or in need of modification, collaboration will ensue with a view to establishing new rules. This also exemplifies the rule property, namely the stability of an individual's rule characteristics.

The manner in which the informants disseminate information pertaining to specific regulations differs from the approach they employ in disclosing their personal data. Some informants explicitly stated that the information they shared was private, whereas others did not make this clear because they felt that their close friends already understood the importance of not sharing private information with other parties. In accordance with the principles of CPM theory, when the owner of private information (hereafter referred to as "the owner") provides specific rule restrictions to the co-owner regarding their private information, it is because the owner has trust in the co-owner based on the close relationship between the two. In this case, the people on the close friend list are the co-owners. The results of the interviews indicate that the informants in question, namely LW, AR, SN, and FD, have modified the rule properties in question. The composition of their close friend list is frequently subject to change in accordance with the nature of the information being shared, thereby demonstrating a potential for alteration in the characteristics of the rules they adhere to. In contrast, other informants, MC and MR, asserted that they had not experienced any changes in their criteria that would necessitate a modification of their close friend list.

Coordination of User Restrictions for the *Close Friend Second Account Feature*

Boundary coordination can be defined as an individual's method of organising their private information that has been disclosed to the co-owner (West & Turner, 2019). The informants employ a variety of strategies for coordinating boundaries pertaining to their private disclosures. In their 2014 study, West and Turner (p. 263) observed that individuals organize private information in accordance with a set of rules, namely boundary linkage, asserting boundary ownership, and boundary permeability. The initial rule is that of boundary linkage, which represents the relationship that forms the boundaries between individuals in possession of private information (West & Turner, 2010). Boundary permeability concerns the establishment of agreements regarding the individuals who are permitted to enter the boundary and those who are

not (Stephen W. Littlejohn et al., 2012). In this study, the maintenance of boundaries resulted in the informant's close friends, who were granted access to private information, being incorporated into the collective boundary. Consequently, they became co-owners of the private information in question.

The disclosure of private information in the form of uploaded content, whether in the form of photographs, videos, or written captions, renders the information shared. The co-ownership of private information establishes boundaries between users of the second account who are close friends and the account owners they include in their close friends. Those who have access to private information, as defined by the informant, are entitled to determine who is permitted to view it and who is not. This is achieved through the management of the close friend list. From the informant's interview statement, it can be discerned that the individuals with whom they share their private information are their close friends, who they have included on their close friend list. These individuals also represent the informant's collective boundaries. The second rule pertains to the concept of boundary ownership. Griffin (2011) defines boundary ownership as the co-owner's willingness to refrain from sharing private information that they possess. Some informants indicated that they did not require specific conditions or regulations from individuals on their close friend list to refrain from sharing their private information with other parties. This is due to the fact that they are individuals with whom the subjects have established a trusting relationship and who are therefore presumed to be aware of the parameters of information sharing within the context of close friendship. In contrast, other informants, FD and MR, explicitly stated that the information should not be disseminated in order to establish clear boundaries for the management of private information.

The ownership of this limitation gives rise to a dialectic when informants have the desire to share their private information, yet are constrained from doing so by the need to regulate and limit the dissemination of such information to those within their close friend list. Five of the six informants, namely LW, MR, AR, MC, and FD, expressed concerns regarding the control of their privacy following the disclosure of their personal information on Instagram. They perceived that the creation of a digital footprint through such disclosure could potentially lead to the misuse of their personal data by third parties. The pressure will be alleviated to the extent that communication with the audience remains positive and constructive. The final principle of boundary coordination is that of boundary permeability. Griffin (2012) defines boundary permeability as the extent to which privacy walls are constructed. Boundary permeability can be defined as the extent to which information can traverse existing boundaries. In accordance with Petronio's observation as cited in West & Turner (West & Turner, 2010), the boundary is classified as a thick boundary when access to private information is restricted and a thin boundary when access is permitted. In this study, the six informants exhibited a tendency to maintain thick boundaries with regard to the private information they shared on social media. The informants conceded that they only divulged their emotional states, such as happiness, distress, or other indications of personal challenges, through the close friend feature. However, they only provide a comprehensive explanation of the circumstances and the underlying reasons when they meet in person. This is due to the fact that they maintain the confidentiality of their private information and only divulge it in a selective manner to individuals via the close friend feature. The in-depth disclosure of private information is not conducted through social media, and thus it can be concluded that access is restricted.

Turbulence of Boundaries and User Attitudes as Information Owners

Boundary turbulence can be defined as a situation in which there is a violation of boundaries related to the disclosure of private information. As Petronio in Griffin (2011, p. 127) observes, boundary turbulence arises from parties who are unable to coordinate privacy rules and boundary management. Such parties may include information owners and co-owners, whereby turbulence may arise in the establishment of boundary rules or the coordination of boundaries.

Boundary turbulence frequently gives rise to conflict, thereby necessitating a degree of caution when establishing or modifying rules (Littlejohn, Stephen W; Foss, Karen. A; Oetzel, 2017).

The findings of the in-depth interviews indicated that several informants had experienced violations of boundaries committed by individuals on their close friend's second account list. No instances of private boundary violations were identified among informants LW, SN, and MC. However, informants MR, AR, and FD encountered boundary turbulence when they discovered that one of their acquaintances from the close friend list, who was aware of their private disclosures, had in fact shared the private information with other parties. The informants discovered the violation through a third party (not on the close friend list) who unexpectedly became aware of the confidential information they had shared with their close friends. In several instances, the third parties shared screenshots of the content in question. The stance adopted by informants MR and AR is to ascertain once more whether the party in question is indeed in contravention of the established boundaries. Should the evidence substantiate the initial allegations, MR and AR will remove the individual from their close friend list and maintain a physical and emotional distance from them, refraining from any form of communication. Meanwhile, FD's preference is to communicate directly with the individual in question and reiterate the parameters of the private information he has. FD does not immediately remove the individual from the close friend list, unless there is a subsequent occurrence of the problematic behaviour. The turbulence has a dual impact on the user, affecting both the attributes of the user's interactions and the quality of their face-to-face relationships.

Berger (2016) posits that the disclosure of private information will result in two distinct outcomes: either the relationship will strengthen or it will become tenuous. (Berger et al., 2016). The findings of the study indicate that private disclosures made via the close friend feature on the second Instagram account result in the formation of one of two relationships with the informants. The act of making a private disclosure to an individual on one's close friend list has been observed to strengthen the relationship between the two parties. This is because the disclosure of private information can be reciprocal, enabling users and their close friends to interact with each other and respond positively to the disclosure.

However, in the event of a violation and turbulence, the relationship will experience a period of estrangement and may even result in the dissolution of the friendship. The data indicates that the greater the extent to which individuals divulge personal information on social media, the higher the likelihood of experiencing turbulence or information violations. Furthermore, the dissemination of private information can have adverse consequences for informants, as their personal data may be accessed by unintended recipients. The establishment of private rules regarding the use of a second personal account can also serve to minimise the occurrence of private boundary violations.

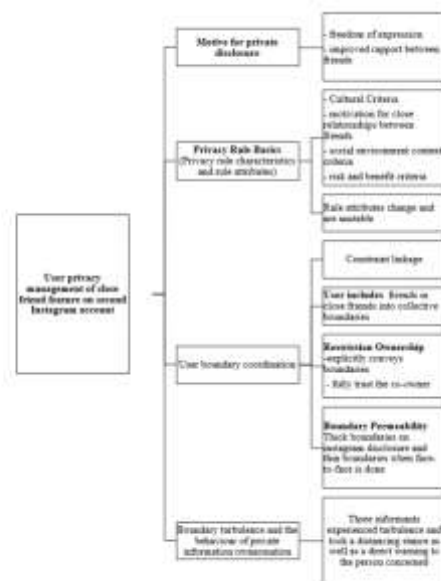


Figure 1. Model of research results
 Source: Data processed by researchers, 2023

CONCLUSION

This study presents an investigation into the private disclosure and management of communication privacy among male and female students who utilise the close friend feature on a second Instagram account. (1) The primary rationale for utilizing the close friend feature on the secondary account is to disseminate information that is not suitable for the primary account due to its private nature, to share content in large quantities (spam), and to save favorite content such as K-Pop and memes. (2) The motives for disclosing private information through the close friend feature on the second account are consistent across male and female informants, regardless of context or the level of intensity of private disclosure. (3) There are notable differences in the ways men and women approach privacy management. The majority of male users establish more rigorous criteria for determining the individuals included in the close friend list on the second account. In contrast, female informants tend to be more open and rarely alter the attributes of the rule. (4). The majority of users who possess two Instagram accounts tend to utilise the second account with greater frequency than the primary account for the purposes of information retrieval, the dissemination of daily content, and the facilitation of interactions with mutual acquaintances. (5) A number of factors influence the construction of privacy rules for the close friend feature on the second account, including cultural criteria related to beliefs and religion, gender-specific considerations, the motivation to enhance relationship intimacy, social and physical background context, and risk-benefit ratio criteria

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