

# PEMAKNAAN *SELF-DISCLOSURE* DAN PENGELOLAAN PRIVASI DI FITUR *CLOSE FRIENDS SECOND ACCOUNT* INSTAGRAM DALAM KERANGKA TEORI CPM

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## ABSTRAK

Penelitian ini bertujuan untuk memahami pemaknaan *self-disclosure* pada fitur *Close Friends* akun kedua Instagram serta menganalisis bagaimana pengguna mengelola privasi dalam proses pengungkapan diri tersebut berdasarkan teori *Communication Privacy Management* (CPM). Penelitian menggunakan pendekatan kualitatif dengan metode fenomenologi sosial Alfred Schutz. Informan penelitian dipilih secara purposive, yaitu tujuh pengguna Instagram yang aktif menggunakan fitur *Close Friends* pada akun kedua untuk melakukan pengungkapan diri. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis menggunakan tahapan reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pengguna memaknai *self-disclosure* pada fitur *Close Friends* akun kedua sebagai sarana untuk mengekspresikan diri secara lebih autentik, menyalurkan emosi, memperoleh dukungan sosial, serta memelihara relasi sosial. Pengungkapan diri dipengaruhi oleh pengalaman subjektif, motif masa lalu (*because motives*), dan tujuan masa depan (*in-order-to motives*). Temuan penelitian juga menunjukkan bahwa proses *self-disclosure* selalu didahului oleh pengelolaan privasi melalui pemilihan audiens, penetapan aturan berbagi informasi, serta evaluasi terhadap risiko pengungkapan. Dari lima asumsi teori CPM, aspek *boundary coordination* dan *privacy rule management*, khususnya faktor kedekatan hubungan dan gender, menjadi temuan yang paling menonjol dalam menentukan keputusan pengguna untuk melakukan pengungkapan diri di ruang digital yang bersifat privat.

**Kata Kunci:** *self-disclosure*, *Close Friends*, akun kedua Instagram, *Communication Privacy Management*, fenomenologi sosial.

**INTERPRETATION OF SELF-DISCLOSURE AND PRIVACY  
MANAGEMENT IN INSTAGRAM'S CLOSE FRIENDS  
FEATURE ON A SECOND ACCOUNT WITHIN THE  
FRAMEWORK OF CPM THEORY**

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**ABSTRACT**

*This study aims to explore the meaning of self-disclosure through the Close Friends feature on secondary Instagram accounts and to analyze how users manage their privacy during the self-disclosure process based on the Communication Privacy Management (CPM) theory. This research employed a qualitative approach using Alfred Schutz's social phenomenology method. The informants were selected through purposive sampling and consisted of seven Instagram users who actively used the Close Friends feature on their secondary accounts for self-disclosure. Data were collected through in-depth interviews, observations, and documentation, and were analyzed using the stages of data reduction, data display, and conclusion drawing. The findings reveal that users perceive self-disclosure through the Close Friends feature on their secondary Instagram accounts as a means of expressing themselves more authentically, releasing emotions, obtaining social support, and maintaining social relationships. Self-disclosure is shaped by users' subjective experiences, because motives, and in-order-to motives. The findings also indicate that the self-disclosure process is consistently preceded by privacy management through audience selection, the establishment of privacy rules regarding information sharing, and the evaluation of potential disclosure risks. Among the five assumptions of the CPM theory, boundary coordination and privacy rule management, particularly relationship closeness and gender, emerged as the most prominent factors influencing users' decisions to engage in self-disclosure within a private digital space.*

**Keywords:** *self-disclosure, Close Friends, secondary Instagram account, Communication Privacy Management, social phenomenology.*