

PENGARUH KEBUTUHAN PRIVASI TERHADAP SELF-DISCLOSURE PADA PENGGUNA SECOND ACCOUNT INSTAGRAM DI KALANGAN MAHASISWA FISIP UPN “VETERAN” JAKARTA ANGKATAN 2022-2023

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ABSTRAK

Penelitian dilatarbelakangi oleh kontradiksi antara kebutuhan privasi dan perilaku *self-disclosure* di ruang digital. Secara teoretis, individu dengan kebutuhan privasi tinggi seharusnya cenderung membatasi penyebaran informasi pribadi. Observasi pra-penelitian menunjukkan bahwa mahasiswa tidak mengurangi *self-disclosure*, melainkan memindahkannya ke ruang yang lebih tertutup melalui *second account* Instagram sebagai respons terhadap tekanan *context collapse* pada akun utama. Penelitian bertujuan untuk menguji dan menganalisis pengaruh kebutuhan privasi terhadap perilaku *self-disclosure* pada pengguna *second account* Instagram di kalangan mahasiswa FISIP UPN "Veteran" Jakarta angkatan 2022–2023. Berlandaskan teori *Communication Privacy Management* (CPM) dari Sandra Petronio, yang menjelaskan bahwa individu memandang dirinya sebagai pemilik informasi pribadi sehingga berhak menetapkan aturan privasi (*privacy rules*) untuk mengatur siapa saja yang diizinkan mengakses informasi tersebut melalui proses pengelolaan batas (*boundary management*). Penelitian menggunakan pendekatan kuantitatif dengan metode survei dan teknik *purposive sampling*. Populasi penelitian ini diestimasi berjumlah sekitar 1.640 mahasiswa dari angkatan 2022 dan 2023, mengingat jumlah mahasiswa yang secara spesifik memiliki dan aktif menggunakan *second account* Instagram tidak dapat diketahui secara pasti. Sampel yang digunakan dalam penelitian sebanyak 100 responden. Data dianalisis menggunakan uji regresi linear sederhana dengan metode *bootstrap* melalui perangkat lunak IBM SPSS versi 27. Hasil penelitian menunjukkan bahwa kebutuhan privasi berpengaruh secara signifikan terhadap perilaku *self-disclosure* dengan nilai signifikansi sebesar $0,001 < 0,05$, dengan kontribusi sebesar 35,8% ($R^2 = 0,358$). Hasil pengujian hipotesis menunjukkan bahwa H_0 ditolak dan H_a diterima, yang berarti terdapat pengaruh signifikan antara kebutuhan privasi terhadap *self-disclosure* pada pengguna *second account* Instagram. Temuan ini membuktikan bahwa kebutuhan privasi bukan penghambat keterbukaan diri, melainkan justru mendorong mahasiswa untuk menciptakan ruang komunikasi yang lebih selektif dan aman melalui *second account*.

Kata Kunci: kebutuhan privasi, mahasiswa, second account Instagram, self-disclosure

**THE INFLUENCE OF PRIVACY NEEDS ON SELF-DISCLOSURE
AMONG SECOND ACCOUNT INSTAGRAM USERS IN THE FACULTY
OF SOCIAL AND POLITICAL SCIENCES, UPN "VETERAN" JAKARTA,
CLASS OF 2022–2023**

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ABSTRACT

This study is motivated by the contradiction between the need for privacy and self-disclosure behavior in digital spaces. Theoretically, individuals with a high need for privacy should tend to limit the dissemination of personal information. Pre-research observations revealed that students do not reduce their self-disclosure, but rather relocate it to a more restricted space through a second Instagram account in response to context collapse pressure on their main account. This study aims to examine the influence of privacy needs on self-disclosure behavior among second account Instagram users within the student population of FISIP UPN "Veteran" Jakarta, class of 2022–2023. It is grounded in Communication Privacy Management (CPM) theory by Sandra Petronio, which explains that individuals view themselves as owners of their personal information and therefore have the right to establish privacy rules regulating who is permitted to access that information through boundary management. This study employed a quantitative approach using a survey method and purposive sampling technique. The population was estimated at approximately 1,640 students from the 2022 and 2023 cohorts, as the exact number of students who own and actively use a second Instagram account could not be determined, with a sample of 100 respondents. Data were analyzed using simple linear regression with the bootstrap method via IBM SPSS version 27. Results indicate that privacy needs significantly influence self-disclosure behavior, with a significance value of $0.001 < 0.05$, contributing 35.8% ($R^2 = 0.358$). Hypothesis testing shows that H_0 is rejected and H_a is accepted, indicating a significant influence of privacy needs on self-disclosure among second account Instagram users. These findings demonstrate that the need for privacy is not a barrier to self-disclosure; rather, it drives students to create a more selective and secure communication space through their second account.

Keywords: *privacy needs, second account Instagram, self-disclosure, students*