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## Gen Z's Privacy Calculus on Using a Second Instagram Account

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**Abstract:** This research aims to understand Gen Z's use of the privacy calculus on second Instagram accounts and discover what advantages and risks Instagram users gain from self-disclosure. This research uses a qualitative method with a descriptive approach. The author used a purposive sampling technique, where informants were determined deliberately based on criteria, namely Instagram users aged 11 - 24 years and from Jakarta. The data collection techniques used were interviews, observation, and documentation. Data analysis uses the Miles and Huberman model, which consists of data reduction, presentation, and conclusion. The results show that a second Instagram account can pose a greater risk than the benefits felt by the user, due to a lack of awareness regarding privacy uploads, so that privacy issues depend on the awareness and control of the account owner. Research still needs to be more extensive in generalizing data. For this reason, quantitative research related to themes is needed in the future. Instagram users can increase their awareness by expressing themselves through second accounts. Apart from that, researchers can also provide an overview of the benefits and risks obtained after disclosing themselves via a second Instagram account to provide advice regarding healthy use of social media. A second Instagram account can still pose a risk. However, many second Instagram account users are still active in using the second account. Several risks, namely security risk, stigma risk, and role risk. Meanwhile, the perceived benefits are self-expression, social validation, and relationship development.

**Keyword:** Privacy Calculus, Second Account, Instagram, Social Media, Generation Z

### INTRODUCTION

Social media has become consumed by the public and is experiencing rapid development, facilitating individuals to provide information to other individuals easily and quickly without being limited by time and space. Social media is a platform used as a medium for interaction between one another, creating content in the form of photos, videos, or writing that is two-way, such as when the post is uploaded on social media, anyone can read or see the post as well can also comment on it (Widianingsih, 2018).

From a personal perspective, social media is used for freedom in self-disclosure, such as storing one's life story, from expressing oneself and sharing opinions to showing an indifferent attitude towards certain phenomena or groups. The freedom of social media users in self-disclosure only sometimes ends well, which is why social media users tend to use it as

widely as possible without self-control in interacting or expressing themselves to other users (Kamilah & Lestari, 2020).

The presence of social media as a modern communication tool, such as WhatsApp, Twitter, Facebook, and Instagram applications, is a place or space for us to interact with other users. One of the most popular social media platforms is Instagram because it allows its users to use the exciting and varied features available in the application. These features beautify the images, videos, or writing that will be uploaded (Permana & Suthdja, 2021). Compared to other applications, such as Facebook, which still has many fans, this social media still needs complete editorial features compared to the Instagram application (Pradipta, 2022).

Social media has a massive role for Gen Z, particularly in their social life, as an existence for expressing themselves. Gen Z was born in 1997 - 2012, aged 11 - 25. Gen Z is more interested in using Instagram than Facebook because, in self-disclosure, they prefer visual form rather than text, and it is easy to find the latest trends. Apart from that, Instagram has advantages in visual forms, such as photos or videos, in contrast to Twitter, which still uses text as a tool—their self-disclosure (R. Putri et al., 2022). Gen Z is quite active in understanding the technology currently developing. However, many tend to over-disclose themselves, which consists of uploading information related to personal problems, love stories, and even selfies that lead to vulgar poses (Saraswati et al., 2018).

In the We Are Social survey (Sadya, 2023), one of the things that is quite popular among Indonesians is the Instagram application; in fact, Indonesia is ranked fourth as the most Instagram users in the world, reaching 89.15 million users, using the time of 7 hours every day. The We Are Social report also shows data on Instagram users based on gender. This data shows that women dominate Instagram application users because they have high levels of emotional self-disclosure compared to men.

Instagram can help users organize and manage relationships with other users; users can control private information by creating a second account. Most of those who do not just have one account can have more, with different goals for each person in sharing information. The second account is a reserve account owned by one person. The information conveyed is usually related to feelings or emotions. The thoughts expressed will be more accessible and trustworthy in safeguarding user information; besides that, users cannot be required to be perfect, and most Instagram users feel more comfortable using their second account (Permana & Sutadja, 2021).

Second, accounts tend to be private because they have limitations in conveying information about themselves, their feelings, or other information about their hobbies, which are deliberately not shown to many people; they only display or emphasize a different identity (Rahma, 2019). Having a second account can produce different things from what we expected because Instagram users tend to be more comfortable using their second account compared to the first account; it is just that the second account has fewer followers than the first account, this is also wrong. one reason users are more comfortable disclosing themselves through a second account (Perihantoro et al., 2020).

The large number of Instagram users has made Instagram a phenomenon in creating second accounts, which are often in demand among Gen Z. As mentioned above, Instagram users are dominated by users aged 21 years from the survey results, namely 20.3% and p. These people are included in the Gen Z group (Rizkiana & Aprianti, 2022). According to Kamilah and Lestari (2020), second accounts are trusted by users, which makes them more flexible in expressing themselves. The results of this research, which explains the study, are related to anxiety about the privacy risks of using Instagram. However, many Instagram users are still unaware of the dangers and risks they face when expressing or disclosing themselves on social media if someone discloses themselves to the wrong person. At the wrong time, it will cause risks and anxiety in users; for this reason, it is essential to manage privacy management

regarding self-disclosure on social media by thinking in advance about what will be disclosed and what must be kept secret before users make disclosures on social media.

This is related to the privacy calculus, where when individuals disclose themselves, they will be involved in an analysis between perceived risks and benefits because the emergence of risks and benefits to users can influence the construction of the privacy calculus (Mini, 2017). The privacy calculus is a balancing process between perceived risks and anticipated benefits by users after making rational decisions regarding self-disclosure as privacy for them. Privacy decisions are usually based on incomplete information because individuals usually have limitations in self-disclosure, resulting in incomplete decisions. Perfect, according to Culnan and Armstrong (Prince & Kramer, 2020).

Privacy is related to confidentiality, where a person has the right to hide a message or self-disclosure, such as personal reputation, personal data, and plans that they think should not be shared. However, only those closest to them know to limit information about themselves to other people due to feelings of insecurity in using social media as a place for them to spread information about their personality. According to Liu (Nuzulita, 2018), people tend to disclose their privacy when they can maximize the expected benefits they can obtain by minimizing the losses arising from the disclosure.

Users who self-disclose usually calculate the benefits and risks first, but not all users can manage information well, especially freedom in disclosing information on social media. The ITE Law limits this behavior regarding reducing the threat of Article 45 Article 27, which can be given in a sentence of four to six years, which means that the public must be aware that posts that are negative due to freedom in using social media can violate the law. Moreover, the connection with the right to privacy and personal data is through Article 28, paragraph (1) of the Constitution, which states that every person has personal protection and has the right to a sense of security and protection from threats and anxiety (Islami, 2017).

Regarding the regulations that have been made regarding reducing threats based on the ITE Law, however, there are still many social media users, such as Instagram in Indonesia, who consider that the use of social media is unsafe, up to 40.6% the equivalent of 53.8 million people, and 0.8% or around 1 million people who answered did not know about social media security. In this fact, almost half of users feel unsure about social media security, but they still use social media to express themselves, according to the APJII survey 2016 (Siregar, 2022).

Related to previous research conducted (Nuzulita, 2018), using social media is influenced by the benefits and risks received; there are advantages to building intentions to use social media, such as being able to express yourself freely, being able to store memories of memorable events, while the risk to privacy influences how the realization of users such as users of privacy features and information manipulation, other research conducted by (Kamilah & Lestari, 2020) Instagram users use regulatory criteria to consider when disclosing information via Instagram, one of which is the risk-benefit criterion, namely the comparison between The magnitude of the benefits or losses that users will experience after self-disclosure, in this research, the method used by Instagram users to manage privacy is by not disclosing at all or creating a second account that is only followed by those closest to them. The results of this research explain that there are advantages and risks in using social media, especially Instagram, which can cause feelings of anxiety in Instagram users.

There is a phenomenon of self-disclosure by Instagram users on various levels and in various ways. Self-disclosure is important for Instagram users, especially Gen Z, where they can interact with others. Social media can dominantly change self-disclosure behavior in humans. A person can freely express information related to feelings, opinions, and other information without any privacy restrictions (Mahardika, 2019). This also causes Gen Z to lack

privacy management due to their excessive self-disclosure and even become victims of data theft (Hidayanto & Akbar, 2022).

The purpose of the user's self-disclosure through a second account can be confirmed for different reasons, depending on the user's interests. Usually, people post to provide relief regarding their problems or as a form of self-expression (Wiyono & Muhid, 2020). Self-disclosure will be carried out if the user feels a perceived benefit and a good response from the audience; conversely, if this perception causes more significant losses or risks, then the willingness to make self-disclosure will decrease; in this perspective, the user can consider the advantages and disadvantages at the time. express oneself (Setyaningsih, 2016).

Based on the explanation above, the author is interested in understanding more deeply why Gen Z is more interested in disclosing themselves through a second Instagram account and the advantages and disadvantages of second accounts for Gen Z when disclosing themselves.

According to Culnan and Armstrong (Prince & Kramer, 2020), the application of the privacy calculus originated from e-commerce and was then disseminated to users of websites or social networking sites; in line with the assumptions of the privacy calculus, the benefits shown are very much at odds with the perceived risks related to user privacy. , the privacy calculus is the process of balancing the impact of the user after self-disclosure. The privacy calculus has considerable potential for Instagram users in making decisions regarding self-disclosure on social media and understanding the combined impact of the benefits and risks felt by users to protect privacy regarding information on social media.

Calculus is the basis for making decisions regarding disclosing or non-disclosing personal information. Regarding information disclosure management, individuals must decide what consequences or impacts will be when they disclose information. There are three steps to exploring the decision process on privacy: first, the perceived benefits, for example, can maintain relationships, feel pleasure, and search for information; second, anticipated risks, for example, invasion of privacy, identity theft, waste of time, and third, factors that users consider before making self-disclosures, for example, accessibility, consequences, caution (Heravi et al., 2017).

The privacy calculus perspective shows that people tend to disclose privacy when they can maximize the expected benefits, which can be obtained from self-disclosure, by minimizing the impact of losses that may arise from the disclosure (Nuzulita, 2018). A person's desire to reveal himself is based on calculations or considerations between the benefits and risks obtained by the user. This is a function of the privacy calculus where two paths lead to the intention of self-disclosure via social media; the first path is that social media users get a positive effect after or after choosing a decision in self-disclosure, and the second path presents negative influences or perceived risks (Chen & Duong, 2016).

Based on the privacy calculus, considering the benefits and risks of self-disclosure intentions, from a model-driven perspective, there is a balance between the benefits and risks obtained because individuals generally try to minimize risk outcomes and maximize profit outcomes when self-disclosure (Wirth et al., 2019).

According to Chen & Duong (2016), most social media users are aware of the dangers of disclosing themselves via social media because, without adequate guarantees that social media is safe, it is not uncommon for users to risk leaking personal information, which ultimately causes anxiety. Therefore, social media users must continue to analyze the benefits and risks when deciding to disclose themselves via social media.

The issue of privacy is more critical in the mobile context because with various information being uploaded, such as personal information or regarding time and place, more and more users are accessing services and creating online content via social media by including their telephone number; this can increase For social media users, it is essential to understand self-disclosure via social media platforms first before making self-disclosure. Privacy problems

in self-disclosure arise because users only see the impact of the benefits, not the perceived risks (Jozani, 2020).

The advantage social media users feel is that expression is a way of expressing oneself by uploading photos or videos with facial expressions regarding their feelings. This is a self-expression carried out by social media users. By expressing an opinion about what one feels, a person can influence what the other person thinks in the hope of getting closer. This is also a positive thing because of the development of relationships between individuals and others. The following are elements regarding user benefits when disclosing themselves via social media (Nuzulita, 2018):

**Table 1. Social Media Benefits**

Element	Details
Self-Expression	Self-expression or emotional interest is a user's expression of feelings, statements, or ideas resulting from a thought. Many social media users feel the benefits of expressing themselves through social media because they can do it freely, whether in photos, videos, or writing.
Social Validation	Social validation is the feeling of someone who feels they have been accepted socially or seeks support from social media; the more people who support it, the more they receive it.
Relationship Development	Social media is a forum for interacting more intensively because of mutual openness; this is necessary for developing interpersonal relationships, which shows the effectiveness of interpersonal communication. Some factors that influence the development of relationships are openness, empathy, and support.
Social Control	Each user will control himself by hiding information that must be kept secret; for example, someone will tell something that will only give a good impression to other people. This is because social control is a way of dealing with how someone does something deviant.
Self-Clarification	Self-clarification or a form of recognition that generally only wants to get compensation for needs that cannot be met because of lack of self-confidence; this can be reflected in social validation and relationship development; it is just that self-clarification is done intentionally so that you want to be given proper recognition accurate.

There are disadvantages and risks when users disclose themselves on social media, such as risks to privacy protection, where a person will be careful about disclosing information because disclosing information can endanger the security of both ourselves and those around us by disclosing ourselves; not everyone people can understand what we mean in the upload, this can also cause the risk of rejection for other people, which can take the form of bad treatment. The elements regarding user benefits when disclosing themselves via social media (Nuzulita, 2018):

**Table 2. Social Media Risks**

Element	Details
Security Risks	Increasingly sophisticated technological advances can be dangerous for any user who discloses himself excessively.



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	Usually, the perceived security risk is fraud and theft; the user's good name can be damaged due to misuse.
Risk of Stigma	The risk of stigma is based on the assumption that other users may negatively evaluate the behavior of the posts they see, which can result in someone shunned. This usually happens because uploads that are not supposed to be posted are then spread without any intention by the account owner.
Relationship Risk	Relationship risks can occur when users upload because we cannot know what and how other users feel when they see the upload.
Role Risk	The role risk that occurs when followers draw the wrong conclusion about an upload made by the account owner is different from the type of stigma risk, which can immediately give an opinion or take action against the account owner so that the people around him avoid and isolate him. Meanwhile, the risk role only provides a conclusion or assessment regarding the upload.
Self-Esteem Risk	Self-esteem risks can be caused by poor uploads made by the account owner. Usually, the self-esteem risk is based on unfavorable comments or views by followers. For example, when uploading old or edited photos of less attractive users, their followers give excessive comments, which causes them to feel embarrassed about themselves.

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Second Account is a feature of the Instagram application that allows Instagram users to have more than one Account on the smartphone they own. It is no longer rare for Instagram users to have more than one Account, which is also called a second account. Accounts usually have different purposes (Permana & Sutadja, 2021).

The first Account (first Account) was deliberately created with its best version, for example, a photo or video that is arranged neatly and well to attract people who see it and has quite a lot of followers, which is different from the second Account (second Account), which usually contains videos or photos related to feelings that are being felt and have fewer followers or only people they trust.

Second accounts tend to be private because they have limitations in conveying information about themselves, their feelings, or other information about their hobbies. This is deliberately not shown to many people; they only display or emphasize a different identity, according to what they say they want to upload on social media; most Instagram users, especially women, often get bored when posting uploads to their social media. Therefore, many Instagram users look for other ways to show the 'other side' of themselves, and finally, the emergence of a second Account to reduce feelings of pressure and boredom (Rahma, 2019).

Second accounts among teenagers are popular to use. Generally, second accounts contain only jokes, innuendos, and stories; users may create these accounts to store some of their hobbies or for other reasons, such as having sensitive content to be distributed; this is because users do not need to worry about negative comments. After all, having a second account protects their privacy. Thus, with first accounts and second accounts, users only want to show their other side of themselves on the second Account (Rahayu, 2021).

## METHOD

The type of research used is descriptive qualitative. Qualitative research emphasizes understanding how a person thinks or behaves towards phenomena using aspects of tendencies. There is a phenomenon in this research that uses a qualitative approach, using data source techniques as information or related to what the research subjects experienced descriptively. Qualitative research is an analysis of data expressed in words, sentences, images, or phrases that have been composed (Yuliani, 2018). Moreover, this research uses a postpositivist paradigm that emphasizes qualitative rather than quantitative explanations or descriptions because observations are based on the results of realities and are carried out using an interaction/micro approach (Sulaiman, 2018). Moreover, data analysis techniques based on the results of interviews, observations, and documentation aim to increase researchers' understanding of the phenomena that will be used as research data sources (Rijali, 2018). Researchers determined informants using flyers containing information related to predetermined criteria and then distributed them via social media. After distributing flyers on social media, four women and one man aged under 25 years and domiciled in Jakarta were willing to act as informants for this research.

**Table 3. Informant Profile**

No	Initials	Gender	Age	Domicile
1.	DA	Female	22	West Jakarta
2.	JS	Male	22	West Jakarta
3.	AR	Female	22	South Jakarta
4.	DD	Female	23	East Jakarta
5.	TD	Female	23	South Jakarta

## RESULTS AND DISCUSSION

### Forms of Self-Disclosure on Second Instagram Accounts

The informants in this research carry several forms of self-disclosure regarding personal information related to hobbies, feelings, or other activities. Each informant stated that they used the features available on the Instagram application, such as Instagram stories and feeds, which function to share or upload stories or any form of self-disclosure carried out by the informants in this research. In the following table, we can find out what forms of self-disclosure informants use in their second accounts.

**Table 4. Forms of Self-Disclosure on Second Instagram Accounts**

No	Informant	Details
1.	DA	Upload selfie photos or videos
2.	JS	Upload a hobby
		Upload images or text about the feelings they are experiencing
3.	AR	Upload selfie photos or videos
4.	DD	Upload a hobby
5.	TD	Upload images or text about the feelings they are experiencing

## Source: Results of Research Data Processing

DA and AR informants often upload things with their friends, such as selfies, but AR informants tend to show themselves more as someone who likes doing activities at night, for example, going to clubbing places. Based on the results of interviews with DA and AR informants, it was stated that DA informants had 60 photos of themselves, while AR informants stated that there were 90 photos of themselves when they went to clubbing places. It can be concluded that AR and DA informants tend to reveal themselves more often by uploading selfies and videos via the Instagram story feature.

In contrast to DD informants, who tend only to upload things they like, DD informants rarely upload activities with their friends. There are 50 photo uploads about his hobbies each year. Meanwhile, informant DD mostly posts about someone he likes, namely KPOP artists, reaching around 120 photos yearly. Therefore, the two informants are active second-account users who often upload photos about their hobbies.

Apart from posting hobbies, two informants, JS and TD, stated that they were more likely to post about the feelings they were experiencing in the form of pictures or videos. Based on the interview results, informant JS almost every post contains uploads that he thinks are personal, up to 87 photos or videos each year related to complaints. This has something in common with informant TD, who often uploads related feelings he is experiencing in the form of text, pictures, or videos. It is just that TD informants upload as many as 70 posts every year.

Meanwhile, informant DD rarely posts about the feelings he is experiencing because, according to him, when he expresses himself by posting about his sadness, it does not reduce the feeling of sadness and can even be dangerous for us. Based on the self-disclosures made by the five informants in this research, it is known that they are aware of concerns regarding privacy regarding posts made via their second Instagram account.

Previously, these five informants initially created a second account to be aware of their privacy, for example, informants who did not want their personalities to be disturbed by other users. However, they still wanted to post things because they wanted to be accessible to express themselves, perhaps only to friends. – his closest friends who can see the post. Based on the results of interviews with DD informants who stated the importance of maintaining privacy, according to DD, someone could commit a crime and have a wrong view of themselves; something like this is one of his privacy concerns.

"When I use a second account, I will be more careful about what I post because this could be private for me, and not everyone will know that I am a K-pop fan. Especially someone like me who does not want to be looked at by people we are not even close to, maybe from my hobbies, my personality, or even stories about my family; I think that privacy is paramount and must be protected" (DD informant)

Then, the results of the interview with the TD informant stated that he wanted to be given a fair view by followers. Hence, the TD informant was better off hiding things that he thought should not be posted on social media because the TD informant did not fully believe that his second Instagram account was safe, even though the TD informant had never had his privacy leaked. According to him, it is easy for everyone to commit crimes using social media.

"I tend to be someone who does not like mingling with other people, so I take better care of my privacy, too; I can even make my complaints private because I do not want everyone to know my feelings, only for them to know the outside of me. "I, if you believe me, yes, because until now no one has leaked my information" (TD informant)

Meanwhile, informants DA, DD, and JS still often post about their private personalities, such as lifestyle, whereabouts, or identity, which could endanger themselves or other users. Regarding privacy violations, four out of five informants had experienced it. Informants DA, DD, JS, and AR have experienced privacy violations due to a lack of privacy protection and education. Informant DD, for example, stated that he used a second account because he wanted



to upload freely or show his accurate self-image. However, informant DD experienced a privacy breach.

"I use this second account because we can be free to post without having to think about what other people think of us, just post some things that I like, for example, Kpop or other hobbies like holidays with my friends" (Informant DD)

Those who are sensitive to technological developments still feel the risk of privacy violations. Social media users need to understand privacy management on social media, both through their second account and their first account, to avoid privacy violations. All informants have different motives when disclosing themselves through their second account, namely freedom of expression, entertainment, and protection of private information.

### Advantages of Using a Second Instagram Account

Self-expression, self-validation, and relationship development are the benefits that informants obtain related to self-disclosure. As a form of self-expression, informants usually upload photos or videos with facial expressions of the feelings they are experiencing. By expressing an opinion about what one feels, one can influence what the other person thinks in the hope of getting closer.

**Table 5. Advantages of Using a Second Instagram Account**

Element	Details
Self-Expression	<p>The advantage of self-expression is that there is freedom in expressing oneself, as felt by several informants, one of which is informant DD, who stated that he felt free to express himself through a second account without having to think about other people's views.</p> <p>"...we can freely express ourselves through posts without having to think about other people's views" (Informa DD)</p>
Self-validation	<p>The advantage of social validation is that when a person feels accepted or supported by other users, several informants, or one who felt this was informant DD, stated that when they self-disclosed, many of them liked it.</p> <p>"...so many of them actually, when I post about my hobbies, they connect and become the subject of my conversation on social media" (Informant DD)</p>
Relationship Development	<p>In relationship development, there is mutual openness with one another, as felt by one of the informants, namely informant TD, where there is mutual openness with each other regarding self-disclosure so that they become closer than before</p> <p>"....because from the start I had a second account, many of them cared more, because they felt valued if they could open up to each other and become closer than before" (TD informant)</p>

Source: Results of Research Data Processing

### Risks in Using a Second Instagram Account

Apart from profits, users of second Instagram accounts can also experience risks. The risks experienced by the informants of this research are security, stigma, and role risks. Disclosing information can endanger security, both for ourselves and those around us, because

not everyone can understand what we mean in the upload; this can also cause the risk of rejection from other people, which can take the form of bad treatment.

**Table 6. Risks in Using a Second Instagram Account**

Element	Details
Stigma	<p>The risk of stigma is a negative assessment of other people towards us and can influence other users, as felt by several other users, one of which is the AR informant, where there are several negative comments on his second account's photo feed so that it can influence other users.</p> <p>"... there are many comments that I think are unnecessary, to be honest, I think the comments are sad because usually, I post more often about my activities, such as clubbing or barring" (AR informant)</p>
Role Risks	<p>Role risk occurs when followers draw the wrong conclusion about uploads made by the account owner.</p> <p>"Regarding responses, to be honest, there are some people who think that I am too involved in sadness" (Informant JS)</p>
Security	<p>Social media users, such as fraud, information leakage, and defamation, often experience security risks. This was felt by several informants, one of whom was informant DD, who had experienced information being leaked regarding posts uploaded to his second Instagram account.</p> <p>".....so at that time, I once posted an identity that I thought was safe for me to post on a second account, and in the end, some of my friends leaked the identity using screenshots and then distributed it widely" (DD informant)</p>

This also makes Gen Z less able to manage privacy due to being active in excessive self-disclosure and even becoming victims of data theft (Hidayanto & Akbar, 2022). Based on the results of observations in this research, Gen Z tends not to realize that uploaded posts result in risks, such as the spread of personal identity, private activities, and personal complaints. So, it is necessary to protect information or self-disclosure more securely. If a person focuses on the risks that may occur in the future, then he will be more careful or even want to keep his personal information private from other people (Hallam & Zanella, 2016).

*Privacy* can be defined as an individual's ability to make decisions regarding information that will be shared with others, what will be disclosed, and what should be kept secret, this is the most important action for social media users, when they want to disclose themselves. Even though self-disclosure functions as a bridge to building relationships between individuals, it has risks if done excessively. For example, when an account owner discloses himself to another user, it will be easy for that user to share it with other users, without permission from the owner. the account (Kamilah & Lestari, 2020).

In expressing themselves through social media, especially the Instagram application in general, many Gen Z people need to gain knowledge and awareness of the risks they will face after posting via Instagram social media. This also makes Gen Z less able to manage privacy due to being active in excessive self-disclosure and even becoming victims of data theft (Hidayanto & Akbar, 2022). Based on the results of observations in this research, Gen Z tends not to realize that uploaded posts result in risks, such as the spread of personal identity, private

activities, and personal complaints. This is due to a need for proper privacy management when using a second account. Even though there are risks, users still want to be active in using a second account to express themselves because it is not enough for users to express themselves with just one account, so they still need a second account. It has been proven that 86.5% of second accounts are used as a place to express themselves in a private manner (Jakmin, 2023).

A second account is still a safe way to protect privacy. However, what happened was that privacy violations could still occur for second-account users. According to the APJII survey, 40.6% of users stated that social media was unsafe, or the equivalent of 53.8 million people, and 0.1%, or around 1 million people, answered that they did not know about social media security (Siregar, 2022).

A lack of understanding in managing social media can pose privacy risks. Privacy is closely related to confidentiality in the form of reputation, personal data, and location, and privacy is a person's right to hide information that is only accessed by parties who have been trusted (Siregar, 2022). Every user has the right to protect their privacy, which relates to awareness of the decisions made regarding the information they post via social media based on boundary rules. The risk arises due to a need for more awareness in making decisions regarding private posts, so this requires privacy control; where Gen Z tends to explore social media as a need for popularity, so disclosing personal information ignores security factors (Hidyati & Irwansyah, 2021).

In this case, by having privacy limits when users post via their second account, they can avoid crimes and anxiety felt by users. Social media users will be faced with two contradictory things, namely regarding privacy and views because due to the interest in expressing themselves through social media, they have to sacrifice privacy, which can trigger criminal acts against social media users, which the collective culture of Indonesian society tends not to think about. Long-term consequences and feeling that everything will be fine (Nuzulita, 2018). In this case, safer information protection or self-disclosure is needed. If a person focuses on the risks that may occur in the future, then he will be more careful or even want to keep his personal information private from other people (Hallam & Zanella, 2016).

Almost all Instagram users want to be seen as the best version of themselves (Aqilla & Suderajat, 2022). For example, when users reveal themselves through uploaded posts, they only show their best side so that other users see them as ideal and perfect. This is due to pressure from users, the pressure felt by users, not only regarding privacy but also the views of other users, so that they show a different self-image. Excessive anxiety felt by users causes it. The freedom that second-account users have makes users more comfortable. Users are free to upload anything and can show their accurate self-image without feeling anxious about nasty comments related to posts uploaded by users (Riadi, 2019). Self-disclosure must be based on openness in providing information; in other words, what will be conveyed should not be a mask or a lie.

Rules regarding privacy protection, where all Gen Z or social media users have the right to take privacy protection measures. The Information and Electronic Transactions Law or ITE Law is a legal provision that applies to everyone for their deeds and actions, as well as various kinds of punishment for crimes via the internet. The ITE Law provides a basis for protecting personal data obtained using electronic systems, as stated in Article 26 of the ITE Law (Yuniarti, 2019).

## CONCLUSION

All informants stated that second accounts could pose a risk based on the research results. However, many of them are still actively using the second account. First, several security risks regarding using a second Instagram account, starting from information disclosed via Instagram stories or feeds that could be leaked and disseminated by followers on the second account. The second is the risk of stigma, which is based on the assumption that other users

negatively evaluate the behavior of the user's uploads, and the third is the role risk when second account followers draw the wrong conclusion about the user's uploads. Meanwhile, the benefits felt are self-expression, a sense of freedom in uploading, which may be private, then the benefits felt are social validation, which is the feeling of someone who feels they have been accepted socially or someone who seeks support from social media, the more people support them, the more many accept. The perceived benefits are developing relationships, mutual openness, and trust in one another.

The forms of self-disclosure carried out by the five informants on the second Instagram account were first through uploading selfie photos, secondly by uploading hobbies, and thirdly by uploading images or text about the good feelings they were experiencing. Many people think that second accounts can be used to hide information so that not all users can access the information, but the opposite is true; second-account users still experience information leaks and pose risks.

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