

## Conference Paper

# Association Between Self-esteem and Self-disclosure in Female University Students as Second Instagram Account Users in Malang

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Currently, many Instagram users hold more than one account. The existence of a second Instagram account can show many new things uploaded by the user through the side account. Individuals with good self-esteem are more assertive, thus allowing the individual to open up and express themselves as they are. Individuals who have a second Instagram account, feel more comfortable expressing themselves on their second Instagram account because users still think about other people's views when they open up completely in front of the public. The purpose of this study was to examine the relationship between self-esteem and self-disclosure in female university students who use a second Instagram account. This study uses a quantitative approach with a descriptive-correlational research design. The population in this study were female university students in Malang City using incidental sampling techniques as a sample determinant. The data analysis techniques used are descriptive analysis and the Pearson Product Moment correlation test. Data collection used modifications of the Revised Self-Disclosure Scale (RSDS) and modifications to the Rosenberg Self-Esteem Scale (RSE). The results showed that there was a significant and positive relationship between self-esteem and self-disclosure in female university students who used the second Instagram account in Malang City with a p-value of  $.032 < .05$  (significant) and a correlation value ( $r$ ) of  $.214$ . In conclusion, there was a significant and positive relationship between self-esteem and self-disclosure in female university students who used the second Instagram account in Malang.

**Keywords:** self-esteem, self-disclosure, second account, Instagram

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## 1. Introduction

Currently, interpersonal communication technology between humans is developing rapidly, one of which is social media. Social media is a group of internet-based applications that allow the exchange of information between users [1]. Social media functions as a platform for self-expression of its users, they can give each other comments, feedback, and information to each other in a fast time without time and space limitations [2]. Based on data reported on the Hootsuite page, active social media users in Indonesia in 2021 as of February have reached 61.8 percent of the population or there are around

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170 million users. Indonesia is also listed as the top 10 countries that have the most social media users in the world. The most widely used applications include YouTube, WhatsApp, Instagram, Facebook, and Twitter. Instagram is the most widely used social media after Youtube and WhatsApp with a percentage of 86.6 percent. Data shows that Instagram users in 2021 in Indonesia reached 85 million people with a percentage of female users of 52.4 percent and male of 47.6 percent [3].

Instagram is an application to share photos and videos to followers. This application also facilitates users to view, give likes, and comments on posts shared by others on Instagram [4]. Instagram also provides access for its users to be able to log in to multiple accounts without the need to log out other Instagram accounts [5]. This has given rise to a new phenomenon for its users, namely the phenomenon of having more than one account or what is commonly referred to as the second Instagram account. Based on a survey conducted by HAI 2018 of 300 respondents, it was found that around 46% of teenagers use a second Instagram account, and 60% of the respondents who have a second account have 2 alter accounts at once, these respondents have a second Instagram account with various purposes [6]. And according to the research conducted by [7] found that most of the users of the second Instagram account are dominated by women.

According to [7] in their research found that there are several reasons why an individual has a second Instagram account, namely, to be more free to post large amounts of content, to have a more private (closed) account, to be able to post activities that can only be seen by the closest person, separate posts that are personal and professional, hide their real identity, as a trial account when posting feeds on the main account, promoting selling products, following online shop accounts, and to be more free to express him or herself. Based on interviews conducted by researchers to 4 students of the Faculty of Psychology Education, Universitas Negeri Malang (UM) which are Instagram users, it was found that most of the respondents felt more confident and comfortable when they expressed their emotions and expressed themselves freely on their second account compared to expressing them on the main Instagram account they had. Individuals who have a second instagram account feel more free to express information and be themselves on their second account [8].

According to [9] users of second Instagram account created the account as an account that will present themselves as they are, while their main Instagram account as an account that will display the ideal self-image that they want to build. According to [10] revealed the reason individuals have social network accounts is the individual's desire

to present themselves on social media. The self-presentation is done by making self-disclosure [1]. Self-disclosure is both verbal and nonverbal communication that reveals something about the individual [11]. Self-disclosure is closely related to self-actualization in Maslow's hierarchy of needs theory which reveals that self-actualization is the need of an individual to show and prove themselves to others, so self-disclosure is necessary to achieve individual self-actualization [12]. Self-disclosure on social media is also needed to meet the psychosocial needs of individuals, in particular those related to the need for self-presentation and establish relationships with others [13].

The self-disclosure of an individual is influenced by several factors, one of which is self-esteem. According to [14] individuals with good self-esteem are easier to interact and share some of their own information with other individuals. Then [15] also argue that individuals with positive self-esteem are more assertive, which they will be open to others and have confidence in themselves. Such assertiveness helps the individual as he or she is about to open up and express him or herself. According to [16] in their research found that social media users display an accurate picture of themselves in every activity they do in the media. Users with low self-esteem will tend to worry about what others post about them, so they will spend more time monitoring and eliminating content that gets negative responses.

Individual users of Instagram's second account feel more comfortable revealing themselves on the second Instagram account they have, rather than on their main Instagram account. The discomfort shows that they are still thinking about how people view them when they open themselves up completely in public. Research conducted by [17] regarding Millennial Generation self-disclosure through the second Instagram account shows that the average millennial generation feels more free to express and also share what they want to share on the second account. Then [18] also conducted research on the use of Instagram in UPN, East Java. In this study, it was found that the majority of students who own and use Fake Instagram are caused by the discomfort or lack of confidence they feel when using their main account.

Another study was also conducted by [19] on students of Psychology at Medan Area University who use WhatsApp regarding the relationship between self-esteem and self-disclosure. This study shows that there is a positive relationship between self-esteem and self-disclosure. This indicates that when self-esteem is high, the higher one's self-disclosure, and vice versa.

In previous studies, no researcher has discussed how the relationship between self-esteem and self-acceptance is associated with the phenomenon of the current generation, in which many young people have a second Instagram account. Several

studies explain that the phenomenon of Instagram second account occurs due to an individual's lack of confidence and sense of comfort when it comes to sharing their daily activities on their main Instagram account. Thus, the difference between this study and the previous research is the subject and the setting of the study.

This study aims to examine the relationship between self-esteem and self-disclosure in female university students who have a second Instagram account. It is hoped that with this study, individuals with low self-esteem can increase their self-esteem so that individuals will be more comfortable or free to disclose themselves to the public, one of which is on their main Instagram account, not on the second account. Because with high self-esteem will increase the confidence of individuals to express themselves. Then, this research is also expected to increase research and scientific literacy in the field of psychology which discusses self-esteem and self-disclosure for future readers and researchers.

## 2. Literature Review

### 2.1. Self Disclosure

Self-disclosure is the ability of individuals to provide responses, reactions and information about themselves that they usually hide from others or the individual's process of establishing relationships to become closer to others [20]. As Rosenfeld [21] defines self-disclosure as the process of opening oneself up to others to know the privacy or secrets that individuals have.

According to [22] revealed that there are several benefits for individuals when they do self-disclosure, namely individuals can get to know themselves better, improve their ability to overcome problems, and reduce the burden of the problems they face. Increased ability to overcome problems is caused by the support of others, so that individuals can solve or reduce or even eliminate the problem. Meanwhile, a person's obstacles to self-disclosure are usually related to the self-confidence and sense of security they have [23].

According to [24] revealed that there are five aspects of self-disclosure, namely: (a) Accuracy, whether individuals disclose their information relevantly to conditions and situations; (b) Motivation, what drives individuals to express themselves; (c) Timing; (d) Intensity, depending on who the individual will reveal himself; (e) Depth and breadth

of information. It is divided into two, namely shallow self-disclosure and deep self-disclosure. Shallow self-disclosure is usually used to new people. Then deep self-disclosure is usually done to individuals who already have a close relationship (intimacy).

According to [22] mentioned several factors that influence individual self-disclosure including group size, dyadic effect (alternating self-disclosure), feelings of liking, competence, topic, gender and personality. Individuals with sociable and extroverted personalities are easier to express themselves than those who are introverted and less sociable. Cramer [25] states that the self-disclosure of an individual is also influenced by self-esteem as one of the characteristics of the human personality.

## 2.2. Self-Esteem

According to [26] defines self-esteem as a global evaluation of the self. According to [23] define self-esteem as a form of self-evaluation or attitude that individuals have towards themselves in general or in particular. Then [25] also defines self-esteem as a form of evaluation of the self, both positive or negative assessment which will later determine the attitudes to low self-esteem or high self-esteem, depending on the individuals' assessment of themselves.

Rosenberg [27] suggests that there are several factors that affect self-esteem, namely (a) Environment, (b) Intensity of meeting with parents, (c) Peers, (d) Cognitive, (e) Religion, (f) and Behavior. Rosenberg [27] also revealed the characteristics of individuals who have high self-esteem, namely (a) individuals can judge themselves as valuable individuals, (b) individuals feel useful and successful in their lives, (c) individuals value themselves as positive or good individuals, (d) individuals feel proud of themselves, (e) individuals feel satisfied with themselves, (f) individuals feel capable of themselves and can also motivate themselves, (g) the individual is able to accept his or her circumstances. Then Maslow [28] explained that each individual has two categories of needs for their self-esteem, namely respect from others and appreciation from themselves.

## 2.3. The Relationship of Self-Disclosure and Self-Esteem

According to [29] suggests that women have many possibilities to express themselves about broader topics on social media compared to men. The self-disclosure of an individual is influenced by self-esteem as one of its factors. According to [25] reveals that individuals who have high self-esteem can judge themselves as equal to others, so that the individual can easily interact with others and open up. This is in agreement

with [30] statement which states that individuals with low self-esteem reveal less themselves when compared to individuals with high self-esteem. Later, [15] also argued that someone with high self-esteem can be assertive, have confidence in him or herself, and be open, allowing individuals to open up and express themselves as they are.

According to [31] revealed that self-esteem is one aspect that can influence someone to express themselves online through social media. This is supported by the statement of Christofides, et al [32] which reveals that significant self-disclosure is carried out by individuals because of the need for popularity, while information control is predicted to be carried out due to the level of confidence and self-esteem, not because of privacy. Individuals who have a second Instagram account are more comfortable expressing themselves on their second Instagram account, rather than their main Instagram account. This discomfort shows that they are still thinking about how people perceive them when they open themselves up completely in public. According to [33] argued that an individual with high self-esteem would be able to actualize his or her own potential. So that the feedback obtained from actualizing the potential is an increase in individual self-confidence.

### 3. Method

The research method used is a quantitative approach with a correlational type of research. The population used in this study must have some characteristics or traits in common. In this study, the population used must have characteristics in the form of (a) Female university students in Malang City; (b) Have a second account on Instagram; (c) Actively uploading photos/videos/Instagram stories on the second account on Instagram. The population of this study is unknown because there is no accurate data that shows the population of female students from all universities in Malang City. Incidental sampling was used as a data collection technique in this study.

Researchers used questionnaires as a data collection tool in this study. Researchers modified two previously existing scales, the Revised Self-Disclosure Scale (RSDS) which was modified by Leung in 2002 [34] to measure the self-disclosure of subjects consisting of 16 modified items and arranged based on the 5 dimensions of self-disclosure from Wheelless and Grotz. Then the second scale is a modification of the Rosenberg Self-Esteem Scale (RSE) compiled by Rosenberg in 1989 [35] to measure the self-esteem of subjects consisting of 14 items.

Both of these scales use the Likert Scale Instrument with 4 answer choices, namely 4 = Very Appropriate (SS) , 3 = Appropriate (S), 2 = Non Appropriate (TS), 1 = Very Non

Appropriate (STS) on favorable questions and vice versa for the answers score with the unfavorable question.

After modifying both scales, the validity and reliability of the scale were tested. The validity test used is the construct validity test with the Pearson Product Moment technique, while the reliability test is carried out using internal consistency reliability with the Cronbach Alpha technique.

The data analysis technique used in this study is descriptive analysis and hypothesis testing is done by correlation testing using Pearson Product Moment correlation. The significance value to see the results of the hypothesis test is less than .05 ( $p < .05$ ) which means that there is a correlation between the two variables.

## 4. Result and Discussion

### 4.1. Result

The subjects in this study were female university students who used the second Instagram account in Malang City consisting of 100 respondents with an age range of 18-25 years. The results of the calculation of descriptive data, it is own that in the self-esteem variable the empirical mean is 36.39 and the standard deviation is 4.712. Then the self-disclosure variable found the empirical mean of 46.63 and standard deviation of 7.336.

The categorization of each scale is divided into four categories, namely very high, high, low, and very low using absolute valuation.

TABLE 1: Categorization of Self-Esteem Data.

Category	Interval	Amount	Percentage
Very high	$43 \leq X$	13	13%
High	$29 \leq X < 43$	82	82%
Low	$15 \leq X < 29$	5	5%
Very low	$X < 15$	-	-
Total		100	100%

Based on the results of the categorization of self-esteem data, it was found that most of the subjects had a high level of self-esteem with a percentage of 82%, followed by 13% of subjects in the very high category, and 5% in the low category. So the average (mean) data with a value of 36.39 is in the high category.

Then, based on the categorization of self-disclosure data, it was found that most subjects had self-disclosure which belonged to a high category with a percentage of

TABLE 2: Categorization of Self-Disclosure Data.

Category	Interval	Amount	Percentage
Very high	$49 \leq X$	39	39%
Tall	$33 \leq X < 49$	58	58%
Low	$17 \leq X < 33$	3	3%
Very low	$X < 17$	-	-
Total		100	100%

58%. Followed by the very high category with a percentage of 39% and 3% in the low category. So the average (mean) of data with a value of 46.63 is in the high category.

There are two assumption tests carried out in this study, namely the normality and linearity tests. The normality test was carried out using the one sample Kolmogorov-Smirnov test method. Based on the test, the Asymp. Sig value .938 was obtained. The Asymp. Sig value of  $.938 > .05$  indicates the research data is normally distributed. The linearity test obtained Sig. Deviation from Linearity of  $.064 > .05$  which indicates that the two variables have a linear relationship.

Furthermore, the hypothesis test was carried out with *correlation product moment pearson* analysis technique. Based on the test results, a correlation value (r) of .214 was obtained with a probability (p) of  $.032 < .05$  (significant). This shows that the self-esteem variable and the self-disclosure variable have a significant relationship and the relationship direction is positive. Therefore, when self-esteem is high, the respondents' self-disclosure will also be high, and vice versa.

## 4.2. Discussion

The results of the hypothesis test indicate that the two variables have a significant and positive relationship so that the hypothesis in this study can be accepted. This shows that when self-esteem is high, self-disclosure will be high as well, and vice versa. This is in line with the results of Pasaribu's research [19] which also shows that there is a significant and positive relationship between the variables of self-esteem and self-disclosure. The same study was also conducted by [36] on students using Instagram which showed that there was a significant relationship between self-esteem and self-disclosure. So based on this explanation, it can be concluded that when self-esteem is high, self-disclosure will also be high.

This study shows that self-esteem has a significant role to play in the self-disclosure of individuals, as stated by Cramer [25] that self-esteem as one of the characteristics of the human personality affects the self-disclosure of individuals. Then [31] also argues



that self-esteem is one of the aspects that can influence people to be able to express themselves online on social media.

According to [37] revealed that self-esteem is an individual's level or degree of self-assessment. In this study, it was found that most of the subjects were in the category of high self-esteem, it showed that most of the female university student subjects who had a second Instagram account in Malang City had high self-esteem. Self-esteem is one of the very important aspects for humans, it happens because humans are very concerned about various things about themselves such as who they are, how negatively or positively they view themselves, how the image they display in front of others, etc. [23].

Individuals with high self-esteem are able to judge themselves as equal to others, that they are equally valuable, equally useful towards the surrounding environment, equally have their own advantages and disadvantages, and they feel satisfied with themselves. This is in line with the opinion expressed by Pelham and Swan [23] that individuals with high self-esteem will view themselves positively, because they are aware of the advantages they have and view these advantages as more important than the disadvantages they have. On the contrary, individuals with low self-esteem will tend to perceive themselves negatively and will focus only on their weaknesses compared to their strengths.

According to [15] state that individuals with high self-esteem will be able to be more open, assertive, and have the belief that they are the same as others, thus allowing the individuals to be more open to expressing themselves as they are to others. Therefore, individual self-disclosure will also increase. Self-disclosure is one of the many factors needed in interpersonal relationships between people, because when individuals do self-disclosure individuals can express opinions, feelings, expectations, etc. so that it will lead to self-disclosure [38]. In this study, it was found that most female university students who have a second Instagram account have high self-disclosure.

According to [24] argue that there are several aspects that influence the self-disclosure of an individual such as accuracy, intensity, and depth of information. Accuracy refers to whether an individual will disclose information relevant to conditions and situations. Users of second Instagram account will publicly disclose information about the situation they are going through. Such disclosure can be an overflow of their emotions and opinions. Then the next aspect is the intensity, to which they reveal themselves. The second Instagram account was designed by its users to limit followers on the account. So, the followers on the second Instagram account are usually just the

closest people they already trust, because of this, individuals will be free to provide information to their followers.

The third aspect is the depth of the information provided. The users of second Instagram account will openly provide in-depth information about him or her, such as how and what activities he or she does, the anxiety and pleasure he or she is facing, opinions about the latest news, discussions, even to the problems he or she is facing. This deep self-disclosure occurs because individuals have affinity (intimacy) with the followers.

Individuals with high self-disclosure can express themselves more precisely, this is evident by those who are able to adjust, are reliable, more competent, able to be objective, confident, and more open [39]. High self-disclosure also provides individuals with several benefits such as increasing knowledge about oneself, the ability to overcome problems, more effective communication, the realization of individual mental health, and more meaningful relationships with others [40].

According to [41] states that self-disclosure on social media is the same as face-to-face self-disclosure to others. According to [42] argue that with the rapid development of communication technology can affect the way individuals who have high self-esteem to develop the interpersonal communication patterns they have without face-to-face through social media. According to [43] the higher the self-esteem of an individual, the higher the self-disclosure he or she does on social media.

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