


Exploring the Impact of Self-Esteem on Online Self-Disclosure of Second Account Users on Instagram: Trust as a Mediator

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<p>Revised: 2024-05-24</p> <p>Accepted: 2024-05-25</p> <p>Keywords: Instagram; Online Self-Disclosure; Self-Esteem; Second Account; Trust</p> <p>Copyright holder: © Lase, C. C., Kristinawati, W., & Murti, H. A. S. (2024)</p> <p>This article is under:</p>  <p>How to cite: Lase, C. C., Kristinawati, W., & Murti, H. A. S. (2024). Exploring the Impact of Self-Esteem on Online Self-Disclosure of Second Account Users on Instagram: Trust as a Mediator. <i>Bulletin of Counseling and Psychotherapy</i>, 6(2). https://doi.org/10.51214/00202406954000</p> <p>Published by: Kuras Institute</p> <p>E-ISSN: 2656-1050</p>	<p>ABSTRACT: This study aims to determine whether trust plays a role in mediating the influence of self-esteem on online self-disclosure of second Instagram account users. The research method used is a quantitative method carried out using multiple linear regression using the Process Hayes model 4 program with the bootstrapping method to test the mediation effect. RSES (Rosenberg's Self-esteem Scale) modified by Tombeng and Yuwono is used to measure self-esteem; Rotenberg's interpersonal trust scale which has been modified by researchers is used to measure trust; and the Revised Self-Disclosure Scale (RSDS) which has been modified by researchers is used to measure online self-disclosure. Participants totaled 251 students from the UKSW Faculty of Psychology. The results showed that trust mediates the influence of self-esteem on online self-disclosure ($ab = .167$, $SE = .057$, 95%, $CI [.071, .296]$). Self-esteem was found to increase the emergence of a sense of trust which then led to online self-disclosure.</p>
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INTRODUCTION

In the millennial era, everything in life is connected to modern technology. According to APJII, internet usage in Indonesia has increased significantly, reaching 210.03 million users in 2021-2022. This has an impact on changes in communication, including self-disclosure. According to Devito (in Fauzia et al., 2019) self-disclosure is a type of communication in which individuals reveal information about themselves to other people. Initially, this self-disclosure was only done face to face, but now it can also be done online.

A survey by Napoleon Cat (in Agustiin et al., 2023) in May 2023 noted that the population of Instagram users in Indonesia reached 109,331,200 people, with the majority coming from the 18-24-year age group, amounting to 41.5 million people. The total population of Indonesia in the 15-19- and 20-24-year age group is 44.65 million. Thus, more than half of the population aged 15-25 years are Instagram users. Instagram, a social media application created by Kevin Systrom and Mike Kriger, has become a phenomenon with 150 million photo uploads in just the first nine months since its release (Nugraha & Akbar, 2018). Compared to other social media such as Facebook, Instagram focuses on sharing photos and videos, as well as unique photo editing and effects features. This uniqueness makes Instagram attractive to teenagers, because they are more interested in visual content (Sosiawan & Wibowo, 2018). With new features such as Instagram stories and live, users can express themselves more freely and interact with other users. Instagram can also fulfil a person's cognitive, affective, personal integration, social integration, and imagination needs. Yet many individuals who come forward online do not know who they are sharing this information with. This gives rise to the phenomenon of creating another account or what is usually called a second account (Nabillah & Hanurawan, 2022).

A second Instagram account is a person's second Instagram account which is private and only known to certain people (Prihantoro et al., 2020). Users limit followers and users of the account to maintain privacy. According to a survey conducted by researchers with 125 teenagers, around 78.9% of respondents had a second Instagram account, and 90% locked their accounts in privacy mode. Uploads on this second account are usually private moments that only close friends want to see. Research by Emeraldien et al. (2019) also shows that second account users are more open in sharing photos, videos, and information because only close friends can see them. Then it was added that this Second account was also used as a forum for expressing oneself honestly and openly. Users feel more confident in sharing information online via a second account.

A number of previous studies have been conducted on online self-disclosure by Clark-Gordon et al. (2019) and Hallam and Zanella (2017), using the self-disclosure theory defined by Wheelless et al. (1986). Online self-disclosure can be interpreted as self-reference that is communicated online to a group. This research also quotes the dimensions of self-disclosure according to Wheelless et al. (1986) which consist of intention of self-disclosure, amount of self-disclosure (frequency and duration), valence of self-disclosure (positive or negative), honesty-accuracy of self-disclosure, and control of general depth or intimacy of self-disclosure. There are factors that influence self-disclosure according to Devito (in Fauzia et al., 2019) namely group size, dyadic effects, topic, gender, personality, competence and trust and there are also other factors that influence self-disclosure according to Pathak (2012) namely parenting patterns, parental acceptance, parental control, attachment patterns, gender, personal traits, privacy, and self-esteem.

Self-esteem has a strong impact on adolescent self-disclosure because when adolescents have high self-esteem, they tend to feel equal to other people and interact more easily and can open up to other people (Kristanti & Eva, 2022). Furthermore, research from Purba and Hasibuan (2023) shows that social media users, especially Instagram, with low self-esteem tend to worry about other people's responses to their posts and conversely, individuals with high self-esteem have more confidence in their abilities. Apart from that, self-disclosure on Instagram is influenced by internal encouragement, such as self-esteem, as well as the environment and how well a person knows other people (Kristanti & Eva, 2022). Another study also shows a significant positive relationship between self-esteem and self-disclosure in female students who have a second Instagram account (Nabillah & Hanurawan, 2022). Previous research shows that self-esteem has a positive effect on self-disclosure. However, there is a different view by Robinson and Haver (in Sari et al., 2006) that individuals with high self-esteem need less recognition and acceptance from others, so they are less likely to engage in self-disclosure. Rosenberg's theory of Self-Esteem was first put forward in 1979, but over time it has been updated again by other researchers and most recently, Tombeng and Yuwono (2023) used this theory with the definition of self-esteem, namely the attitude that a person has about himself. themselves, both positively and negatively. There are 2 aspects of self-Esteem according to Rosenberg (in Tombeng & Yuwono, 2023) namely, self-liking and self-competence.

Apart from self-esteem, trust is also an important factor for someone to want to reveal themselves to others, because having trust can reduce the risks that exist because they already have an attachment to each other (Siregar & Andriani, 2022). According to Rotenberg (2010) trust is the hope held/held by an individual or group that words, promises, verbal or written statements from other people or other groups can be relied upon or trusted. Aspects of trust according to Rotenberg (2010) are reliability, emotion, and honesty. Individuals who have high trust and are in a state of acceptance will be able to express their thoughts, ideas, conclusions, feelings, and reactions, so that they are able to carry out self-disclosure (Andriani et al., 2021). This is also in line with research conducted by Devi and Indryawati (2020) which states that the higher the trust they have, the higher the self-disclosure carried out by teenagers on Instagram. From the results of the previous research above, it can be concluded that trust has a positive influence on online self-disclosure. This is also

supported by previous research conducted by Siregar and Andriani (2022), Andriani et al. (2021), Taddei and Contena (2013), and Mesch (2012).

When self-esteem increases, a person will better understand the acceptance of others and experience positive emotions (He, 2022). With positive emotions, a person has a high sense of trust towards other people. Thus, when someone has high self-esteem, they have high trust too. When someone has high trust, they are more able to carry out self-disclosure, especially online self-disclosure to other people. From this, it can be said that trust has an important role in mediating the influence of a person's self-esteem and online self-disclosure.

From previous research, there are pros and cons regarding the relationship between self-esteem and self-disclosure, then there is research which states that self-esteem has an influence on trust, and trust has an influence on self-disclosure. From this, researchers want to know whether trust can be a mediator in the influence of self-esteem on self-disclosure, especially online self-disclosure on the second Instagram account.

METHODS

Design and Participants

This study is quantitative research with a correlational method involving mediator variables. The population used in this study were all active students from the Faculty of Psychology, Satya Wacana Christian University, totaling 1136, obtained by researchers through the UKSW Academic Directorate. The sampling technique used is purposive sampling (Sugiyono, 2017). Purposive sampling technique is a technique for sampling data sources with certain considerations. The criteria used in this study to determine the participant sample are: (a) Active students at the Faculty of Psychology, Satya Wacana Christian University; (b) Have a second account on social media Instagram; and (c) Actively using a second account on social media Instagram. Data that can later be tested in this study was collected using a research questionnaire in the form of a Google form which was given to participants via the WhatsApp application, and directly to participants. Furthermore, the results of the research questionnaire can be downloaded via Google Sheet and continued with data processing by the researcher. The sample size calculation used the sample number determination table from Isaac and Michael (in Sugiyono, 2017) using an error level of 10% and obtained a sample size of 217. The number of respondents obtained was more than the specified sample target, namely 251.

Instruments

This study has 3 variables, namely self-esteem as the independent variable (X), online self-disclosure as the dependent variable (Y), and trust as the mediator variable (M). There are 3 measuring instruments used by researchers. Firstly, the measuring tool for online self-disclosure uses the Revised Self-Disclosure Scale (RSDS) from Wheelless (1978) which was modified by the researcher according to research needs. Test the validity of the scale using content validity with expert judgment by 2 supervisor lecturers and 1 lecturer at the USKW Faculty of Psychology. The validity results from 3 experts showed that the V Aiken online self-disclosure scale value was $V=0.803$, which means that according to Koestoro et al. (2006) it is in the Very High category. By calculating the item discrimination test with Corrected Item-Total Correlation, 10 items were dropped from 3 rounds of calculation. In the first round there were 9 items that fell, in the second round there was 1 item that fell and in the third round all items met the criteria according to Azwar (2021) namely the item coefficient value > 0.30 . From the original number of 31 items, there are 21 items that have good discriminatory power with a value ranging from the lowest 0.332 to the highest 0.643. Reliability test results The results of the Online Self-Disclosure scale reliability test with 21 items obtained a Cronbach Alpha value of 0.887, which means that according to Azwar (2021) it is in the Very Strong category. The assessment on this scale is that the higher the score obtained indicates high online self-disclosure, and vice versa, the lower the score obtained indicates low online self-disclosure. The minimum score on this scale is 22 and the highest

score is 84.

The second is a measuring tool for trust using the interpersonal trust scale from Rotenberg (1994) which is then modified by researchers according to research needs. Test the validity of the scale using content validity with expert judgment by 2 supervisor lecturers and 1 lecturer at the USKW Faculty of Psychology. The validity results from 3 experts showed that the V Aiken trust scale value was $V=0.722$, which means that according to (Koestoro et al., 2006) it is in the High category. By calculating the item discrimination test with Corrected Item-Total Correlation, 1 item was dropped from 2 rounds of calculation. In the first round there was 1 item that was dropped and in the second round all items met the criteria according to Azwar (2021), namely the item coefficient value > 0.30 . From the original number of 13 items, there are 12 items that have good discriminatory power with a value ranging from the lowest 0.441 to the highest 0.633. Reliability test results of the Trust scale reliability test with 9 items obtained a Cronbach's Alpha value of 0.857. The assessment on this scale is that the higher the score obtained indicates high interpersonal trust, and vice versa, the lower the score obtained indicates low interpersonal trust. The minimum score on this scale is 9 and the maximum score is 36.

The third is a self-esteem measurement tool using the RSES (Rosenberg's Self-esteem Scale) modified by Tombeng and Yuwono (2023) which consists of 10 items. Test the validity of the scale using content validity with expert judgment by 2 supervisor lecturers and 1 lecturer at the USKW Faculty of Psychology. The validity results from 3 experts showed that the V Aiken self-esteem scale value was $V=0.888$, which means that according to Koestoro et al. (2006) it is in the Very High category. By calculating the item discrimination test with Corrected Item-Total Correlation, 1 item was dropped from 2 rounds of calculation. In the first round there was 1 item that was dropped and in the second round all items met the criteria according to Azwar (2021) namely the item coefficient value > 0.30 . From the original number of 10 items, there are 9 items that have good discriminatory power with a value ranging from the lowest 0.552 to the highest 0.638. The self-esteem scale with 9 items obtained a Cronbach's Alpha value of 0.871. The assessment on this scale is that the higher the score obtained indicates high self-esteem, and vice versa, the lower the score obtained indicates low self-esteem. The minimum score on this scale is 12 and the highest score is 48.

The three measuring instruments used in this study significantly have good validity, which means they can be used in this research. The type of 3 scales used in this research is a Likert scale with 4 answer points (Very Appropriate-Very Unsuitable). In this study, the 3 scales used were divided into 5 categories, namely Very High, High, Medium, Low and Very Low.

Data Analysis

In this study, the data were subjected to quantitative with multiple regression analysis. Data analysis for hypothesis testing uses mediation analysis using the Process by Hayes (2017) model 4 with the bootstrapping method to determine the influence of self-esteem on online self-disclosure of second account users on Instagram with trust as a mediator variable. The statistical data analysis process consists of three stages: descriptive statistical analysis, assumption testing, and hypothesis testing using statistical program, namely SPSS 21.

RESULTS AND DISCUSSION

Results

Descriptive Analysis Test

Based on table 1, it can be concluded that the results of the descriptive analysis of the online self-disclosure variable with a total of 251 participants have the lowest value of 22 and the highest value of 84 and have an average value of 55.42 with a standard deviation (level of data distribution) of 10.837. For the results of the descriptive analysis, the self-esteem variable with a total of 251 participants had the lowest value of 9 and the highest value of 36 and had an average value of 25.66 with a standard deviation of 5.578. For the results of the descriptive analysis, the trust variable with

a total of 251 participants had the lowest value of 12 and the highest value of 48 and an average value of 36.51 with a standard deviation of 6.748.

Table 1. Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
Online Self Disclosure	251	22	84	55.42	10.837
Self Esteem	251	9	36	25.66	5.578
Trust	251	12	48	36.51	6.748

The results of categorizing 215 participants in table 2 are divided into three categories, namely very low, low, medium, high, and very high. From the categorization results, most participants in online self-disclosure are at the Medium to High level with a total percentage of 66%, as well as self-esteem with the majority of participants being at the Medium to High level with a total percentage of 67%. In contrast to trust, most participants fell into the Low to Very Low category with a total percentage of 69%. For the distribution, everything falls into all categories. So, it can be said that UKSW Psychology students have moderate self-esteem, so they have a low sense of trust and produce moderate online self-disclosure behavior on second accounts.

Table 2. Kategorisasi Partisipan

Online Self-Disclosure	Category	N	Percentage
71,4 < x < 84	Very high	18	7%
58,8 < x < 71,4	High	76	30%
46,2 < x < 58,8	Currently	115	46%
33,6 < x < 46,2	Low	31	12%
21 < x < 33,6	Very low	11	5%
Self-Esteem	Category	N	Percentage
30,6 < x < 36	Very high	50	20%
25,2 < x < 30,6	High	83	33%
19,8 < x < 25,2	Currently	85	34%
14,4 < x < 19,8	Low	23	9%
9 < x < 14,4	Very low	10	4%
Trust	Category	N	Percentage
40,8 < x < 48	Very high	5	2%
33,6 < x < 40,8	High	10	4%
26,4 < x < 33,6	Currently	62	25%
19,2 < x < 26,4	Low	104	41%
12 < x < 19,2	Very low	70	28%

Assumptions Test

The results of the normality test for the equation on self-esteem – trust or $(X-M) 0.375$ ($p > 0.05$) show that the results are normally distributed, for the image the results of the histogram calculation show a normal distribution pattern, because the graphic display follows a normal curve distribution such as a bell- or bell-shaped curve. The results of the multicollinearity test show that the tolerance value of the self-esteem variable is $1.000 > 0.01$. Meanwhile, the VIF value of the self-esteem variable is $1,000 < 10$. Multicollinearity will occur if the tolerance value is > 0.10 and $VIF < 10$ (Ghozali, 2016). So, it can be concluded that there is no multicollinearity in the independent variables used. Based on the image, the results of Heteroscedasticity calculations show that the points are spread randomly and do not form any clear patterns. These points are spread above and below the number 0 (zero) on the Y axis. This shows that heteroscedasticity does not occur in the regression model, so it can be used to predict the Trust variable. Based on the results of linearity test of self-esteem-Trust, the F value = 0.981 and the significance value = 0.494 ($p > 0.05$), which means the

relationship between the two variables is linear.

The results of the normality test for equality on self-esteem - trust - online self-disclosure or (X-M-Y) 0.409 ($p > 0.05$) show that the results are normally distributed. The results of the multicollinearity test show that the tolerance value for the self-esteem variable and the trust variable is $881 > 0.01$. Meanwhile, the VIF value of the self-esteem variable and the trust variable is $1.135 < 100$, so it can be concluded that there is no multicollinearity in the independent variables used. Based on the image, the results of heteroscedasticity calculations show that the points are spread randomly and do not form any clear patterns. These points are spread above and below the number 0 (zero) on the Y axis. This shows that heteroscedasticity does not occur in the regression model, so it can be used to predict the Online Self-Disclosure variable. Based on the results of linearity calculations on the variable self-esteem - online self-disclosure, the F value difference = 4,668 and significance value = 0.032 ($p < 0.05$), which means the relationship between the two variables is linear. For the linearity calculation results of the online variable self-disclosure – trust, the F value = 18,938 and significance value = 0.000 ($p < 0.05$), which means the relationship between the two variables is linear.

Hypothesis Test

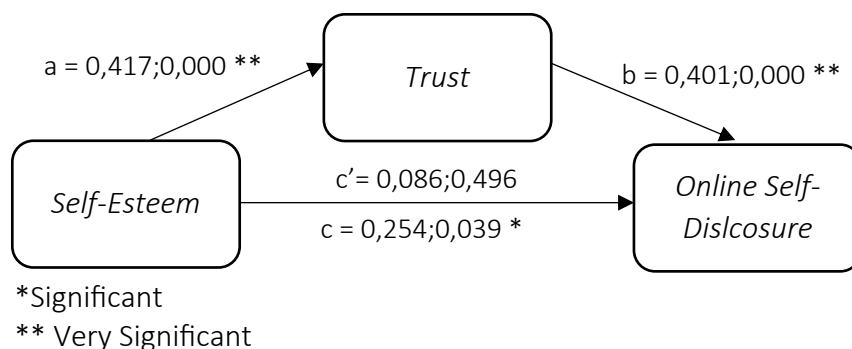


Figure 1. Process Macros Hayes v4.2 Model-4 Output Statistical Diagram

Table 3. Hipothesis Test

Path	Variabel	Estimate	p-value	Decision
a	SE-T	0,417	0,000	Very Significant
c'	SE-OSD	0,086	0,496	Not significant
b	T-OSD	0,401	0,000	Very Significant
c	SE-T-OSD	0,254	0,039	Significant

From Figure 1 and table 3 above it can be explained that the results of the hypothesis test show: (1) Path a is the effect of X-M obtained by the results, namely, self-esteem has a significant positive effect on trust with an estimate value of 0.417 and a p-value < 0.05 , namely 0,000. (2) Path c' is the influence of X-Y or the direct effect of X-Y. The results obtained are that Self-esteem has no significant effect on online self-disclosure with an estimated value of 0.086 dan a p-value > 0.05 , namely 0,496. (3) Path b is the effect of M-Y, the results obtained are that Trust has a significant positive effect on online self-disclosure with an estimated value of 0.401 and a p-value < 0.05 , namely 0.000. (4) Path a*b is an indirect effect X-Y. From the output above it can be calculated that the indirect effect is 0.167. (5) Path c is the total effect of X-M-Y. Self-esteem has a significant positive influence on online self-disclosure through trust with an estimated value of 0.254 and a p-value < 0.05 , namely 0.039.

Mediation analysis was also carried out using process macros Hayes v4.2 model 4. In the table above you can see the indirect effect coefficient value of 0.167. For the confidence interval (CI), zero (0) was not obtained with a Boot LLCI (lower level for CI) value of 0.071 and BootULCI (upper level for

CI) of 0.296, therefore the relationship between self-esteem and online self-disclosure is mediated by trust.

Table 4. Direct & Indirect (Process Macros Hayes v4.2) Model 4

	Effect	SE	T	P	LLCI	ULCI	Md	Effect	B-SE	LLCI	ULCI
T. Effect	0,254	0,122	2,078	0,039	0,013	0,494					
Direct	0,086	0,127	0,682	0,039	0,013	0,496					
Indirect							T	0,167	0,057	0,071	0,296
CSI							T	0,86	0,029	0,037	0,151

Discussion

The results of this study can be said to support the research hypothesis because from the results of the calculation of the hypothesis test it is said that the direct path or path of the influence of self-esteem on online self-disclosure, has insignificant results or has no influence with a p value greater than 0.05, namely 0.496. In the indirect path or the path of the influence of self-esteem on online self-disclosure, which is mediated by trust, significant results were obtained with a p value smaller than 0.05, namely 0.39 and an R-square of 0.72, which means there is a positive influence self-esteem in online self-disclosure which is mediated by trust is 72%. Thus, this study found that trust mediates the relationship between self-esteem and online self-disclosure in teenagers who use second Instagram accounts. So, it can be interpreted that teenagers who have self-esteem will have a sense of trust in the followers of the account, making them able to express themselves online (online self-disclosure) on their second Instagram account. This study enriches understanding of the group of second Instagram account users, especially about the relationship between self-esteem, trust, and online self-disclosure.

Data on the characteristics of respondents in this study is that the majority of respondents are from the class of 2023 with a percentage of 32% totaling 80 people. The class of 2023 tends to be 18-20 years old, included in the late youth group (Santrock in [Swaraswati et al., 2019](#)). Late adolescence is a category of human development that will soon enter the early adulthood stage. One of the developmental tasks of late adolescents is to develop intellectual concepts that are very necessary to carry out their role as members of the community (Hurlock in [Agustriyana & Suwanto, 2017](#)). At this stage, late adolescents have formed a good mindset and are able to sort out what information is personal and what information can be shared, and with whom this personal information can be shared. From the results of initial research conducted by researchers, it was found that most respondents created a second Instagram account to share personal things about themselves. From this, social media can have negative impacts, one of which is when users do not filter what information they want to share and who they share the information with. With self-esteem and the mediation of a sense of trust, a teenager can carry out online self-disclosure comfortably and can also reduce the bad risks that occur from online self-disclosure.

According to Pathak ([2012](#)) self-esteem is one of the factors that influences self-disclosure. This is not in line with the results of this study. Self-esteem was found to have no direct influence on online self-disclosure. From this it can be said that self-esteem cannot stand alone and play a role in the occurrence of online self-disclosure behavior. Thus, there needs to be a role for trust as a mediator between self-esteem and online self-disclosure.

Self-esteem does not influence online self-disclosure directly but can influence it in an indirect way. This indirect route is through mediation from trust. Self-esteem has a positive influence in generating a sense of trust, that is, the higher self-esteem, the higher the trust, and conversely, the lower the self-esteem, the lower the trust. This is in line with He ([2022](#)) who stated that increasing self-esteem will make a person better understand the acceptance of others and experience positive emotions and make a person have a high sense of trust towards other people. In other words, someone who has high self-esteem tends to have a more positive view of other people which creates a feeling of trust.

He (2022) also said that with self-esteem in a person, the higher a person's sense of self-acceptance towards other people, and in the sense that a person has a sense of trust/trust which makes him accept other people. So, conversely, when a person's self-esteem is low, the person's self-acceptance towards other people will also be lower and this will make them lack a sense of trust. In this case, when teenagers have high self-esteem, the higher their ability to accept other people and become trusting of those people.

High self-esteem in teenagers also influences high trust, so that someone is more confident in expressing themselves. According to Devito (in Fauzia et al., 2019b) trust is one of the factors that influences self-disclosure. The same thing also happened in online self-disclosure research conducted by Mesch (2012) with a sense of trust, a person can be more comfortable disclosing themselves to other people. This is supported by a statement from Siregar and Andriani (2022) which states that Trust can increase the feeling of confidence in other individuals that the individual can be relied on. Research from Widiasmita and Muhammad (2022) states that feelings of comfort arise in individuals because they have a sense of trust in other individuals, so this causes individuals to self-disclose. Another opinion that is in line with this research was also stated by Devi and Indryawati (2020) who said that the higher the sense of trust, the higher the self-disclosure that the individual makes on Instagram. Thus, trust can be a mediator in the influence of self-esteem on self-disclosure. In this case, a teenager tends to express himself on the second Instagram account because the followers on the second Instagram account are only people of individual choice who he already trusts.

Second accounts are basically second accounts that most people create, especially for teenagers, to share something personal about themselves. Most people lock their second account, and to be able to see posts in that account they have to be friends or follow each other, and this can happen when the owner of the second account receives a friend request from another account. For someone to accept a friend request, there must be a basis of trust in that person. Having high self-esteem cannot make someone express themselves consciously and sincerely. There needs to be a sense of trust in that person so that he can enter the scope of someone's second account and get to express himself from that person.

In this study, the categorization results showed that most participants in online self-disclosure were in the Medium to High category, while the majority of participants' trust was in the Low to Very Low category. So, it can be said that UKSW Psychology students have moderate self-esteem, so they have a low sense of trust and produce moderate online self-disclosure behavior on second accounts.

CONCLUSION

Based on the study results, it can be concluded that trust plays a role in mediating the influence of self-esteem on online self-disclosure of second account users on Instagram. Self-esteem has the effect of increasing teenagers' trust in other individuals which ultimately also increases online self-disclosure on their second Instagram account. This shows that trust plays an important role in mediating self-esteem and online self-disclosure of users of second Instagram accounts among UKSW Psychology Faculty students. The suggestion for further research is to be more detailed in describing participant characteristics, such as the length of time they use the second account and the intensity of using the second account in a day. Then, in future research, we can also add other features from Instagram to the object of research, considering that Instagram continues to update existing features such as second accounts, such as Close Friend and Flipside. Furthermore, this study also did not pay attention to more typical participant characteristics such as gender, age, or the comparison between early and late adolescents, this can be used as an addition for further research. Practically, it is recommended that teenagers who use second Instagram accounts pay more attention to people who are aware that they have been trusted to enter their Instagram Second Account, so that the messages conveyed when carrying out online self-disclosure are not misused.

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