

ABSTRAK

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Tujuan penelitian ini antara lain: (1) Menakar tingkat *self-disclosure* mahasiswa pengguna *second account* instagram, (2) Menakar tingkat *self-disclosure* mahasiswi pengguna *second account* instagram, (3) Mengidentifikasi butir pengukuran *self-disclosure* yang capaian skornya kurang optimal, (4) Mengetahui perbedaan perilaku *self-disclosure* pada mahasiswa dan mahasiswi pengguna *second account* instagram.

Penelitian ini menggunakan metode kuantitatif dengan desain penelitian, komparasi. Subjek penelitian ini adalah mahasiswa dan mahasiswi Program Studi Bimbingan dan Konseling angkatan 2021 Universitas Sanata Dharma Yogyakarta pengguna *second account* instagram. Subjek penelitian berjumlah 59 orang yang terdiri dari 21 mahasiswa dan 38 mahasiswi. Alat pengumpulan data penelitian ini menggunakan skala *self-disclosure* Pengguna *Second account* yang terdiri 48 item Valid dengan 6 aspek, yakni: 1) Sikap dan Opini; 2) Selera dan Minat; 3) Keuangan; 4) Pendidikan; 5) Kepribadian; 6) Fisik. Skala ini memiliki reliabilitas yang sangat tinggi dengan indeks *Alpha Cronbach* 0,965. Teknik analisis data menggunakan deskriptif kategori dan uji beda t-test.

Hasil dari penelitian ini menunjukkan bahwa; 1) Sebagian kecil mahasiswa yang memiliki perilaku *self-disclosure* sedang (29%) dan rendah (29%); 2) Sebagian besar mahasiswi memiliki perilaku *self-disclosure* tinggi (68%); 3) Terdapat 3 aspek *self-disclosure* yang capaian skor pengukurannya kurang maksimal, yaitu Aspek Sikap dan Opini, keuangan, dan Kepribadian; 4) Tidak ada perbedaan perilaku *self-disclosure* yang signifikan pada mahasiswa dan mahasiswi pengguna *second account* instagram.

Kata kunci: *Self-disclosure, Second account, Instagram, Mahasiswa*

ABSTRACT

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The objectives of the research include: (1) Measuring the level of self-disclosure of students who use a second Instagram account, (2) Measuring the level of self-disclosure of female students who use a second Instagram account, (3) Identifying self-disclosure measurement items that achieve less than optimal scores, (4) Knowing the differences in self-disclosure behavior between male and female students who use a second Instagram account.

This study uses a quantitative method with a comparative research design. The subjects of this study were male and female students of the Guidance and Counseling Study Program, class of 2021, Sanata Dharma University, Yogyakarta, who used second Instagram accounts. The research subjects numbered 59 people, consisting of 21 male students and 38 female students. The data collection tool for this study used the Second account User Self-disclosure Scale, which consists of 48 valid items with 6 aspects, namely: 1) Attitudes and Opinions; 2) Tastes and Interests; 3) Finances; 4) Education; 5) Personality; 6) Physical. This scale has very high reliability with a Cronbach Alpha index of 0.965. The data analysis technique used descriptive categories and a t-test..

The results of this study indicate that; 1) A small proportion of students have moderate (29%) and low (29%) self-disclosure behavior; 2) Most female students have high self-disclosure behavior (68%); 3) There are 3 aspects of self-disclosure whose measurement scores are less than optimal, namely Attitude and Opinion, Finance, and Personality; 4) There is no significant difference in self-disclosure behavior between male and female students who use second Instagram accounts..

Keywords: *Self-disclosure, Second account, Instagram, Students*