

Scoping Review: Behind the Scenes of Self-Disclosure in Users of Second Instagram Accounts

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ABSTRACT: Instagram is one of the most popular social media platforms because it is an application where users can use digital filters and share photos and videos with other users. The emergence of second accounts among Instagram users has revived the fundamental human need to socialise with self-disclosure to those in their surroundings. This study aims to identify and explore the motives and factors that influence and are influenced by self-disclosure among second-account Instagram users. This study employs a scoping review methodology. The results of this study provide an overview of the motives and factors that influence and are influenced by self-disclosure among second-account Instagram users. The identified motives were following trends, fostering openness, and building friendships. The factors identified included openness, self-confidence, context, motivation, personality traits, culture, and dyadic effects.

Keywords: Second Account, Instagram, Self-Disclosure.



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INTRODUCTION

Social media is some of the most accessed content on the internet that is most frequently and widely accessed by internet users. Various features and facilities are offered to support the ease of using social media, one of which is to interact with others. Social media is now used as a means of socialising, sharing ideas, collaborating, creating, thinking, debating, finding friends and finding partners, so that using social media makes us ourselves. One of the social media platforms that provides features that support interaction in the virtual world is Instagram.

Instagram is one of the social media platforms that is currently in high demand, as it is an application where users can use digital filters and share photos and videos with other users (Maharani & Ratih 2022). In addition, according to Atmoko, (2012), Instagram offers various features such as direct message, IG story, live, like, comment, and reels. Instagram users can freely upload photos or videos through their accounts, and other users can also provide responses through the features provided by Instagram. There are positive responses, and there are also

negative responses that make users uncomfortable using Instagram. This inconvenience makes Instagram users decide to create another Instagram account that is different from their main account or can be called a second account.

According to Kang & Wei, (2020), a second account is an account used to share posts outside the main account, and usually the second account is used to build relationships with other users. On this second account, users can decide who can follow the second account, and the owner of the second Instagram account also hides their true identity from other Instagram users. The second account is used as a privacy realm in self-disclosure more freely.

Users of the second account are freer to share information because it has been predetermined who can access it Kamilah & L, (2020). The main account is used to represent the self as ideal and perfect, and the second account to present their true selves and what exists Dewi & Janitra, (2018). According to McGregor & Li, (2019), the second account is a “safe space” used as an outlet to express emotional catharsis. Such as sadness, venting frustrations, and harsh words. Freedom in expressing or recognising the owner of the second account occurs because the followers on the second account are people who truly know the owner of the second Instagram account. This is in line with the research of Prihantoro, Damintana, and Ohorella (2020), where second account users are freer to express themselves because the followers of the second Instagram account are close and trustworthy friends. The emergence of the second account has awakened the basic human need to be able to socialise with self-disclosure to people in their surroundings.

Self-disclosure refers to the tendency of a person to open up and share personal information with others. This process involves two aspects, namely providing information to others and the reactions that are received from that person. Communication experts Altman & Taylor, (1973) state that self-disclosure can strengthen interpersonal relationships and enhance understanding between individuals. In communication theory, interpersonal, according to DeVito (2007), self-disclosure is communicating information about ourselves to others. In interpersonal communication studies, self-disclosure is one of the most important approaches. Self-disclosure is revealing information about ourselves that is usually unknown to others. Disclosure of self involves information that we communicate freely to others or information that we usually hide, which can become new information or explain someone's feelings (DeVito, 2007).

DeVito (1997) reveals that self-disclosure has five dimensions. They are (1) amount, which indicates how much a person engages in self-disclosure and the duration of messages that are self-disclosure. (2) Valency, which shows the positive and negative qualities of self-disclosure. A person can engage in self-disclosure in a good and pleasant (positive) way or in a not good and unpleasant (negative) way. The quality that is generated will have different impacts, both for someone who engages in self-disclosure and those who observe it. (3) Accuracy, which means self-disclosure has limitations as far as individuals know themselves. Self-disclosure depends on honesty. Individuals can tell honest stories, lies or exaggerations. (4) Intention, which explains the purpose and the individual's purpose of self-disclosure, is shown by individuals expressing what they want to show. Thus, individuals can consciously control the disclosure they make. (5) Intimate, which is shown by the individual's ability to express what is considered personal, intimate, or non-personal in their life.

The factors that influence self-disclosure are group size, feelings of liking, dyadic effects, competence, personality, topic material and gender, according to Devito, (1997). From the explanation above, it can be seen that the relationship of self-disclosure with users of this second Instagram account has many purposes, goals and factors that underlie it. From previous research, no other factors were found other than those already mentioned. Therefore, this study aims to identify and find motives and other factors that influence as well as are influenced by self-disclosure on users of second-account Instagram.

METHOD

This research aims to obtain other factors that influence or are influenced by self-disclosure on users of Second Account Instagram. The method used in this study is a scoping review. A scoping review is a method used to identify literature in depth and thoroughly obtained through various sources with various research methods and has relevance to the research topic (Arksey & O'Malley, 2005).

A scoping review, according to Arksey & O'Malley (2005), consists of 5 stages, namely: (1) identifying the focus of the review or research questions; (2) identifying relevant literature sources through various sources; (3) the process of selecting literature with the specified topic; (4) conducting mapping of the literature obtained; and (5) compiling and reporting the research results. A scoping review aims to answer questions from the research topic that has been determined using various sources of similar research articles, then grouped, and draw conclusions. In compiling a scoping review there are several stages that researchers must carry out (Nurhamasyah et al., 2018).

Data collection was carried out by collecting scientific articles from various sources or databases related to self-disclosure and second Instagram accounts. The researcher uses the Google Scholar engine in collecting various journals and scientific articles with the keywords "Self-Disclosure and Second Account Instagram". Then select based on the criteria that have been determined, namely:

1. Scientific articles or journals from the last 5 years.
2. Scientific articles or journals that contain topics about self-disclosure and second-account Instagram
3. Scientific articles or journals with high citations.

The data analysis used is content analysis, which is a technique for making inferences that can be replicated, and the data is valid by considering its context (Krippendorff, 2004).

Based on a search of various sources, databases, and keywords, 101 journal articles were identified as having the theme of self-disclosure among second-account users. However, the screening results for potentially relevant articles for use in this study, based on their suitability to the criteria, revealed 13 articles. The researchers then analysed the information available in each journal to address the research questions.

RESULT AND DISCUSSION

From a literature review conducted through the Google Scholar database, researchers identified 13 relevant articles related to self-disclosure among second-account users. Two of the articles used qualitative methods, but eleven employed quantitative ones. This study uses the scoping review, with 5 stages according to Arksey & O'Malley (2005). The stages applied are as follows:

Identifying the Research Question

This stage aims to establish a clear and focused research question to guide the scoping review process. This stage helps to limit the scope of the study to be reviewed, ensuring the review focus is relevant to the research objectives, and helps in formulating search strategies and study selection. The aim of this research is to obtain motives & other factors that influence or are influenced by self-disclosure on users of second-account Instagram, with the research question "What are the motives & factors that influence self-disclosure on second-account Instagram users?".

Identifying Relevant Studies

This stage aims to determine the sources of information and develop search strategies to find studies relevant to the research question. This stage helps in identifying potential data sources, such as databases, scientific journals, websites, and research repositories, building strategies for effective searching using keywords, filters, and other limitations, and ensuring a broad and thorough search coverage. This research uses Google Scholar to collect various journals and scientific articles with the keywords "Self-Disclosure and Second Account Instagram". Then conducting selection based on criteria that have been determined, namely:

- 1) Scientific articles or journals from the last 5 years
- 2) Scientific articles or journals that contain topics regarding self-disclosure and second-account Instagram
- 3) Scientific articles or journals with high citations.

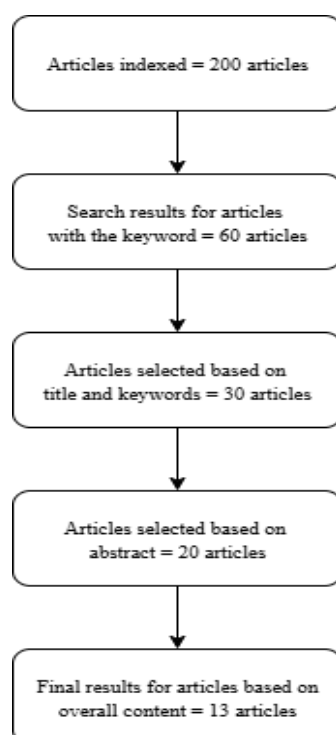
The data analysis used is content analysis, which is a technique for making inferences that can be replicated, and the data is valid by considering its context (Krippendorff, 2004).

Study Selection

This stage aims to establish the criteria for inclusion and exclusion to select studies that meet the research questions and have adequate quality. This stage functions to ensure that only relevant and high-quality studies are involved in the review. This stage can help improve the credibility and reliability of the results of the scoping review, limiting bias and ensuring representation that is accurate of the literature.

Based on searches from various database sources and keywords, a total of 200 journal articles were obtained that were identified with self-disclosure among second account users. The results of the overall article screening: a total of 13 articles that are potentially relevant for use in this study based on their suitability with the criteria.

Figure 1. Diagram of Scientific Study Selection Process



Data Mapping

This stage aims to develop data forms to extract key information from the selected studies, such as methodology, findings, and implications. This stage functions to organise and systematise the data that is collected from various studies. Helps facilitate analysis and comparison of data between studies, ensuring consistency and accuracy in data collection. Based on the results obtained from these articles, there are several motives or reasons as well as other factors that influence or are influenced by self-disclosure among users of Second Account Instagram.

Collection, Summary, and Reporting of Result

This stage aims to analyse the extracted data, summarise the findings, and present the results of the scoping review comprehensively. In this study, it was found that 13 of the articles analysed provide an overview of the motives and factors that influence and are influenced by self-disclosure on Second Account Instagram. The motives identified and the factors that were found are following trends, developing openness and building relationships of friendship. Meanwhile, the factors found are openness, self-confidence, context, motivation, personality traits, culture, and dyadic effects.

Here are the details of the 13 articles summarised :

1. Authors : Prihantoro et al., (2020)
Title : Self Disclosure of the Millennial Generation through Second Instagram Account. Journal of Science Communication.
N Respondents : Informants were selected randomly aged 20 to 24 years (Early Adulthood)
Method : Qualitative

- Result : The research results explain that the average millennial generation has different levels of openness because every human being has a personality that is not exactly the same. In the second account freely express themselves and share what they want to share. The second account can help oneself to be more confident in appearing more prominently on the first account and eliminate feelings of insecurity. Communication is more intimate on the second account because the account is private and its followers are only close people.
2. Authors : Ratnasari et al., (2021).
Title : Self Disclosure on Social Media in the Life Phase of Early Adulthood. Journal of Diversity
N Respondents : Early adult women
Method : Literature review
Result : The results of the presentation conclude that self disclosure is one of the coping strategies in dealing with stress in carrying out developmental tasks. In addition, self disclosure on social media also has positive impacts such as being able to increase self-confidence, provide a good image. However self disclosure can also have negative impacts such as violations of the ITE Law, privacy violations, and others. Factors that can influence self disclosure are, first, the size of a group, feelings of liking, dyadic effects, competence, personality, topic, and gender.
3. Authors : Azis, (2021)
Title : The Phenomenon Of Self-Disclosure In The Use Of Media Platforms Social. Journal of Business Technology and Information
N Respondents : Influencers
Method : Literature review
Result : The results found that in line with the assumption of Littlejohn (2009) which assumes that males will keep their distance by not publishing any form of privacy in their daily lives. Male influencers of gender male only will share stories or experiences that are not personal, They will only create content publications on social media Instagram regarding general views or thoughts and works they are creating. Unlike female influencers of female gender who not only promote the works they create, but willingly and voluntarily show their personal side.
4. Author : Xaviera et al., (2021)
Title : Difference Self-Disclosure Reviewed From Extrovert & Introvert Personality Types In Adolescents Users Of Instagram Social Media In Surabaya. Experientia Journal
N Respondents : Adolescents aged 18-21 years old users Instagram
Method : Quantitative
Result : Based on the data obtained, it can be concluded that there is no significant difference in self-disclosure when viewed from the type of extrovert and introvert personality in adolescents using social media Instagram in Surabaya. This means that there is no difference in terms of significant in terms of self-disclosure based on personality type.
5. Author : Lestari et al., (2021).
Title : Behavior Self Disclosure Of Students In Bandung City Through Instagram. Journal Spectrum Communication
N Respondents : Informants 3 people active Instagram users
Method : Qualitative
Result : The results of the study show that self-disclosure through social media Instagram is done only in the area of open self starting with the desire to share moments, experiences, and feelings

as well as considered worthy of being shared through social media. With the aim of simply sharing information with followers, while maintaining the secrets of one's identity which are personal identities and can cause misunderstandings.

6. Author : Febriani et al., (2021).
Title : The relationship Between Intimate Friendship and Self Disclosure in 11th Grade Students of SMA N 4 City Padang Instagram Social Media Users. *Psyche 165 Journal*
N Respondents : 11th grade students totaling 147 people
Method : Quantitative
Result : Based on the results of data collection and data analysis that have been conducted by the researchers, it can be concluded that also serves as an answer to the research objectives: There is a very low relationship (of 3%, while 97% is influenced by other factors) that is significant between Intimate Friendship and self-disclosure in 11th Grade Students of SMA N 4 City Padang with a positive direction, that is, the higher the Intimate Friendship the higher the self-disclosure possessed by the students. Likewise, the lower the Intimate Friendship, the lower the self-disclosure they have. As for the effective contribution of the variable intimate friendship to self disclosure is 3%.
7. Author : Ardiesty et al., (2022).
Title : Motives And Meaning Of Second Account Instagram For Students In The City Karawang. *Nusantara: Journal Science Social Knowledge*.
N Respondents : Active user students of Instagram and using a second instagram account
Method : Qualitative Approach Phenomenology
Result : The research results found that there are three motives because of the motives (because motives) of Singaperbangsa University students Karawang in using a second Instagram account. First, due to following trends, receiving less pleasant comments, needing space to store moments. In addition, there are three purpose motives (In-order-to-Motives) in using a second Instagram account, namely used for spam accounts, to build closer friendships, as a digital album. The meaning of second Instagram account for Singaperbangsa University students in Karawang is to become a safe place for self-disclosure more freely.
8. Author : Andrian et al., (2022).
Title : Analysis Self Disclosure of Instagram Second Account Users in Among Students of Dehasen University Bengkulu. *ISO JOURNAL*
N Respondents : 5 Informants
Method : Qualitative
Result : The research results show the expressions made by students of Dehasen University Bengkulu to channel hobbies, entertain themselves, and release pent-up feelings. Self-cleansing, at this stage the posts that students share on the second account about someone they like and also about life issues. Then social validity, here students receive responses from other users. Social control, at this stage students prefer to hide personal information. In the development of relationships, it can be said that not all students have ever interacted with friends on the second account.
9. Author : Haqqi & Ilmi, (2023)
Title : The Influence of Second Instagram Account on Self-Disclosure Communication Science Students Class of 2022 University Islam State Sunan Ampel Surabaya. *ResearchGate*
N Respondents : 136 Students
Method : Qualitative

Result : It was found that the more active users are on the Second Account Instagram, the more positively it affects the level of Self-Disclosure for those Instagram users. However, it should be noted that Self-Disclosure is not only influenced by the use of Second Account Instagram. There are other factors that may also play an important role, such as personality traits, age, culture, dyadic effects, social group size, feelings of liking or trusting, and the topics/discussions shared.

10. Author : Jati & Rahayu, (2023).

Title : Intimate Friendship and Self Disclosure of Users of the Second Instagram Accounts of Early Adults. Psychoborneo Scientific Journal of Psychology

N Respondents : 126 use of accounts of the second Instagram

Method : Quantitative

Result : There is a significant positive relationship between intimate friendship with self disclosure among users of second Instagram accounts of adults early. The higher the intimate friendship, the higher the self disclosure possessed and conversely the lower the intimate friendship, the lower the self disclosure possessed. One of the factors influencing self disclosure on the account of the second Instagram is intimate friendship. According to Erikson (in Santrock, 2011) intimacy can be achieved if a friendship is formed that is healthy and has a relationship with another individual that is intimate.

11. Author : Hasibuan et al., (2023).

Title : The Use of Second Account Instagram As Self Disclosure In Among Students UINSU. Journal of Science Social, Humanities and Arts (JISHS)

N Respondents : 6 informants

Method : Qualitative

Result : The results of this study show the reasons for self disclosure on the second Instagram account to express oneself, share daily life, college assignments and just want to seek information that is personal.

12. Author : Budiani et al., (2023).

Title : Description of Self disclosure of Second Instagram account (Phenomenological Study of Self Disclosure Users Second Account Instagram On Adults Early). Journal Tambusai Education

N Respondents : 3 subjects that fit with the criteria that are determined by issues to be researched (Early Adults)

Method : Qualitative Approach Phenomenology

Result : This research found that the second account on Instagram can be used as self-disclosure to people who are known or within a smaller scope. Unlike the main account which contains followers or people who unknown. This is because followers on the second account are more trustworthy when sharing information about themselves. There are those who use a second account to share about activities, achievements, and relationships with partners or friends. There are also those who make it a place to tell stories, share views on things they like and as a place to store photos or memories. Posts on the second account also vary among different individuals. Posts consist of photos or videos with partners, about things that are liked such as movies, music, and random posts.

13. Author : Ardiansyah et al., (2024).

Title : The Tendency of Social Media Addiction Generation Z: Is There a Role for Self-Disclosure and Interpersonal Trust? Soul: Journal of Psychology Indonesia.

N Respondents : 271 high school students aged 15-19 years

Method : Quantitative

Result : It can be concluded that there is a very significant positive relationship between self-disclosure and the tendency of addiction to social media among adolescents. This shows that the higher self-disclosure, the higher the tendency for addiction to social media among adolescents. Conversely, the lower the tendency for social media addiction among adolescents. Likewise, there is also a very significant positive relationship between interpersonal trust among adolescents. This indicates that the higher the interpersonal trust among adolescents, the higher the tendency for social media addiction among adolescents. Conversely, the lower the interpersonal trust, the lower the tendency for social media addiction among adolescents.

This study highlights a unique finding compared to previous research on self-disclosure: Instagram second accounts function as semi-private spaces that allow individuals to selectively disclose personal information to trusted audiences. Unlike primary accounts that are often curated for a wide network, second accounts enable safer self-expression, authenticity, and intimacy. This shows that self-disclosure in digital contexts is not only about frequency or content but also about strategic audience management.

In relation to Self-Disclosure Theory, the five dimensions—amount, valence, accuracy, intention, and intimacy—are all reflected in second account practices, with users disclosing more frequently and more personally when they feel safe. From the lens of Uses and Gratifications Theory (UGT), second accounts fulfill specific needs: not only for entertainment and socialization but also for authenticity, relational closeness, and emotional security. Another contribution is the emphasis on the addictive effect of feedback, where trust-based audiences reinforce disclosure behaviors more strongly than in public accounts.

However, this study has limitations. The majority of reviewed articles focus on adolescents and young adults in Indonesian contexts, making the findings less generalizable across cultures and age groups. Most studies also relied on qualitative methods, which provide depth but limit generalizability.

Future research should expand by comparing disclosure practices across cultures and platforms, using mixed or longitudinal methods to capture broader trends. It is also important to explore the long-term psychological consequences of maintaining multiple online identities, especially regarding digital well-being and relational quality.

CONCLUSION

This study concludes that self-disclosure through Instagram second accounts is driven by a combination of motives and influencing factors (Nainggolan et al., 2018). The main motives identified are: (1) following social media trends, (2) developing openness by gradually sharing personal information, and (3) building closer friendship relationships with followers (Aqilla & Sudrajat, 2022). Meanwhile, the key factors include openness, confidence, contextual appropriateness, personal motivation, personality traits, cultural background, and the addictive effect of receiving feedback and attention.

The most important finding is that self-disclosure in second accounts is not merely an individual choice but the result of an interplay between personal, social, and cultural influences. This

contributes to the scientific understanding of how digital platforms shape identity expression and interpersonal communication in online settings. From a practical standpoint, it shows that Instagram second accounts serve as a relatively safe space for users to explore personal expression while maintaining control over their audience.

Implications and Suggestions:

- 1) For Social Media Education – Educators and practitioners should emphasize responsible self-disclosure, highlighting both its benefits (e.g., social support, relational closeness) and potential risks (e.g., oversharing, privacy issues).
- 2) For Digital Literacy – Programs should include awareness on managing multiple online identities and understanding the addictive aspects of feedback mechanisms.
- 3) For Future Research – Further studies could explore comparative disclosure patterns across different platforms, cultural contexts, or age groups, as well as the psychological impacts of long-term engagement with second accounts.

Overall, these findings underscore the importance of fostering digital well-being and critical awareness in navigating self-disclosure practices in social media environments.

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