



## Gen-Z Perspective of Second Account Pseudonym Usage on Instagram Application in Student Identity Formation

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**Abstract:** This study examines Gen-Z's view of using the second account pseudonym (a pseudonym on the second account) on the Instagram application as a place to shape the identity of students. This study was conducted in a qualitative descriptive method using interview techniques. The population in this study is the result of a live interview with a source who focuses on Instagram applications. The source we chose was Gen-Z, a student at PGRI University Wiranegara Pasuruan, the 2022 class of Pancasila and Citizenship Education Study Program, because Gen-Z is a generation that grows with technology that makes them more proficient in using digital platforms than generations - previous generations. In the formation of identity, researchers found a view from Gen-Z that considers that one of the platforms that can be used as self-disclosure is through a pseudonym second account on the Instagram application. The use of a second account is based on the existence of a person's self-limitation on the surrounding people who want to be covered with the aim of not knowing the other side that the person has, second account is made by someone so that they are able to express themselves without worsening the existing image. Pseudonym second account in the Instagram application is a separate space for generation Z to show another side that cannot be known to the general public. The existence of a second account on the Instagram application for Pancasila and Citizenship Education Students of PGRI Wiranegara University as a strategy to shape identity, privacy and self-control in the digital world. This research can expand the understanding of digital identity dynamics and how technology shapes human behaviour. For practitioners, such as psychologists, educators, and policy makers, this research can provide insights into how social media use affects the identity and behaviour of university students, so that it can help them develop effective intervention strategies to support healthy and positive identity development. In addition, this study can also contribute to the development of theories and models about digital identity and online behaviour, which can be used as a reference for further research and professional practice.

**Keywords:** Gen-Z ; Pseudonym Account; Second Account Instagram ; one's identity

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### 1. Introduction

Social media and the internet have now become part of the everyday life of the global community. In the information age, the internet has grown to be very important in society, especially in Indonesia. (Bilqis et al., 2024). The Internet and social media are essential to global life; social media uses web-based technology to turn communication into participatory discourse. (Fhauziah & Rohani, 2024).

Technological advances have made it easier for people to communicate with each other across time and space. For example, telephones make it easier for people to communicate, even across borders. People can now communicate more easily online than by phone. (Paramesti & Nurdiarti, 2022). Social media is a type of media that can be used for online communication.

The increasingly sophisticated development of communication technology has allowed individuals to interact quickly and efficiently with others around the world, thus facilitating faster and simpler information transfer. The way human communication has changed, as technology allows unlimited exchange and access of information and space. With the advent of the internet, a new media era has also emerged. New media charac-

terized a time when everything was digital, and featured manipulative, dense, interactive, and ne-traffic qualities.(Jessica Beatrix, 2024)

The comment function on social media accounts has made it easier for users to express various ideas and emotions since the advent of social media in the digital era. In addition, information is shared quickly. Unfortunately, however, the mindset of the community—particularly adolescents—has not developed a strong sense of empathy in terms of utilizing social media. This is evidenced by the existence of hate speech on social media in the form of disturbing and much-needed legislation.(Hikmaharyanti, 2021)

Instagram is the most popular social networking platform today and is still increasing in popularity among the general public, especially among the student community (Situmorang & Hayati, 2023). On Instagram, people can express their desire to be recognized as they are and to have the world reflect their perspective. They can make decisions entirely based on visual representation. Photos serve as the only form of visual communication that social media does not eliminate; Instagram allows users to display whatever they want without time or location restrictions. Every image uploaded to Instagram aims to form reality according to the wishes of application users.

Social media is interesting because users can participate by producing and disseminating original information in addition to consuming it. A number of social media platforms, including Facebook, Instagram, Twitter, Path, and many more, have begun to emerge and are gaining popularity. Indonesians have more than 50 million Instagram profiles, 6.2 million Twitter accounts, and more than 15.3 million Facebook accounts.(Pokhrel, 2024)

Three categories—light users ( $\leq 3$  hours/day), medium users (3–6 hours/day), and heavy users ( $\geq 6$  hours/day)—are used to measure the intensity of social media use. The 18–25 age group uses Instagram to publish or share photos, photos, and videos, follow new trends, share vacation experiences, and search for more in-depth information using search engines.(J & Nawangsih, n.d.)

Teenagers and young adults use Instagram more than any other social media platform. Kevin Systrom and Mike Krieger originally released the Instagram app in 2010, then Facebook bought it in 2012. In Indonesia, Instagram is a very popular social networking site where users can upload videos and pictures secretly and openly. Instagram is a well-functioning social networking platform for communication.(Anggraini et al., 2024). Instagram announced the launch of several accounts, a new feature, on February 8, 2016. Users can now access multiple accounts on a single device without having to log out because of this capability. This contributes to the fact that many Instagram users have what is known as the second account.(Ardiesty et al., 2022)

The public now uses Instagram as a social networking platform. Because Instagram is a social networking platform where anyone can see the profile of a person who includes pictures or videos. Instagram is a very popular social media platform because it allows users to communicate both ways. Instagram users find a number of feature changes to be more interesting.(fiqihani & firmansyah, 2024)

Given that 59% of Instagram users are young people between the ages of 18 and 29, Instagram indirectly encourages users to follow the content they see in other people's submissions, which can cause persistent mental health and inadequacy problems. (Sugiharto, Bintoro A. "Pengguna Internet Didominasi Anak Muda". Cnnindonesia.com ).(Pamungkas & Lailiyah, 2019)

The demographic makeup of each generation has also changed as a result of historical progress. The number of baby boomers generation has decreased, especially in terms of employment and productive age groups. Therefore, the X and Y generation groups now make up the majority of the population, while the newly recruited Z generation is starting to become a very powerful force.(Hartanti, 2024).

The concept of having a second Instagram account emerged when Gen Z felt the need to use social media. The purpose of the second Instagram account is to reduce the

pressure exerted by other users to other users. Thus, users of a second Instagram account can express themselves freely without facing criticism from users who are not followers of the same account. (Muetya et al., 2022)

According to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, demographic bonuses will peak in Indonesia by 2030. According to BPS statistics, 140 million of Indonesia's 273.5 million people are at working age in 2020 alone. In addition, by 2030, There is no doubt that their working-age population will grow rapidly. Their working-age population is expected to reach unprecedented levels.

Moreover, the emergence of this phenomenon undoubtedly increased the aspirations and expectations that previous generations had for generation Z. Generation Z, also known as Gen Z or centennials, refers to a group born between 1997 and 2012, after the millennium generation (Greek generation). (Sekar Arum et al., 2023)

Today, many people have multiple accounts, sometimes known as second accounts. This second account was created under an alias and did not display the user's real name or face. It is owned by a person who has two Instagram accounts, the first of which is often not private or locked and the second is mostly locked and accessible only to a specific person. (Anna & Setiawan, 2024). In addition to self-expression, individuals engage in social interactions and establish connections through pseudonymous profiles.

The Gen Z group is famous for regularly uploading photos on Instagram. Photos and videos uploaded on Instagram, especially on the second account, become channels for other moments of joy, sorrow, and frustration. Gen Z often creates a second profile on Instagram using one of its features, namely several accounts. (Anggiraksa et al., 2025). Due to their close relationship with the digital world and continued identity search, Generation Z often uses the second Instagram profile as a platform for self-expression, which can increase their confidence in the presence of many people. As this gave them attention and admiration in their social circles, Gen Z felt their presence on the platform to be significant. In addition, Gen Z, who is an active Instagram user, uses this second account to upload details of their life on Instagram Stories. This allows them to express themselves in a way that is not visible on their main account, but still satisfies their desire to connect with others.

The Second Account in Indonesian is referred to as the second account. The add-on account is usually different from your primary account or your initial account. A second or secondary account allows users to do anything and express themselves freely. (Widagdo, 2024)

Alternate accounts, often referred to as second accounts, allow users to express themselves in any way they like. Unlike the main account, which prioritizes perfection, this may be a difficulty for the main account owner. One of the few reasons for creating a second Instagram account is the desire to have more flexibility in expressing yourself. (Putu Hendika Permana, 2021)

The pseudonym on the second Instagram account is defined by KBBI as an account that uses an alias or, in other words, a false identity. One of the trends on Instagram is the use of pseudonyms for self-disclosure on the second account among Gen Z. The use of a second account with an alias as a means of self-disclosure allows its users—especially Gen Z—to express themselves freely because it includes only their closest friends, so that they are free from fear of criticism or hate speech. In the use of second account pseudonyms, users are free to express their identity and upload posts confidently and *ju-jur*. The existence of pseudonyms can also be one of the influences in the formation of the user's identity.

The characteristics of the second account are using a different username with the user's real name, the profile picture used does not display the real face, and the user's name is different from the user's real name. The owner of the account can describe the freedom on his second account that makes Instagram users feel more comfortable revealing or expressing their true selves and uploading them without fear of being blas-

phemed by his followers because the second account is more hidden. His hidden nature makes followers on second accounts not so much. With relatively few followings and only certain people allowed to follow the account, the second account usually does not have a link to the main account so followers cannot know that the two accounts are sal- ing related.

For a student to understand identity is important so that one can live more authentic lives, increase confidence and have a clear direction in making decisions or interacting with others. In the Great Dictionary of the Indonesian Ba- hasa, identity is a special description or condition of a person. Self-identity is part of a person's own traits that arise from childhood, and then innate traits are sometimes affected by the environmental factors of a person's life. Self-development is an important process that determines a person's personality, beliefs, and direction of life. In this context, identity is not only formed from internal factors such as creation, taste, and karma, but also strongly influenced by external factors, such as the social environment. The family, school, and community environment have a strategic role as a forum for character formation that builds individual confidence. (Rizki et al., 2025)

. Social scientists believe that identity is formed because people are conscious of their appearance. Identity formed through online media is not something that cannot be controlled. Nonetheless, identity is formed by the self-awareness of its users. From this, we can conclude that identity is a self-concept that determines our perception of who we are and where we are in the world. (Setiawati & Dwi Agustini, 2022)

A second Instagram account can be one way to show their identity by trying to use a different identity. With the existence of a second Instagram account, Gen Z feels that he can freely and freely without considering criticism from others. A second account is usually used to vent one's heart or place to confide and complain, share stories about daily life, or just for fun places and can even be used as a place to slave of love.

The phenomenon of using pseudonyms in the second Instagram account (second account) by Gen Z is interesting and important to study because of the reflection and dynamics of identity, in which he accounts the two pseudonym members of Gen Z's freedom to express themselves more honestly, spontaneously, without pressure to maintain a perfect image in the main account. In contrast to ketupat in the main account, identification is used to construct ideal and aesthetic personal branding, while ketupat displays a more authentic side of the left and as it is. In addition, the use of pseudonyms is also used as a medium for separation between public life and digital world life. A second Instagram account can be one way to show their identity by trying to use a different identity. With the existence of a second Instagram account, Gen Z feels that he can freely and freely without considering criticism from others. A second account is usually used to vent one's heart or place to confide and complain, share stories about daily life, or just for fun places and can even be used as a place to slave of love. In addition, the use of a second account alias on the instagram application also negatively affects users such as: Second account users tend to feel more comfortable hiding their real identity, so that they can lower confidence. This habit also triggers behavior of comparing yourself with others who present the best in social media, potentially causing mental health disorders such as depression and anxiety. The second account is also often used to monitor other people's activities secretly (stalking), which may violate privatization and cause social problems. A second account can lead to excessive expiration on social media for less productive activities, such as stalking or negative interactions. Although the second account provides a freer space of expression, its use also carries significant psychological, social, and ethical risks. Therefore, researchers conducted a study under the title Gen-Z Perspective on the Use of Second Account pseudonyms on Instagram Applications in the Student Identity Formation.

## 2. Research Methods

This study used qualitative descriptive methodology (QD), data collection through observation, interviews, and documentation. Data in the form of descriptive information is

needed for research using qualitative descriptive approaches (QDs). The main characteristics of qualitative research (QD), which uses qualitative techniques such as document examination, interviews, and observation stages, are taken from the background and natural reality of the community. (Subandi, 2011)

In short, qualitative descriptive research (QD) is a method that follows an inductive flow and a basic qualitative methodology. Because of this inductive flow, qualitative descriptive research (QD) begins with an event or process that explains something before it reaches a generalization, or conclusion, based on that process or event. (Ruhansih, 2017). This study used primary and secondary data as the data sources. Primary data refers to information obtained directly from the original source, whether it is an individual or an organization. Secondary data refers to information obtained from other sources rather than directly from research sources (Maulidya et al., 2024)

In this study the event or object in question is the Instagram second account pseudonym used by Gen Z. Data collection was conducted through interviews, observations and documentation. In this study, researchers conducted interviews with six informants. Where the six informants are students of Pancasila and Citizenship Education, PGRI Wiranegara University class of 2022. In the descriptive qualitative method, informants as sources in data collection are needed to complement existing data. Therefore, the selection of informants needs to be adjusted to the research to be carried out. The goal is that the information obtained is in accordance with the expectations of the researcher. In the context of this research, the main informants are students who use pseudonym second accounts on the Instagram application. The selection of informants considers criteria that are relevant to the research objectives. Everything related to the framework conditions is discussed and supported by reports in the form of narratives, informants are very important as a source of information to complement existing data during the data collection process.

The location and time of the research was conducted face-to-face in the campus environment, also through repeated communication using WhatsApp chat messages. The time frame of the study was conducted in April 2025. Researchers using purposive sampling method, the subject of this study was chosen based on criteria included as a member of Generation Z who has an alias in the second account on the Instagram application. The data sources in this study consist of two types: primary data sources that are information collected directly for a particular purpose.

The data analysis stage explains data analysis such as, basics, topic identification, and problem formulation. At this stage the researcher refers to the process of identifying, organising, and interpreting information collected from research activities in the field. All data obtained in the field collected during the research were first checked for obstacles by the researcher. The purpose of data analysis is to answer research problems and produce a deep understanding of research objects and variables.

In this study, researchers used a credibility test (internal validity) type of triangulation. Data triangulation is a data collection method that involves using various types of data and reference sources to obtain a more complete or comprehensive understanding of the phenomenon being studied. Triangulation is a technique that helps overcome bias and subjectivity by combining various approaches, utilising other methods for data validity checks, outside the data to check or comparison of various data. The purpose of triangulation is not only to find the truth of a phenomenon, but to increase the researcher's understanding of the findings that have been obtained.

Documentation is the use of existing documents or records, either in written or visual form, to gather information or data. In the context of research, documentation involves taking pictures by researcher to strengthen the research results. Documentation practices are essential in research to ensure data accuracy, support validity, and enhance data reliability by providing concrete and objective evidence. Documentation helps researchers gain a more complete perspective on students' perspectives of pseudonym second accounts on the Instagram app in the formation of students' identities.

Data presentation is an effort to display or explain the data obtained visually in order to facilitate the understanding process. Through qualitative descriptive analysis so that the form of narrative text reports can be further understood in accordance with the re-research objectives. Data presentation is an activity of collecting and arranging information so that it can draw data conclusions, namely with narrative text (in the form of field notes), matrices, graphs, networks, and diagrams. Presentation of data makes it easy to understand what is happening and plan further research based on this understanding.

Observation is an activity or activity by observing an object directly and in detail which is useful for digging up information related to the object. The relevance of this re-research is to record relevant observations, including behaviours, interactions, and attitudes seen during program activities. Data was collected in the form of field notes, and photo-graphs. Observation data was analysed using a qualitative descriptive approach to identify findings related to the research. Activities carried out by researchers during the observation process of the subject, the behaviour of the subject during the interview, the interaction between the researcher and the subject, and everything that is considered relevant that can provide additional data from the interview results.

In conducting this study, the researcher will apply appropriate ethical procedures to maintain the rights and privacy of participants. Each participant will be given clear information about the purpose, benefits, and procedures of the study through information sheets and informed consent forms that must be signed voluntarily. The identity of the participants will be kept anonymous, and the data collected will be stored securely and used only for academic purposes. The researcher will also avoid personally sensitive questions and ensure that participants have full freedom to withdraw from the study at any time without any consequences. The entire research process will be conducted by up-holding the principles of confidentiality, fairness, and respect for the personal integrity of participants, and will obtain approval from authorised institutions.

### 3. Results and Discussion

This study specifically examines the "Gen-Z Perspective on the Use of Second Account Pseudonyms on the Instagram Application in the Formation of Student Identity". The following are studies that are relevant to this study: (a) Dramaturgy Phenomenon and Self-Image Construction of Second Account Instagram Users Among FKIP UNTIRTA Students (Nurmala & Setiawan, 2023). The similarity is that it discusses the users of second Instagram accounts among students to form self-images on the first account and second Instagram social media accounts. The main difference between this study and this study lies in its focus which highlights the phenomenon of dramaturgy and the use of second accounts as alter egos to display a different self-image from the main account, as well as its relation to dramaturgy theory and the looking glass self. (b) Use of Pseudonyms in Second Instagram Accounts in the Perspective of Digital Ethics (Paramesti & Nurdiarti, 2022). The similarity is that it focuses on the use of pseudonyms in second Instagram accounts in the lives of the millennial generation. Differences in research from a digital ethics perspective (c) The Existence of Second Instagram Accounts in Disclosure of Generation Z's Self-Identity (Case Study of MA Arrahman Depok) (Hartanti, 2024). The similarity is discussing the disclosure of generation z on the second Instagram account. The difference in this study is the focus on the act of communicating information about oneself to others explaining in more detail about who Gen Z is. (f) From the three previous studies above, the researcher found innovation (Novelty). The focus is on highlighting the use of second account pseudonyms on the Instagram application to form students' self-image.

#### 3.1 Student Perspectives Regarding the Use of Pseudonym Second Account in Instagram Application

A perspective is a person's view of a situation or a phenomenon. In everyday life, perspective is very important because one can understand and analyze what phenomenon is happening. Each individual must have a different perspective between

one and the other. Especially in the everyday life of generation Z, they have their own perspective regarding the use of second account pseudonyms in instagram applications.

At first glance, perspectives and perceptions are confusing. Perspectives influence what we see and how we perceive them, but they are not perceptions themselves; rather, they are guidelines for our perceptions.(Fisher, 2015)

Based on the formulation of problems in this study, researchers saw how the use of pseudonyms in the second instagram account can shape the identity of students. The following are the informant data obtained in this study:

Username	the Number of Posts	Number of Followers	Number of Followings
ysayalohh14	0	49	42
crn.nj	19	59	133
yellowgf_3to3	9	62	93
hullaswettiy	0	24	32
Dewanti Beauty	0	123	102
i_apltr	0	19	36

The use of a second account is based on a person's self-restraint to the surrounding person who wants to be covered with the purpose of not knowing the other side of the person's possession, a second account is created so that they can express themselves without deteriorating the image. A second account user is more pleased to show his true self on his or her second account than on the main account because he or she avoids insults or hate comments that he or she will receive from others that can affect his or her image

### 3.2 Second Account Pseudonim Function in Instagram App on Student

The second account pseudonym in the instagram application is a separate space for the Z generation to show another side that the public cannot know. Many of the Z generation use that space to express themselves without fear being blasphemed by others because they can be themselves on the account. But not a few also have and use the second account to do negative things such as: spread hoax news, give hate comments, not even a few people abuse public figures.

Students with characteristics such as critical thinking ability, great curiosity and the ability to adapt to a new environment make students have their own perspectives on the use of second account pseudonyms in instagram applications. Many of the students belong to the Z-generation group who also have a second account in the instagram application.

### 3.3 Factors That Influence Students in Choosing to Use Second Account Pseudonyms

#### a. Internal Factor

An internal factor is a factor derived from the student's self. Internal Factors are the results of individual learning that can be influenced by internal influences, which come from within a person. Psychological and physiological aspects are examples of these internal elements.(Ruhansih, 2017).

Through interviews conducted with six informants from Gen-erasi Z who actively use the second account pseudonym in social media, especially Instagram. In each individual's perspective, against the pseudonym second account in the Instagram app was none other than a place to express myself, as revealed by the first Narasource, in an interview: "The phenomenon familiar to Gen Z, the second account I used for the K-Pop hype, post something personal, account used to find vi-tual friends, account for swabbing" (Cicilia, 16 April 2025, Pasuruan).

A second source, with the results of the interview, "second accounts of In-stagram are usually used to express what you want to post freely and freely without having to think of any criticism from others about our posts. usually the second Instagram account is also

used as a place to confide in informants to confide in, can be used only for fun and even as a place to be silent." According to the informant, his Instagram account can only be followed by his close friends, especially women and people who have met the informant in person (Zahra, 16 April 2025, Pasuruan).

b. Eksternal Factor

An external factor is a factor that does not originate within the person's personality, but rather because of an external impulse. Through an interview conducted with PGRI Wiranegara University students the 2022 PPKn class study program from Narasumber three: "The external factor that encouraged me to use Pseudonym second account on Instagram app is because of the pressure to maintain my branding and positive self-image in the media." social especially on my first account, yes, although that would create a gap in me between my first account and my second account." (Intan, 16 April 2025, Pasuruan).

According to the fourth source: "Second Instagram account is used for stacking events or places or viewing other people's content without being able to be known to the person. According to him, with his second Instagram account, the informant feels safer in interacting because the informant can hide his real identity without being recognized by others. In selecting an audience, the informant can also organize anyone who can view content on his second Instagram account and anyone who can access his second Instagram account. In this case, the informant chooses an audience in a limited friendship circle, so it is not for the broad public so that the informant feels that the communication established in the second Instagram account is much more intimate." (Ifat, 16 April 2025, Pasuruan).

Meanwhile, the fifth source argued that "that all students have two faces on their Instagram social accounts. Where for the main account, they use it for photos of campus activities or things they want to show everyone. In contrast to their second account or second account, such as they hide their real face behind pseudonyms or often referred to as pseudonyms. According to him, the reason students prefer to use a second account is because they want to reveal it as it is, because they think on their main account they will think twice about posting something while on their second account they feel more free to post whatever they want. According to him, with the existence of a second Instagram account, students are more confident because they have a place to be themselves without fear of being judged." (Dewanti, 16 April 2025, Pasuruan).

Then the explanation from the sixth source was "using his second Instagram account feeling freer and having private space in uploading personal or personal things without fear of being seen by everyone and only a few people in particular can see. According to him, the use of a second Instagram account can increase self-awareness or commonly called self-awareness, where there is a more free and private room, making students more honest with their own feelings, thoughts and identities. It also feels that seeing the open and humane side of others in pseudonym accounts makes students feel more empathetic." (Amel, 16 April 2025, Pasuruan).

Of the six informants who were interviewed about the reasons for using the two Instagram accounts, the answers were quite different as shown in the table below.

Tabel 1. Reason for using the first account in Instagram

No.	Excuse
1.	A place to show one's best self
2.	Contains posts to meet public standards
3.	An account for new acquaintances
4.	As a personal branding of users
5.	Securing accounts of problems
6.	Optimization for algorithms

Tabel 2. Reason for Using a second account (second account) of Instagram

No.	Excuse
1.	As a container of Gen Z to be yourself without having to be someone else
2.	Making the first account a positive aspect for users to meet social expectations in the community
3.	A small number of followers containing close friends or often called Close Friend can be trusted
4.	Perfectionism pressure in the first account
5.	Be a place to complain
6.	As a backup account
7.	Account used for someone else's account stalker

#### 4. Conclusions

Based on the above research results, it can be concluded that the use of second account pseudonyms on Instagram applications has different reasons according to the purpose and anyone who can know the existence of the account. Students of Prodi PPKn University of PGRI Wiranegara have two accounts on the Instagram application for various reasons, such as making a place to complain, stalker, and as a backup account. The existence of a second account in the Instagram application for Pancasila Education Students and Citizenship of PGRI Wiranegara University as a strategy to establish identity, privacy and self-control in the digital world.

For Instagram users, especially Gen Z students, it is important to reflect on the reasons for using pseudonyms in the second account. The use of this account should be a positive and authentic means of self-expression, not as an escape from self-confidence or social pressure. Users are advised to limit the time to use the second account so as not to interfere with academic activities and social life in the real world. For future researchers, it is recommended that the approach be multidisciplinary, combining aspects of psychology, sociology, communication, and cultural studies to make understanding of the phenomenon of using pseudonyms in the second account more comprehensive. Researchers also need to consider the social, cultural, and economic contexts that influence students' behavior in using the second account. Variables such as gender, age, ethnic background, and education level can be important moderator factors for research. In addition, comparing Gen Z's perspective with other generations can provide a wider insight into changes in social media usage patterns in the context of identity formation.

#### 5. Patents

Research on Gen Z's perspective on the second account pseudonym on Instagram application in the formation of student identity can be a very interesting and relevant topic for further research. For subsequent researchers, it is recommended to be able to extend the research sample to various parties or other educational institutions to improve the validity and reliability of the research results. In addition, researchers can also add other research variables that are also relevant, such as the effect of second account pseudonyms on students' social relationships or their impact on adolescents' mental health.

Thus, further researchers can gain a more comprehensive understanding of the phenomenon of second account pseudonyms among Gen Z and its impact on student identity formation. Researchers can also use mixed (quantitative and qualitative) research methods to obtain more in-depth and certainly more accurate results. With further research, we can understand better how this second account pseudonym can affect Gen Z's social and psychological life, as well as how we can use advances and technological developments to support much more positive and certainly healthy identity formation.

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