PRIVACY MANAGEMENT IN THE DIGITAL ERA: MANAGING INSTAGRAM CLOSE FRIENDS FEATURE AMONG LAMPUNG UNIVERSITY STUDENTS

Diky Luqman Azis[1], Andi Windah[2], Ida Nurhaida[3]

[1,2,3] Universitas Lampung, Jl. Prof. Dr. Ir. Sumantri Brojonegoro No.1, Bandar Lampung

Corresponding author: andi.windah@fisip.unila.ac.id

Abstract

Concerns about personal information leakage have been growing alongside the ease with which personal data is shared on social media platforms. Instagram's "Close Friend" feature offers users greater control over their privacy. Interestingly, many users continue to utilize this feature on their second accounts despite these accounts being populated with close friends and trusted individuals. This study aims to explore how individuals manage their personal information privacy through the use of the Close Friend feature on their second account, Instagram, using the Communication Privacy Management (CPM) theory. The research adopted a quantitative approach with a sample of 100 respondents selected through purposive sampling. Data was collected using questionnaires and analyzed using Smart PLS 4.0. The results indicate that communication privacy management has a strong relationship with using the Close Friend feature on second accounts, with an R-square value of 70.5%, suggesting a significant influence. These findings reveal that even when users' second accounts consist of trusted individuals, they still limit the information shared with a smaller group to protect their privacy. This study provides insights into how social media users manage privacy by selectively sharing personal information through platform features.
Keywords: Communication, Privacy Management, Close Friend, Second Account Instagram.

INTRODUCTION

Rapidly developing technology has led to an increase in the use of social media. Social media users can share various media types, such as photos, videos, audio, and text-based posts. With the multiple features that social media has, users can express themselves freely, increase their self-confidence, and have a platform for expression. Users can show special skills that have not been shown to others before. A person usually known as a quiet person has unexpected skills before. It can make many people more sure and become themselves and can have a medium for broad expression.

According to the Hootsuite We Are Social report in February 2022, Instagram is the second most popular social media platform after WhatsApp (Riyanto 2022). In October 2022, data from Napoleon Cat showed that approximately 97.3 million people in Indonesia use Instagram. The total number of users was 97.01 million in 2018, an increase of 7% from the

previous year, which had 91.01 million. However, there was a 3.89% decline in the number of Instagram users in Indonesia last month compared to the previous month, which had 101.3 million accounts. Instagram allows users to take photos, apply filters, and share the results with friends and family. However, the increasing complexity of Instagram users' activities has raised concerns about individual privacy (Devega 2017). This is because social media has become a platform for users to share information. If not managed well, excessive sharing or oversharing can pose risks and dangers for individuals. The growing complexity of Instagram users' activities has highlighted privacy-related issues. Sharing personal information online has its characteristics, making it easy for data to be copied, searched, and widely shared. Therefore, sharing personal information on social media platforms can bring risks such as privacy breaches, which may lead to actions like cyberbullying, stalking, and the growing problem of personal data theft. As social media continues to evolve, information security and privacy issues have become increasingly important. Social media has become a common source of information leaks today (Gunawan 2021). Privacy is personal freedom. Privacy is inherent in every individual and should be respected. In this era of information technology, data regarding an individual's privacy has become widely available on the internet (Yel&Nasution 2021).

Thus, users need to limit the type of content they share on social media platforms. Instagram has recognized the importance of privacy and introduced the Close Friend feature in 2018, which gives users greater control over their privacy and allows them to choose who can see the photos and videos they share on Instagram Stories (Pardes 2018). This feature is an update to the Instagram Stories function, previously only available for sharing with all account followers. Through the Close Friend feature, users can share information or interact with their followers privately in a way that is not too open and not visible to followers they do not consider close. Users can trust their close friends with this feature to keep their information secure as if they were sharing it directly with their peers. As the name suggests, "close friend" refers to trusted, close individuals. Those listed in this feature are typically close friends who can be trusted to keep the user's information safe when sharing certain personal matters.

Instagram also allows users to have multiple accounts simultaneously through the dual-account feature on their smartphones. This has, of course, led many Instagram users to have multiple accounts simultaneously. In terms of language, the first account is the account that was created first, and the second account is the one created after the first. The first account is usually used as a formality, with its content carefully curated and planned to present an image that others will perceive in the way the user expects. Therefore, the main function of the first account is simply as a symbol of self, packaged perfectly to showcase only the idealized aspects for others to see. The first account typically presents an idealized self-image, while the second account expresses another side of their identity (Kang & Wei 2020). Since the first account is usually used to show a positive self-image (Dewi & Janitra 2018), it is often visible to the public (Prihantoro 2020). Users who do not want to reveal personal information or daily activities because their first account is intended to show a specific image of themselves (Kang & Wei 2020) typically create a second account on social media. The second account is meant to continue showing another side of the user's identity to close friends and family (Dewi & Janitra 2018) Most second accounts are private (locked) and only followed by specific people, such as close friends. Because of their private nature, users of second accounts feel more confident in posting whatever they want (Permana & Sutedja2021). Account owners do not need to worry about receiving certain judgments or misattributions from others because second accounts are only followed by close friends or trusted individuals (Emeraldien, Aulia, & Khelsea, 2019). Users create second accounts with specific goals in mind. They sometimes do not want to hold back from expressing something

on social media due to the positive image they maintain. A second account typically has limited followers, all trusted by the user. Emotions and thoughts can be communicated more freely because people are more willing to share their views and feelings with those they trust. This requires users to be more selective about who they allow to access their content. Everyone has different reasons for being open, but such openness does not necessarily equate to secrecy, as it depends on the type of information they wish to communicate (Nurudin, 2021).

Based on a survey conducted by Hai.Grid.id in 2018 found that 46% of teenagers had a second account from 300 respondents. Furthermore, 60% of teenagers with an alter account had two alter accounts. Over half of them claimed their second accounts were private and did not reveal their true identities. Additionally, a more recent survey conducted in October 2022 by Jajak Pendapat (Jakpat) reported that the use of second accounts on social media reached 86.5% of 989 respondents. These two surveys indicate that the number of second-account users has grown year by year. This is evident from the increasing percentage of second-account users. This phenomenon reflects a growing need or tendency to separate social identities in the digital world, whether for privacy, security, or freedom of expression, especially among social media users, particularly on Instagram.

However, many second-account users still limit the information they want to share by using the close friend feature on Instagram. Interestingly, many people still use the close friend feature on their second account, even though it already contains close friends and people they trust (Zainuri & Hastjaro 2021). The use of close friend features on a second account is commonly used to share personal information with certain very limited individuals so that only a few people can access it, and it also allows one to see who has shared certain information about themselves. Research conducted by Ali Achmad Zainuri and Sri Hastjarjo in 2021 titled "The Close One" has examined aspects of using the close friend feature on Instagram and its relationship with Privacy Management on the second account. The results of this study explain that many Instagram users use the close friend feature on their second account because they feel uncomfortable and want to maintain the privacy of individuals who do not have close relationships with them.

Meanwhile, this study explains that many Instagram users use the Close Friend feature on their second Instagram account to protect their privacy from those not close to them. This allows them to control the information they share publicly and privately and manage their secrets. The information shared may include emotional disclosures or new insights. Therefore, users utilize the Close Friend feature on their second Instagram account to control the spread of information. The use of the Close Friend feature on a second Instagram account for controlling the dissemination of information arises because each individual has a different approach to sharing personal information. This feature protects users' privacy by excluding those who may not be able to keep private posts confidential. It enables them to reveal their true personalities, making them feel safer and more comfortable.

In this study, Communication Privacy Management Theory was chosen by the researchers because it provides a theoretical framework for understanding situations where individuals play a role in examining the disclosure and protection of personal data in a broad context (Mustika 2018)Communication Privacy Management Theory is one of the theories that can explain this phenomenon as it discusses the boundaries individuals set when determining which information can be shared or stored, whether the self-disclosure is confidential yet beneficial or carries risks. Since the Close Friend feature on a second account, Instagram is a form of privacy management conducted by an individual on social media, the theory is particularly relevant. As active social media users, individuals tend to

Privacy Management In The Digital Era: A Quantitave Study On The Management Of Close Friend Feature On Second Accounts Instagram By Students Of Lampung University   *121*

Komunika Vol. 7 No. 2 December 2024 Pp. 119-129

have two types of accounts: a primary account used to present a more perfect and professional self-image and a second account that is more personal and used to express other sides of their identity. Even though the second account may already contain close friends or trusted individuals, users still use the Close Friend feature to be more selective in sharing their personal information. This aligns with the principle of Communication Privacy Management, which states that individuals have the right to control who can access their personal information and to set clear boundaries between what is shared openly and what is kept for a select group.

This results in information being disclosed to others, either freely or selectively, or sometimes kept confidential. This information may provide new insights or reveal emotions, but individuals control the spread of such information by using the Close Friend feature on their second account, Instagram. This fact motivates the emergence of this research. The researcher is interested in exploring the relationship with communication privacy management because this theory explains that everyone has rights to their personal information. Therefore, individuals will carefully choose which personal information they wish to share more widely through the Close Friend feature on their second Instagram account. The Close Friend feature on a second Instagram account allows for a perception of an individual's effort to share their privacy while maintaining and managing it through communication. Furthermore, this study addresses the application of personal boundaries and privacy management related to Communication Privacy Management that individuals practice on Instagram.

METHOD

This research is descriptive and quantitative. Quantitative research methods are used to test established hypotheses by collecting data using research instruments and statistical data processing. Quantitative research is considered a research method based on the philosophy of positivism that studies specific populations or samples.

Research requires a data collection technique in which researchers can use several data collection tools (especially primary data). This study included two data collection methods: questionnaires distributed through Google Forms and literature studies. The filling of this transportation will be an important stage before entering the calculation stage assisted by the Smart PLS 4.0 program. The data processed from the results of the questionnaire collection will be weighted in each alternative answer. The data processing of lift results is used using a Likert scale. (Sugiyono 2011) the Likert scale is used to measure a person's attitudes, opinions, and perceptions about social phenomena.

In this study, sampling techniques were performed using purposive sampling methods. In this method, samples are selected with certain considerations that are not random but are determined by researchers. This approach is taken so that the collected data conforms to the design of the research implemented (Sekaran 2010)In this study, the withdrawal of samples using Lameshow's formula was

$$n = \frac{Z^2 \, x \, P(1-P)}{d^2}$$

Description:
n: Number of Samples
Z : Z score on 95% confidence = 1.96

Diky Luqman Aziz, Andi Windah, Ida Nurhaida

P : Maximum estimate = 0.5
D : Alpha (0.10) or sampling error = 10%

The withdrawal of the sample using the formula from Lameshow is as follows:

$$n = \frac{1,960^2 \, x \, (0,5)(1-0,5)}{0,1^2}$$
$$n = \frac{3.8416 \, (0,25)}{0,01}$$
$$n = 96,04$$
$$n = 96$$

Thus, the results of the minimum number of samples required were that in this study 96 respondents would be rounded up by the researcher to 100 respondents. So that the sample in this study was 100 students of the University of Lampung who used a close friend feature on their second Instagram account. In determining the number of samples, Lemeshow's formula quoted (Ivander 2011)is used because an unknown or unlimited number of populations requires samples that can represent the population according to parameters determined by the researcher.

The analysis of the data to be used is certainly descriptive statistics. Quoted from (Sugiyono, 2017), descriptive statistics is a method typically used to assess data by attempting to describe or show facts obtained without drawing broad conclusions or generalizations. Descriptive statistical techniques were chosen because they were useful for finding relationships between two variables and because samples for this study were determined and not random; descriptive statistics were the combined techniques chosen to test the data. Measurement of Model Structure (Outer Model and inner Model), Coefficient of Determination (R2), and Path Coefficient (β) is a step in the data analysis process used in this study.

RESULTS & DISCUSSION

Results

This section will describe the data collected for this research and discuss research findings processed using SmartPLS 4.0.

Characteristics of Respondents

Gender	Amount
Male	41
Female	59

Age	Amount
22	32
21	25
20	26
19	24
18	13

Faculty	Amount
Economic and Business	16
Law	13
Agriculture	12
Teacher Training and Education	11

Privacy Management In The Digital Era: A Quantitave Study On The Management Of Close Friend Feature On Second Accounts Instagram By Students Of Lampung University

123

Komunika Vol. 7 No. 2 December 2024 Pp. 119-129

Engineering	11
Social and Political Sciences	14
Mathematics and Natural Sciences	11
Medical	12

Table 1. All Respondents
(Source: primary data processed by the researcher, 2023)

Based on the results of the total of respondents, which is 100 people, women dominate as close friend feature users on the second Instagram account. Various reasons can cause the number of women using this feature. Differences in emotional expression in women may make them reluctant to keep their feelings to themselves, so they choose to express them. This view aligns with (Devito 2011)the fact that women tend to be more open in expressing emotions and feel a strong urge to talk about their feelings. Similar findings were also reinforced by research (Nugroho 2003)that showed that women were more likely to share themselves through social media than men. This happens because women tend to desire to talk about their lives with others through direct interaction or social media platforms such as the second Instagram account or close friend feature on Instagram. For women, sharing and expressing feelings with nearby people is one of the methods to overcome emotions (Suryaningsih, Karini, & Karyanta 2016).

From the research findings, it can be seen that the majority of respondents are 22 years old, which is the most dominant age group in Instagram usage. Another study (Petronio 2022)indicates that the more a person gets older, the more they realize how important privacy is because privacy makes them feel detached from others and provides complete control over their information. Based on this information, it can be concluded that 22 years of age falls into the category of early adulthood, as described by (Hurlock 1996)the period in which individuals enter the early stages of adulthood, which usually last between the ages of 18 and 22. During this stage, there was an increase in the learning process, and higher education levels were often related to the intensity of internet use. (Hurlock 1999)It also highlighted that one of the early adult phase's main developmental tasks was building social relationships within their environment. Social media, including platforms such as Instagram, provide a way that allows individuals to fulfill the task, as social media allows individuals to establish social relationships and express themselves. The existence of a broad range of social media makes it easier for individuals to establish social relationships in everyday life.

From the research results, students from the Social and Humanities groups are more active using close friend features on their second account than students from the Science and Technology. This is based on the differences in characteristics between students of the Social and Humanities and the Science and Technology. These findings are consistent with other studies that mentioned that (Wen et al. 2021) students from different study programs tend to have different characteristics. Students who take a program in Science and Technology associated with agriculture, science, technology, health, and engineering often have a more closed nature and may have limitations in social interaction or communication. Meanwhile, students from study programs outside the Science and Technology group tend to be more skilled at expressing themselves and communicating with others.

The characteristics of Social and Humanities students who are more open and active in interacting on social media, especially Instagram, can explain the many uses of close friend features on second accounts among Social and Humanities students. They feel the need to have a second account on Instagram and use the close friend feature to maintain a

positive image in front of their followers while still having a way to reveal their other side to those closest to them.

Measurement of Model Structure (Outer Model & Inner Model)
Loading Factor

Based on the results of the loading factor below, it was found that the question in variable X with the highest loading factor was 0.810, which is in statement number 12, which explains one's concern about the spread of personal information by those closest to him. Meanwhile, in the Y variable, the highest loading factor is 0.851 in statement number 15, which explains that one feels safer when uploading Instagram Stories with a close friend feature on a second account than public Instagram Stories uploads.

By looking at the highest loading factor results in each indicator in both variables, it can be explained that many users are anxious when others may spread their personal information. Therefore, they feel safer using the close friend feature on their second account, Instagram, even though their second account already contains their closest friends. In this context, communication privacy management deals with individual decisions to share or withhold certain information with others. When someone takes advantage of the close friend feature in the second account, Instagram, they are doing communication privacy management. This is because they have to be selective in choosing who can see more personal and confidential uploads than regular uploads on their second account without using the close friend feature. Therefore, users feel that Instagram Stories uploads after using the close friend feature can better maintain information confidentiality than public Instagram Stories uploads.
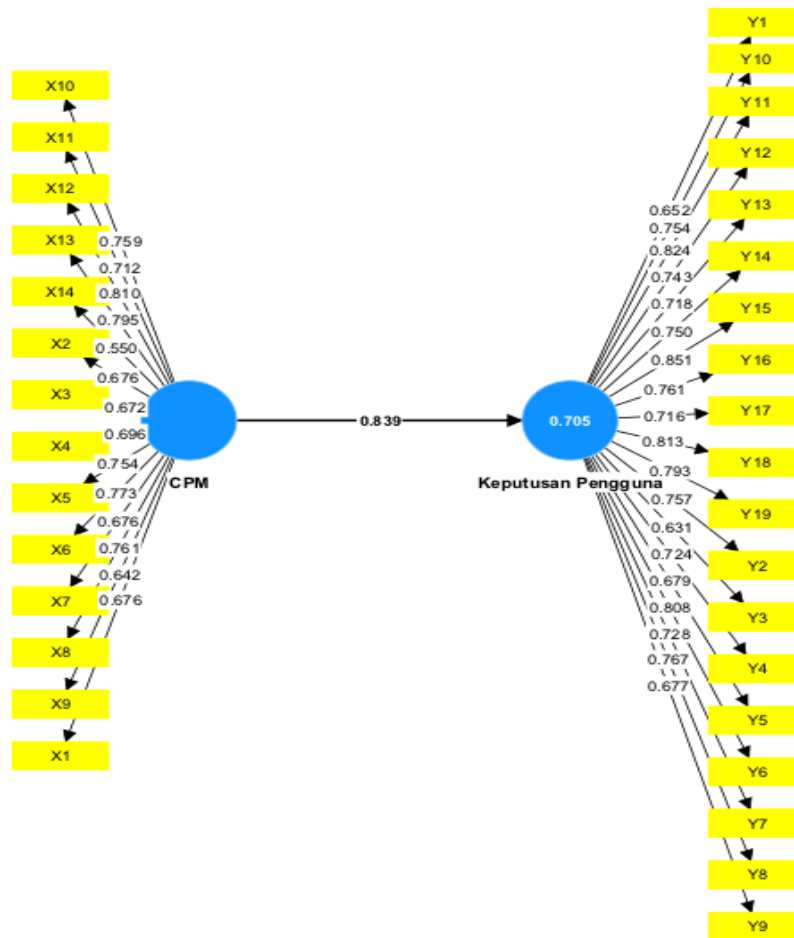
Privacy Management In The Digital Era: A Quantitave Study On The Management Of Close Friend *125*
Feature On Second Accounts Instagram By Students Of Lampung University

Komunika Vol. 7 No. 2 December 2024 Pp. 119-129

Figure 1. Loading Factor Results
(Source: primary data processed by the researcher, 2023)

Coefficient Of Determination (R2)

The table below shows that the free variable is 70.5% related to the bound variable. This is confirmed by an R-square coefficient of 0.705, which indicates a strong degree of relationship.

Model	R Square	R Square Adjusted
1	0.705	0.702

Table. 2 R Square Results
(Source: primary data processed by the researcher, 2023)

Path Coefficients (β)

The table below shows that the study's P-value is 0.000, indicating that each variable has a significant influence.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDE V|)	P Values

126

Privacy Management In The Digital Era: A Quantitave Study On The Management Of Close Friend Feature On Second Accounts Instagram By Students Of Lampung University
(Diky Luqman Aziz, Andi Windah, Ida Nurhaida)

CPM>User Decision	0.839	0.845	0.025	34.168	0.000

Table. 3 Path Coefficients (β) Results
(Source: primary data processed by the researcher, 2023).

CONCLUSION

This research shows that the relationship between communication privacy management and the use of the close friend feature on the second Instagram account is categorized as a strong relationship. This is proven by calculating the correlation value with an R-square coefficient of 0.705 or 70.5%, indicating a strong relationship level. Apart from that, the results of the path coefficients test show that the significance value is 0.000, indicating that the closer the number is to 1 or -1, the stronger the relationship and significant influence.

This research also reveals that communication privacy management theory is particularly relevant in how individuals share or hide information from others, creating privacy boundaries in their communications. The close friend feature on the second account, Instagram, is a clear example of the application of communication privacy management principles in social media. This feature allows users to selectively choose who can see certain content they share, giving them more control over the information they share and to whom it can be accessed. This is done because users feel worried that their personal information might be shared by those closest to them, so they feel it would be safer if they used the close friend feature on their second account, Instagram, even though that account already contains their closest friends.

Privacy Management In The Digital Era: A Quantitave Study On The Management Of Close Friend Feature On Second Accounts Instagram By Students Of Lampung University   127

Komunika Vol. 7 No. 2 December 2024 Pp. 119-129

REFERENCES

Bahar, Alvin. 2018. "Survei: 46% Remaja Punya Lebih dari Satu Akun Instagram Pribadi, Kebanyakan Nggak Ngungkap Identitas Asli. Apa Alasannya?". https://hai.grid.id/read/07610011/survei-46-remaja-punya-lebih-dari-satu-akun-instagram-pribadi-kebanyakan-nggak-ngungkap-identitas-asli-apa-alasannya

Devega, Evita. 2017. "Kementerian Komunikasi dan Informatika." 2017. https://www.kominfo.go.id/content/detail/10859/medsos-ibarat-pisau-bermata-dua-kominfo-galakkan-literasi/0/sorotan_media.

Devito, Joseph. 2011. "Komunikasi Antar Manusia." Jakarta: Karisma Publishing Group.

H. Gunawan. 2021." Pengukuran Kesadaran Keamanan Informasi Dan Privasi Dalam Sosial Media". J. Muara Sains, Teknol. Kedokt. dan Ilmu Kesehaan., vol. 5, no. 1, p. 1, 2021.

Hurlock. 1996. "Psikologi Perkembangan." Jakarta: Erlangga.

Hurlock. 1999. "Psikologi perkembangan: Suatu pendekatan sepanjang rentang kehidupan." Jakarta: Erlangga.

Ivander, Gery. 2018. "Analisis Pengaruh Relationship Marketing Terhadap Loyalitas Pelanggan pada Agen Travel Tx Jember". *Jurnal AGORA* Vol 6, No.2.

Kang, Jin, dan Lewen Wei. 2020. "Let me be at my funniest: Instagram users' motivations for using Finsta (a.k.a., fake Instagram)." *The Social Science Journal* 57 (1): 58–71. https://doi.org/10.1016/J.SOSCIJ.2018.12.005.

Mesra Betty Yel, Mahyuddin K. M. Nasution. 2022. "Keamanan Informasi Data Pribadi Pada Media Sosial". Jurnal Informatika Kaputama (JIK), Vol. 6 No. 1, Januari 2022.

Mustika, R. 2018. "Privasi pada Remaja di Media Sosial". 14 No. 2,111-112.

Naurah, Nada. 2023. "Ragam Alasan Orang Miliki Akun Kedua di Media Sosial, Stalking Salah Satunya". https://goodstats.id/article/ragam-alasan-orang-miliki-akun-kedua-di-media-sosial-stalking-salah-satunya-OCmJc

Nugroho, J. S. 2003. "Perilaku Konsumen. Edisi Pertama." Jakarta: Prenada Media.

Pardes, Arielle. 2018. "Instagram 'Close Friends': What It Is and How to Use It | WIRED." 2018. https://www.wired.com/story/instagram-close-friends/.

Petronio, Sandra. 2013. "Brief Status Report on Communication Privacy Management Theory." *Journal of Family Communication* 13 (1): 6–14. https://doi.org/10.1080/15267431.2013.743426.

Petronio, Sandra. 2022. *Boundaries of privacy : dialectics of disclosure*. State University of New York Press.

Prihantoro, Edy, Karin Paula, Iasha Damintana, dan Noviawan Rasyid Ohorella. 2020. "Self Disclosure Generasi Milenial melalui Second Account Instagram." *Jurnal Ilmu Komunikasi* 18 (3): 312–23. https://doi.org/10.31315/JIK.V18I3.3919.

Retasari Dewi, Preciosa Alnashava Janitra. 2018. "Dramaturgi Dalam Media Sosial :" *Jurnal Ilmu Komunikasi* 8 (3): 340–47.

Riyanto, Andi Dwi. n.d. "Hootsuite (We are Social): Indonesian Digital Report 2022 | Dosen, Praktisi, Konsultan, Pembicara/Fasilitator Digital Marketing, Internet marketing, SEO,

Diky Luqman Aziz, Andi Windah, Ida Nurhaida

Technopreneur dan Bisnis Digital." Diakses 8 November 2023. https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/.

Sugiyono. 2017. "Metode Penelitian Kuantitatif, dan R&D". Bandung: PT Alfabet.

Suryaningsih, F., S. M. Karini, dan N. A. Karyanta. 2016. "Hubungan antara self- disclosure dengan stres pada remaja siswa SMP Negeri 8 Surakarta." Jurnal Ilmiah Psikologi Candrajiwa.

Thompson, Jason, Sandra Petronio, dan Dawn O. Braithwaite. 2012. "An Examination of Privacy Rules for Academic Advisors and College Student-Athletes: A Communication Privacy Management Perspective." *Communication Studies* 63 (1): 54–76. https://doi.org/10.1080/10510974.2011.616569.

Uma Sekaran. 2010. Research Method for Business, Fifth Edition. John Wiley and Sons Ltd.

Wen, X, Y Zhao, Y. T Yang, S Wang, dan X. Cao. 2021. "Do Students With Different Majors Have Different Personality Traits? Evidence From Two Chinese Agricultural Universities." Frontiers in Psychology.

Zainuri, Achmad Ali, dan Sri Hastjarjo. 2021. "THE CLOSEST ONE."

Privacy Management In The Digital Era: A Quantitave Study On The Management Of Close Friend Feature On Second Accounts Instagram By Students Of Lampung University

129

Komunika Vol. 7 No. 2 December 2024 Pp. 119-129