

## **Social Media Dynamics: Interpersonal Trust and Self-Disclosure on Instagram Second Accounts**

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### **ABSTRACT**

In the digital age, technology and the internet have become integral to daily life in Indonesia. With 210 million Indonesians connected to the internet in 2021-2022, social media is a dominant activity, especially among those aged 19-34. This study examines the relationship between interpersonal trust and self-disclosure among Instagram second account users in Palangka Raya. Utilizing a quantitative correlational design, 130 participants were surveyed using adapted scales for interpersonal trust and self-disclosure. Descriptive statistics showed medium levels of both interpersonal trust (mean = 52.71) and self-disclosure (mean = 45.72). Spearman's correlation analysis revealed a significant positive relationship ( $r = 0.308$ ,  $p < 0.01$ ), indicating that higher trust levels are associated with greater self-disclosure. These findings underscore the importance of trust in fostering open communication on social media. The study contributes to understanding the dynamics of trust and self-disclosure in early adulthood but highlights the need for further research with more diverse samples to explore additional influencing factors.

**Keywords:** interpersonal trust, self-disclosure, instagram usage, social media behavior, digital communication



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## **INTRODUCTION**

In the digital age, the pervasive use of technology and the internet has become an inseparable part of everyday life for individuals in Indonesia. The rapid development of technology and the internet requires society to adapt to these advancements. According to the Indonesian Internet Service Providers Association (APJII) in 2022, 210,026,769 out of 272,682,600 Indonesians were connected to the internet between 2021 and 2022. Social media access is the most frequent activity among Indonesian users, with approximately 89.15% engaging in it. The highest internet penetration and contribution rates are found among those aged 19-34 years, who are in the early adulthood stage as defined by Santrock (2011), accounting for 98.64% and 25.68%, respectively.

Social media platforms have evolved to meet the varying needs of society, providing avenues for individuals to express their feelings and share daily activities online without the constraints of space and time (Cahyono, 2016). One of the most popular social media platforms among early adults today is Instagram. As of early 2023, Indonesia ranks fourth globally in the number of Instagram users, with 89.15 million users (Annur, 2023). Instagram offers various features such as live streaming, IGTV, reels, stories, and the ability to manage multiple accounts (Khoerunnisa & Selian, 2021). One notable feature is the ability to have multiple accounts,

commonly referred to as second accounts. These second accounts serve specific purposes and motivations for each user, often resulting in different treatment compared to their primary accounts. Research by Fitriyani et al. (2021) indicates that Instagram users believe that anything posted on their account influences how others perceive them. Therefore, second accounts are typically curated to include followers who meet the user's desired criteria. The concept of self is divided into the "I" and the "Me," where users develop a new identity. On the primary account, users operate as the "I," striving to conform to others' expectations, while on the second account, users feel more comfortable expressing their true identities without concern for others' judgments.

A survey conducted by the researcher with two second account users from Palangkaraya, both aged 21, revealed different motivations and sorting criteria for followers. The first informant, identified as G, has used a second account since 2017 to comfortably share daily activities more openly than on the primary account. G sorts followers based on close acquaintances and trust. The second informant, W, initially created a second account for academic purposes in 2021, later repurposing it to freely post daily activities. W's followers include some who are merely acquaintances, indicating a lack of underlying trust compared to G. Both informants, however, acknowledged feeling more comfortable and free to share personal content on their second accounts.

Individuals with high shyness and low social skills are more likely to reveal their true selves through online social networks rather than face-to-face interactions (Bargh et al., 2002). Self-disclosure, the act of revealing personal information to others, is influenced by various factors including the level of trust (Tazkia & Nawangsih, 2021). Wheelless & Grotz (1976) identify five dimensions of self-disclosure: intent to disclose, amount of disclosure, the positive-negative nature of disclosure, honesty-accuracy of disclosure, and general depth-control of disclosure. Self-disclosure is crucial in maintaining friendships and building trust in relationships, both offline and online. Research by Paramithasari and Dewi (2013) highlights the risks of self-disclosure on social media, as information can easily be seen by many, potentially leading to negative consequences. Early adults, therefore, need to be cautious in their self-disclosure on social media platforms. Trust is a significant factor in determining the level of self-disclosure, with individuals preferring to share information with those they trust (Meifilina, 2021). This trust is foundational for developing meaningful and deep relationships (Devito, 2011). This study aims to examine the relationship between interpersonal trust and self-disclosure among Instagram second account users in Palangkaraya. Previous research by Tazkia and Endah (2021) and Boer and Pratama (2022) found significant correlations between trust and self-disclosure on social media platforms, suggesting that higher levels of interpersonal trust lead to greater self-disclosure. The findings from this study will contribute to the understanding of social media usage and the dynamics of trust and self-disclosure in early adulthood.

Based on the aforementioned discussions, it is evident that Instagram users prefer to share their personal information on their second accounts due to discomfort and safety concerns associated with their primary accounts. Research by Emeraldien et al. (2019) on Instagram users

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in East Java revealed that students created second accounts due to a lack of trust and safety when using their primary accounts. The respondents admitted to fearing the negative impact on their self-perception and potential criticism from others if they shared content from their second accounts on their primary accounts. Unlike Pohan and Dalimunthe's (2017) findings, which indicated that individuals freely disclose themselves on social media due to the majority of followers being distant acquaintances, the current study highlights the cautious and selective nature of self-disclosure on second accounts. Excessive and inappropriate self-disclosure can lead to negative consequences such as privacy violations, miscommunication in friendships, and misuse of personal data (Devi & Indryawati, 2020). Thus, this research seeks to empirically verify whether there is a significant relationship between interpersonal trust and self-disclosure among second account Instagram users in Palangkaraya.

## **METHOD**

### **Research Design and Variables**

This study employs a quantitative research design with a correlational method. Correlational quantitative research utilizes statistical methods to measure the relationship between two or more variables (PH & Chang, 2009). This study involves two variables: Independent Variable (X): Interpersonal Trust and Dependent Variable (Y): Self Disclosure

### **Operational Definitions**

**Interpersonal Trust:** Interpersonal trust refers to the level of confidence an individual has that others will act in a manner that meets their expectations, both in the present and in the future. This includes predictability, dependability, and faith in the promises made by others. The measurement tool used in this study is the Trust in Close Relationships Scale by Rempel (1985), which consists of 17 items rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Higher scores indicate higher levels of interpersonal trust. **Self Disclosure:** Self disclosure refers to the information about oneself that an individual communicates to others. It involves consciously intended disclosure, the frequency and intensity of disclosure, positive or negative nature of disclosure, honesty and accuracy of disclosure, and the depth or intimacy of the disclosed information. The Self-Disclosure Scales by Wheelless and Grotz (1976) are used, consisting of 16 items rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Higher scores indicate higher levels of self disclosure.

### **Population, Sample, and Sampling Technique**

**Population:** The population for this study includes users of second accounts on Instagram in Palangka Raya. **Sample:** Sugiyono (2016) suggests that a minimum sample size of 30 to 500 is appropriate for research. Using Slovin's formula, the sample size for this study is calculated as 83 users of second accounts on Instagram in Palangka Raya. **Sampling Technique:** The study uses nonprobability sampling with the snowball sampling technique. This method starts with a small sample that grows as initial participants refer others who meet the study criteria. According to Sugiyono (2017), snowball sampling is effective when initial data sources are

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insufficient. The criteria for participants include individuals aged 18-25 who actively use a second Instagram account in Palangka Raya.

**Measurement Instruments**

This study utilizes questionnaires to collect data on Interpersonal Trust and Self Disclosure. The Trust in Close Relationships Scale by Rempel (1985) has been adapted and translated for this study and includes 17 items. The Self-Disclosure Scales by Wheelless and Grotz (1976), also adapted and translated, include 16 items. Both scales use a Likert format with five response options ranging from Strongly Disagree to Strongly Agree.

Table 1. Self Disclosure Scale Blueprint

Dimension	Indicator	Favorable	Unfavorable	Total
Intent	Conscious intent in self-disclosure	1, 2, 3	-	3
Amount	Frequency of self-disclosure	-	4, 5, 6, 7	4
Positive-Negative	Positive nature of self-disclosure	8	-	1
	Negative nature of self-disclosure	9	-	1
Depth Intimacy	Sharing personal information	14, 15	-	2
Honesty Accuracy	Accuracy and honesty in self-disclosure	-	10, 11, 12, 13	4
Total		8	8	16

Table 2. Interpersonal Trust Scale Blueprint

Component	Indicator	Favorable	Unfavorable	Total
Predictability	Predictable conditions and consistent behavior	8, 4, 5	3, 6	4
Dependability	Reliable conditions and trustworthy individuals	1, 13, 7, 15, 17	-	5
Faith	Risk-taking ability and deep relationships	2, 16, 3, 9, 10, 11, 12	-	7
Total		13	2	15

**Instrument Testing**

Validity Testing: Validity was assessed using IBM SPSS Statistics 25.0. For the Self-Disclosure Scale, two items (8 and 16) were eliminated after initial analysis due to corrected item-total correlation values below 0.3, resulting in 14 valid items.

Table 3. Blueprint for the Validity-Approved Self-Disclosure Scale

Dimension	Indicator	Favorable	Unfavorable	Total
Intent	Conscious intent in self-disclosure	1, 2, 3	-	3

Dimension	Indicator	Favorable	Unfavorable	Total
Amount	Frequency of self-disclosure	-	4, 5, 6, 7	4
Positive-Negative	Negative nature of self-disclosure	9	-	1
Depth Intimacy	Sharing personal information	14, 15	-	2
Honesty Accuracy	Accuracy and honesty in self-disclosure	-	10, 11, 12, 13	4
Total		6	8	14

For the Trust in Close Relationships Scale, two items (6 and 14) were eliminated, resulting in 15 valid items.

Table 4. Blueprint for the Validity-Approved Trust in Close Relationships Scale

Component	Indicator	Favorable	Unfavorable	Total
Predictability	Predictable conditions and consistent behavior	8, 4, 5	3	3
Dependability	Reliable conditions and trustworthy individuals	1, 13, 7, 15, 17	-	5
Faith	Risk-taking ability and deep relationships	2, 16, 3, 9, 10, 11, 12	-	7
Total		13	2	15

Reliability Testing: Reliability was assessed using Cronbach's alpha. The Self-Disclosure Scale achieved a reliability coefficient of 0.841, and the Trust in Close Relationships Scale achieved 0.892, indicating high reliability for both instruments.

**Data Analysis**

Data analysis involves several steps to calculate and answer the research questions and test the hypotheses (Sugiyono, 2016). Descriptive Analysis: This process aims to describe the collected data without drawing general conclusions (Sugiyono, 2016). Assumption Testing: Normality Test: Assesses whether the data is normally distributed. A significance value greater than 0.05 indicates normality (Sujono et al., 2013). Linearity Test: Determines if the dependent and independent variables are linearly related. A significance value (p) less than 0.05 indicates linearity (Siregar, 2015). Hypothesis Testing: The relationship between the independent variable (Interpersonal Trust) and the dependent variable (Self Disclosure) is analyzed using Pearson's Product Moment correlation technique. Calculations are performed using IBM SPSS Statistics 25.0 for Windows.

## RESULTS AND DISCUSSION

### Research Orientation and Data Collection

This research was conducted by distributing a questionnaire via Google Forms to early adults who use second Instagram accounts in Palangka Raya. The questionnaire was disseminated through Instagram and WhatsApp to individuals who matched the study's subject criteria. Data collection occurred over two weeks, from October 11, 2023, to October 25, 2023. A minor challenge faced during data collection was the researcher not being physically present in Palangka Raya, which limited the scope of participant engagement. Therefore, the questionnaire was distributed solely online.

### Research Participants

The study included 130 participants who use second Instagram accounts in Palangka Raya. The snowball sampling technique was used for participant recruitment. Table 5 shows that the majority of participants were female, with 106 participants (81.5%), while males constituted 24 participants (18.5%). Table 6 shows that the highest number of participants were 21 years old, with 52 participants (40%), while the lowest number was 23 years old, with 2 participants (1.5%). Table 7 shows that the majority of participants were university students, with 115 participants (88.5%). Table 8 shows that the majority of participants have been using their second Instagram account for more than 3 years, with 84 participants (64.6%).

Table 5. Participant Characteristics by Gender

Gender	Frequency	Percentage
Female	106	81.5%
Male	24	18.5%
Total	130	100%

Table 6. Participant Characteristics by Age

Age	Frequency	Percentage
18	6	4.6%
19	9	6.9%
20	38	29.2%
21	52	40%
22	12	9.2%
23	2	1.5%
24	7	5.4%
25	4	3.1%
Total	130	100%

**Table 7. Participant Characteristics by Occupation**

Occupation	Frequency	Percentage
Student	1	0.8%
University Student	115	88.5%
Worker	14	10.8%
Total	130	100%

**Table 8. Participant Characteristics by Duration of Using Second Instagram Account**

Duration	Frequency	Percentage
> 3 years	84	64.6%
< 3 years	46	35.4%
Total	130	100%

**Descriptive Statistics of Research Variables**

Table 9 shows that for Interpersonal Trust, the scores range from a minimum of 27 to a maximum of 75, with a mean of 52.71 and a standard deviation of 9.790. For Self Disclosure, the scores range from a minimum of 14 to a maximum of 70, with a mean of 45.72 and a standard deviation of 8.956. Table 10 shows that 45% of participants fall into the low category of interpersonal trust, 52% fall into the medium category, and 3% fall into the high category. With a mean of 52.71, it indicates that the level of interpersonal trust among early adults using second Instagram accounts in Palangka Raya is generally medium. Table 11 shows that 25% of participants fall into the low category of self disclosure, 69% fall into the medium category, and 6% fall into the high category. With a mean of 45.72, it indicates that the level of self disclosure among early adults using second Instagram accounts in Palangka Raya is generally medium.

**Table 9. Descriptive Statistics of Research Variables**

	N	Minimum	Maximum	Mean	Std. Deviation
Interpersonal Trust	130	27	75	52.71	9.790
Self Disclosure	130	14	70	45.72	8.956

**Table 10. Interpersonal Trust**

Interval	Category	Frequency	Percentage	Mean
$55 \leq x < 75$	High	4	3%	52.71
$35 \leq x < 55$	Medium	68	52%	
$20 \leq x < 35$	Low	58	45%	
Total		130	100%	
Min = 27; Max = 75; SD = 9.790				

Table 11. Self Disclosure

Interval	Category	Frequency	Percentage	Mean
$52 \leq x < 70$	High	8	6%	45.72
$33 \leq x < 51$	Medium	90	69%	
$19 \leq x < 32$	Low	32	25%	
Total		130	100%	
Min = 14; Max = 70; SD = 8.956				

### Assumption Testing

Assumption testing includes normality and linearity tests to ensure the data meets the assumptions for hypothesis testing. Table 12 shows that the Kolmogorov-Smirnov test for Interpersonal Trust has a significance level of 0.200, indicating normal distribution. However, the Self Disclosure variable has a significance level of 0.028, indicating a non-normal distribution. Therefore, Spearman's correlation is used for hypothesis testing. Table 13 shows that the F-value for linearity is 17.779 with a significance level of 0.000, indicating a significant linear relationship between Interpersonal Trust and Self Disclosure.

Table 12. Normality Test

	Interpersonal Trust	Self Disclosure
N	130	130
Mean	52.71	45.72
Std. Deviation	9.790	8.956
Most Extreme Differences		
Absolute	.053	.083
Positive	.053	.070
Negative	-.046	-.083
Test Statistic	.053	.083
Asymp. Sig. (2-tailed)	.200c.d	.028c

Table 13. Linearity Test

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	4460.719	39	114.377	1.749	.016
Linearity	1162.590	1	1162.590	17.779	.000
Deviation from Linearity	3298.129	38	86.793	1.327	.139
Within Groups	5885.312	90	65.392		
Total	10346.031	129			



### Hypothesis Testing

Hypothesis testing uses Spearman's correlation to analyze the relationship between Interpersonal Trust and Self Disclosure.

Table 14. Spearman's Correlation Between Interpersonal Trust and Self Disclosure

	Interpersonal Trust	Self Disclosure
Spearman's rho		
Interpersonal Trust	Correlation Coefficient	1.000
	Sig. (1-tailed)	.000
	N	130
Self Disclosure	Correlation Coefficient	.308**
	Sig. (1-tailed)	.000
	N	130

Table 14 shows a correlation coefficient of 0.308 with a significance level of 0.000, indicating a significant positive relationship between Interpersonal Trust and Self Disclosure. The results show a significant positive relationship between Interpersonal Trust and Self Disclosure among early adults using second Instagram accounts in Palangka Raya. The correlation coefficient of 0.308 with a significance level of 0.000 ( $p < 0.01$ ) indicates that higher levels of interpersonal trust are associated with higher levels of self disclosure. This finding aligns with Tazkia & Nawangsih (2021), which also found that increased interpersonal trust leads to greater self disclosure. The study found that interpersonal trust accounts for 11.2% of the variance in self disclosure. This suggests that while interpersonal trust significantly influences self disclosure, other factors also play a role. According to DeVito (2016), factors such as self-perception, culture, gender, topic of disclosure, and communication medium can influence self disclosure. Firual and Hariyadi (2022) also found that intimate friendship has a higher influence on self disclosure than interpersonal trust. The participants generally had medium levels of interpersonal trust (mean = 52.71) and self disclosure (mean = 45.72). This indicates that early adults using second Instagram accounts in Palangka Raya have moderate trust in their followers and are moderately open in their disclosures. Based on Rempel et al. (1985), this suggests that participants find their followers somewhat predictable and reliable and feel moderately confident in their promises. Overall, this study supports the hypothesis that interpersonal trust significantly affects self disclosure among early adults using second Instagram accounts in Palangka Raya. The findings highlight the importance of trust in fostering open communication and the sharing of personal information. The limitations of this study include the reliance on online data collection and the sample size, which may not fully represent the population. Future research could explore additional factors influencing self disclosure and use larger, more diverse samples.

### **Implications for Counseling and Guidance**

The significant positive relationship between interpersonal trust and self-disclosure among early adults using second Instagram accounts in Palangka Raya suggests several important implications for counseling and guidance services. Firstly, counselors should focus on building and enhancing interpersonal trust within their clients' social networks. As trust is a critical factor in promoting open communication and self-disclosure, counseling sessions could include activities and discussions aimed at identifying trustworthy individuals and fostering trust-building behaviors. This could involve role-playing scenarios, trust-building exercises, and discussions on the characteristics of trustworthy relationships. Secondly, given that self-disclosure is linked to various factors including self-perception, culture, gender, and communication medium, counseling programs should adopt a comprehensive approach. Counselors can help clients understand how these factors influence their willingness to share personal information. By increasing awareness of these influences, clients can make more informed decisions about their self-disclosure practices. Thirdly, the medium of communication plays a significant role in how individuals disclose information. Counselors should guide clients on the appropriate use of social media and digital platforms for self-disclosure. This includes understanding the privacy settings, the potential audience of their disclosures, and the implications of sharing personal information online. Educating clients on the differences between public and private self-disclosure can help them navigate their online interactions more safely and effectively. Additionally, since the study highlights that intimate friendships have a higher influence on self-disclosure than general interpersonal trust, counselors should encourage clients to cultivate deep and meaningful friendships. Workshops and group counseling sessions can be organized to help individuals develop skills for forming and maintaining close relationships. These sessions can focus on communication skills, empathy, and emotional support. Furthermore, considering that only 11.2% of the variance in self-disclosure is explained by interpersonal trust, counselors should explore other factors that influence self-disclosure. This includes examining clients' self-esteem, past experiences with trust and betrayal, and their general comfort level with vulnerability. By addressing these additional factors, counseling services can provide a more tailored approach to enhancing self-disclosure. Lastly, continuous evaluation and feedback are essential to ensure the effectiveness of counseling interventions. Regular surveys and feedback sessions can help counselors assess the impact of their strategies and make necessary adjustments. This iterative process ensures that counseling services remain relevant and responsive to the needs of early adults navigating their social interactions on digital platforms. By implementing these strategies, counseling and guidance services can better support early adults in building trust and improving their self-disclosure practices, leading to healthier and more fulfilling relationships both online and offline.

## CONCLUSION

This study reveals a significant positive relationship between interpersonal trust and self-disclosure among early adults using second Instagram accounts in Palangka Raya. The findings indicate that higher levels of interpersonal trust are associated with greater self-disclosure, with a correlation coefficient of 0.308 and a significance level of 0.000 ( $p < 0.01$ ). This suggests that trust is crucial for fostering open communication and sharing personal information on social media platforms. While interpersonal trust significantly influences self-disclosure, it accounts for only 11.2% of the variance, highlighting the role of other factors such as self-perception, culture, gender, and communication medium. The study's limitations, including the online data collection method and sample size, suggest the need for further research with larger and more diverse samples to fully understand the dynamics of self-disclosure on social media.

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