

PENGARUH *SELF DISCLOSURE* TERHADAP *LONELINESS* PADA GEN Z PENGGUNA *SECOND ACCOUNT PLATFORM* INSTAGRAM

RINGKASAN

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Latar Belakang: *Loneliness* menjadi salah satu isu psikologis yang banyak dialami oleh gen Z di era digital. Kehidupan yang serba digital mengurangi interaksi secara langsung sehingga gen Z kurang dalam hubungan sosialnya. Hal tersebut membuat gen Z memilih menggunakan *second account* Instagram sebagai media *self disclosure* dalam memenuhi kebutuhan sosialnya.

Tujuan Penelitian: Penelitian ini bertujuan untuk menguji secara empiris adanya pengaruh *self disclosure* terhadap *loneliness* pada gen Z pengguna *second account* Instagram.

Metode Penelitian: Penelitian ini menggunakan pendekatan kuantitatif dengan partisipan sebanyak 167 menggunakan teknik sampling *purposive sampling* dengan kriteria gen Z berusia 18-28 tahun, pengguna aktif *second account* Instagram untuk mengekspresikan diri. Instrumen pada penelitian ini menggunakan skala *loneliness* ($V = 0,83 - 0,95$; $\alpha = 0,918$) dan modifikasi skala *self disclosure* ($V = 0,83-0,91$; $\alpha = 0,894$). Uji asumsi terpenuhi dengan hasil uji normalitas *loneliness* ($p = 0,200$) *self disclosure* ($p = 0,200$) dan hasil linearitas pada kedua variabel linear ($F = 0,094$).

Hasil Penelitian : Berdasarkan hasil uji regresi linear sederhana, ($r = 0,002$). Hasil tersebut, menunjukkan bahwa *self disclosure* berpengaruh signifikan terhadap *loneliness*.

Kesimpulan : Hasil analisis menunjukkan bahwa hipotesis diterima dan dapat disimpulkan bahwa terdapat pengaruh *self disclosure* terhadap *loneliness* pada gen Z pengguna *second account* Instagram.

Kata Kunci : *Loneliness*, *Self disclosure*, Gen Z dan *Second account*

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THE INFLUENCE OF SELF DISCLOSURE ON LONELINESS IN GENERATION Z USERS OF SECOND ACCOUNT PLATFORM INSTAGRAM

ABSTRACT

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Background: Loneliness is one of the psychological issues commonly experienced by Gen Z in the digital age. The digital lifestyle reduces direct interaction, resulting in Gen Z having fewer social relationships. This leads Gen Z to choose to use a second Instagram account as a medium for self disclosure to fulfill their social needs.

Research Objective: This study aims to empirically test the influence of self-disclosure on loneliness among Gen Z users of secondary Instagram accounts.

Research Methodology: This study employs a quantitative approach with 167 participants selected through purposive sampling based on the criteria of Gen Z aged 18–28 years who are active users of secondary Instagram accounts for self-expression. The instruments used in this study include a loneliness scale ($V=0.83-0.95$; $\alpha=0.918$) and a modified self-disclosure scale ($V=0.83-0.91$; $\alpha=0.894$). The assumptions were met, with the normality test for loneliness ($p=0.200$), self-disclosure ($p=0.200$), and linearity results for both variables ($F=0.094$).

Research Results: Based on the results of the simple linear regression test ($r=0.002$). These results indicate that self disclosure significantly influences loneliness.

Conclusion: The analysis results indicate that the hypothesis is accepted and it can be concluded that there is an influence of self-disclosure on loneliness among Gen Z users of Instagram second accounts.

Keywords: Loneliness, Self-Disclosure, Generation Z, and Second Account

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