

ABSTRACT

Instagram as a means of self-presentation does not fully provide space for Instagram users to freely express themselves by sharing information about themselves to show who they are to the public. That way, many Instagram users create multiple accounts or second accounts. However, often second account users completely let go of their social roles. This phenomenon triggers conflicts that occur in society in the form of questions about when and how individuals display their genuine social roles and which are not. This study aims to analyze the patterns and strategies of first and second account users, especially Generation Z, in managing impressions. This study used a descriptive qualitative method using dramaturgy theory and Erving Goffman's impression management. The research results show that individuals deliberately manage their impressions of achievement and success in a situation. Generation Z tends to form and construct good and positive impressions, roles, and self-image on first account. This is because the first account is used as a means of personal branding to form a good and positive first impression from the public with a wider scope and reach. Meanwhile, in a second account, Generation Z tends to be more open and expressive in channeling their emotions and what they were doing at that time.

Keywords : *Instagram, Impression Management, Social Role*