

ABSTRACT

Currently, many young people have a second Instagram account as a medium of self presentation. While the main account was used to display things that highlight the self-image, the second account was used to highlight who they really be. The purpose of this study was to determine the self-presentation strategy shown by students who used a second Instagram account. This research used qualitative methods through observation, interviews and documentation to four informants whom are Instagram users that actively used second account. The results showed that the informants of the self-presentation strategy, namely the Ingratiation second Instagram account, were only followed by close friends to be able to express themselves as freely as possible where they did not receive hate comments from followers and also used followers to accept what they liked. In Intimidation, they dare to express opinions and opinions in the form of criticism or suggestions and also dare to be brave about something. In Self-Promotion, they show their abilities and showed positive things to their followers. At Exemplification, they share a positive impression and strive to still look good. While Supplication, they pay attention to the problems they face to get feedback in the form of suggestions, motivation, support and emotional satisfaction.

Keywords: Self-Presentation Strategy, Second account, Instagram