

## **ABSTRACT**

*This research aims to describe the self-disclosure that occurs in pound participant during exercise. Especially in the pound class held by Rocca Space. As a sports community, Rocca Space provides a variety of options. However Pound is a sport that produces the most content in @roccaspace's Instagram. Although not become as professional, the content during pound exercise is continuously produced by the participants of the Rocca Space. This is an interesting phenomenon to observe regarding how pound sports are able to self-disclosure through their sports activity content on social media. This research will look at using 5 aspects of the depiction of Self-Disclosure Theory from Altman and Taylor (1973). The method used in this research is a qualitative method using the constructivism paradigm. Data collection techniques were carried out through interviews with a snowball sampling model, observation, documentation, and literature study. And analyzed using data analysis techniques from Miles and Hubberman (1994). The results of the study reveal that there has been self-disclosure carried out by Rocca Space community pound participants on social media. This is seen through the relationship in the aspects of Accuracy, Motivation, Time, Intensiveness, and Depth and Breadth which are supported by the used theory.*

*Keywords: Self-disclosure; Interpersonal Communication; Pound; Instagram.*