

ABSTRACT

Second accounts on Instagram, or alternative accounts, serve as a medium for expressing thoughts and feelings that users are unable to convey freely through their primary accounts. However, the use of second accounts introduces distinct forms of privacy management, which influence the level of control students perceive over their personal privacy. This study aims to understand how different privacy settings on second account usage affect the sense of privacy control experienced by students at Telkom University. The research employs a qualitative approach with a phenomenological method. Privacy management in second account usage is analyzed through the lens of Sandra Petronio's Communication Privacy Management theory. Data were collected through in-depth interviews and observation involving seven informants. The findings show that students perceive second accounts as safer and more comfortable spaces to express themselves, share emotional content, and manage interpersonal relationships with greater freedom. Privacy settings are implemented through personal boundary regulation, audience selection, control over the type of information shared, and the use of features such as "close friends." When privacy disruptions occur—such as unauthorized information sharing (privacy turbulence)—users tend to reevaluate and adjust their privacy strategies. Thus, second accounts are not merely platforms for open expression, but also serve as a form of digital privacy management that reflects students' awareness and control over their personal information within the dynamic environment of social media.

Keywords: *Second Account Instagram, Privacy Manajement, Student*