

USE OF INSTAGRAM STORIES FEATURE AS SELF DISCLOSURE MEDIA ON @AZKHATEGAR ACCOUNT

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ABSTRACT

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This study explores the use of Instagram Stories features as a self – disclosure media on @Azkhategar account. Self – disclosure is a form of communication in which individuals disclosure information to others. Through her Instagram account, Azkha actively self – disclosure with an average of 8 to 15 posts per day, showcasing aspects of herself such a lifestyle, fashion, and make – up. In its stories content, Azkha also collaborates with local brands to expand its audience reach. This study uses descriptive qualitative approach with non – participant observation and data analysis of Miles & Huberman model and the main theory used in this study is the theory of self – disclosure. The results showed that the use of Instagram Stories provides a platform for Azkha to strengthen her existence, build closeness with her followers and express herself creatively. In today's digital context, social media such as Instagram plays an important role in facilitating self – disclosure and expanding individual social interactions. The findings provide valuable insights into how individuals utilize social media as a tool for sharing personal information and building self – image online. This research also contributes to the understanding of the use Instagram Stories in the context of self – disclosure.

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1. Introduction

Humans are social creatures and depend on the help of others. In everyday life, humans will inevitably engage in interaction with each other. They will always be looking for someone to interact with, share information to exchange ideas (Ayu, 2021). Therefore, this interaction can be considered as an individual social process and both are tied to each other. When individuals communicate with others, they reveal a variety of information including about themselves that is closely related to the concept of *self-disclosure*.

self-disclosure is a way of communicating that involves disclosing personal information that is generally not told to others. DeVito (2010) explains that *self disclosure* is a form of communication in which the individual reveals information about himself that is usually hidden. According to DeVito, there are several aspects of *self-disclosure*, among others, **Amount** (jumlah) is a quantity of *self-disclosure* can be measured by knowing the frequency with whom the individual reveals themselves and the duration or time to reveal themselves

to others, **Valence** (Valensi) is a positive and negative of the individual's *self-disclosure* of pleasant or unpleasant things about himself, **Accuracy / Honesty** (kejujuran) is the accuracy and honesty of the individual in doing *self-disclosure*, **Intention** (tujuan) is the extent of what the individual reveals about what he wants to be expressed and **Intimacy** (keakraban) is an individual can reveal the most intimate details of his life. The expression can be an idea, a thought, an expression of an emotion, a feeling, or an event that is important to an individual (Aisyah et al., 2022). In general, every individual is eager to share a very important thing that happened to him. this is related to the limits of self-information that is feasible and not to be shared. Communication is very important and can have a positive or negative impact on yourself.

Self-disclosure is not limited to activities directly but also done through the media one of which is social media (Wahabi & Febriana, 2022). Social Media is a means to access social interaction on the Internet. The Globalwebindex report on Indonesian Internet users aged 16-64 shows that many social media sites are popular among Indonesians . Social networks and instant messaging tools are two sub categories of social media platforms. Facebook Instagram leads with 43%, YouTube leads with 41%, WhatsApp with 40%, and Instagram with 38% (Mamu, M., Pelleng, F. A., & Kelles, 2012).

Seeing *Instagram* is a widely used social media platform, in August 2017 Instagram launched its latest feature, the “*Stories*” feature that allows users to take digital photos, apply filters and share them that will remain there for 24 hours. More than 90% of Instagram users use stories to share their activities and personal information (Febyantari, 2019). With instagram stories, someone can freely share their activities. Such is the case of research conducted by a student of the communication Academy of Bina Sarana Informatika Jakarta, Asriyani Sagiyanto. This study was completed in 2018 with a qualitative method with a case study approach. Research shows that members of Quote Gallery use the social media platform Instagram to meet their needs in achieving self-actualization. In Instagram Stories, a person can record a video or or a photo of his daily outfit. Not only sharing her photos, she also often reveals various details about herself through her Instagram Stories. On the other hand, the disclosure of the feelings they share without hesitation through Instagram posts is currently the most frequent.

Especially now that story templates or story templates are available, which are used to describe what he looks like. with the advent of the story template of recent years, social networks have turned into online diaries (Pratiwi & Mukhtaruddin, 2023). The use of story templates has increased in popularity on Instagram due to various interesting themes, such as information about myself (fact about me). This Model allows the individual to choose among the answer options that match the existing description (Wiyono & Muhid, 2020). In addition to offering a variety of information and inspiration, social networks are also used as a place of reflection to share personal stories, build self-image and a place to vent (Johana et al., 2020). As research by Dwi Syahnaz Hasisah, a student of communication sciences at Hassanudin University. A study completed in 2017 using quantitative descriptive methods and applying the theory of uses and gratification. The Instagram stories study aims to understand the effect of the use of instagram stories on the identity of students at SMAN 1 Makassar and the factors that influence the use of instagram stories by these students. What often happens these days is that it is more comfortable to express themselves on the network and even they are more interested in letting go of their problems on social media.

While being honest about yourself can increase emotional engagement and clarify relationships, it also carries risks. Sharing personal data will make a person vulnerable. Sometimes, a person uses the information provided to harm others or control their behavior. Through the world of social media, people are constantly introducing their presence. According to him, showing his identity on social media increases his presence. However, it is unthinkable for those who use social media that the crime may have started because someone shared information about themselves too openly (Lestari et al., 2021). One research that shows why social media is a convenient place for self-disclosure was researched by

Widiyana Ningsih, a communication studies student at Sultan Ageng Tirtayasa University. Qualitative descriptive research methods were used to complete this study in 2015. According to this study, being open about yourself in anonymous media makes people more comfortable being open.

Nowadays there are many cases that abuse social media. One reason is that it is easy to know how someone looks because someone is too open about their appearance (Hediana & Winduwati, 2020). Instagram is an open social network, therefore researchers are interested in examining *self-disclosure* that occurs on Instagram through *instagram stories*. More and more Instagram users are “liking” and sharing every activity and story on the platform. Instagram users do not hesitate to post their problems on *Instagram Stories* without considering the negative aspects, as if the world already knows their activities and problems (Krismasakti, 2019).

This research will focus on the self-disclosure of a celebrity named Azka Tegar Maulana or @Azkhategar, she was originally just a hobby like makeup and is now one of the famous celebgrams in the community. What makes Azkhategar unique is that he often decorates himself in a similar style to women. Not only that, his ability to imitate the makeup of various public figures makes him able to create the impression of a face similar to them. Although he was a man, when he dressed up like a woman and completed his appearance with a wig, many praised his beauty. No doubt if Azka often get spicy comments from netizens such as “bahaya udah keenakan jadi cewek”, “Awalnya aku suka kok lama2 aku jg geli ya konten2 nya”. Despite often getting unpleasant comments, Azka remains consistent with the content she creates such as recreating the make - up of several celebrities.

Instagram account @Azkhategar has 1M followers on Instagram. AzkaTegar interacts with her followers through Instagram Stories, where she shares reviews and information about make - up equipment , reviews of make - up used and often she also makes content to dress up like a woman by wearing all-female fashion. Azka, as a famous celebgram also likes to do Question and Answer in order to connect with her followers. In addition, Azka also has the ability to provide information about beauty products and entertain her followers through videos or photos that are entertaining.

Based *Instagram stories*, researchers are interested to examine how Azkhategar use *Instagram Stories* feature as a media of *self disclosure*, so this study aims to obtain an overview of self disclosure on the @Azkhategar account through *Instagram stories*.

2.Method

This study applies a qualitative descriptive approach. According to Moleong (2011: 6) qualitative research is a type of research that aims to understand the events experienced by research subjects, such as behavior and actions by explaining them in the form of words and language. The researcher chose a qualitative approach, to gain a deeper understanding related to @Azkategar's experience in using *Instagram Stories* as a means of communication and sharing information with his followers. By using a qualitative approach, the researcher can present a deep picture of the condition of the subject under study.

Researchers identified the problem that occurs, namely Instagram Stories as Azka's self-disclosure media in order to develop a line of research. Then, the researchers collected data through non - participant observation in which the researchers made observations by simply looking and paying attention without being directly involved. In the end, researchers can deliver results based on the right materials, data and information. Observations on the @Azkategar account became the main source of data. In addition to collecting primary data, the researcher also collected some secondary data that allows researchers to support the validity of the data, namely journals, previous research results and also Internet Searching to support the validity of the data and answer questions that arise in this study. Azkhategar's

Instagram Stories that will be studied starting from September to December 2023, which amounted to 40 stories and in this study were then selected into 17 stories that were in accordance with predetermined aspects and regarding fashion and make-up. By applying data analysis techniques Miles & Huberman model, will be the basis for data collection in this study. The following are the steps of data analysis using Miles and Huberman models: in the Data reduction phase, researchers will compile a summary and determine important things that fit the theme and pattern of research used. Thus, the data that has gone through the reduction process will describe detailed information, making it easier for researchers to analyze the research (Sugiyono, 2017). Then, the results of data reduction are presented in the form of A Brief data presentation followed by inference from the results.

3. Results and Discussion

Self-disclosure is a form of communication in which we reveal information about ourselves that we normally keep secret (Setiadi, 2019). As technology develops, self-disclosure can now be done through social media such as Instagram Stories. An example of this is Azkhategar's use of instagram stories as a platform to share aspects of himself to the public. Through her Instagram account @Azkhategar, she did self – disclosure by sharing content wearing clothes and dressing up like a woman. Azkha also showed closeness and friendliness towards his followers this helped strengthen his existence. However, Azkhategar limits himself to not sharing personal information such as where he lives because it is useful to keep people with him.

In terms of content, Azkha prefers to share lifestyle – related content such as fashion and make-up. He often collaborates with various local brands. Besides Instagram stories, azkha also uses Instagram's photo and video features optimally to produce quality images. This is so that the products uploaded by Azkha are able to attract people around them and inspire them to buy them.

Amount *self - disclosure*

In the context of self-disclosure theory, the amount or magnitude of self – disclosure is related to how often we deliver messages and the extent to which we disclose personal information or can also be measured by the duration of time (Hasanah et al., 2020). In this situation, *self-disclosure* is not limited by time constraints as one can access the internet and do *self – disclosure* on social media whenever necessary (Devito, 1997).

Azkhategar is very active in using Instagram social media to upload various content. Based on the observation of non-participants, it was found that Azkha's self – disclosure was seen from the number of Azkha posts which amounted to 280 posts and in a day Azkha uploaded 8-15 stories. The importance of this measure or amount can be seen from the fact that the more often a person shares himself on social media, the more likely the individual is to make self-disclosure. Frequency includes the extent to which individuals access the internet for various purposes measured in a given period of time (Andarwati & Sankarto, 2005). This is related to how to optimize viewers because for a celebgram it is useful to know how the maximum number of uploaded per day.

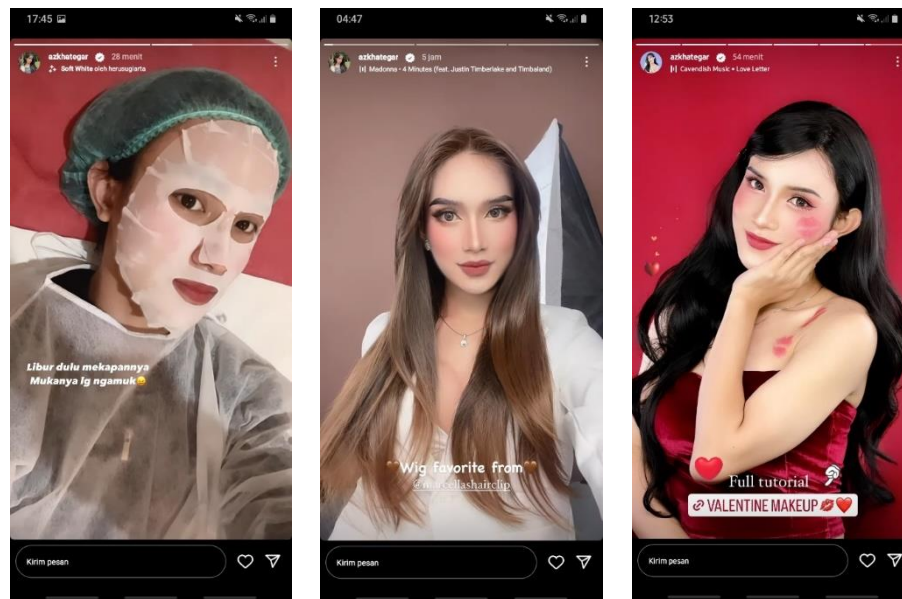


Figure 1.

Instagram story source @Azkhategar

Based on the findings of the study, Azkha did self disclosure very actively using instagram with the number of self disclosure a day reaching 8 posts and even 15 posts a day with different message content every day and also depending on the conditions. but from several stories uploaded there are 2-5 posts outside of work such as care and activities that are daily the rest are posts related to work such as paid promote and endorse make – up and fashion products. That way Azkha can express herself on instagram. Her posts can include make – up tutorials , reviews of wigs she uses to activities related to her lifestyle.

According to George Gerbner and colleagues Lawrence Gross (1972) in the theory of cultivation, explains that mass media user groups are divided into two categories, namely heavy viewer and light viewer. heavy viewer is a group of viewers who can spend 4-6 hours a day and light viewer is only watching for approximately 1-2 hours a day. "remote is my life" is a phrase that indicates that what is shown on television reflects the personal reality of that audience. Television as an audio visual media has the ability to convey a variety of stories and with the advancement of mobile technology or mobile phones have replaced the role of television as a source of information that is easily accessible. One of the researches was conducted by Muslimin M, A student of Communication Science Department of University of Muhammadiyah Malang. A study completed in 2012 with a qualitative descriptive method. The study explained that the development of technology is growing rapidly, one of which is a mobile phone or HP (hand phone) which is very popular, at first it was just a communication tool to replace the phone that has advantages in terms of mobility (practical and easy to carry everywhere). However, the latest type of cellphone is now not just a tool to communicate or send SMS (short message services), but has various functions. Starting from a calculator, notepad (to make writing), to as a substitute for television. This is evidence of technological developments in the media industry that need to be observed. The features and applications available on mobile phones including social media like Instagram allow one to get information about politics, economy and other things easily. Instagram can also be used to share personal information or self-disclosure. Every post on instagram has its ups and downs.

Azkha also pay attention to the hours of posting because it relates to the time in which he and the user interact with a content but behind it there are weekdays that make the content a bit difficult to occupy the best posting time because on weekdays the average duration of users to interact with a content is quite low. As research that has been carried out in 2023 by Lidya Wati Evelina, with the title of research on the communication Model of personal Branding Professional Celebgram that uses qualitative methods. This study focuses on prime time

strategy, namely posts uploaded following Instagram prime time starting at 11.00 to 13.00 pm and 19.00 to 21.00 pm. This is one reason MA's Instagram account always gets a lot of likes and comments on every upload.

Azkha has set certain times on weekdays such as Monday at 12 o'clock .00 to 14.00 pm, Tuesday at 10.00 to 12.00 pm, Wednesday at 11.00 pm, Thursday at 13.00 pm, Friday at 13.00 pm. However, not infrequently Azkha in working hours posts stories at 18.00 pm. During these hours, Instagram users tend to be more active. During working hours, Azkha's stories tend to be endorsements and paid promotions related to the make – up or fashion she uses when creating content. Another thing is posting hours on weekends, because during the weekend instagram users generally relax and spend more time on the social media platform. However, Azkha set posting hours on weekends so that user interaction is higher such as Saturday at 11.00 pm to 23.00 pm and Sunday at 18.00 pm to 21.40 pm. Posting hours on weekends do tend to be irregular because it depends on the activities of Azkha on that day. Another thing on weekends, Azkha more often makes stories like Hangouts with her friends but not infrequently she makes stories related to endorsements or paid promotions.

Azkha's intensity in using Instagram Stories shows that she is active in sharing content on the platform. Through instagram stories, Azkha provides extensive information about herself. in addition, when photos or videos uploaded by Azkha get comments from others, this indicates that their existence is recognized by others. Posting once a day on Instagram Stories has a positive impact such as maintaining good interaction with followers, finding new friends or relationships and in these cases can help Azkha get a lot of work done through the self-disclosure process (Mutiara et al., 2020).

Valence self – disclosure

The valence of self-disclosure is the positive and negative aspects of an individual's self – disclosure regarding pleasant or unpleasant things about himself (Mutmainnatun, 2022). This quality of self-disclosure will produce different effects, both for the individual who gives the self-disclosure and for the party who hears it (Devito, 1997).

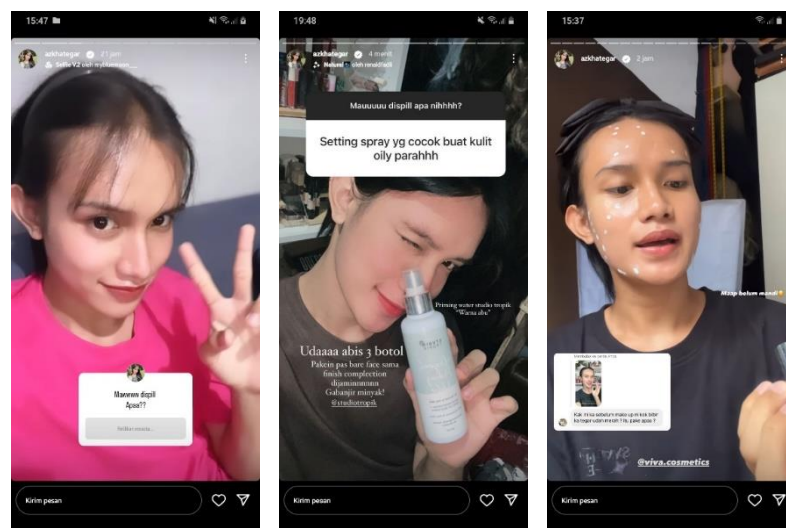


Figure 2. Instagram story source @Azkhategar

The results of the study showed that the valence of Azkha on instagram more positive than negative valence. In the picture above related to positive valence Azkha is doing a Q and A with her followers related to make – up products. In the first picture Azkha gives the question

“ maww dispill what?? Then the second azkha is drawn to provide information to followers about setting spray products that are suitable for oily skin and the last Azkha provides lipstick information used during creating content. it is concluded from the three stories that Azkha establishes a good relationship with followers in order to get positive valence. Azkha uses polite language because the content she shares is universal that everyone can see the content without age restrictions so she is very careful with her words. Azkha regularly uploads content such as make –up reviews that can have a positive impact on her followers.

Azkha's followers always give positive comments despite some negative comments directed at her but Azkha remains consistent with the content she creates, as explained by DeVito. These risks generally occur when a person is trying to reveal themselves publicly and individuals who do self-disclosure does not always get a positive response (Habil, 2023). Risks that may not be desirable such as personal and social rejection, material losses to be faced (Devito, 2011).

By showing positive valence on social media, Azkha gives the opportunity to show her strengths and skills through the content she creates on Instagram so that her followers can get an inspiration from Azkha. By creating content that suits his followers makes Azkha content interesting, because the definition of interesting for each person is different so Azkha must understand what his followers like. In this context, Azkha needs to stay creative in sharing content on Instagram Stories because there will be many competitors active on social media.

Accuracy / Honesty self – disclosure

Honesty in doing self-disclosure is influenced by the ability to recognize and understand yourself (Setiadi, 2019). Thus, one can do self-disclosure with caution. Honesty is also a very important aspect of self – disclosure. Sometimes, a person deliberately increases self-disclosure in order to attract the attention and sympathy of others and create curiosity from them (Mahardika & Farida, 2019). Azkha does not share personal and intimate information on Instagram Stories, because what she uploads is only focused on disclosing about herself. from the results of research analysis, it can be concluded that Azkha including careful and honest in providing information on social media. The prudence and honesty shown by Azkha actually earned him the favor of his followers.

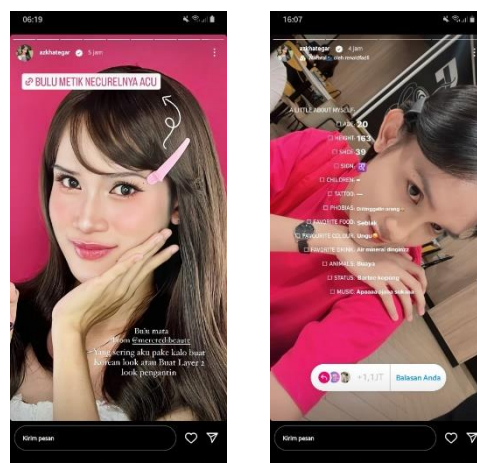


Figure 3. Instagram story source @Azkhategar

In the picture above Azkha posted Stories about her natural version, for Azkha natural is herself wearing a wig, dressing up like a woman and using eyelashes even though on the

other hand her appearance in the eyes of others is not something natural. This shows that the location of Azkha's honesty is not hesitate to show that she is different from men in general. And he also posted about small information about himself that only contains about age, height to favorite foods. In the second post it can be seen that the individual knows and understands himself and ultimately reveals information that is related to the right thing.

In addition, the honesty aspect is also seen when Azkha utilizes self – disclosure by involving other social media platforms such as YouTube to express herself. this is done by uploading content or vlogs on YouTube about recreating make – up and anything related to fashion. Azkha is also often dressed in women's clothing or fashion. This is related to the aspect of honesty where Azkha is classified as honest in doing her *self – disclosure*.

Intention self – disclosure

The purpose and purpose of *self-disclosure* arises when the individual wants to reveal certain things,so that with full awareness the individual can control the process of self – disclosure (Devito, 1997). However, individual goals in doing posts vary depending on the personal interests of each. Generally, a person posts with the intention of feeling relief related to the problem he is facing (Meifilina, 2021). Through the sharing process, it is hoped that someone can overcome these problems and become a better person.

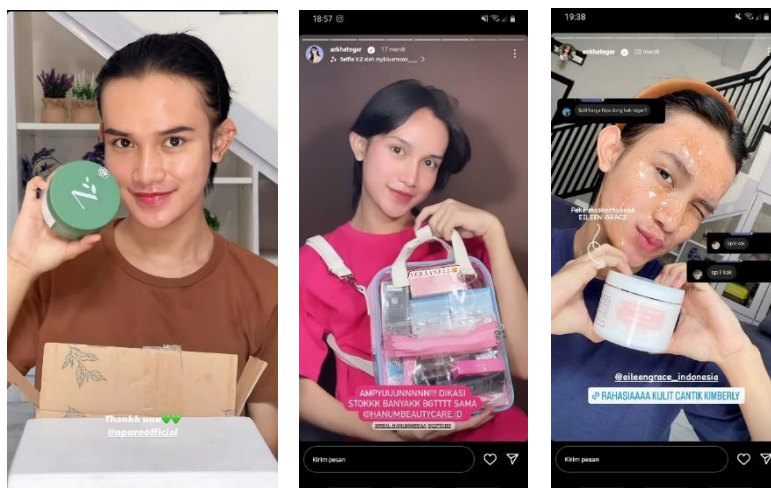


Figure 4. Instagram story source @Azkhatagar

Azkha uses instagram stories none other than for endorsements or paid to promote make – up and fashion products but often posts stories of daily activities. As the picture above shows, Azkha uses instagram stories to promote products from npure and hanumegabeauty. It can be concluded that almost 85% of Azkha stories every day contain content that is *endorsed* or *paid to promote*. In the post listed, some followers always want to know the facial products that Azkha always uses.

Through self-disclosure in instagram stories, Azkha managed to get recognition from the public through her works to provide inspiration and for example Azkha has been made BA one of the local brands named hanumegabeautycare.id which is where this product is owned by one of the famous celebgram. Recognition of the existence of a person can arise due to activities that are considered interesting or a certain uniqueness that makes others realize and recognize the existence of the self owned by the individual.

Intimacy self – disclosure

In this context, the depth of self – disclosure is influenced by the degree of our familiarity with the interlocutor. The more familiar we are with the recipient of the self – disclosure message, the deeper the self – disclosure (Devito, 1997).

Based on the results of this study, it can be concluded that Azkha has a good relationship of familiarity with his followers. Non-participant observations from the researchers also support this finding, with Azkha consistently replying to her followers in almost every post, even if only to one or two people. For the instagram stories feature itself, Azkha often provides questions or Q and A that are intended for followers who aim to interact with each other.

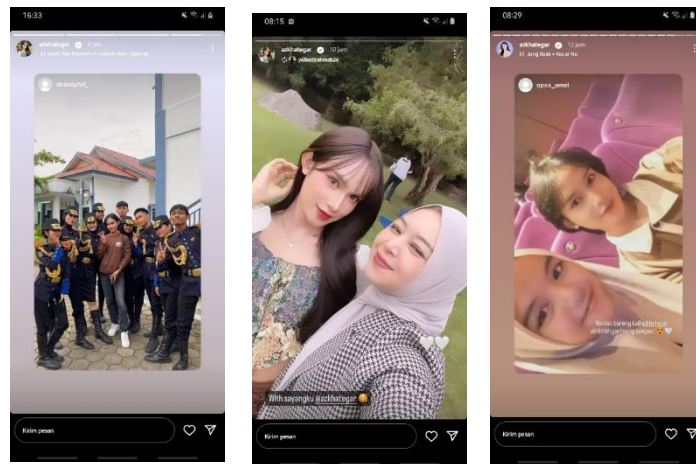


Figure 5. Instagram story source @Azkhategar

Like the picture above, Azkha reposted the post of one of the followers who was taking a photo together, this shows the familiarity between Azkha and her followers.



Figure 6. Instagram story source @Azkhategar

In some of the screanshoot storiez Azkha listed, Azkha captures moments with her closest people without mentioning the person this shows that azkha still gives distance to others and still has a world that is considered privacy.

Although Azkha has been known by many, he still maintains a humble attitude and always considers his followers as friends. This attitude is what makes Azkha loved by many people. When he was at an event, many people lined up to do a photo together.

4. Conclusion

Based on the results of research on “ the use of the Instagram Stories feature as a Self-Dislosure Media on the @Azkhategar account “ it can be concluded as follows : 1. Based on the self - disclosure dimension, the **amount** of self - disclosure uploads on Instagram social media on the @Azkhategar account is 8-15 posts a day and post hours that can have an effect. Azkha can post instagram stories achieve more than that when certain conditions such as hangouts with friends and ask for opinions from followers. 2. **Valence** (valensi) self - disclosure on Instagram by Azkha is related to the positive and pleasant. Azkha conducts self-disclosure related to positive valence in the form of sharing moments of togetherness with friends, posting quotes, *endorsements* and *paid promotions*. 3. The aspect of (**accuracy/honesty**) in this case Azkha sometimes shares personal information about herself as in the challenge “ a Little About MySelf “ and displays a version of herself that looks like a woman. 4. **Intention** (tujuan) in this case Azkha uses instagram stories more or less for work purposes such as endorsements and paid promote. 5. **Intimacy** in this aspect can be seen from how Azkha reveals things that are private and intimate through Q and a uploads.

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