

Abstrak

Dinok Bela Annanda. 220521100128, Progam Study Sosiologi, Jurusan Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. *SECOND ACCOUNT PADA INSTAGRAM SEBAGAI RUANG PRIVASI : (MENELAAH MODAL, HABITUS DAN ARENA SOSIAL DIGITAL)* MAHASISWI UNIVERSITAS TRUNOJOYO MADURA

Tujuan dari penelitian ini adalah untuk mengetahui praktik penggunaan second account Instagram sebagai ruang privasi mahasiswi Universitas Trunojoyo Madura. Praktik penggunaan second account dianalisis melalui tiga kajian utama yaitu habitus, modal sosial, dan arena sosial. Subjek penelitian adalah mahasiswi dengan karakteristik tertentu yang sudah ditetapkan.

Metode pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Informan dipilih dengan menggunakan metode purposive sampling. Analisis data menggunakan teknik Miles dan Huberman. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber dan metode.

Hasil penelitian menunjukkan bahwa praktik penggunaan second account dipandu oleh habitus, dimediasi oleh modal sosial, simbolik, dan kultural, serta berlangsung dalam arena digital Instagram. Second account berfungsi sebagai ruang privat simbolik yang memungkinkan ekspresi autentik sambil tetap menjaga citra di akun utama.

Kata kunci: Arena Sosial, Habitus, Instagram, Modal sosial, *Second Account*

Abstract

Dinok Bela Annanda. 220521100128, Sociology Study Program, Department of Social and Cultural Sciences, Trunojoyo University Madura. SECOND ACCOUNT ON INSTAGRAM AS A PRIVATE SPACE: (EXAMINING CAPITAL, HABITUS, AND DIGITAL SOCIAL ARENA) FEMALE STUDENTS OF TRUNOJOYO UNIVERSITY MADURA

This study aims to explore the practice of using a second Instagram account as a private space for female students at Trunojoyo University Madura. The practice of using a second account is analyzed through three main perspectives: habitus, social capital, and social arena. The research subjects were female students with certain predetermined characteristics.

Data collection methods used observation, interviews, and documentation. Informants were selected using purposive sampling. Data analysis was carried out using Miles and Huberman's techniques. The validity of the data was checked through source and method triangulation.

The results of the study indicate that the practice of using a second account is guided by habitus, mediated by social, symbolic, and cultural capital, and takes place in the digital arena of Instagram. The second account serves as a symbolic private space that allows authentic expression while still maintaining the image on the main account.

Keywords: Social Arena, Habitus, Instagram, Social capital, *Second Account*