

## **ABSTRACT**

### ***Forms of Cyberbullying Users Second Instagram Account To Influencers (Qualitative Content Analysis of Comment Forms Using Second account)***

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Social media is now a place for people to express themselves. One of the most widely used social media is Instagram. The platform allows its users to share content in the form of photos and videos. Then from the number of social media users Instagram there is also a unique phenomenon where the emergence of alternative accounts or commonly called second Instagram accounts. This second account phenomenon originally came from the rise of Finstagram users. Finstagram in Indonesia is more famous with the term second account. Finstagram or finsta so short is a mixture of the word fake and Instagram. In this study by using the method of content analysis on the form of comments on the user's second account. It is expected to build awareness of the community to be more wise and careful in making comments in public spaces, especially on social media Instagram. Results show the contrast between a person's comment form when using the primary account and the second account. Then the researchers looked at the types of cyberbullying that users of both accounts practice, namely, harassment, denigration, pseudonyms, called a name, threatened physical harm and opinion slammed.

**Keywords :** Instagram, Second account, Cyberbullying

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