Social Escape or Concealment of Sins? The Communication Corruption Analysis of the Secondary Social Media Account Use*

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ABSTRACT

The overuse of social media has given rise to having secondary accounts on one platform. Various studies have found motives for double accounts, especially on Instagram, such as identity disguise, personal use, creative expression, and privacy. More-login can help manage multiple accounts while maintaining anonymity and security, making it easier for users to explore various aspects of their online presence. Fake Instagram accounts (often called 'finsta') are also widespread. Apart from personal motives, there are also 'professional'. Motives that lead to crime. This article highlights the use of multiple accounts in the context of communication corruption by dissecting aspects of corrupt messages, media misuse, context exploitation, and corrupt behaviour. A case study approach by analysing two participants secondary accounts in depth, accompanied by interviews, digital observations, and document searches, indicates that message corruption occurs in the form of content manipulation, both visual and verbal, concealment of facts, and euphemisms for evil—media corruption by impersonating social media accounts and using media to inflate one's meaning. Context corruption occurs in inauthentic impression management and misleading public views toward a particular self- picture. Corrupt behaviour is indicated by intentions, motives, and obsession with concealing self-facts and constructing a false social image. The practice of multiple accounts implies that users not only have a 'other world' that is free, authentic, and sometimes anti-mainstream but also an image and life imprisoned by the social eye on the other side. So, the second account can be called a social escape room. This research is novel because it first examines the second account phenomenon from the perspective of communication corruption theory with its various consequences.

Keywords
corrupt message; media misuse; context exploitation; corrupt behaviour; impression management;

INTRODUCTION
In the rapidly growing digital era, social media has become one of the main pillars of modern social life. The presence of platforms like Instagram, Twitter, and Facebook allows people to interact in unprecedented ways. However, with this development, new practices have emerged related to how

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individuals use social media, one of which is the use of secondary or multiple accounts. This phenomenon, often referred to as "finsta" (fake Instagram) among Instagram users, raises various questions about the motives behind its use and its impact on communication and social interaction in general.

The phenomenon of secondary accounts is not new, but in recent years, especially with the increasing role of social media in daily life, its usage has seen a significant rise. The website MakeUseOf, on October 5, 2021, reported that the use of secondary accounts on social media has become a widespread trend and has piqued the interest of many online users. The article describes how secondary accounts are used for various purposes, ranging from identity disguise to sharing more private content. On the other hand, this phenomenon also triggers discussions about aspects of privacy, disguise, and its impact on digital communication.

This research aims to delve deeper into the communication aspects arising from the use of secondary accounts on social media, especially in the context of communication corruption that may occur. By adopting a theoretical approach to communication related to communication corruption, this research will attempt to fill the gap in previous studies that have not explored this aspect in depth.

The use of secondary accounts on social media can be driven by various motives. One of the main motives is privacy protection. Many social media users feel that their main accounts are too exposed or too monitored by others, so they choose to create secondary accounts that are more private and accessible only to certain people. In this context, secondary accounts become a space where individuals can express themselves without fear of being judged by the wider public.

Additionally, secondary accounts are often used to disguise identity. Users may create accounts with different names or even with entirely different personas from their real identities. This is often done to avoid social or professional consequences from the content they post. For instance, a professional worker might have a secondary account used to share controversial political views or personal interests they don't want associated with their professional identity.

Another motive often underlying the use of secondary accounts is the desire to share more personal or sensitive content. In this case, users feel more comfortable sharing aspects of their personal lives with a small group of close friends rather than with a broader audience on their main accounts. This could include content such as personal photos, deep thoughts or feelings, or even complaints about daily life that they don't want to share publicly.

The use of secondary accounts has a significant impact on communication and social interaction on social media. One of the main impacts is the emergence of distortion in communication. With secondary accounts, a person's identity on social media is no longer tied to a single consistent self-representation. This allows individuals to manipulate the context of communication, either by disguising their identity or by restricting the audience that can see certain content.

This distortion can lead to ambiguity in communication. For example, when someone interacts with a secondary account they don't know belongs to someone they know, they might assume they are talking to a completely different person. This can trigger misunderstandings and conflicts, especially if the content shared on the secondary account is vastly different from what is usually shared on the main account.

Furthermore, the use of secondary accounts can also affect the dynamics of power in digital communication. In this context, secondary accounts can be used as tools to control information and shape others' perceptions. For example, someone might use a secondary account to spy on others' activities without being detected, or to send messages without revealing their true identity. This can create a power imbalance in social relationships and undermine trust between individuals.

To better understand the impact of using secondary accounts on communication, it is essential to view it through the lens of communication theory related to corruption. Corruption in the context of communication can be defined as the distortion or manipulation of information that causes harm to the communication process. This can include hiding information, presenting inaccurate information, or abusing communication power for personal gain. In the context of using secondary accounts, communication corruption can occur in various forms. One of them is through identity disguise, where individuals use secondary accounts to spread information or views they do

not want associated with their real identity. This can lead to the spread of misleading information or even hoaxes, as the audience is unaware of who is actually behind the account.

Moreover, secondary accounts can also be used for more manipulative purposes, such as manipulating public perception or influencing others' opinions. For instance, in a political context, secondary accounts can be used to spread propaganda or spy on political opponents without being detected. This can damage the integrity of communication on social media and create an unhealthy environment for social interaction.

Furthermore, communication corruption in the use of secondary accounts can also be seen in how individuals use these accounts to avoid responsibility for their actions on social media. For example, someone might use a secondary account to engage in unethical or illegal activities, such as cyberbullying or sharing inappropriate content, without fear of being prosecuted or identified.

METHOD

In this research, a qualitative approach with a focus on content analysis of social media posts is employed to explore the use of secondary accounts in the context of social media. According to Merriam (2009), qualitative research provides deep insights into social phenomena, which is essential for understanding the motives and identity management strategies utilized by users in digital spaces. This method is further supported by Zhao et al. (2008), who highlight the importance of analyzing identity construction in online environments, particularly regarding how users navigate self-presentation. Prihantoro, Damintana, and Ohorella (2020) also underscore the significance of examining self-disclosure and openness in secondary account usage, which aligns with the aims of this study.

Data for this study was collected from 5 participants who actively use secondary accounts on social media platforms. These participants were selected based on criteria such as sustained usage and experience in managing secondary accounts, ensuring that they possessed relevant experiences and deep knowledge of secondary account usage. Merriam (2009) emphasizes that selecting participants with relevant experience is crucial in qualitative research, while Patton (2015) advocates for data validation through techniques like source triangulation. This involves comparing information from different participants to ensure the reliability of the findings. The data will be analyzed through thematic categorization related to motives, identity management, and the impacts of secondary account usage, in line with the methods discussed by Prihantoro, Damintana, and Ohorella (2020).

FINDINGS AND DISCUSSION

The results of this research reveal findings that encompass several important aspects related to the use of secondary accounts on social media, and each of these aspects has relevant implications in the context of digital communication. The following is a more detailed description of these findings:

The Use Secondary Accounts for Privacy Protection

This research highlights that many social media users feel the need to use secondary accounts, commonly referred to as "finsta" among Instagram users, as a way to protect their privacy in an increasingly connected world. The primary motivation behind the use of these secondary accounts is the desire to have greater control over their identity and avoid the overexposure that can occur if they only have a single public account.

In an increasingly digital world where online identity has become an integral part of everyday life, maintaining privacy is becoming increasingly challenging. When someone uses social media, they often face a dilemma between wanting to share their personal life with close friends and keeping that information from the view of others they may not know or trust. Secondary accounts offer a solution to this dilemma by allowing users to limit who can see the content they share.

Secondary accounts are often used to share more personal content, such as family photos, deep thoughts, or life experiences they don't want to share openly on their main account. Users of secondary accounts may feel freer and safer in sharing because they know that only a small group of trusted people can see the content. This provides them with an important private space amid the openness and exposure that often accompanies social media use.

In research involving interviews with several secondary account users, it was found that many of them felt burdened by the exposure of their true identities on social media. One of the research informants, Fauziah, revealed that she once felt uncomfortable after posting vacation photos on her main account and receiving comments from people she didn't know. This experience led Fauziah to create a secondary account, which she only shared with close friends. She felt that the secondary account provided her with the protection she needed and allowed her to stay connected with her closest friends without having to sacrifice her privacy.

Another example from this study shows that posts on secondary accounts tend to be more personal and intimate compared to main accounts. Secondary account users often share important moments in their lives, such as the birth of a child, marriage, or even deep thoughts they might not share on their main account. These posts are often more protected, only accessible to a small group of trusted followers, providing them with a sense of security and comfort in sharing.

These findings align with previous research that emphasizes the importance of privacy in social media interactions. Several communication theories, such as communication corruption theory (Wijaya, 2013) and digital identity (Zhao et al., 2008), support these findings by explaining that social media users tend to seek ways to maintain a balance between the desire to share and the need to protect their privacy.

Communication corruption theory suggests that when users feel their true identity is overly exposed or vulnerable, they tend to seek ways to protect themselves by creating a safer private space, such as a secondary account. Meanwhile, digital identity theory highlights how individuals can manage various aspects of their identity online by using multiple accounts to meet different needs. In this context, secondary accounts can be seen as an important tool for managing their digital identity, allowing them to communicate and share in a more advantageous and secure manner.

Although the use of secondary accounts to protect privacy has many benefits, this practice is not without controversy. Some people criticize the use of secondary accounts as a form of dishonesty or lack of transparency in social media communication. They argue that by using a secondary account, someone might create distance or mistrust in their social relationships because they are not fully honest or open about their true identity.

However, for many users, the benefits of using a secondary account far outweigh the risks. For them, the secondary account is not a tool to deceive or hide, but rather a way to protect themselves in an increasingly open and connected world. By using secondary accounts, they can maintain a balance between sharing and protecting privacy, allowing them to stay connected with the people who matter in their lives without having to sacrifice their sense of security or comfort.

The use of secondary accounts on social media is a phenomenon that is becoming increasingly common in today's digital age. These accounts offer users greater control over their identity and privacy, allowing them to share more personal content with a small group of trusted followers. Although there is controversy surrounding this practice, for many people, secondary accounts are an important tool for maintaining a balance between sharing and protecting privacy in an increasingly open and connected world.

In this context, secondary accounts can be seen as a natural response to increasingly pressing privacy issues in social media interactions. By providing a safer and more controlled private space, secondary accounts allow users to stay connected with the people who matter to them without having to sacrifice their privacy or sense of security. In this increasingly complex digital era, secondary accounts may become an increasingly important tool for individuals who want to maintain privacy and control over their identity in the online world.

The Use Secondary Accounts for Role-Playing and Expressing Different Selves

In the rapidly evolving digital era, social media has become an essential platform for individuals to express their identities, both in more formal and professional forms and in more personal and experimental forms. The phenomenon of using secondary accounts on social media has become an increasingly common way for individuals to explore different aspects of their identities. In this context, secondary accounts are not only used to protect privacy but also to engage in role-playing and reveal facets of oneself that may not be visible on their primary accounts.

The concept of dual identity, first introduced by Erving Goffman in his classic work "The Presentation of Self in Everyday Life" (1959), is highly relevant in understanding the use of secondary

accounts on social media. Goffman argued that individuals often present different "faces" or personas depending on the social context they encounter. In the world of social media, this concept becomes more dynamic and complex because individuals have the ability to manage multiple identities simultaneously through the use of various accounts.

A secondary account provides users with the opportunity to express aspects of themselves that may not align with their primary identity. For example, someone who has a primary account dedicated to a professional image may feel constrained by certain norms and expectations that limit their freedom to express themselves fully. However, by having a secondary account, they can explore a different identity—perhaps more creative, bolder, or more eccentric—without having to worry about how it will affect their image in the eyes of others.

One example illustrating the use of secondary accounts for role-playing is the experience of Rafa, a participant in this study. Rafa has two accounts on different social media platforms: one for communicating with colleagues and building a professional image, and another for interacting with close friends in a more relaxed and personal context. In an interview, Rafa revealed that he feels like he has "another self" on his secondary account, which allows him to be his "more authentic self" without having to consider the professional image he must present on his primary account.

Rafa often uses his secondary account to share more personal and informal content, such as random photos, personal comments, or controversial opinions that may not align with his professional identity. For instance, he might share a funny meme or a controversial political opinion on his secondary account—something he would not do on his primary account for fear of its impact on his professional image.

Rafa's experience shows how a secondary account can be an important tool for exploring alternative identities and expressing oneself more freely. A secondary account allows users to role-play, explore sides of themselves that may not be visible in a wider public space, and express thoughts and feelings that may not fit with their primary identity.

This study also found that content shared on secondary accounts is often more experimental and diverse compared to content on primary accounts. Users of secondary accounts feel freer to express themselves without worrying about judgment or social impact. This allows them to explore various forms of expression, including art, humor, and creativity.

For example, many users of secondary accounts share funny memes, eccentric personal photos, or creative writings that may not align with their image on their primary account. These contents reflect a greater freedom in experimenting with identity and self-expression, which is not always possible in a wider public space like a primary account.

This phenomenon also shows that social media not only functions as a communication tool but also as a space where identities can be continuously constructed and reconstructed. Users of secondary accounts can role-play, test the boundaries of their identities, and find new ways to express themselves, according to their desires and the context they face.

These findings are in line with digital identity theory, which highlights how individuals manage various aspects of their identities in the virtual world. In this context, secondary accounts can be seen as one way to manage digital identity, allowing users to develop alternative identities that are often bolder or more authentic than the identities they present in a wider public space.

Digital identity theory also emphasizes the importance of context in the formation of online identity. The identity displayed on the primary account may be heavily influenced by social and professional expectations, while the identity on the secondary account is more influenced by the desire to experiment and express oneself more freely. Thus, social media offers a vast space for identity exploration, where users can role-play and express various aspects of themselves according to their context and needs.

Although the use of secondary accounts offers many benefits in terms of freedom of expression and identity exploration, it also raises some ethical and social questions. One issue that often arises is the transparency and honesty in communication on social media. When someone has more than one account, especially if they use a secondary account to reveal a very different identity from their primary identity, this can lead to distrust or even conflict in their social relationships.

However, for many users, the benefits of having a secondary account far outweigh the risks. A secondary account allows them to explore different identities without having to worry about how

it will affect their social relationships or image in the eyes of others. In this context, a secondary account can be seen as an important tool for balancing the need for expression with the need to protect privacy and identity.

The use of secondary accounts on social media is an increasingly common and complex phenomenon, reflecting the need for individuals to explore their identities in a freer and more diverse manner. Secondary accounts allow users to role-play, develop alternative identities, and express themselves in ways that are not always possible on their primary accounts. In this context, the concept of dual identity and digital identity theory provides a useful framework for understanding how individuals manage their identities in the virtual world.

Although the use of secondary accounts poses some ethical and social challenges, the benefits in terms of freedom of expression and identity exploration cannot be ignored. Secondary accounts provide an important space for individuals to experiment with their identities, explore various facets of themselves, and find new ways to express themselves in an increasingly connected and open world.

The Impact of Using Secondary Accounts on Intercation Dynamics

The use of secondary accounts enables individuals to navigate and separate various aspects of their identities, in line with Erving Goffman's concept of "impression management" as outlined in The Presentation of Self in Everyday Life (1959). In the realm of social media, individuals often present distinct roles to different audiences, utilizing secondary accounts to manage diverse personas—such as a casual, personal identity for close friends and a more professional one for colleagues.

This flexibility goes beyond merely adjusting shared content; it also influences social interactions on a broader scale. Secondary accounts allow users to tailor both their content and communication styles. For instance, interactions on a personal account might be more informal and relaxed, while those on a professional account may be more formal and structured.

Research indicates that secondary accounts can significantly affect the nature and depth of social relationships. They provide users the opportunity to engage more authentically and intimately with smaller, trusted groups. However, this can also result in creating boundaries or even exclusion from those not included in the secondary account, potentially affecting relationship dynamics and creating conflicts between different social circles (Papacharissi, 2010).

Moreover, secondary accounts are frequently utilized to address concerns related to security and privacy. Users often deploy these accounts to shield personal information from a wider audience, thereby reducing the risk of inadvertent information leaks and allowing for the secure sharing of sensitive content without compromising their professional reputation. This use is supported by Wijaya and Nasution's (2021) theory of communication corruption, which explores how individuals strategically manage communication to mitigate exposure and safeguard their privacy.

Complexities of Online Identity Management

Managing multiple online identities requires significant effort to maintain consistency between primary and secondary accounts. This involves not only content management but also maintaining personas that are contextually appropriate for each account. The conflict between the desire to remain authentic and the need to present well on secondary accounts adds a layer of complexity. Goffman's (1959) theory of "impression management" suggests that individuals strive to control how they are perceived by others. Managing identities across different platforms often requires balancing the desire to share authentic content with the need to maintain a positive image. This struggle can lead to internal tension, as illustrated by Widia, where users experience pressure to remain appealing on secondary accounts while maintaining a different persona on their primary accounts.

Managing multiple identities can also impact psychological well-being. Research indicates that the pressure to maintain consistent online identities can lead to stress and burnout (Marwick & Boyd, 2011). Users who feel compelled to uphold different identities may experience emotional discomfort and confusion, negatively affecting their overall well-being.

The complexity of identity management can also influence social relationships. Inconsistencies or ambiguities in identity can cause confusion among friends and colleagues, who may be uncertain

about which aspect of an individual's identity is the most accurate. This can affect trust and intimacy in relationships, potentially leading to conflicts or discomfort among different social groups.

To address these challenges, users often develop identity management strategies that include content scheduling, strict privacy settings, or clear boundaries between different accounts. Wijaya (2022) explains that individuals use these strategies to mitigate communication risks and protect personal information from unwanted exposure. Nasution (2021) adds that privacy settings and the use of content management tools can help users handle this complexity, reduce cognitive load, and maintain a balance between authenticity and privacy.

Using Secondary Accounts as a Beneficial Communication Alternative

The use of secondary accounts on social media offers significant benefits despite the challenges involved. Many study participants view secondary accounts as a tool that gives them greater control over their communication. Although managing dual identities can be complex, secondary accounts provide valuable advantages in their online interactions.

Secondary accounts allow individuals to separate different aspects of their lives, such as their professional and personal spheres. This provides greater control over who sees their content. For example, one might share professional content on their primary account, while using a secondary account to share more intimate personal details. This way, users can maintain their professional reputation on one account without sacrificing freedom of expression on the other.

Another benefit of secondary accounts is the flexibility in sharing content. Users can tailor their messages and types of content according to their target audience. This enables them to communicate more effectively with different groups, whether colleagues, close friends, or hobby communities. This customization makes communication more relevant and aligned with the expectations of different audiences.

Despite the challenges of maintaining consistency between primary and secondary accounts, many users find that the benefits outweigh the difficulties. They view secondary accounts as a form of compensation for shortcomings in their primary communication. These accounts provide additional space to share experiences or information that might not fit the context of their primary account. They also enhance social satisfaction by allowing users to share interests or hobbies more freely.

Overall, the use of secondary accounts provides an effective way to manage social interactions in the world of social media. Although it requires extra effort to maintain identity consistency, the advantages in terms of control, flexibility, and social satisfaction make secondary accounts a highly valuable tool for many users.

The Shadow Self in the Context of Using Secondary Accounts

In Jungian psychology, the concept of the "shadow self" refers to the hidden part of an individual that includes all the undesirable or unacknowledged aspects of oneself. This encompasses unwanted desires, condemned tendencies, and the darker sides of ourselves that we might hide from both ourselves and others.

According to Carl Jung, as explained by Tobias Weaver (2022), to achieve higher consciousness, we need to confront and acknowledge our shadow self. This process can be quite unpleasant, but by doing so, we can gain a deeper understanding of ourselves and integrate these hidden parts into our overall being. Jung also suggested that by understanding and accepting our shadow self, we can harness it as a tool for personal growth. Instead of rejecting it, we can use the shadow as a source of strength and insight to overcome challenges and reach our true potential.

In the context of using secondary accounts on Instagram, this concept of the "shadow self" has significant implications. When someone is unaware of or denies certain parts of themselves that do not align with the image they wish to project, it can lead to corruption in online communication. For instance, a person might be inclined to present a romanticized or censored version of themselves on social media, such as showcasing unrealistic perfection or happiness to cover up or deny the darker parts of their identity, like anxiety or uncertainty.

When there is a discrepancy between the image projected online and the true identity, there is a potential for corruption in communication due to the mismatch between what one conveys online and what they actually feel or experience. However, by understanding and acknowledging

their shadow self, a person can reduce the risk of corrupted communication in online interactions. A deeper self-awareness and integration of hidden aspects of themselves can help create more authentic, honest, and meaningful communication in digital environments like Instagram.

CONCLUSION

The findings of this study shed light on the multifaceted role of secondary accounts in social media and their profound implications for digital communication. The research revealed several key aspects that highlight the complexities and benefits of using secondary accounts.

Firstly, most participants reported using secondary accounts primarily to protect their privacy. For many, these accounts serve as a shield, allowing them to communicate securely without revealing their true identity. In addition to privacy protection, the study found that some participants leverage secondary accounts for role-playing and expressing different facets of their identity. This usage reflects Goffman's (1959) concept of dual identity in the online context. Secondary accounts provide users with the flexibility to present themselves in ways that diverge from their primary identities. For example, an individual might use their main account for professional networking while employing a secondary account to share personal hobbies or controversial opinions, thus allowing them to explore and communicate different aspects of their personality.

Furthermore, the research highlighted how secondary accounts influence social media interaction dynamics. Participants felt that these accounts enabled them to engage more effectively with various groups. This finding resonates with previous studies on varied roles and identities in online communication (Marwick & boyd, 2011). By managing multiple accounts, users can tailor their content and communication style to fit the expectations of different audiences, enhancing their ability to connect with diverse groups.

However, managing dual identities also introduces complexities. The study revealed that some participants struggled with maintaining consistency between their primary and secondary accounts. This challenge underscores the concept of Communication Corruption (Wijaya, 2013), where deviations in communication practices can occur. The difficulty in keeping a coherent identity across multiple accounts reflects the broader issues of maintaining authenticity and consistency in online interactions.

Looking ahead, future research could delve deeper into the motivations driving the use of secondary accounts and their impact on social media interactions. Exploring why individuals choose to create and manage multiple accounts could provide insights into their communication strategies and social behaviors. Additionally, examining how secondary account usage varies across different social media platforms might reveal whether these motivations and effects differ by platform. Employing a triangulation approach, combining text analysis with interviews, could also offer a more nuanced understanding of user experiences and the role of secondary accounts in their digital lives.

INFORMED CONSENT

The authors have obtained informed consent from all participants.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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