

THE RELATIONSHIP BETWEEN LONELINESS AND SELF-DISCLOSURES AMONG STUDENTS USING INSTAGRAM IN MEDAN CITY

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ARTICLE INFO	ABSTRACT
Diterima: 05 juni 2025 Direvisi: 10 Juni 2025 Disetujui: 18 Juni 2025 Tersedia Daring: 30 Juli 2025 Keywords: <i>Loneliness, Self-Disclosure, Instagram Students</i>	This study aims to determine the relationship between loneliness and self-disclosure in students who use Instagram in Medan City. This study uses a quantitative approach with descriptive analysis to describe the level of loneliness and self-disclosure in final year students. In this study, the sampling technique used is non-probability sampling through a purposive sampling method. Based on the results of research on the relationship between loneliness and self-disclosure in students who use Instagram in Medan City, it can be concluded as follows: There is no significant relationship between loneliness and self-disclosure in students who use Instagram in Medan City. This is evidenced by the Pearson correlation coefficient value of 0.092 and a significance level of 0.083 ($p > 0.05$). Thus, H_0 is accepted and H_a is rejected, which means that the level of loneliness experienced by students is not significantly related to how often or how deeply they express themselves on Instagram. The level of loneliness of students is classified as moderate, namely 75.6%, with the most prominent aspect being personality which is in the high category in 50.8% of subjects. The level of self-disclosure of students is also classified as moderate, namely 57.0%, with the most prominent aspect being honesty which is in the high category in 33.7% of subjects..
	ABSTRACT
Kata Kunci: <i>Loneliness, Self Disclosure; Mahasiswa Instagram</i>	Penelitian ini bertujuan untuk mengetahui Hubungan Antara Loneliness Dengan Self Disclosure Pada Mahasiswa Pengguna Instagram Di Kota Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis deskriptif untuk menggambarkan tingkat loneliness dan self-disclosure pada mahasiswa tingkat akhir. Dalam penelitian ini, teknik pengambilan sampel yang digunakan adalah non-probability sampling melalui metode purposive sampling Berdasarkan hasil penelitian mengenai hubungan antara loneliness dan self-disclosure pada mahasiswa pengguna Instagram di Kota Medan, dapat disimpulkan sebagai berikut: Tidak terdapat hubungan yang signifikan antara loneliness dan self-disclosure pada mahasiswa pengguna Instagram di Kota Medan. Hal ini dibuktikan dengan nilai koefisien korelasi Pearson sebesar 0,092 dan tingkat signifikansi 0,083 ($p > 0,05$). Dengan demikian, H_0 diterima dan H_a ditolak, yang berarti tinggi rendahnya perasaan loneliness yang dialami mahasiswa tidak berkaitan secara signifikan dengan seberapa sering atau seberapa dalam mereka mengungkapkan diri di Instagram Tingkat loneliness mahasiswa tergolong sedang yaitu sebanyak 75,6%, dengan aspek yang paling menonjol adalah kepribadian (personality) yang berada dalam kategori tinggi pada 50,8% subjek. Tingkat self-disclosure mahasiswa juga tergolong sedang yaitu sebanyak 57,0%, dengan aspek yang paling



1. INTRODUCTION

Student is individuals who are in the phase mature beginning, namely stage development marked by the search process identity self, formation personal independence, as well as increasing need will acceptance and connectedness social (Akbar & Prapita, 2021) . In the phase this, individual expected capable build healthy interpersonal relationships, establishing friendship, as well as develop meaningful relationships as part from task development mature beginning and success individual in undergo task development mature beginning related with ability build connection mature social as well as adapt self with environment social (Al Azis & Irwansyah, 2021). In theory development psychosocial, Erikson (Al-Kandari et al., 2016) explains that in adulthood beginning individual expected capable build intimate and meaningful relationships with other people. Failure in build connection the can cause individual experience feeling isolated. Condition This can influenced by various factors, such as low skills interpersonal communication, lack of openness self, as well as lack of trust in connection social.

along with development technology information and communication, how to individual in interacting and communicating also experience significant changes. The Internet allows individual For weave communication without limit space and time as well as simplify the exchange process information between individuals(Al-Saggaf & Nielsen, 2014).. The presence of the internet also encourages emergence various social media platforms used public as means communication, entertainment, and share information online (Anggraeni & Zulfiana, 2018). According to report Association Indonesian Internet Service Providers (APJII, 2025), penetration internet users in Indonesia reached 80.66% or approximately 229,428,417 people of a total population of 284,438,900 people. Access to social media be one of the most activity carried out by internet users, especially among teenagers and adults young with percentage by 24.80%.

Regionally, North Sumatra Province also shows level sufficient internet penetration high. Based on APJII data (Ariani et al., 2019), as many as 70.03% of the population of North Sumatra is internet users, with Medan City as city the largest in the province said. Condition This show that society, including students in Medan City, have wide access towards the internet and social media as part from life daily.

Between Of the various social media platforms available, Instagram is one of the most frequently used platforms. accessed in Indonesia. Based on NapoleonCat data (2025), the number of Instagram users in Indonesia reached 119,419,100 users. Of the total said, the user aged 18-25 years occupy position second with percentage by 37.3%

or equivalent with 44,543,324 users. The data show that Instagram is a very popular platform among age young, including student.

Instagram is social media applications based photos and videos that allow users upload content and share it with other users and across various social media platforms others. In addition, Instagram offers various supported features communication and expression self users, such as Instagram stories, broadcasts live, dashboard professional, reels, videos, hashtags, many photos, music, filters, friends close, and function locking account (Arikunto, 2016)

Based on the survey the beginning of what was done researchers through online questionnaire of 35 students, found that 34 respondents using Instagram every day. With duration usage, as many as 20 respondents use Instagram more than 5 hours per day, respondents use Instagram around 3-5 hours per day and 8 respondents use Instagram for 1-3 hours per day. This data show that Instagram does not only used as a communication medium, but also as a part from activity routine student in fill in time free time and interact with other people online. In addition, respondents also took advantage of various feature such as stories, feeds, and reels for share activity everyday, experience, as well various current thing they do. This thing show that Instagram is one of the media used student For share information and activities personal online.

Disclosure self or self-disclosure in psychology refers to action somebody in convey information personal to others. This process own significant role in formation and maintenance relation social. According to Cozby (Indonesia, 2025), self-disclosure is all related information with self individual and communicated in a way oral to other people. In addition, Wheeless (Arum et al., 2025) stated that disclosure self can seen through a number of aspects, namely quantity information disclosed (amount), depth content information (depth), level honesty, meaning or objective disclosure (intent), as well as characteristic positive or negative from shared information (valence).

Research conducted by Al-Kandari, Melkote, and Sharif (2016) shows that self-disclosure on Instagram has a similar motive with social media others, such as expression self, interaction social, entertainment, and exchange opinion. However Thus, Instagram has excellence in visual aspects, especially in use photos that can synchronized with other social media platforms. Use images and captions in Instagram also allow individual express atmosphere heart as well as experience emotional in a way more symbolic compared to with text solely. In accordance with results interviews that have been done, known that respondents using Instagram as means For express self as well as share felt experience through Instagram.

“ My habit everyday, my likes, my hobbies, what my activities during day that. And what is felt is happy after share matter on Instagram. The intention with share matter the is want to get attention, no denied I like the attention example through the comments I made can when I posted something and I feel like when people reply what i post and i feel more noticed when people respond my post, continue I'm not there consideration For for whatever like that, in fact if I Not yet there is a post something on the day That I think approximately What yes, that can I uploaded, and I uda more Lots share information about self I to social media than in real life, because I think on my Instagram

Can more free express what am i feel and feel noticed when other people respond my post.” (Berg & Peplau, 2020)

Quote the interview above show that self-disclosure activities on Instagram are not only done in a way routine, but also driven by needs will attention and recognition social. Respondents even tend more open in cyberspace compared to in interaction direct (real life). Findings beginning This strengthen assumptions that Instagram has become room expression significant self for student (Cozby, 2020).

Regardless from benefits that can be obtained obtained, use of social media like Instagram also has potential cause impact negative for individual. Findings study indicates existence connection positive between intensity social media use and perceived social isolation levels. Individuals in the category use of social media highest known own possibility around twice as much big For experience feeling isolated in a way social compared to individuals who are in the category use lowest (Primack et al., 2017). Feelings isolated the can related with emergence feeling loneliness in individuals. In line with matter Wei, Russell, and Zakalik (Davis, 2021) explain that that ability individual in doing self-disclosure is also related with the level of loneliness felt.

According to Perlman and Peplau (1982), loneliness is experiences that are subjective and emergent when there is gap between connection expected social individual with connection real social owned. This condition of loneliness participate influence method individual do disclosure self online. In addition, the feeling of loneliness is one of the impact psychological issues that arise consequence lack of or disappearance connection social, so that individual tend distribute feeling the through use of social media (Ariani, Supradewi, & Syafitri, 2019).

Student is vulnerable groups experiencing loneliness because is in phase development mature marked beginning with various change social and emotional. When individuals feel lonely, they tend look for method For express feeling said, one of them through social media. Individuals who experience difficulty in connection social, such as loneliness, tends to more choose interact through online media because communication via the internet is considered more safe and more easy compared to interaction face face (Davis, 2001).

Students who feel lonely tend to increasing self- disclosure online as effort get attention, validation emotional, and a sense of connectedness social phenomenon This supported by research that shows connection positive between loneliness and self-disclosure on social media (DeVito, 2018).

Although Thus, research about connection between loneliness and self-disclosure shows mixed results and not yet show consistent pattern. Some study find existence connection positive between second variables said, while other studies show connection negative (Fitriani et al., 2025). Research conducted by Dwidiyanti, Hardjono, and Anggarani (2022) shows existence connection negative between loneliness and self-disclosure. However, the results were different found by Anggraeni and Zulfiana (2018), which did not find connection significant between second variables the difference. findings This show that connection between loneliness and self-disclosure possibilities influenced by various factor contextual, such as age participants, background behind

culture, characteristics samples, as well as types and purposes the use of social media which is becoming focus research. In addition, studies that specifically special research student Instagram users in Medan City are still relatively limited (Dwidiyanti et al., 2022).

Based on the description that has been presented, research This need done For know connection between loneliness and self-disclosure in students Instagram users in Medan City. Research results expected can give information empirical about How dynamics of student self-disclosure in use of social media as well as relation with their experience of loneliness feel. On the basis of said, researchers intend to do research entitled " Relationship Between Loneliness and Self-Disclosure in Students Instagram users in Medan City."

2. RESEARCH METHOD

Sugiyono (Havighurst, 2020) explains that subject study is individual, group, or object certain things that become target data collection in something research. Subject the play a role as primary data sources that provide information through various technique data collection, such as interviews, observations, and filling in questionnaire. In research this, the subject used is active students using Instagram in Medan City.

According to Sugiyono (Fredrickson, 2021) population is all over object or subjects who have characteristics certain in a research area, which becomes focus study and where the data will come from taken. Population No only just amount, but also includes all over nature, characteristics, or variables attached to the object / subject the population. in study This is student Instagram users in Medan City.

According to Sugiyono (Hawkey & Cacioppo, 2020) sample is part from selected population For researched and considered can represent population that becomes target research. In research this technique taking samples used is non-probability sampling through purposive sampling method. This technique done with choose respondents based on characteristics certain relevant with objective research. The sample used consists of from student Instagram users in Medan City. The criteria specified sample is as following :

- 1) Student / i users active Instagram at PTN/PTS Medan City
- 2) Age 18-25

Determination amount sample in study This done use Isaac and Michael's formula. Use formula the based on considerations that amount population study classified as big and not known in a way definitely. Therefore that, research This use approach population No limited with referring to the Isaac and Michael formula (Arikunto, 2006). Considering No availability of official data that is specific take notes amount student Instagram users in Medan City, then determination amount sample based on the table of Isaac and Michael (1981) for population not finite (N) with level 5% error, so obtained amount sample as many as 349 people.

Sugiyono (2013) stated that technique data collection is methods used researchers For obtain data from source study through use tool or instrument certain. In research this technique data collection was carried out with use scale psychology shaped Likert scale distributed to respondents via Google Form. The Likert scale is something method

measurement Where respondents give response with choose one from a series appropriate statement or No in accordance For represent condition they. This research use Loneliness and Self-disclosure scales.

This research implemented For acquire, develop, as well test truth something knowledge in field science certain. For to get accurate data, it is necessary instrument proper research. Therefore that, researcher compile and prepare appropriate stages in the development process instrument research. This research implemented with spread scale psychology to students who meet the requirements criteria research, namely student Instagram users. The data collection process was carried out with contact subject study in a way personal through social media such as WhatsApp and Instagram, as well as come to in a way directly to the university that became sample study For request student fill in scale research. Before scale psychology distributed, researchers moreover formerly create a blueprint as guidelines in compilation scale. The blueprint Then developed into statement items based on the aspects that have been determined previously (Hood et al., 2018).

This research use approach quantitative with analysis descriptive For describe levels of loneliness and self-disclosure in students level end. Next, testing connection between loneliness and self-disclosure is done use analysis Pearson Product Moment correlation with SPSS version 20 for Windows program help. Then before hypothesis testing was carried out assumption testing was carried out classic moreover first, namely the normality and linearity tests (Joinson, 2021).

3. RESULTS AND DISCUSSION

Research Subject Overview

In research this, the amount subject study that is as many as 356 students Instagram users aged 18-25 years in Medan City. Based on the scale that has been distributed by researchers to subject, obtained description subject research based on type gender, age, university, year, duration Instagram usage.

Based on age respondents in the sample research, can known that amount sample Woman with range 18 years old as many as 33 people (9.3%), aged 19 years as many as 87 people (24.4%), aged 20 years as many as 114 people (32%), aged 21 years as many as 58 people (16.3%), aged 22 years as many as 43 people (12.1%), aged 23 years as many as 16 people (4.5%), aged 24 years as many as 3 people (0.8%), and aged 25 years as many as 2 people (0.6%). Subject overview research based on age can seen in the table below this:

Research result

Assumption Test

Assumption test done as stage beginning data analysis for ensure that the data on the variables *loneliness* and *self-disclosure* normally distributed. In addition, testing this also aims For know whether connection between second variables the is linear.

Normality Test

Normality test done For know whether the data on both variables study own normal distribution or no. Normality test in study This using the *One-Sample Kolmogorov*

-*Smirnov Test* which was analyzed via the *SPSS For Windows 20.0* program. Criteria taking decision in the normality test is as following :

- a. If the Sig (p) value > 0.05 then the data is declared normally distributed.
- b. If the Sig (p) value < 0.05 then the data is stated No normally distributed.

The results of the normality test in this study are presented in the following table:

Table 1. Normality Test Results

Variables	Sig (2-tailed)	p	Information
<i>Loneliness</i>	0.173	0.05	Normally Distributed
<i>Self-disclosure</i>	0.065		

Based on the results presented in the table, it is known that that variables *loneliness* own mark significance of 0.173 and the variable *self-disclosure* of 0.065. Because both mark significance the more big from 0.05 (Sig > 0.05), then can concluded that the data on both variables normally distributed.

Linearity Test

Linearity test used For know There is or whether or not linear relationship between variables *loneliness* with variables *self-disclosure*. Data processing in this test done with *SPSS for Windows version 20.0* program help.

Condition something independent variables and dependent variables are said to be linear, namely :

- a. Significant Value of *Deviation from linearity* > 0.05 then said to be linear
- b. Significant Value of *Deviation from linearity* < 0.05 then it is said non- linear

Linearity Test Results can seen in the table under This :

Table 2. Linearity Test Results

Variables	F	Sig	P	Information
<i>Loneliness</i>	1,452	0.061	0.05	Linear
<i>Self-disclosure</i>				

Based on the results of the linearity test in the table above, it is known that that mark significance *Deviation from Linearity* in the relationship between variables *loneliness* and *self-disclosure* is of 0.061. Because the value significance the more big from 0.05, then can concluded that connection between variables *loneliness* as variables independent and *self-disclosure* as variables dependent is linear.

Hypothesis Testing

Hypothesis testing in study This aim For determine whether hypothesis that has been submitted can accepted or rejected based on the results data analysis. Testing done use technique correlation *Pearson Product Moment t* with *SPSS for Windows version 20.0* program help.

Table 3. Hypothesis Test Results

Variables	Pearson Correlation	Sig (2-tailed)	N
<i>Loneliness</i>	0.092	0.083	356
<i>Self-disclosure</i>			

From the results hypothesis test analysis known mark significance of 0.083 ($p > 0.05$), which means that H_a is rejected and H_o is accepted, so that can concluded that No there is significant relationship between *loneliness* with *self-disclosure* in students. With thus, it can interpreted that tall or low *loneliness* that is owned student No related in a way significant with level *self-disclosure* is carried out. Research result This show that students who have level *loneliness* tall Not yet Of course do high *self-disclosure*, and vice versa student with level *loneliness* low Not yet Of course own low *self-disclosure*. Therefore that, *loneliness* No is factor main influencing factors *self-disclosure* in students in study This.

Discussion

This research aim For test connection between *loneliness* with *self-disclosure* in students Instagram users in Medan City. The results of the Pearson correlation analysis showed a correlation coefficient of 0.092 with a significance level of 0.083 ($p > 0.05$). This indicates that No there is significant relationship between *loneliness* with *self-disclosure* on the subject research. In other words, high low feeling *loneliness* experienced student No related in a way significant with how much often or how much in they disclose Self-esteem on Instagram. This study involved 356 active Instagram-using college students in Medan. The majority of respondents were female (309 people) (86.8%), and 47 were male (13.25%). The highest Instagram usage duration was 1-3 hours per day (42.2%). Subjects came from various public and private universities in Medan (Jourard, 2020).

The results of the descriptive analysis show that the level of *loneliness* of Instagram-using students in Medan City is in the moderate category, with 269 people (75.6%) included in the moderate category, 70 people (19.7%) in the low category, and only 17 people (4.8%) in the high category. This means that most students do not experience high levels of *loneliness* or interfere with their daily functioning. This moderate level of *loneliness* indicates that students are starting to experience symptoms of *loneliness*, although not yet to the level that encourages them to seek excessive social compensation on social media. The feelings of *loneliness* felt are still within normal limits and can be overcome through existing social interactions, so that it does not create a strong urge to carry out massive *self-disclosure on Instagram*.

This matter supported by *the Broaden-and-Build Theory* from Fredrickson (Karsay et al., 2019). This theory state that emotion positive can expand a series thoughts and actions someone, at once build source Power psychological and social in term long. In the context of *loneliness*, individual No always trapped in emotion negative, on the contrary they often motivated For look for experience positive as a coping strategy.

One of form real from effort This is participate in activity social, such as follow the Activity Unit Students (UKM), organizations, classes, and activities social other or just *hangout* together friends. Activities positive the can become form *self-disclosure* No directly healthy, because through interaction fun social, individual in a way gradually building a sense of belonging and support social without need pour out content heart in a way explicit on social media.

More further, theory development mature early (Arnett, 2000; Erikson, 1968) explained that student is at in stage *emerging adulthood* is characterized by with search identity and improvement intensity interaction social face face. At the age of this, individual tend more choose *hangout*, hang out, or involved in activity group compared to disclose self online, because interaction direct considered more authentic and satisfying need will intimacy. In line with findings Soelah, Rusmana & Sudrajat (McKenna & Bargh, 2000) that 60% of students tend choose *offline self-disclosure* compared to *on line self-disclosure* (39.4%).

Analysis results descriptive show that in a way general level *loneliness* in students Instagram users in Medan City are in category moderate. However, when traced more further based on aspects *loneliness* according to Russell (1996) it was found patterns that are not uniform. Aspect personality (*personality*) in fact is at in category high in 50.8% of subjects (181 people). This means that most of big student own trend vulnerable personality to *loneliness*, such as low trust towards others and anxiety in weave interaction social. However, the social aspect propriety social (*social desirability*) in fact dominated category low (59.3% or 211 people), which means student in a way subjective feel connection social they Already Enough in accordance hope. Meanwhile that aspect depression (*depression loneliness*) is in category medium (60.7%) and high (36.5%), shows that more from one third student experience symptom enough depression significant related feeling *loneliness*. (Leung, 2002).

Combination third aspect This explain Why total *loneliness* score only currently although aspect personality high. Low propriety social and dominance aspect moderate depression make feeling *loneliness* No accumulated become high. With thus, the feeling *loneliness* experienced student more nature dispositional (inherent in personality) rather than situational (triggered by the environment) social that is not adequate), so that No Enough strong For push improvement *self-disclosure* on Instagram.

With however, although one of the aspect *loneliness*, namely high personality, low *personality* total *loneliness* score reflect that students in Medan City still capable maintain function sufficient social adequate and inadequate experience pressure emotional significant consequence *loneliness*. Condition this also strengthens findings main study that *loneliness* No own connection significant with *self-disclosure* on Instagram, because feeling *loneliness* felt more nature embedded in personality and not Enough strong For push behavior disclosure self online (Nadiyya & Ganggi, 2024).

As a consequence, students with trend introverted personality or indeed in a way experience more closed, no necessarily will pushed For open self in a way *on line* when feel *loneliness*. Instead, they may choose to stick to patterns of interaction that are already comfortable for them. One interviewee expressed this:

"I'm a bit of a quiet person, but I don't think I have any friends. So, if I feel lonely, I usually fill my time by playing games, watching movies, or just scrolling through social media. For example, when I'm on Instagram, I tend to watch reels or look at my friends' stories, and I'm the type who doesn't feel comfortable sharing personal things on social media." (SC, May 31, 2026).

This statement strengthens the finding that *loneliness* triggered by personality factors does not always lead to increased *self-disclosure* on social media, because individuals may have other coping strategies that are more suited to their character.

The results of the descriptive analysis of *the self-disclosure variable* indicate that the general level of *self-disclosure* among Instagram-using students in Medan City is moderate, with all five aspects also falling within the moderate category. However, when examined based on the aspects according to Wheelless and Grotz (1976), variations were found. Aspect honesty stands out with proportion category high enough large, namely 33.7% (120 people). This shows that student tend Honest when disclose information personal on Instagram. Aspects depth also shows category tall that is by 11.5% (41 people) but categorization currently Still dominate, which means part student willing disclose quite personal information.

Temporary that aspect intent in *the* category tall only by 9.6% (34 people), more low compared to depth. That is, no all disclosure self done with awareness and planned goals, many of which are spontaneous or habits. Aspects the amount and valence (positive /negative disclosure) are the same very No own subject in category high (0%), which means student limit quantity disclosure self and tend to avoid too much information positive especially negative. (Nuraini & Satwika, 2023).

Findings This show that pattern *self-disclosure* students on Instagram are selective and controlled, they honest and sufficient in-depth on the topic certain, but No in amount many and tend to neutral. This pattern different with *self-disclosure* compulsive which is usually done individual with *loneliness* high, which is precisely disclose in a way excessive without control (NapoleonCat, 2025).

Phenomenon This No let go from increasing awareness student will importance privacy and digital footprint, especially on Instagram. Research by Gazali, Huwae & Zubaidi (2025) reports level awareness student reached 84.7% in category well, with indication they are very alert in manage information sensitive. Concern similar things are also seen among students who have understanding privacy tall as well as worry will use of personal data them by the party third (Nadiyya & Ganggi, 2024).

Concerns This push action real, as found in students who lock account and not haphazard upload information personal Because No fully trust platform security (Rendiga, Aini, Tertiabudi & Rakhmawati, 2024). With thus, increasing awareness and caution This become factor protective that reduces dependence on social media, including Instagram, as receptacle main For overcome *loneliness*.

Awareness will this digital privacy participate push student For more wise in build image yourself on social media, especially Because uploads they can impact on opportunities future careers. The phenomenon of *personal branding* among college students is a concrete manifestation of this awareness. Research conducted by Safitri, Agustin, Mentari, & Fariha (2024) demonstrated that Instagram's effectiveness as a personal branding medium for *college* students reached 56.5%, meaning that more than half of the platform's effectiveness in building self-image is influenced by the platform.

Research conducted by Fitriani, Sahid, Hakim & Dermawan (2025) shows that students use social media to demonstrate competence, expand connections, and create

economic opportunities through collaboration with various parties. In fact, 94% of students use social media for career preparation, with Instagram as the primary platform (Xiaochun & Xiaoju, 2013). This dominance is inseparable from the strategies used by students, such as maintaining a consistent visual style to reflect professionalism.

A cross-cultural study found that Indonesian students in particular tend to curate the aesthetic aspects of their posts more intensely than Filipino students, reflecting an awareness of the importance of digital *first impressions* in the eyes of potential employers (Surendra, Lily & Eriend, 2025). To maintain this professional boundary, many students use secondary accounts as a freer space for expression for their close circle of friends, so that posts on their primary account remain well-controlled (Surendra et. Al., 2025). Thus, *personal branding* on Instagram is no longer just about image building, but rather a conscious strategy to manage digital footprints in order to prepare for entering an increasingly competitive job market (Ulfah & Aviani, 2023).

This study also identified that students' use of Instagram is not solely driven by the motivation to overcome *loneliness*. Most respondents use Instagram for entertainment, to fill their free time, to keep up with friends and celebrities, to seek information, and to build *their personal* branding (Priyanto, 2021). This nature proactive and positive, not reactive to condition emotional negative like *loneliness*. Interview with one of them respondents strengthen findings This (Primack et al., 2017):

"I use Instagram to browse videos, see life updates from friends or celebrities I like. It's more for entertainment when I have free time or am tired from studying. It's not because I'm lonely. When I need to vent or share something serious, I feel more comfortable talking to close friends in person, because it's more relaxing and the response is immediate." (CF, May 30, 2026).

This statement suggests that for students, Instagram serves as a complement, not a substitute, for real-world social interaction (Tunca, 2023). When they need deep emotional support, they still rely on direct (*offline*) interpersonal relationships, which they perceive as more authentic and satisfying (Sudirjo, 2021).

The findings of this study align with a number of previous studies that also found no significant relationship between *loneliness* and *self-disclosure*. Anggraeni and Zulfiana (2018), in their study of unmarried adults, also (Surendra et al., 2025) found no relationship between *loneliness* and *self-disclosure* on Instagram. precisely find that disclosure yourself on Instagram tends to low in a way general. Low *self-disclosure* on Instagram among minors Marry caused by three matter namely Instagram more often used For *personal branding* and interaction shallow. Measuring tool loneliness used No differentiate type *social loneliness* and *emotional* loneliness and immature adults Marry more Lots experience *social loneliness*, so Instagram is considered No suitable For build proximity deep emotional (Solehah et al., 2024). Therefore, *loneliness* No necessarily increase *self-disclosure* on Instagram.

Saggaf and Nielsen's (2014) research on female Facebook users also did not find the same relationship. Al- Saggaf and Nielsen found that connection between *loneliness* and *self-disclosure* No is universal, but depending on the type information disclosed. *Lonely* woman tend more Lots disclose information personal like hobbies, music

favorites and information connection such as relationship status and interests, but precisely more closed in disclose view like politics and religion Discovery This show that *loneliness* push *self-disclosure* in a way selective, for show sides certain areas, while more specific areas private or risky still protected.

Wei, Russell, and Zakalik's (2005) research on students WeChat users in China also reported that *loneliness* No correlated in a way direct with *self-disclosure*. This research precisely find that effect *loneliness* to *self-disclosure* mediated entirely by efficacy self social. In other words, students who are *lonely* tend own efficacy self more social low, which in turn make they not enough capable or not enough believe self For do effective *self-disclosure*, both in the real world and *online* (Safitri et al., 2024). So, *loneliness* No cause improvement *self-disclosure* in a way directly, but rather on the contrary, it can hinder it Because lack of skills and confidence self social (Quynh Ho & Nguyen, 2023).

Conclusion of research those relevant with results study This that connection *loneliness* and *self-disclosure* nature complex and not directly. *Loneliness* No always push *self-disclosure* (Russell, 1996). He can push selective self -disclosure on topics certain only, can hampered by factors personality like efficacy self low social, or even can ignored The same very Because individual have other coping strategies such as depend on support social *offline*. Findings This the more strengthen argument that No existence connection significant in study This is not A anomaly, but rather reflection from reality more psychological complex (Rakhmawati et al., 2024).

For students in Medan City, Instagram is more functioning as means *personal branding* and entertainment than as receptacle For overcome feeling *loneliness*. With thus, *loneliness* is not predictor main to highs and lows *self-disclosure* on Instagram. This study expected can become reference for studies continuation that you want explore other more important variables play a role in form pattern disclosure yourself on social media, such as support social, trust self, or regulations emotion (Rachbini & Hatta, 2018).

4. CONCLUSION

Based on the results of research on the relationship between *loneliness* and *self-disclosure* in Instagram-using students in Medan City, the following conclusions can be drawn:

- a. There is no significant relationship between *loneliness* and *self-disclosure* in students Instagram users in Medan City. This is evidenced by a Pearson correlation coefficient of 0.092 and a significance level of 0.083 ($p > 0.05$). Thus, H_0 is accepted and H_a is rejected, meaning that the level of *loneliness experienced* by students is not significantly related to how often or how deeply they express themselves on Instagram.
- b. The level of *loneliness* among students is classified as moderate, namely 75.6%, with the most prominent aspect being personality, which is in the high category in 50.8% of subjects.
- c. The level of student *self-disclosure* is also classified as moderate, namely 57.0%, with the most prominent aspect being honesty, which is in the high category in 33.7% of subjects.

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