

ABSTRAK

This research is entitled "The Phenomenology of the Use of Instagram Second Accounts Among Communication Science Students at Pasundan University (Phenomenological Study of the Use of Instagram Second Accounts Among Communication Science Students at Pasundan University)"

This study aims to find out what the motives of Pasundan University communication science students are to use second Instagram accounts, to find out how Pasundan University communication science students act after having or having second Instagram accounts, to find out the meaning of second Instagram accounts for Pasundan University communication science students. The research method used is qualitative research. The theory used in this study is the theory of phenomenology by Alfred Schutz. Data collection techniques used in data collection are observation, interviews, and documentation.

The results of the study show that the use of second Instagram accounts has different purposes, such as motives for using second Instagram accounts, namely as a place to express oneself so that one can be oneself in that account, then the actions of Pasundan University communication science students after having a second Instagram account, namely become more active in social media, and the second Instagram account is the media they visit most often, as well as the meaning of the second Instagram account for Pasundan University communication science students, namely that they interpret the second Instagram account as a media that is very important for their daily lives, with second accounts make it easier for them to post anything.

After conducting research on "The Phenomenon of Using Second Instagram Accounts Among Communication Studies Students at Pasundan University", the researchers suggest second account users to act smarter in using the accounts they have, by not being anonymous and acting negatively, for example, such as spreading hate or hoax news.

Keywords : Second Account, Instagram, Student, phenomenology.