

ABSTRACT

The development of digital communication technology has transformed social media into a new space for individuals to interact and express themselves. Instagram is one of the most widely used platforms by Generation Z for engaging in self-disclosure through its various features. This study aims to examine how Generation Z represents self-disclosure experiences on Instagram, identify the forms of self-disclosure practices they engage in, and explore the meanings they attribute to these experiences. This research employed a qualitative method with a phenomenological approach based on Alfred Schutz's theory and supported by Christine Hine's Virtual Ethnography perspective. Data were collected through observation, in-depth interviews, and documentation involving Generation Z informants who actively use Instagram and have engaged in self-disclosure activities. Informants were selected using purposive and snowball sampling techniques. The findings reveal that Generation Z represents self-disclosure experiences through posts containing daily activities, thoughts, feelings, and personal experiences while maintaining certain privacy boundaries. Self-disclosure practices serve as a means of emotional expression, experience documentation, social relationship maintenance, and identity formation through Instagram Stories, Close Friends, second accounts, and public posts. Furthermore, self-disclosure is interpreted as a way to express oneself, achieve emotional relief, build interpersonal closeness, preserve memories, and obtain social support. This study concludes that self-disclosure is a social action that carries subjective meaning and is influenced by personal experiences as well as interactions occurring within digital spaces.

Keywords: *Self-Disclosure, Generation Z, Instagram, Phenomenology, Virtual Ethnography.*