

# Communication Privacy Management on the Use of Finstagram by Generation Z Professionals

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## ABSTRACT

This study explores how Generation Z professionals utilize Finstagram accounts as a strategy to manage communication privacy on social media. The research focuses on the application of Communication Privacy Management (CPM) theory to understand how individuals regulate personal information boundaries between their main (Rinsta) and secondary (finsta) Instagram accounts. The study employs a descriptive qualitative case study method, collecting data through in-depth interviews with two informants working in the creative industry who actively use dual Instagram accounts for different purposes. Observations and visual documentation from both accounts were also analyzed to enrich the data. Findings indicate that Finstagram serves as a backstage space where users can express themselves more freely without the pressure of maintaining a professional image. Informants intentionally control who can view their content, differentiate the types of posts shared, and construct distinct narratives on each account. These practices reflect the five core principles of CPM theory, including ownership of information, control, and boundary turbulence. This research highlights the growing importance of digital privacy awareness among young professionals. Using dual accounts proves to be an effective strategy for maintaining a balance between personal authenticity and professional identity in the highly public sphere of social media.

**Keywords:** *finstagram; communication privacy management; generation z; digital privacy; self presentation.*

## INTRODUCTION

A noticeable phenomenon emerged when Instagram introduced the "add and switch between multiple accounts" feature, allowing users to access multiple accounts from a single device. The trend of maintaining several accounts, commonly referred to as second or third accounts, has become popular, especially among Generation Z users. One of the most notable

expressions of this trend is the rise of *Finstagram* (Fake Instagram), a secondary account typically used to share personal content with a close and trusted circle. While the main Instagram account (often called *Rinsta*) is curated to maintain a polished, professional image, *Finstagram* serves as a more intimate, informal, and emotionally expressive space.

*Finstagram*, which first gained traction in 2011 and went mainstream in 2015, allows users to disconnect from their real-life identity by using pseudonyms and restricting followers. It is not uncommon for a user to have over 1,500 followers on *Rinsta* but only a handful on their *Finsta*. The content shared on these accounts differs significantly, reflecting the performative duality between professional persona and personal expression. *Rinsta* is a front stage, curated for professional visibility, while *Finsta* is the backstage where users share memes, daily reflections, or emotionally vulnerable posts without concern for public judgment.

Indonesia, as one of Instagram's largest markets, had over 100.9 million active users by January 2024. Generation Z, who make up a large portion of this demographic, carefully curates their online presence and manages the boundaries of self-disclosure depending on audience and context. Many Gen Z professionals, especially those working in creative fields, have turned to *Finstagram* to maintain a private space while also building a digital brand. The distinction between *Rinsta* and *Finsta* represents a dynamic identity negotiation process, balancing professionalism and authenticity. For Gen Z, social media is the primary means of presenting themselves professionally. Platforms such as LinkedIn, Instagram, and TikTok are used to showcase personal skills, experiences, and values. As well as showing their expertise in a particular field (Indriyani, 2024).

The different purposes of use on *Finstagram* show that this platform is a space where they feel comfortable to show the real side of themselves, without worrying about the judgment of a wider audience. The comfort felt by users on *Finsta* is that they can show their real personality as it is in the real world, and can also freely post as much as possible. This convenience is supported by the audience factor, which is the selected people from each user to be able to know their private information (Desideria and Syaki, 2022). While *Rinsta* accounts are often accessed by a wider audience, *Finstagram* is usually private or followed only by certain friends. According to the book *It's Complicated: The Social Lives Of Networked Teens* by Boyd, this approach suggests social media users create flexible privacy boundaries according to their needs and context. *Finstagram*, which is explicitly designed as a more private platform than *Rinsta* (real Instagram), provides a space for Generation Z to share more intimate stories or experiences with a limited and trusted audience.

This research aims to explore how Gen Z professionals manage their digital privacy and identity through *Finstagram*, in the context of Communication Privacy Management (CPM) theory by analyzing their strategies and experiences. By examining how users regulate access, define privacy rules, and balance multiple digital personas, this study contributes to a deeper understanding of how digital self-presentation and audience segmentation function in contemporary communication practices.

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## LITERATURE REVIEW

This section contains reviews of literature related to the study. The literature review should reflect the research's gap.

### *Communication Privacy Management in the Digital Era*

In the digital age, the internet and social media have not only made it easier for us to share information but also made controlling and managing that information more complex. Users often share their personal information on platforms like Facebook, Twitter, and Instagram, while relying on privacy settings to limit who can access their posts. The term "privacy" is often used not only in in-person conversations but also on social media. In interacting, either directly or through the media, individuals decide how much information to share, to whom, and in what situations. This decision can be understood through communication strategies, as an individual, one of which is by applying the Communication Privacy Management (CPM) theory. CPM theory, introduced by Sandra Petronio (2002), addresses how individuals manage the disclosure of private information in interpersonal interactions. The theory outlines five key principles:

1. Ownership of Information: Individuals believe they have the right to control their private information.
2. Control: Individuals use privacy rules to regulate the flow of information.
3. Privacy Rules: Rules are developed based on criteria such as cultural values, motivation, gender, or context.
4. Co-ownership: Once private information is shared, recipients become co-owners and assume responsibility for protecting it.
5. Boundary Turbulence: This occurs when privacy rules are violated, leading to conflict or the renegotiation of boundaries.

Sandra Petronio's Communication Privacy Management (CPM) theory outlines three levels of control in managing private information. These levels reflect how individuals adjust privacy boundaries based on sensitivity, context, culture, and trust. High (thick) control involves strict regulation, with disclosures limited to close relations. Moderate control represents a balance between openness and restriction, where sharing is selective and situational. Low control indicates high openness, with less sensitive information shared more broadly. Brake (2022) emphasizes that privacy in the digital age is both a technical and social construct. As individuals constantly navigate platforms like Instagram, Twitter, and Facebook, they must also manage how and to whom personal content is disclosed.

### **Finstagram Usage Among Professionals**

Professional is something that is related to a profession or requires special intelligence in carrying out work that requires payment to do so (Mulachela, 2022). As time goes by, the types of jobs are increasingly diverse. If in the past, professions were dominated by doctors, teachers, or engineers, there are now many new jobs that have developed in the digital era and are attractive to Generation Z. Through a survey quoted from Kumparan Tech (Ferdian, 2024), it was revealed that generation z tends to be more interested in professions in the creative industry, especially sectors that are closely related to social media. This phenomenon shows a shift in employment trends, where social media is no longer just a means of entertainment, but also a major platform for building careers and personal branding. Professionalism is not only limited to the physical work environment but is also reflected in how one manages their identity on social media. According to Prapitasari (2025), many Gen Z professionals collaborate and engage with clients through Rinsta while reserving Finstagram for emotional expression and authenticity. The use of both accounts supports dual identity performance: formal professionalism and informal personhood.

Finstagram, or "Fake Instagram," is a private and often pseudonymous account used to share more candid and personal content. Unlike Rinsta, which promotes a professional or idealized self, Finstagram is a refuge from public scrutiny. Studies have shown that Gen Z professionals use Finstagram not just for fun, but also as a way to release stress and communicate with trusted peers. Originating in the early 2010s and gaining popularity among Gen Z, Finstagram accounts are often private, pseudonymous, and limited to close friends or family (Desideria & Syaki, 2022). Limiting privacy on Finstagram allows users to create a "safe space". The convenience felt by users on Finsta is that they can display their real personality as it is in the real world, and can also freely post as much as possible. Based on the researcher's observations, z-generation professionals often engage in various forms of collaboration, either through the utilization of interactive features on their accounts or by tagging relevant clients or colleagues, thus strengthening engagement and increasing their professional visibility.

### ***Front stage VS Backstage (Goffman)***

Erving Goffman's dramaturgical theory (1959) offers another valuable lens for interpreting dual-account behavior. In *The Presentation of Self in Everyday Life*, Goffman describes two metaphorical regions: the front stage, where individuals perform a curated version of themselves for public consumption, and the backstage, where they feel free to be their authentic selves without concern for impression management. Self-presentation theory explains how people try to shape the way others see them. This theory suggests that individuals want to make a good impression by managing how they appear in front of others. This includes how they manage their self-image, interact, and adjust their behavior according to social situations (Murphy, 2024).

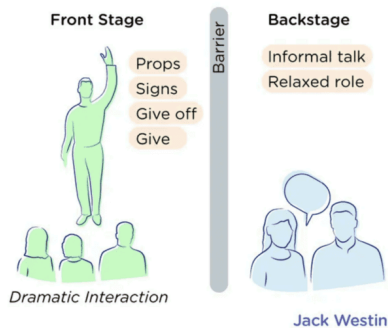


Figure 1. Front stage VS Backstage Illustration

Source: MCAT Content Presentation Of Self (jackwestin.com)

Referring to figure 1 illustration of front stage vs backstage, published in MCAT Content Presentation Of Self (Jack Westin) a person has two sides of self. Front stage self is behavior displayed in front of an audience (society or certain groups) when a person is aware of being noticed and judged. In this situation, individuals try to adjust themselves to form certain perceptions and narratives about themselves. Backstage self, on the other hand, individuals can be more free and not bound by the norms that apply on the front stage. In this condition, a person can show behavior that might be considered inappropriate if done in public. Front stage and backstage ultimately form impression management, which affects how others see them, the expectations that arise towards them, as well as how others interact with them, this is the essence of how individuals present themselves.

## METHODOLOGY

This study employs a qualitative descriptive case study approach to explore how Generation Z professionals manage digital privacy through the use of Finstagram. A case study is suitable for investigating "how" and "why" questions within a real-life context, particularly when the boundaries between the phenomenon and its environment are not clearly defined (Yin, 2018). The goal is to obtain a deep and holistic understanding of privacy strategies employed by individuals who navigate dual roles, professional and personal on social media platforms. This study focuses on Generation Z professionals who were selected through purposive sampling. The participants are individuals aged between 18 and 27 years old, working in the creative industry, and actively managing two distinct Instagram accounts, a professionally curated account (Rinsta) and a more private, personal account (Finsta).

The two participants include:

- LI, a Master of Ceremony (MC) based in Bali, uses Instagram as a branding platform and educational resource for aspiring MCs

- NY, a video editor and digital marketer, uses Finstagram to safely share personal reflections following a traumatic work experience.

LI is a Generation Z professional working as a Master of Ceremony (MC) in Bali. In addition to her freelance MC work, she holds a full-time position in digital marketing for a beauty company. Her professional Instagram account (*Rinsta*) functions as a curated portfolio of her MC activities and public engagements. Meanwhile, her secondary account (*Finsta*) serves as a personal diary-like space where she shares behind-the-scenes content, emotional reflections, and everyday life moments, selectively shared with trusted followers.

NY is a video editor and digital marketer with a background in activism and social work. Having experienced exploitation and privacy violations in a previous workplace, he now maintains strict boundaries between his professional and personal identities online. His *Rinsta* showcases educational editing content and career-related projects, while his *Finsta* functions as a private, emotionally expressive space, used as a form of self-care and digital therapy. He selectively allows access to his *Finsta* based on shared values and personal trust.

These individuals represent diverse uses of Finstagram within a professional context, offering varied perspectives on privacy management and audience control.

Data Collection:

- In-depth interviews (via online meetings and on-site interviews)
- Observational notes by screenshot documentation from Instagram accounts

Data Analysis: Data were analyzed thematically using CPM's five principles. All content was cross-checked with informants (member checking) and supported by triangulation (interview, document, and context analysis).

## RESULTS AND DISCUSSION

### *Ownership of Information*

For Generation Z professionals, especially those who are active on social media and especially in their careers, having this information is even more important to maintain a balance between professional image and personal identity. They use social media not just as an online platform, but as an integral part of their daily lives. According to Darmawati, Putri and Zannuraini (2024), social media has become an important tool for Generation Z entering the workforce, allowing them to communicate and collaborate with colleagues effectively. As a generation that has become accustomed to the digital era, generation Z values the balance between personal and professional life in their roles. In addition to building personal branding, they also choose to use other accounts that are more appropriate for expressing their personal side or needs that cannot be met on *Rinsta*.

LI chooses to keep her Rinsta clean of overly casual personal content, as she realizes the importance of maintaining her reputation as a professional MC in Bali. LI explained that the decision to have a second Instagram account, called Finstagram, was initially based on trend and FOMO (fear of missing out) reasons. She admitted that she created Finstagram because all her friends had one, so she wanted to have one too. This phenomenon is actually quite common among social media users, especially Generation Z, who are often driven to follow digital trends so as not to feel left behind or socially isolated (Nugraha, Sukmarini, & Yusuf, 2023). However, with age and experience, the Finstagram turned into a personal space where LI could express herself more freely without restrictions like on Rinsta. She realizes that Rinsta is now very useful for professional self-branding activities. LI explained the significant difference between the two accounts. On Rinsta, she has to always maintain a professional image and look presentable, which makes her feel limited. In contrast, on Finstagram or Finstagram, LI feels more free to present herself naturally and casually. She can even upload photos of herself in very simple circumstances, which would not be possible on Rinsta. By separating Rinsta and Finstagram, LI effectively applies the principle of information ownership, which illustrates how LI feels she owns her personal information and realizes her right to control who can access it.

NY started using a second Instagram account in college, in the third semester to be precise. At first, the account was filled with random content such as venting, lighthearted things, entertainment, and various things that she couldn't possibly share on Rinsta. But Finstagram has now increased its function, becoming a place where NY looks for references, especially related to design and editing. He feels that the algorithms on Rinsta are too focused on professional matters that do not support his exploration of creative ideas. Therefore, for the need to find inspiration and content ideas, NY prefers to use Finstagram. In terms of function, Rinsta NY is focused on work purposes, such as communicating with clients through direct messages, as well as displaying portfolios and educational content related to his professional branding. Finstagram, on the other hand, is used more as a fun and casual space where he can freely express himself without burden. NY reflects CPM's principle of information ownership, where he organizes his disclosures by differentiating the context and audience for each account.



Figure 2. Casual Content LI and NY.

Source : LI's and NY's Finstagram Account

Both informants exhibited a strong sense of ownership over their personal information, viewing Finstagram as a space where they could selectively share aspects of their lives that were intentionally excluded from their professional image. LI, an MC in Bali, used her Finsta to express emotional vulnerability, share behind-the-scenes moments, and post unfiltered photos with close captions. NY, a video editor, emphasized that after experiencing workplace exploitation, his control over digital identity became critical. Finstagram allowed him to reclaim privacy and manage the psychological impact of that incident.

### *Control*

According to Petronio (2002), information control occurs when individuals set certain limits on access to personal information, either through strict privacy rules or audience management strategies. For Generation Z professionals, this information control becomes increasingly important in the digital age, especially when personal and professional information potentially overlap on social media. By utilizing Finstagram accounts as a private space, LI and NY apply information control to maintain their privacy boundaries so as not to damage the professional image that has been built on Rinsta. The second principle, control, was evident in how both informants carefully managed content types and follower access on their Finsta accounts.

LI stated that the most important limitation she applies in managing her Finstagram account is being very selective in terms of who can become a follower. She only accepts follow requests from friends who also have Finstagram. This means that LI avoids accepting people who follow her Finstagram from Rinsta, because based on her experience, the characters between Rinsta users and Finstagram users are different. For certain things, she utilizes the Close Friends feature especially when there is content that she thinks is sensitive and excessive, such as family problems that she wants to tell in a limited way. Unlike LI who utilizes the closed friends feature, NY limits the audience of his Finstagram account very strictly. He mentions that the number of followers on Finstagram is only around 54 people, and the majority are close friends who are truly trusted to maintain their privacy. NY also took steps against people who were unsuitable or considered detrimental to his privacy. He stated that he had cut off contact with around 16 people who he suspected of putting pressure on him. In this case, NY sticks to his principles to keep his Finstagram account healthy and comfortable. NY also revealed that some friends did not take his problems seriously, so he cut ties with them and chose to protect himself.

The method applied by LI and NY is in line with the principle of control in CPM, where individuals actively determine the limits of the information they share and manage their audiences very selectively based on values and trust. Thus, LI and NY are able to use Finstagram with ultimate convenience and minimize the risk of information leakage. This clear division reflects moderate-to-high levels of control, aligning with CPM's model of



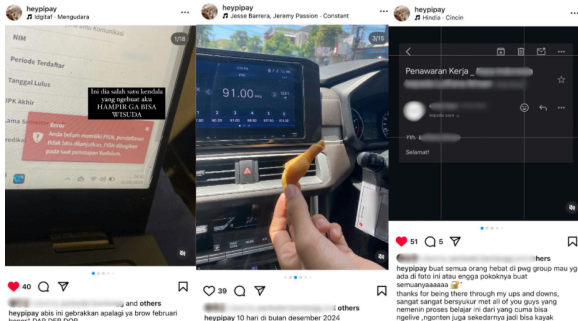


Figure 4. Monthly Recap Content

Source : LI's Finstagram

LI's actions also show that Instagram has become a space for structured self-presentation. The identity displayed through Rinsta and Finstagram is shaped by visual and narrative elements such as profile photos, captions, post styles, and curated content according to the purpose of the identity to be displayed. In this case, social media functions as a means to maintain self-existence, build relationships, and promote oneself selectively (Laksmna, Naryoso, & Rakhmad, 2023). LI manages her posts casually and consults her partner before sharing certain content. However, she makes the final decision. This action reflects how LI uses benefit and risk criteria in managing privacy on social media, by involving her boyfriend as a trusted person to advise her before sharing certain content. This shows that LI strongly considers the impact and possible risks to her privacy and reputation before deciding to share information on Finstagram.

NY's rules are guided by religious and emotional safety. NY has a different approach to discipline from LI, emphasizing cultural background and values, especially religion. He explained that the followers on his Finstagram account initially only came from Muslim friends. This is a selection step to maintain value harmony and comfort in interaction. This shows how rule acquisition and rule properties in CPM are also influenced by cultural background and personal values that shape specific and strict rules. NY only shares explicit and sensitive content on Finstagram, in the form of Instagram Stories because friends there already understand all sides of him. NY's experience reflects the finding that the motivation to open up on Finstagram is often based on the desire to present an authentic identity and feel freedom of expression as part of the self-actualization process. Previous research by Desideria and Syaki (2022) also found that Finstagram users feel pleasure because they can express and express their thoughts spontaneously without anxiety. This is reflected in NY's behavior, who openly roasts or comments on various things on his Finstagram without fear of being bound by norms like in Rinsta. NY also uses Finstagram as a manifestation space, where he shares his hopes, dreams, and life stories with the aim that others can take the positive side of his life journey through posts on Instagram Feeds.



Figure 5. Manifesting Content

Source : NY's Finstagram

LI and NY apply strict privacy rules but with different approaches according to their personal experiences and needs. LI relies more on Instagram features such as Close friends to limit sensitive content to a small circle of trust, while NY uses value-based and cultural selection and maintains his social circle by disconnecting from untrustworthy people. NY's strategy shows how privacy rules in CPM can include social and cultural aspects that influence the form of rules. Value-based selection and personal experience are part of the rules that she applies. In the rules, both LI and NY have their own different and personal reasons according to their wants, needs, and supporting factors. These rules echo CPM's premise that privacy boundaries are governed by individualized systems, shaped by internal and external factors such as cultural norms, past experiences, and relational closeness.

### *Co-ownership*

The principle of co-ownership in CPM states that when someone shares personal information, the recipient of that information becomes a co-owner who has the responsibility to maintain the privacy of that information. LI and NY demonstrate the application of this principle by selecting and managing who is worthy of being a co-owner based on the level of trust, emotional closeness, and social risk they perceive in their digital environment. Lack of boundary setting in sharing information, especially of a personal nature, can open up opportunities for misuse of data by irresponsible parties. Once private content is shared on Finstagram, followers become co-owners of that information trusted to respect the implicit privacy of the space.

LI revealed that in sharing information on Finstagram, she is very selective about who is the recipient or co-owner of her personal information, especially in situations that are personal or sensitive. She explained that although the frequency of communication with some

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friends is not very intense, for example due to differences in location such as herself in Bali and her friend in Surabaya, she still considers them quite close. The most important thing for LI is the trust that these people will not judge or judge her for the things she shares. LI says that the people she chooses as co-owners are those who can maintain privacy and provide a safe space without judgment. LI's view illustrates a high awareness of the importance of control and unwritten agreements in information co-ownership. She chooses to share information only with people she considers mature enough to maintain confidentiality and respect her privacy. The LI approach is in line with a management strategy that is anticipatory of the risk of information leakage. In the current digital era, the ease of technology in disseminating information often makes users careless about the possibility of unwanted self-disclosure. Therefore, a strict selection strategy for the audience on the second account is an important and very relevant protection measure (Saidah & Trianutami, 2022).

Meanwhile, NY admitted that he is more cautious when sharing sensitive or controversial content. He mentioned that he always thinks twice before posting something on Finstagram because of the fear of being "detected", especially since he lives in Denpasar, Bali, where there might be a higher level of social surveillance. However, in his everyday and non-sensitive content, NY tends to be more open and honest. He shares his travel stories and personal experiences without filters, such as his visits to Malang or Malaysia, with long and quite open captions. However, if there is something negative about someone, he also does not hesitate to directly publish his feelings openly. Nonetheless, NY remains selective in terms of co-ownership especially when posting more sensitive matters. He is very concerned about who is the recipient of the information and tries to reduce the risk of leakage or negative impact. NY's caution in sharing sensitive information is also in line with the view that social media is a sharing space that involves multiple parties. The information shared is no longer only owned by the uploader but is also the responsibility of those who can access it. In NY's case, the strict selection reflected a conscious effort to avoid sharing information with parties who might pose social or psychological risks. In addition, a simple approach was also applied by NY's close friend to provide support, as a recipient of information in addition to taking care of him.

LI and NY both show a high awareness of the importance of joint ownership of the information they share on Finstagram. Both are very selective in determining who becomes co-owners, although with different approaches. LI prioritizes trust and emotional closeness as the basis for choosing non-judgmental co-owners, while NY emphasizes caution and high selectivity, especially on sensitive content due to concerns about social risks in his environment. The lack of boundary setting in sharing information, especially of a personal nature, can open up opportunities for irresponsible parties to misuse the data, so LI and NY's current decision is quite appropriate. This selective co-ownership confirms CPM's notion that information sharing requires implicit agreements, and the violation of these norms can lead to relationship renegotiation or withdrawal of access.

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### *Boundary Turbulence*

In Communication Privacy Management (CPM) theory, turbulence occurs when there is a violation or misunderstanding of established privacy rules, leading to conflict and disruption in the management of personal information. Such turbulence arises when an individual's defined privacy boundaries are breached either intentionally or unintentionally resulting in tension and prompting the need to reassess and adjust privacy management strategies. In the context of Finstagram, privacy turbulence may occur when openness is extended to an audience that ultimately proves untrustworthy.

LI revealed that if a personal story or information that was initially only shared with those closest to her was leaked to the public, it could have traumatized her and could have encouraged her to be more careful and selective in sharing the next personal story or content. LI has never experienced turbulence directly, but the tension can be seen from her attitude that chooses to retract posts that have already been posted. When doubts arise, she immediately deletes them. This experience taught LI that privacy on social media requires careful management so that personal space remains safe and protected.

Meanwhile, NY experienced boundary turbulence on his Rinsta account, coinciding with a past conflict involving his former workplace. After facing a breach of personal information and an account hacking incident, he took decisive action to protect his privacy. He changed all aspects of his digital identity, including his phone number, WhatsApp, and Instagram accounts. His main Instagram account was even temporarily deactivated to ensure safety. In addition, NY altered the name and profile picture on his personal accounts to avoid being easily recognized by individuals who might attempt to track him. On his Finstagram, he also severed ties with several individuals he deemed untrustworthy, those suspected of leaking information or contributing negatively without offering support during his personal struggles. These steps were taken to prevent further privacy violations and to rebuild a safe digital space. NY's response shows that recovering from privacy turbulence is not solely a technical process, but also involves emotional and social dimensions. In his case, turbulence was not only about broken privacy rules but also about losing a sense of safety in online social relationships. Therefore, redefining boundaries and disengaging from certain social ties became part of a holistic privacy protection strategy, one that also brought a sense of relief when expressed through Finstagram.

Both informants demonstrated how Generation Z professionals cope with privacy turbulence in different ways, depending on the severity and nature of the violation. LI and NY highlighted the importance of being aware of privacy risks in digital environments and how they continuously adapt their strategies to balance personal expression with privacy protection online.

### *Privacy Management on Finstagram: Practices and Influencing Factors*

This study highlights how Finstagram serves as a strategic platform for Generation Z professionals to navigate the dual demands of digital life presenting a professional image through Rinsta while also maintaining a space for personal expression via Finsta. Rather than being a casual second account, Finstagram functions as a curated, intentional environment for managing privacy boundaries, as framed by the Communication Privacy Management (CPM) theory. A central element of CPM is the level of control, which exists in varying degrees. Low, moderate, and high depending on the user's judgment of what should be shared, with whom, and in which context. These levels of control were clearly demonstrated by both informants. LI represents a case of *moderate control*, using Instagram's *Close Friends* feature not only as an audience filter but also as a privacy management tool. She selects who belongs in her inner circle and tailors the content they can access. For her, Close Friends is more than a setting; it is an active mechanism to ensure psychological safety and relational trust. Conversely, NY practices *high control*. He manually limits his Finsta followers to 54 trusted individuals and does not rely on features like Close Friends or post visibility tools. Instead, his strategy is based on strict gatekeeping. If someone no longer aligns with his trust parameters due to attitude, values, or past behavior he immediately removes them. NY is less concerned about the type of content and more focused on who has access to it. His Finsta is a space for free emotional expression, and control over audience access is his primary privacy mechanism.

Despite the intentional structure, risks of privacy turbulence remain. Indonesia public figures, Zara Adhistry have experienced privacy breaches on Finsta despite using Close Friends settings, underscoring that co-owner trust is fragile. This example supports Petronio's assertion that co-owners of private information must uphold mutual responsibility. When this responsibility fails, boundary turbulence occurs, causing emotional harm and a loss of digital security. Other Gen Z figures, like Azizah Salsha (influencer) and Ghazi Ladiba (videographer), illustrate that Finstagram can also be used differently as an art archive or creative portfolio highlighting the platform's flexibility depending on personal goals and values.

The application of CPM in this study also aligns with Goffman's dramaturgical theory of self-presentation. Rinsta acts as a *front stage*, where users perform professional identities for a wider audience such as clients, colleagues, and the public. In contrast, Finsta functions as a *backstage*, allowing for informal, candid, and emotionally raw expression.

Table 1. *Front Stage-Backstage* LI and NY

	FRONT STAGE	BACKSTAGE
INFORMAN LI		
INFORMAN NY		

Source : LI & NY Finstagram

LI uses professional photography and structured captions on Rinsta to promote her MC persona. On Finsta, she posts spontaneous photo dumps, behind-the-scenes complaints, and emotional reflections. NY, too, maintains a front-stage persona on Rinsta focused on video editing, tutorials, and freelance work, while Finsta becomes a diary-like space for more intimate, vulnerable posts including relationship stories and even humorous “roasts” of close friends. Their communication styles differ across platforms. LI crafts polished, explanatory captions on Rinsta, while using a looser, more conversational tone on Finsta. NY’s Rinsta captions serve as branding tools, including call-to-actions and engagement hooks. On Finsta, he writes more emotionally expressive, even sarcastic or humorous narratives mirroring the platform’s role as an outlet.

Beyond platform functionality, cultural values and personal motivations significantly shape the informants’ privacy rules. NY’s approach to managing his Finstagram is strongly influenced by his cultural and religious background. He grew up in an environment where religious beliefs were central, but differences in doctrinal views made him more cautious in expressing certain opinions. Because of this, NY only allows followers who share similar values to access his Finsta content. He avoids engaging with people whose beliefs might

contradict his own, as he prefers not to invite potential conflict. For him, curating his audience is not just about privacy, but also about creating a space where he feels emotionally safe and understood. This helps him share more freely whether it's emotional reflections, personal stories, or even playful posts without worrying about being judged or misunderstood.

In contrast, LI's motivations are more personally driven, tied closely to her need to manage her public image as a professional MC and digital content creator. She consciously limits public disclosures, estimating that only 50–60% of her private life is shared through general posts. When content is more personal or emotionally sensitive, she switches to Close Friends mode, where the level of disclosure can reach up to 90%. She also consults her partner before posting, weighing the emotional and reputational risks involved. This kind of audience-based regulation reflects Petronio's idea of *privacy rule development*, wherein individual experiences and motivations guide how privacy boundaries are constructed.

As Sholihah (2020) found, risk assessment plays a key role in disclosure decisions. Both LI and NY carefully evaluate potential consequences social, professional, and emotional before sharing content. Their CPM strategies show that privacy management is not static but contextually adaptive, combining technological tools, emotional awareness, and cultural understanding. In summary, the use of Finstagram by LI and NY illustrates a nuanced, layered application of Communication Privacy Management theory in real-world digital behavior. Their practices reflect conscious choices shaped by audience control, cultural background, personal goals, and risk evaluation. Finstagram, therefore, becomes more than a private space; it is a managed, evolving identity tool that allows young professionals to balance authenticity with professional integrity in a surveilled digital landscape.

## CONCLUSION

Findings from this study indicate that LI and NY, as part of Generation Z professionals, are highly attentive and deliberate in managing their privacy through Finstagram. Their use of a second account is not merely a trend, but a conscious decision to establish a *safe space* where they can express themselves freely away from the social pressures of maintaining a professional image. This awareness is reflected in how they set boundaries, select their audience, and tailor the content they share based on trust and context. Personal background and lived experience also influence their approach: LI, in managing her career, values a clean and professional image on Rinsta, while using Finsta for emotional expression and everyday storytelling that she prefers not to display publicly. In contrast, NY, who previously experienced workplace exploitation and a serious breach of privacy, uses Finstagram as a space to reclaim emotional safety and reassert control over his digital identity.

Their use of Finstagram highlights the importance of carefully managing personal information. Both informants are fully aware that the information they share belongs to them,

and with this awareness, they exert strong control over who can access their Finstagram content. They select their audience based on trust, emotional closeness, and cultural values, while also utilizing technical features such as *Close Friends* to restrict access to personal or sensitive posts. In the context of Communication Privacy Management (CPM), they demonstrate full ownership and control over how, when, and to whom their information is disclosed allowing them to build deeper and more authentic relationships with their selected audiences.

However, privacy management is not without risks. The effectiveness of level of control and privacy rules depends largely on how individuals continuously evaluate and adjust their boundaries to prevent turbulence such as social tensions or data breaches. Sharing content with a smaller, more intimate audience can create new social expectations, which, if broken, can lead to emotional distress or conflict. Both LI and NY demonstrate awareness of such risks. LI anticipates potential breaches by removing sensitive posts after reflection, while NY takes a more decisive approach by severing ties with individuals who fail to uphold trust. These actions show that while they are effective privacy managers, threats to their digital safety still exist, and CPM strategies must remain flexible and responsive to changing conditions.

Overall, LI and NY's use of Finstagram reflects a well-considered application of control levels and privacy rules. They consciously manage their audience and disclosure boundaries to minimize risks while still enjoying the freedom of digital self-expression. Though platforms like Finstagram offer a space for more relaxed and authentic engagement, the wise application of CPM remains crucial for protecting their privacy and identity in an increasingly surveilled online world. In doing so, CPM helps them strike a balance between authentic expression and safeguarding themselves from unwanted exposure.

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