

## ABSTRAK

### ANALISIS KETERKAITAN *PERSONAL BRANDING* MELALUI *SELF-DISCLOSURE* DI INSTAGRAM DENGAN KECEMASAN SOSIAL PADA GEN-Z DI BANDAR LAMPUNG

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Instagram menjadi ruang utama bagi Generasi Z dalam membangun *personal branding* melalui *self-disclosure*, namun proses ini sering disertai tekanan sosial yang memicu kecemasan. Penelitian ini bertujuan menganalisis keterkaitan *personal branding* melalui *self-disclosure* di Instagram dengan kecemasan sosial pada Generasi Z di Kota Bandar Lampung serta mengidentifikasi pola *self-disclosure* dan bentuk kecemasan yang dialami. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik *purposive sampling*. Data dihimpun melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa informan melakukan *self-disclosure* secara selektif pada akun utama dengan menampilkan konten produktif, prestasi, estetika visual, serta citra profesional, sementara aspek emosional dan personal dilakukan pada akun kedua. Proses ini memunculkan kecemasan sosial berupa *appearance anxiety*, *fear of negative evaluation*, dan *performance pressure*. Seluruh informan juga memenuhi komponen utama *Self-Presentation Theory* (motivasi membangun citra, strategi komunikasi, *self-monitoring*, dan konsekuensi psikologis). Penelitian ini menyimpulkan bahwa *personal branding* melalui *self-disclosure* di Instagram tidak hanya membentuk identitas digital, tetapi juga berpotensi memicu kecemasan sosial pada Generasi Z. Instagram menjadi ruang mediasi antara ekspresi diri dan tekanan ekspektasi sosial.

**Kata Kunci:** Personal Branding, Self-Disclosure, Kecemasan Sosial, Generasi Z, Instagram, CMC, Self-Presentation Theory.

## **ABSTRACT**

### ***ANALYSIS OF THE RELATIONSHIP BETWEEN PERSONAL BRANDING THROUGH SELF-DISCLOSURE ON INSTAGRAM AND SOCIAL ANXIETY AMONG GEN-Z IN BANDAR LAMPUNG***

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*Instagram has become a primary platform for Generation Z in building personal branding through self-disclosure; however, this process is often accompanied by social pressure that triggers anxiety. This study aims to analyze the relationship between personal branding through self-disclosure on Instagram and social anxiety among Generation Z in Bandar Lampung City, as well as to identify patterns of self-disclosure and forms of anxiety experienced. This research employed a descriptive qualitative approach with purposive sampling. Data were collected through in-depth interviews, observation, and documentation. The findings indicate that informants practice selective self-disclosure on their main accounts by displaying productive content, achievements, visual aesthetics, and professional images, while emotional and personal aspects are expressed on secondary accounts. This process generates social anxiety in the forms of appearance anxiety, fear of negative evaluation, and performance pressure. All informants also fulfilled the main components of Self-Presentation Theory, including motivation for image construction, communication strategies, self-monitoring, and psychological consequences. This study concludes that personal branding through self-disclosure on Instagram not only shapes digital identity but also has the potential to trigger social anxiety among Generation Z. Instagram functions as a mediated space between self-expression and social expectation pressures.*

**Keywords:** *Personal Branding, Self-Disclosure, Social Anxiety, Generation Z, Instagram, CMC, Self-Presentation Theory.*