



SECOND INSTAGRAM ACCOUNTS AS AN ALTERNATIVE EXPRESSION SPACE FOR GENERATION Z MEN (A STUDY OF USERS IN RW 13 TEBET, SOUTH JAKARTA)

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Abstract

This study examines the use of Instagram second accounts as an alternative space for self-expression among Generation Z men in RW 13 Tebet, South Jakarta. The research aims to understand the motivations behind creating second accounts, their patterns of use, and the meanings attached to them in everyday social life. A qualitative approach with a phenomenological method was employed. Data were collected through in-depth interviews and observations involving three Generation Z male informants who actively use Instagram second accounts, supported by one triangulation informant. The findings indicate that second accounts function as private digital spaces where users can express emotions, opinions, hobbies, and personal experiences more authentically than on their main accounts. The separation between main and second accounts also reflects audience segregation and impression management, as explained by Goffman's dramaturgy theory. Although second accounts provide emotional relief and greater freedom of expression, users also experience concerns related to privacy, identity management, and the maintenance of multiple digital personas. Overall, second accounts have become an important strategy for managing digital identity and social interaction among Generation Z men in the digital era.

Keywords: audience segregation; digital identity; Generation Z; Instagram; self-expression

Abstract

Study This aim For understand use *Second Account* Instagram as room expression alternatives for men Generation Z in RW 13 Tebet, South Jakarta, includes reason making, pattern usage, as well as the meaning given to account The study used a qualitative approach with a phenomenological method. Data were obtained through in-depth interviews and observations of three male Generation Z informants who actively use *Second Accounts* on Instagram, as well as one triangulation informant. The results of the study indicate that *Second Accounts* function as a more private digital space, allowing users to express emotions, thoughts, hobbies, and experiences more authentically than primary accounts. The separation between primary accounts and *Second Accounts* also reflects the strategy of identity management and audience segregation as explained in Erving Goffman's Dramaturgy Theory. Although providing freedom of expression and emotional relief, the use of *Second Accounts* also poses challenges in the form of concerns about privacy, managing multiple identities, and the risk of social judgment. Thus, *Second Accounts* become an important strategy in managing digital identity and social interactions for Generation Z men in the social media era.

KataKunci: self-expression; Generation Z; digital identity; Instagram; *Second Account*

I. INTRODUCTION

The development of information technology has significantly changed the way people communicate. The presence of the internet, smartphones, and various digital communication platforms allows the process of exchanging information to be faster, more practical, and



without the limitations of space and time. These changes have made the internet a vital part of various life activities, from communication, education, work, business, to entertainment. The high level of internet usage in Indonesia also shows that people are increasingly dependent on digital technology as a primary means of carrying out daily activities. Based on data published by Kompas, the number of internet users in Indonesia has reached around 215 million people, indicating high public participation in the digital ecosystem.

The development of the internet then gave birth to social media as a modern form of communication that allows every individual not only to receive information, but also to produce, share, and build active interactions. Social media has become a participatory and open communication space that makes it easier for people to exchange information, form communities, and express their identities. Among the various developing social media platforms, Instagram has become one of the most widely used applications by Generation Z because it combines the functions of communication, entertainment, creativity, and self-presentation through visual content such as photos, videos, *stories*, and *reels*.

Instagram is no longer just a platform for sharing daily activities, but also a means of building social identity and self-image in the digital space. Users tend to showcase their best content, curate *their feeds* aesthetically, and carefully consider each post to align with the image they wish to project to the public. Digital media allows individuals to represent themselves through various forms of content, making the communication process part of social identity formation. This situation creates social pressure for many users to maintain a positive image, gain validation through *likes* and comments, and avoid negative judgment from their audience.

The pressure to maintain the image of a primary account *has* led to the emergence of the phenomenon of using *second accounts* on Instagram. Unlike primary accounts, which are generally more open, *second accounts* typically have fewer followers and are only followed by those closest to them. Second accounts are used as a more private space, allowing users to feel freer to express their thoughts, emotions, and daily activities without having to worry about social judgment from a wider audience. Kompas.com (2024) explains that *second accounts* are often used to share more personal, honest content, and are intended only for close friendships.

The phenomenon of using *second accounts* becomes even more interesting when linked to Generation Z, a generation that grew up with the development of the internet and social media. For Generation Z, social media serves not only as a means of communication but also as a space for exploring self-identity during a time of self-discovery. In this context, *second*

accounts exist as an alternative space that provides freedom of expression amidst the pressure to maintain the image of the primary account.

Although extensive research has been conducted on social media and self-presentation, studies specifically examining the use of *second Instagram accounts* as an alternative space for expression among Generation Z men are relatively limited. Most previous research has focused on general social media use without examining men's subjective experiences of using *second Instagram accounts* as a medium for identity negotiation and self-expression. Yet, social constructions of masculinity can influence how men present or conceal their identities in digital spaces. Based on this description, this study aims to understand how Generation Z men in RW 13 Tebet, South Jakarta, utilize *second Instagram accounts* as alternative spaces for expression, including the background to their creation, usage patterns, and the meanings given to these accounts in their social lives. This research is expected to contribute to the development of digital communication studies, particularly regarding self-presentation, digital identity, and social media usage behavior among Generation Z.

II. THEORITICAL REVIEW

1. Dramaturgical Theory

The dramaturgical theory proposed by Erving Goffman explains that social interaction does not only focus on what a person does, but more on how the individual presents himself before others. According to Goffman (1995), each individual is likened to an actor who plays a role on the stage of life with the aim of forming a certain impression according to social expectations. In this process, a person manages his appearance, attitude, way of speaking, and behavior to gain acceptance, trust, and good social relationships. Through the concept of *self-presentation*, individuals try to control how they are perceived by the audience so that they can influence the course of social interactions. Thus, dramaturgical theory emphasizes that humans consciously manage their self-image according to the situation they face, so that self-presentation becomes an important part in building a social identity.

2. Toxic Masculinity

Toxic masculinity is a concept that describes rigidly enforced masculine norms that reinforce male dominance and limit the expression of behavior based on gender roles. This concept does not imply that masculinity is negative, but rather highlights values such as the need to always be strong, brave, dominant, and not show emotions that are instilled from an early age through family, environment, and media. As a result, many men feel compelled to hide their feelings, even though in reality they still experience emotions and vulnerabilities

such as crying or feeling sad. Research by Syahfitri and Mawangir (2024) shows that men tend to express their emotions in private due to social pressure to always appear strong in public spaces. Therefore, *toxic masculinity* shows a gap between social demands on men and their emotional experiences.

3. Private Account Culture

The concept of *Private Account Culture* stems from Westin's (1976) definition of privacy, as cited in Nurul Kamilah and Budi Lestari (2021), which is the individual's ability to determine what information is shared, how it is shared, and who can access it. In social media, private account culture allows users to control their audience through follower approval features, comment restrictions, and *the Close Friends feature*, allowing only certain individuals to view shared content. Privacy in social media encompasses the dimensions of self and space, encompassing users' efforts to create a safe digital space while simultaneously determining their level of openness to others. This allows private account users to feel more comfortable displaying their personal, spontaneous, and authentic side, as they perceive their audience as more trustworthy than those using public accounts. Thus, *Private Account Culture* is a form of privacy management that allows individuals to balance the need for expression with the desire to maintain security and comfort in interacting on social media.

III. RESEARCH METHODS

This study employed a qualitative approach with a phenomenological method. The qualitative approach was chosen because the study focused on an in-depth understanding of the subjective experiences, meanings, and behaviors of Generation Z men in using *a second Instagram account* as an alternative space for expression. According to Sugiyono (2023), a research method is a scientific way to obtain data for specific purposes and uses, while a research design is needed to systematically direct the research process. The phenomenological method was used because it allows researchers to directly understand the lived experiences of informants related to the use of *a second account* in their digital lives.

The research was conducted in RW 13 Tebet, South Jakarta. This location was chosen because it is an urban area with a large number of active social media users, particularly Generation Z males who use Instagram in their daily activities. Furthermore, this environment was deemed relevant to the phenomenon of using *second accounts* as an alternative space for expression. The research was conducted from April to June 2026, covering the preparation phase, data collection, data analysis, and research report preparation.

The unit of analysis in this study is the individual, namely a Generation Z male who has and actively uses a second Instagram account. According to Sugiyono (2023), the unit of analysis is a component that is the focus of a study (Abdullah Jaya Syaputra, 2023). The focus of the research is directed at the subjective experience of users in managing a second account, the meaning given to the account as an alternative space for expression, and the process of digital identity formation that occurs through the use of the main account (*first account*) and the second account (*second account*). The selection of informants was carried out using a *purposive sampling technique*, namely the selection of informants based on certain criteria relevant to the research objectives (Pramesti et al., 2025). The research informants consisted of three people consisting of a Generation Z male who actively used a *second Instagram account* and a triangulation informant who had competence in the field of social media. The informant criteria included: (1) a Generation Z male aged 18–27 years; (2) domiciled in RW 13 Tebet, South Jakarta; (3) having and actively using a *second Instagram account*; (4) having experience using a second account as a space for self-expression; and (5) willing to be a research participant.

Data analysis was conducted through three stages: data reduction, data presentation, and drawing conclusions or data verification. Data reduction was carried out by selecting, simplifying, and grouping data based on research themes such as reasons for using a *second account*, forms of self-expression, and the process of digital identity formation. Next, the data was presented in the form of descriptive narratives to facilitate researchers in identifying patterns and relationships between research findings. The final stage was data verification through drawing conclusions that were carried out continuously throughout the research process. Through this process, this study sought to gain a deep understanding of the meaning of using a *second Instagram account* as an alternative space for expression for Generation Z men in RW 13 Tebet, South Jakarta.

IV. RESEARCH RESULTS

1. Variety of Expressions Generation Z Male Alternatives through Second Instagram Account

Research result show that Second Instagram Account used by men Generation Z in RW 13 Tebet, South Jakarta as room expression possible alternatives they convey feelings, experiences, opinions, and activity daily in a way more free compared to account main. Third informant own similar patterns, namely use account main as room presentation a better self

curated, whereas *Second Account* used For upload more content spontaneous, personal, and emotional.

Informant First disclose that *Second Account* used For share various current thing thought about or felt, starting from experience everyday, opinion personal, up to hobby play football. One of the uploads about activity play football is shown in Figure 2, which shows that hobby be one of form more personal expression comfortable shared through *Second Account* compared to account main.



Figure 2. Story upload by Informant 1 regarding soccer playing activities on *Second Account*

The second informant also demonstrated a similar pattern. The uploaded content lacked a specific theme, but instead included moments with friends, college activities, photos of pets, and even outpourings of feelings when experiencing sadness or disappointment. One post, a photo of a cat shared through *the Second Account*, is shown in Figure 3. This post demonstrates how simple things deemed less relevant to the primary account's audience actually become part of the identity they want to project to a more limited social circle.



Figure 3. Uploaded photo of a cat on Informant 2's *Second Account*

Meanwhile, the third informant used her *Second Account* to share personal photos, photography, life thoughts, and various experiences deemed too private to be displayed on her primary account. One post, documenting a natural scene, can be seen in Figure 4, illustrating the informant's freedom to display content according to her emotional state and current experiences.

In addition to the diverse content types, the three informants also used *their Second Account* as a medium to express their emotional side. The first informant preferred to convey feelings through short texts or implicit posts, while the second informant used *Instagram Stories* to indicate that she was experiencing sadness or anxiety without explaining in detail. In contrast to these two informants, the third informant stated that her entire spectrum of emotions, both happiness and sadness, was expressed through *her Second Account*. This finding suggests that *the Second Account* provides a safe space for informants to express emotional vulnerabilities that have previously been difficult to show on the main account.

The research also shows that the use of *Second Accounts* is inseparable from the norms of masculinity that persist in the informants' social lives. All three acknowledged that men are still faced with expectations to appear strong, not complain easily, and not show emotions openly. This situation causes them to be more cautious in managing self-expression on their primary accounts, allowing *Second Accounts* to function as an alternative space that allows them to present their identities more authentically.

These findings demonstrate that *Second Accounts* are not simply additional social media accounts, but have evolved into private spaces that support freedom of expression while also negotiating traditional masculine norms. Through these spaces, Generation Z men can construct more honest digital identities without losing control over the self-image they project on their primary accounts. Thus, *Second Accounts* serve as a medium that enables the redefinition of masculinity in the digital age, where emotional expression is no longer seen as a weakness but as part of an individual's authentic identity.

2. Channeling Specific Interests and Hobbies

Research result show that the Second Account is also utilized as a medium for distribute interests and hobbies that are considered too personal or not enough relevant if displayed on the account main. Third informant own pattern management different digital identities, but all of it show that separation between account Main and Second Account are done For adapt type audience as well as objective usage of each account.

The first informant used his primary account to build an active, aesthetic self-image that aligns with the expectations of a wider audience. Conversely, he used his secondary account to more freely showcase activities related to his futsal hobby. This difference is evident in the posts on his primary account, which are more oriented toward personal branding (Figure 5), while his secondary account documented his success in futsal tournaments (Figure 6). These findings suggest that his secondary account provides a more comfortable space for him to express his identity as an individual with an interest in sports without having to consider social judgment.



Figure 5. Post on Informant 1's First Account showing a personal image



Figure 6. Upload on Informant 1's Second Account showing futsal activities

A similar pattern was found with the second informant. The primary account was primarily used to share general activities, such as outdoor activities with friends. Meanwhile, the secondary account was used as a space to document fitness activities that were of personal interest. The informant stated that content about physical exercise progress was considered more personal, making it more comfortable to share with followers within their immediate social circle.

In contrast to the previous two informants, the third informant exhibited the opposite pattern. The primary account was used as a professional medium to build an identity as a graphic designer through uploads of digital design work, as shown in Figure 9. Conversely, the Second Account was used as a space to share daily activities, moments with friends, and various experiences unrelated to his profession (Figure 10). This suggests that the separation

of the functions of the two accounts is not always based on the type of hobby, but rather on the purpose of establishing the digital identity that he wants to present to the audience.



Figure 9. Upload of design work on Informant 3's First Account



Figure 10. Daily activity uploads on Informant 3's Second Account

Overall, the research findings show that Second Accounts serve as a space that allows Generation Z men to more authentically showcase their interests and hobbies. While each informant's identity management patterns differed, all three shared a common understanding of the separation of primary and secondary accounts to manage the desired impression. Thus, Second Accounts serve not only as a medium for sharing personal activities but also as a space for expressing personal identity, which cannot always be displayed on primary accounts due to social and professional image concerns.

3. Flexibility of Communication Style

The research findings also indicate that using *a second account* provides Generation Z men with the flexibility to adapt their communication style to suit the context and audience. All three informants revealed that they use more relaxed, spontaneous language and are not tied to specific standards when interacting via *their second account*. In contrast, their primary account is used more to build a positive, professional image, or to meet the expectations of their broader audience.

The first informant explained that social media provides the opportunity to compose words before posting content. However, on the *Second Account*, this process is carried out more freely because there is no pressure to maintain a certain image. This is evident in the posts with simple and spontaneous *captions*, as shown in Figure 11, reflecting a more relaxed communication style than the main account.

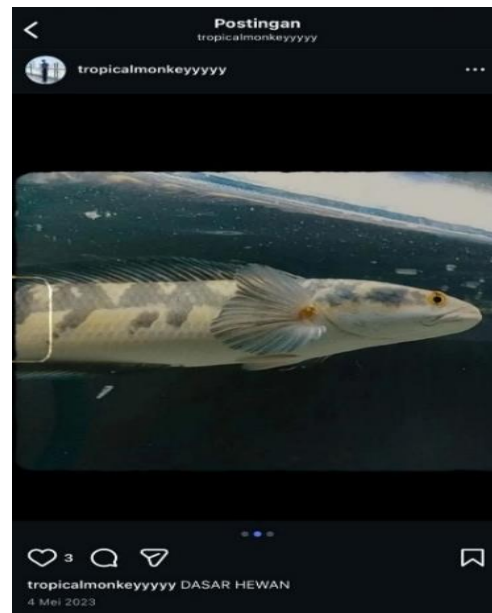


Figure 11. Post on Informant 1's *Second Account* with a spontaneous communication style

The second informant also demonstrated a similar tendency. He acknowledged that *Second Account* provided a space for using more humorous, absurd language, and was not bound by consistent themes. One post with a simple, humorous *caption* is shown in Figure 12. *This finding demonstrates that Second Account* provides the informant with the freedom to communicate without having to consider the judgment of a wider audience.

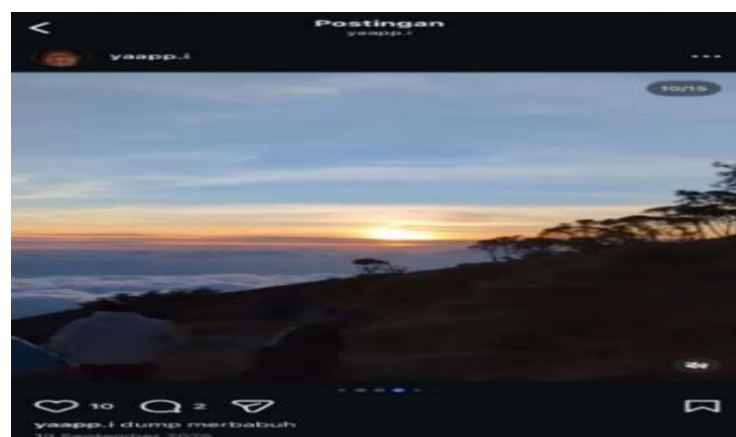


Figure 12. Post on Informant 2's *Second Account* with a humorous communication style

Meanwhile, the third informant uses *the Second Account* to share various simple activities in daily life with short and spontaneous *captions*, as seen in Figure 13. In contrast to his main account which displays professional content and has certain aesthetic standards, *the Second Account* is a space that allows the informant to convey various experiences without needing to consider visual quality or complex narratives.



Figure 13. Posts on Informant 3's *Second Account* regarding daily activities

Overall, the flexibility of communication styles demonstrated by the three informants suggests that *Second Accounts* serve as a more free-flowing communication space than primary accounts. This freedom is reflected in the use of more informal language, spontaneous *caption choices*, and the courage to share content without having to maintain a consistent digital identity. These findings reinforce the idea that *Second Accounts* serve not only as a medium for self-expression but also as an alternative communication space that allows Generation Z men to present their identities more authentically amidst the demands of image-building on social media.

4. Discussion

The results of the study indicate that the creation of a *Second Account* by Generation Z men in RW 13 Tebet, South Jakarta is driven by the need for a freer space for expression compared to the main account. The main account is seen as a space that must maintain a self-image according to the expectations of family, friends, and the professional environment, while *the Second Account* becomes a more private space to express emotions, thoughts, and personal activities without social pressure. In addition, other factors that encourage the use of *Second*

Accounts are the desire to separate the audience (*audience segregation*), avoid social surveillance, and be free from aesthetic demands and *personal branding*.

The three informants exhibited similar patterns despite their different backgrounds. The first informant used her *Second Account* to express feelings she couldn't display on her primary account for fear of damaging her established image. The second informant used it as a space to share spontaneous and personal content that didn't align with her identity as a fitness enthusiast. Meanwhile, the third informant used her *Second Account* as a space to express grievances beyond her professional demands as a *graphic designer*.

These findings were reinforced by the triangulator, Kumi Laila, SIKom., MIKom., who stated that:

"One of the main reasons they use multiple accounts is to hide their true identities from those closest to them or those they know. They feel safer and more comfortable when they don't have to protect their identities from their social circle." (Interview with Kumi Laila, SIKom., MIKom., Wednesday, June 10, 2026).

Triangulator also explains that:

"When using a Second Account, they don't feel pressured to be judged, especially by people they know." (Interview with Kumi Laila, SIKom., MIKom., Wednesday, June 10, 2026).

This finding is in line with Erving Goffman's dramaturgical theory which views the main account as the front stage, where individuals carry out *impression management*, while the *Second Account* functions as a backstage, namely a space that allows individuals to appear more authentic in front of a limited audience. Besides providing a space for expression, using a *Second Account* also has psychological and social impacts. All informants reported experiencing emotional relief from being able to express themselves without having to maintain a particular image. However, they also felt anxious about their accounts being discovered by unwanted parties and fatigue from having to manage two digital identities simultaneously. From a dramaturgical perspective, this situation demonstrates *the backstage's function* as a space to relieve pressure from the demands of *the front stage*. However, the risk of information leaking from *the backstage* to *the front stage* also creates anxiety and new psychological burdens for users. From a social interaction perspective, *Second Account* strengthens relationships with close friendships through more open and personal communication, while limiting access to the user's personal details by family, superiors, and

acquaintances. This allows for more selective social interactions based on levels of closeness and trust. Triangulator explains that:

"Many Gen Z male social media users who have more than one account end up becoming two different figures: on their first account, they are known by their family and those around them, while on their second account, they tend to be more expressive and honest than what is shown on their first account." (Interview with Kumi Laila, SIKom., MIKom., Wednesday, June 10, 2026).

These findings reinforce the concept of audience segregation in Goffman's dramaturgical theory, a strategy by which individuals separate audiences so that each group sees only the roles appropriate to their social context. Thus, *Second Accounts* function not only as a medium for expression but also as a strategy for managing identity and social relationships in the digital age.

V. CONCLUSION

This study shows that the use of a Second Instagram Account by Generation Z men in RW 13 Tebet, South Jakarta, is a strategy for managing their identity on social media. The presence of a Second Account is driven by the need for a more private space to express emotions, thoughts, and experiences more authentically without the pressure of personal branding, masculine norms, or surveillance from the primary account's audience. From Erving Goffman's dramaturgical perspective, the primary account functions as the front stage, while the Second Account becomes the backstage, allowing individuals to carry out audience segregation and display sides of themselves that are not shown in the public space.

Using a Second Account has dual psychological and social impacts. On the one hand, users experience emotional relief, freedom of expression, and closer connections with trusted friendships. On the other hand, they also face anxiety about privacy breaches, the fatigue of managing two digital identities, and concerns about social judgment. Thus, a Second Account serves not only as an additional account but also as an alternative space for expression and a strategy for managing identity and social interaction for Generation Z men in the digital age.

Future research is expected to expand the scope of informants, research areas, and utilize other theoretical perspectives to provide a more comprehensive understanding of the Second Account phenomenon. Furthermore, social media users, especially Generation Z males, are advised to use Second Accounts wisely as a healthy space for expression without neglecting privacy security and digital identity balance. Furthermore, the social environment and social media platform developers are expected to create a safer, more inclusive digital space that

supports users' needs in managing privacy and freedom of expression without having to rely on multiple accounts.

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