

## ABSTRAK

Fenomena *self disclosure* baik secara terang-terangan menggunakan identitas aslinya maupun anonim di media sosial menjadi salah satu fenomena yang banyak terjadi di berbagai macam media sosial baik Facebook, Instagram, Twitter, atau pun media sosial yang lainnya. Fenomena *self disclosure* secara anonim di Twitter khususnya, saat ini kian banyak dilakukan oleh orang-orang. Berawal dari akun anonim yang bersifat pribadi hingga muncul akun anonim yang bersifat *base*. Penelitian ini merupakan model penelitian studi fenomenologi dengan analisis deskriptif. Teori Fenomenologi Alfred Schutz yang digunakan untuk mendeskripsikan motif pengikut akun Twitter @Unsoedfess1963 yang mengirim cuitan secara anonim melalui akun Twitter @Unsoedfess1963. Pengumpulan data dilakukan dengan wawancara tujuh informan yang diambil dengan pengambilan sample secara sengaja dan dengan observasi cuitan-cuitan di akun tersebut. Berdasarkan hasil analisis ditemukan bahwa terdapat 4 motif mengikuti akun @Unsoedfess1963, 2 motif menggunakan anonimitas pada akun @Unsoedfess1963, 1 informan tidak menggunakan anonimitas, ketakutan akan hilangnya anonimitas dan makna akun @Unsoedfess1963 bagi pengikutnya.

**Kata Kunci: Fenomenologi, Self Disclosure, Anonimitas, Media Sosial, Twitter**

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*The phenomenon of self-disclosure, both overtly using their identities or as anonymous on social media, is one of the most common phenomena on various social media, such as Facebook, Instagram, Twitter, or other social media. The phenomenon of anonymous self-disclosure on Twitter in particular, is now increasingly being done by people. Starting from a personal anonymous account to a base anonymous account. This research is a phenomenological study research model with descriptive analysis. Alfred Schutz's Phenomenological Theory is used to describe the motives of followers of @Unsoedfess1963 Twitter account who send messages anonymously through @Unsoedfess1963 Twitter account. The data was collected by interviewing seven informants who were taken by purposive sampling and by observing the tweets on the account. Based on the analysis it was found that there are 4 motives for following the @Unsoedfess1963 account, 2 motives for using anonymity on the @Unsoedfess1963 account, 1 informant not using the anonymity, fear of losing anonymity and the meaning of @Unsoedfess1963 account for followers.*

**Key words:** *Phenomenology, Self Disclosure, Anonimity, Sosial Media, Twitter*

