

**Peran *Avoidant Attachment* melalui Anonimitas terhadap  
*Self-Disclosure* pada Generasi Z Pengguna Twitter (X) Anonim**

***Annisa Salsabila<sup>1</sup>, Haidar Buldan Thontowi<sup>2</sup>***

<sup>1,2</sup>*Fakultas Psikologi Universitas Gadjah Mada*

e-mail: [annisasalsabila2004@mail.ugm.ac.id<sup>1</sup>](mailto:annisasalsabila2004@mail.ugm.ac.id), [haidar.buldan@ugm.ac.id<sup>2</sup>](mailto:haidar.buldan@ugm.ac.id)

**Abstract.** *The use of anonymous accounts as a medium for self-expression on social media represents a distinctive phenomenon in the contemporary digital era. Predominantly adopted by Generation Z, anonymous account use is often associated with greater freedom in self-disclosure due to the absence of personal identity. However, self-disclosure tendencies are shaped also by individual psychological characteristics, including attachment patterns. This study aims to examine the role of avoidant attachment on self-disclosure through anonymity among Gen Z users of anonymous accounts on the social media platform X (formerly known as Twitter). This research used a quantitative survey method using the Experiences in Close Relationships-Revised-General Short Form scale (ECR-R-GSF), an Anonymity scale, and the Revised Self-Disclosure Scale (RSDS). Participants consisted of Gen Z users of anonymous X accounts with at least one follower (N = 210). Data were analyzed using Jamovi to test mediation among the study variables. The result indicated that avoidant attachment has a negative effect on self-disclosure, both directly and indirectly through anonymity. These findings are expected to contribute to the literature in social and media psychology, particularly regarding the role of avoidant attachment in self-disclosure within anonymous online contexts.*

**Keywords:** *avoidant attachment, anonymity, self-disclosure, Generation Z, Twitter (X)*

**Abstrak.** *Penggunaan akun anonim sebagai media ekspresi diri di media sosial merupakan salah satu fenomena unik di era digital saat ini. Dengan didominasi oleh Generasi Z, penggunaan akun anonim kerap diasosiasikan dengan kebebasan dalam mengungkapkan diri tanpa adanya identitas personal. Namun, kecenderungan keterbukaan diri tersebut tidak terlepas dari karakteristik psikologis individu, seperti pola*

kelekatan (*attachment*). Penelitian ini bertujuan untuk mengetahui peran *avoidant attachment* terhadap *self-disclosure* melalui anonimitas pada Generasi Z pengguna akun anonim di media sosial X (sebelumnya dikenal sebagai Twitter). Metode penelitian yang digunakan adalah kuantitatif dengan survei menggunakan skala *Experiences in Close Relationships-Revised-General Short Form* (ECR-R-GSF), skala Anonimitas, dan skala *Revised Self-Disclosure Scale* (RSDS). Partisipan merupakan Gen Z pengguna akun X anonim dengan minimal satu pengikut (N = 210). Data dianalisis menggunakan Jamovi untuk menguji mediasi antarvariabel. Hasil menunjukkan bahwa *avoidant attachment* berperan secara negatif terhadap *self-disclosure*, baik secara langsung maupun tidak langsung melalui anonimitas. Hasil penelitian ini diharapkan dapat memperkaya literatur psikologi sosial dan media, utamanya mengenai peran *avoidant attachment* terhadap *self-disclosure* melalui anonimitas.

*Kata kunci: pola kelekatan menghindar, anonimitas, keterbukaan diri, Generasi Z, Twitter (X)*