The Role of Instagram Content @inspira.sien in Encouraging Online Self-Disclosure among Chronic Disease Warriors

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Abstract

This study aims to analyze how the Instagram account @inspira.sien plays a role in encouraging online self-disclosure among chronic disease fighters through the presentation of educational, informational, entertainment, and collaborative content. Using a qualitative approach with content analysis and in-depth interviews with five active followers, this study found that entertainment content was the most dominant type of content and had the highest engagement rate of 365.66%, followed by informational, educational, and collaborative content. The results show that light-hearted content that is relevant to the audience's personal experiences is more effective in encouraging emotional engagement and self-disclosure in the comments section. Factors that contribute to self-disclosure include comfort, personality, trust, intimacy, reciprocity, anonymity, gender, and culture. Positive responses from the community and admin @inspira.sien reinforce a sense of acceptance, safety, and motivation to share. This study confirms that social media can be a safe and supportive space for people with chronic illnesses to express themselves, reduce social stigma, and improve mental well-being through online emotional support.

***Keywords:** Online Self-Disclosure, Instagram, Chronic Illness, Entertainment Content, Social Support.*

INTRODUCTION

Chronic diseases, such as diabetes, hypertension, cancer, and heart disease, are health problems that continue to increase both globally and in Indonesia. Based on data from the Ministry of Health of the Republic of Indonesia, the prevalence of non-communicable diseases (NCDs) continues to increase and is the leading cause of death in Indonesia, and is expected to continue to increase in line with changes in people's lifestyles (Ministry of Health of the Republic of Indonesia, 2023).

One of the obstacles for chronic disease fighters is the difficulty in obtaining credible and relevant information related to the patient's illness. Another obstacle encountered by chronic disease fighters is the high social stigma, which can prevent them from sharing their experiences with fellow fighters or seeking social support from their surroundings. Social media has been providing support for chronic disease fighters in recent years, one of which is Instagram. Instagram is a very popular social media platform that has been used by many organizations and individuals to share information, experiences, and inspirational stories (Kusumawardhani & Candrasari, 2024)

Inspirasien is a provider of mental and physical health support that focuses on providing education, information, entertainment, and collaboration to people with chronic illnesses (Safko & Brake, 2010). Social media is widely used for patient education, with platforms such as Facebook, blogs, and YouTube providing access to treatment information, new therapies, and prognosis details (Zhao et al., 2022).Informational and emotional support from online communities such as Inspriasen can improve self-management skills and health literacy. Entertainment and distraction are important, especially during disease flare-ups, with increased social media use observed during these periods (Kingod et al., 2017).Social media also facilitates collaboration between patients, healthcare professionals, and researchers, supporting knowledge exchange, advocacy, and shared awareness. Collaborative projects and

discussion forums are highly valued for facilitating self-management and research collaboration (Hmamouchi et al., 2025).

Through a humanistic approach and providing evidence-based information, Inspirasien presents various types of content designed to educate the public about chronic diseases such as autoimmune diseases and cancer, as well as providing psychological support for those suffering from chronic diseases. The content presented on this Instagram account includes educational videos, infographics, inspirational stories, and Q&A sessions with medical and psychological professionals (Kusumawardhani & Candrasari, 2024).

The @inspira.sien platform—the name of Inspirasien's Instagram account—also facilitates communication between patients and medical professionals through telecounseling services. This provides an opportunity for chronic disease fighters to consult directly about their treatment without having to physically visit a health facility. With content that is packaged in an attractive and easy-to-understand manner, this account is able to reach a wider audience, especially millennials who are more familiar with the use of social media (Kusumawardhani & Candrasari, 2024).

The communication approach used by @inspira.sien is highly relevant to the concept of online self-disclosure. This theory explains that individuals tend to open up on social media platforms because they feel comfortable and safe interacting with a wider audience. For people with chronic illnesses, openly sharing their experiences on social media can help them feel more accepted and supported, as well as strengthen their sense of community and solidarity with others facing similar problems. Therefore, self-disclosure on social media can be an effective tool for reducing social isolation and improving the mental well-being of people with chronic illnesses (Alhusseini et al., 2021; Chu et al., 2022).

Online self-disclosure refers to the process by which individuals reveal personal information, experiences, or feelings through social media or other online platforms. In the context of health, this theory suggests that sharing experiences about a particular illness or health condition can reduce feelings of loneliness and provide opportunities for emotional support. Previous research shows that online self-disclosure can lead to feelings of acceptance, reduce stigma, and build supportive communities. This is particularly relevant in the context of chronic illness, where sufferers often feel isolated or lack social support (Alhusseini et al., 2021; Kuss & Griffiths, 2017).

Based on research by Edwards et al., 2021, there are dimensions of online self-disclosure that enable people with chronic illnesses to express themselves, namely personality, trust, intimacy, reciprocity, anonymity, gender, and culture. Personality plays an important role in how individuals connect and present themselves online. Extroverts communicate more and show higher activity than introverts. Extroverts are also more willing to share details about themselves. Therefore, this openness is highly dependent on trust. They can share personal information when they have a high level of trust.

Intimacy is defined as closeness to another individual and openness in expressing thoughts and feelings. Self-disclosure is considered a prerequisite for creating intimacy and is an indicator of intimacy in interpersonal relationships. This is related to reciprocity as self-disclosure operates under the norm of reciprocity. This refers to mutual disclosure, where the self-disclosure of one individual leads to the self-disclosure of another individual. More interestingly, anonymity allows individuals to control themselves and reduce the risk of their personal image or information being exposed by others. Anonymity influences their self-disclosure, encouraging them to reveal their true selves without being judged.

The dimension of gender is also related to online self-disclosure. Their gender has an impact on online self-disclosure, with women tending to be more expressive. Even the gender of others affects their comfort in expressing themselves. Finally, the cultural dimension plays a role in self-disclosure because some cultures do not encourage discussion of personal beliefs and feelings. For example, patriarchal cultures limit self-disclosure. Meanwhile, modern societies that do not adhere to patriarchy allow for online self-disclosure.

According to research conducted by Alhusseini, et al. (2021), online self-disclosure can help individuals living with chronic illnesses cope with emotional stress and improve their quality of life. In another study by Chu et al. (2022), it was found that self-disclosure on social media gives individuals a greater sense of control over how they are perceived by others, which is important for building self-confidence. Thus, using platforms such as Instagram to share experiences of chronic illness can be an effective way to create deeper and more supportive interactions between patients and their audience.

This study aims to analyze how the Instagram account @inspira.sien uses an online self-disclosure approach in delivering educational, informative, entertaining, and collaborative content to support people with chronic illnesses. Using content analysis methods, this study will explore how the types of content presented

can influence audience interaction and engagement, as well as how this account can help people with chronic illnesses in facing their health challenges.

·In addition, this study will also explore how online self-disclosure is applied in communication through social media, particularly Instagram, in the context of chronic illness. This study not only examines whether people with chronic illnesses engage in self-disclosure, but also what kind of content is most effective (i.e., entertainment content) in encouraging them to engage in self-disclosure in Indonesia. In a previous study, Luo and Hancock (2020) viewed self-disclosure as a one-way action or its impact on well-being. Meanwhile, this study thoroughly analyses the importance of positive reciprocity in @inspirasien's Instagram content. These positive and empathetic responses have been proven to strengthen a sense of acceptance, security, and motivation to continue sharing. This emphasises an inclusive and empathetic digital communication ecosystem, not merely a platform.

The results of this study are expected to provide new insights into the role of social media as an effective communication tool in supporting chronic disease management, as well as provide recommendations for better communication strategies. The theoretical contribution of this research is to expand the understanding of the dynamics of online self-disclosure in communication science, especially in the context of health for individuals with chronic illnesses. This study specifically shows that entertainment-based content has proven to be the most effective type of content in building emotional connections and creating a safe space for sharing personal experiences.

In practical terms, this journal provides valuable insights for health platform managers, organisations, and communication professionals. The research confirms that creating an inclusive and empathetic digital communication ecosystem through positive and empathetic responses (reciprocity) from administrators and the community can strengthen users' sense of acceptance, security, and motivation to share. This is crucial for addressing the social stigma and isolation often experienced by individuals with chronic illnesses.

METHOD

This study uses a qualitative approach to analyze self-disclosure on Instagram, focusing on comments on content with the highest *engagement rate* over a month. The reason why this study uses content analysis is that it allows researchers to measure and compare the engagement rate of four types of content (educational, entertainment, informational and collaboration).

Table 1. Operational Definition and Specific Criteria of Category Content

Category	Operational Definition	Specific Criteria	Source
Educational	Content aimed at delivering knowledge, instructions, or facts based on reliable sources.	a. Explains concepts, processes, or facts. b. Cites scientific or academic sources. c. Contains instructions or tutorials.	(Greenhow & Lewin, 2016; Towne et al., 2021)
Entertainment	Content designed to amuse, provoke laughter, or provide enjoyment without a primary informational purpose.	a. Contains humor, memes, or funny stories. b. Focuses on fun, not knowledge transfer. c. Does not prioritize facts.	(Lutkenhaus et al., 2020; Moore-Russo et al., 2017)
Informational	Content that delivers news, announcements, or factual data without deep explanation or educational intent.	a. Contain updates, announcements, or data. b. Not as in-depth as education c. Often takes the form of news or notifications.	(Lutkenhaus et al., 2020; Moore-Russo et al., 2017)
Collaboration	Content that encourages interaction, discussion, or teamwork among users to achieve a common goal.	a. Invites discussion, Q&A, or teamwork. b. Facilitates the exchange of ideas/opinions. c. Often in the form of a poll, thread, or collaboration invitation.	(Ansari & Khan, 2020; Rivas et al., 2020)

Source: Researcher Data Analysis

The engagement rate is calculated using the number of likes, comments, shares, and reposts on a post compared to the number of followers of the account, and the results are expressed as a percentage (%) analysis Priadana et al. (2021). According to Santoso et al. (2017), the influence of a post can be seen from the response of followers from the number of likes and comments. Through the number of comments on a post can represent the level of effectiveness or impact caused because comments make users take their time to express their arguments or feelings Sabate et al. 2014). Then, by looking at the number of likes, a piece of content can be said to be interesting and can indicate the spread of a brand to potential customers (Moore & McElroy, 2012). In this case, a lot of likes can be equated with the distribution of the post to users who relate to the content of @inspira.sien. Therefore, likes and comments have been widely used as a measure of the impact of a publication. The level of interaction and involvement of followers of a social media account can be measured through the number of followers, likes, comments, shares and saves (Pandora & Djajalaksana, 2022). Since Instagram settings currently don't allow to see saves from other people's accounts, one of the elements we use is repost instead of save.

The calculation formula is as follows:

$$\text{Engagement Rate} = \frac{\text{Total Engagement on Post}}{\text{Followers}} \times 100$$

After the content with the highest engagement rate is identified, the researcher then interviews five commenters on that content. This validates the choice of subjects because they are the audience whose interactions were most successfully triggered. In-depth interviews were chosen because they are a qualitative approach necessary to gain a deeper understanding and construct a logical and in-depth narrative about the phenomenon of self-disclosure (Creswell & Creswell, 2018).

In-depth interviews were used as the primary qualitative tool in this study, conducted in a structured manner with open-ended questions to explore participants' views and opinions on how light-hearted content relevant to their personal experiences is more effective in encouraging emotional engagement and self-disclosure. This method served as the primary tool for analyzing the dimensions of self-disclosure theory, such as personality, trust, intimacy, reciprocity, anonymity, gender, and culture, which emerged from the researcher's interaction with the data. The rationale for using in-depth interviews is particularly strong, especially to connect the analysis results with the specific context of self-disclosure in people with chronic illnesses, where the main barriers are social stigma and isolation (Massaro & Simanjuntak, 2024).

The researchers analysed in depth how the dimensions of self-disclosure influence these issues, where this study also aims to explore patterns of self-disclosure and audience responses on social media to gain a deeper understanding of Instagram users' behaviour in sharing personal information and social interactions in the digital world (Bai et al., 2025; Miftahussa'adah, 2022). Analysis of comment polarity and interviews confirmed that positive responses from the community and admin (@inspira.sien) reinforced feelings of acceptance, security, and motivation to share (Creswell & Creswell, 2018), which are crucial for reducing feelings of rejection.

Regarding the selection of informants, they are followers of Inspirasien who write comments on content with the highest engagement rate. Informants must be individuals living with chronic diseases (e.g., cancer, autoimmune diseases, SLE/NPSLE, neurological diseases) to provide a rich perspective on stigma and isolation. In addition, informants are not only from Greater Jakarta, but also from other areas (Tembilahan, Serang, Karawang, Banjarnegara, South Tangerang) to ensure that the findings are not limited to one region. In selecting interviewees, an effort was made to achieve a gender balance (e.g., 3 women and 2 men) to explore the influence of gender dimensions in online self-disclosure.

A duration of 30-45 minutes is sufficient to explore in depth a limited number of open-ended questions prepared by the researcher (e.g., reasons why they feel comfortable or why certain content is relevant to their life experiences) without needing to discuss other irrelevant topics. The informants are individuals struggling with chronic illnesses (such as SLE/NPSLE, cancer, and endometriosis) who may have limited energy levels. The interview topics are emotional and sensitive (involving social stigma and isolation). Maintaining a duration of 30-45 minutes can minimize physical or emotional fatigue (informant fatigue) and maintain the comfort of the informants, so that they can provide honest and reflective answers throughout the session, which ultimately improves the quality and credibility of the data.

Regarding the credibility of this study, we used data triangulation based on people (Noble & Heale, 2019). The researcher interviewed five diverse informants (with different types of chronic diseases, from various geographical locations). The use of data from various informant sources served to verify and deepen the

findings, which fundamentally increased credibility. In addition, the use of direct quotes from interviews (e.g., Siti, Faris, Vivi) serves as direct evidence that links the researcher's interpretation with the informants' actual experiences.

This reliability emphasizes the consistency and stability of the research process, namely ensuring that the research procedures, from design and data collection to analysis of findings, are carried out thoroughly and accountably. In this study, dependability is ensured through the application of an audit trail. The audit trail involves detailed documentation of every methodological decision made by the researcher. This includes storing a complete record of data collection and data analysis. The decision to select five commentators on content with the highest engagement rate and the use of unstructured interviews. Meanwhile, data analysis includes the process of transcribing interviews, coding (labelling relevant parts of the data), and grouping the codes into themes in self-disclosure.

Coding can also be interpreted as the process of transforming raw data, such as interview results, into specific meanings that can be categorized, analyzed, and interpreted (Heriyanto & Nurislaminingsih, 2025). At this stage, codes are usually descriptive or interpretive and serve to organize data into smaller and more meaningful units of analysis. After the coding process is complete, researchers begin to group codes that have similarities into broader categories or themes. In this case, the themes of online self-disclosure are trust, intimacy, reciprocity, anonymity, gender, and culture. These themes reflect central issues or recurring patterns that emerge from the results of the researcher's interaction with the data.

Based on the themes that have been formed, the researcher interprets the meaning contained in the data and compiles it into a logical and in-depth narrative. The purpose of this narrative is to explain the dynamics or phenomena found in the data by considering the social context and experiences of the followers of the Instagram account @inspira.sien. This approach is expected to prove that online self-disclosure can be another alternative tool that can be categorized as effective in reducing social isolation and improving the mental well-being of people with chronic illnesses. This was initially triggered by Inspirasien's Instagram content, which encourages online followers to self-disclose. Thus, the researcher's analytical framework focuses not only on platform features but also on the psychological and social impacts of interactions that occur in cyberspace.

RESULTS AND DISCUSSION

Types of Inspirasien Content

The Inspirasien Instagram account was established in August 2020 and has 26,500 followers with a total of 3,357 posts. The researchers conducted content analysis from August 17, 2025, to September 16, 2025, with a total of 64 posts from the Instagram account @inspira.sien. Based on the analysis results, it was found that entertainment-type content with the *post* content type significantly plays a vital role in driving audience *engagement*, which forms the foundation for online self-disclosure. The following is a breakdown of the content uploaded by Inspirasien over a one-month period.

Table 2. Instagram Engagement Rate Results @inspira.sien

Description	Total (August 17 – Sept 16, 2025) based on content type				Total All	Followers
	Education	Entertainment	Information	Collaboration		26.500
Total Likes	5.588	202.048	2.315	423	210.374	
Total Comments	157	1.691	191	23	2.062	
Total Shares	749	17.232	286	62	18.329	
Total Repost	696	28.840	191	29	29.756	
Grand Total Content Type	7.190	249.811	2.983	537	**260.521**	
Engagement Rate Post	27,13%	942,63%	11,25%	2,02%	983,09%	
Number of Content	15	21	23	5	64	

Source: Researcher Data Analysis

The most frequently uploaded content type by Inspirasien is entertainment, totaling 23 posts, followed by entertainment content with a total of 21 posts, then educational content with 15 posts, and finally collaboration content with five posts. The post with the highest *engagement rate*, reaching 942.63%, was an entertainment content piece that received 202,048 *likes,* 1,691 comments, 28,840 *reposts*, and 17,232 *shares.* These findings indicate that a lighthearted and entertaining approach is actually more effective in attracting massive audience attention than other types of content such as educational or informational content. This is in line with the research objective, which focuses on online self-disclosure that can reduce social stigma and isolation among people with chronic illnesses. The following are the types of content with the highest *engagement*.
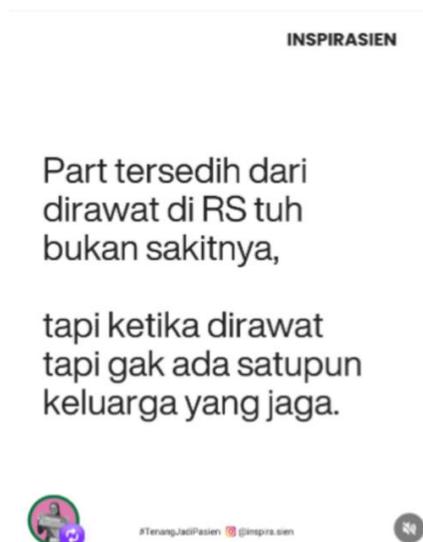

Image 1. Inspirational Content with the Highest Engagement

Meanwhile, the content with the lowest *engagement* was informational content with a *post engagement rate* of 0.04%, with a total of eight *likes*, zero comments, one repost, and two *shares*. This was due to the fact that the content was about mental health early detection services. In this content, Inspirasien gave followers a 20% promo code to undergo mental health early detection. This content has no connection to online self-disclosure by Inspirasien followers. Meanwhile, in the content with the highest *engagement*, Inspirasien followers shared their experiences through comments. The following is an example of the content with the lowest *engagement* on Inspirasien.

Image 2. Types of Inspirasien Content with the Lowest Engagement

This relates to the fact that entertainment content such as funny videos, memes, games, and music fulfills users desire for fun, relaxation, and escape from daily stress (Bhatiasevi, 2024; Tkáčová et al., 2021). This "entertainment value" is a primary reason people use social media, as it provides pleasure and helps users unwind. Users of all ages report that having fun and feeling pleasure are major motivators for engaging

with social media. Sharing and engaging with entertaining content helps users connect with others, build community, and enhance their social status. People are more likely to share entertainment news or memes because it reflects positively on their identity and helps them bond with friends or followers. Entertainment content is also more likely to be shared and engaged with than hard news or informational content (Vermeer et al., 2020)

Background of Inspirasien Followers for Online Self-Disclosure

The researcher conducted interviews with five Inspirasien followers based on comments with the highest *engagement* content. The informants were (Waskita, 28 years old, Tembilahan), (Siti, 43 years old, Serang), (Vivi, 42 years old, South Tangerang), (Faris, 32 years old, Karawang), (Iin, 26 years old, Banjarnegara). The informants were given the first dimension of self-disclosure, namely comfort and personality. In the comfort dimension, the researcher asked the informants why they felt comfortable commenting and sharing their personal views or experiences on the content. The informants felt that the content had a personal connection to each informant's experience. They could express their feelings because they did not feel alone. This was illustrated based on interviews between the researcher and the informants.

"*I feel comfortable with the topic. What influences me to comment or not is whether or not the post relates to my life or whether or not I have experienced it.*" – Waskita

"*Because almost all of the posts are similar to what I have been feeling all this time, both before and after being diagnosed with SLE and NPSLE. By commenting like that, I feel a little relieved because I can express the thoughts that I have been holding back. Even with my psychiatrist, I'm not that open, sis. Why am I not that open with my psychiatrist? Because what worries and traumatizes me is the increased dosage of medication.*" – Siti

"*Because the post relates to what I've experienced. It's not because I want to inform the whole world that I'm sick, but I just want people who read it to feel that they're not alone (if they're also patients). Because around me, many people feel depressed about their illness, which makes their condition even worse.*" – Vivi

"*I dared to comment because the content of the post relates to what I have experienced myself, and I am sure that I am not the only one who has experienced it. Because it is sad, when we are sick, other patients have someone to accompany them. Meanwhile, we are all alone. Plus, as someone with an illness, I feel guilty for constantly bothering other people. But fighting alone is also quite difficult.*" – Faris

"*I feel comfortable commenting on Inspirasien posts because the content often touches on personal matters that relate to my own life experiences. Sometimes, precisely because the topics are quite deep and sensitive, I feel there is a safe space to share my views or personal stories. So it's not just about seeing the post, but more about feeling "heard" or having a platform that can understand my feelings.*" – Iin

Meanwhile, in terms of personality, the researchers asked the informants whether they were more open/extroverted or introverted, which makes it easier to leave comments. Based on the study by Edwards et al., 2021 extroverts tend to comment more on content than introverts. However, the two informants had introverted personalities rather than extroverted ones. A logical explanation for this discrepancy is the role of anonymity and a safe environment. Although Siti and Waskita are introverts, they choose to express themselves online on platforms they consider safe because they only reveal themselves on topics that are highly relevant and personal, which serves as emotional catharsis.

In addition, there is greater self-control (*Online Disinhibition*). As Siti pointed out, she chooses to express her feelings in writing, sometimes even deleting posts if she feels she has expressed herself sufficiently. This is consistent with the dimension of anonymity, which allows individuals to exercise greater self-control and reduce the risk of their personal image being exposed. For introverts, sharing experiences in a safe and relevant virtual environment may be a more comfortable and secure form of expression than face-to-face interactions (e.g., with a psychiatrist, as in Siti's case).

"*I'm more introverted because I prefer to gather my own energy rather than from others.*" – Waskita

"*I'm actually an introvert, sis. I prefer to express myself through the posts I write. If I feel relieved enough and I feel that my posts are not important, then I will delete them. This includes my comments on other people's posts.*" – Siti

"It's possible (that I'm extroverted). As long as the information I provide is useful to others and doesn't harm anyone, why not? In fact, by leaving comments in the Inspirations section, I was DM'd by several fellow survivors (here we are cancer survivors or cancer fighters). I made new friends, we shared experiences and stories, and we supported each other." – Vivi

"Honestly, I feel like an extrovert and enjoy sharing my experiences in detail, regardless of others' opinions on my stories. I don't mind." – Faris

"Yes, I feel that my personality is quite open when it comes to sharing experiences. So if the topic is touching, I tend to write long comments to explain what's in my heart. Maybe it's different from other people who are more quiet or just feel satisfied with emoticons. For me, writing in more detail can also be a way to strengthen myself and maybe be useful for others who read it." – Iin

The next dimension of online self-disclosure that the researcher asked the informants about was trust and intimacy. In the dimension of trust, the researcher explored the reasons why informants commented on Inspirasien content even though they did not know the other people who commented, and trusted that the community/account admin was safe. The informants believed that they could share with each other without being judged because they had the same fate and even supported each other. The admin of Inspirasien often responded to the informants' comments, making them feel appreciated. However, unlike the Waskita informants, who were more careful not to cause problems in the future, the informants believed that Inspirasien was a safe place to comment.

"I don't believe that any account is safe, especially on social media, where anyone can easily access it, so I am more careful about the content of my comments and the types of posts I comment on so as not to cause problems in the future." – Waskita

"Because I feel that we are fellow strugglers, sharing the same fate. We have both been in the same position." – Siti

"Because previously, Mbak Asri (the founder of Inspirasien) herself followed me back. She personally commented several times on the stories I reposted. Every time I reposted her story, the admin would always respond, at least with a heart emoji. So I feel valued within that account. As for the comments I give, they're general in nature. If they're too personal, I don't want them displayed in the comment section either. Ms. Asri herself, when I confided in her via DM about my illness, she always replied and gave advice." – Vivi

"In my view, the Inspirasien account is a platform where we, as patients with illnesses, can vent our frustrations without being judged. There may be pros and cons, but I believe that's normal. In fact, what I see is that everyone prays for and supports each other, which is a valuable form of non-material support." – Faris

"I believe the Inspirasien community/admin is safe because the content and interactions displayed are consistently positive, supportive, and non-judgmental. This makes me feel at ease sharing my story, even with people I don't actually know." – Iin

Meanwhile, regarding intimacy, the researchers explored how posts on Inspirasien were so intimate or relevant to the informants' life experiences that they were encouraged to *self-disclose* in the comments section, even though the informants did not usually do so. Based on interviews with informants, they considered that some posts were relevant to their lives and did not contain elements of ethnicity, religion, race, and intergroup relations (SARA). This was a form of acknowledging/accepting what was actually happening to themselves.

"Yes, there have been several posts that were very relevant to my life experiences, so I was compelled to comment, but only on those that were relevant to me, and I analyzed whether it was safe to comment like this." – Waskita

"People who have never been in our position will never understand or comprehend it, sis. Sometimes, we are often considered to be overreacting. Over-dramatizing the situation. Pretending to be sick to get attention from others. Even though what we are experiencing is real." – Siti

"Yes. Because the language used in their posts tends to be light and global (not referring to specific ethnic, religious, or racial issues). The language they use is also everyday language, which I often encounter in my daily life." – Vivi

"The posts may be relevant, but not all of them. So I prefer to comment on posts that are relevant to me, and that may be a form of acknowledging/accepting what is actually happening to myself." – Faris

· *"Yes, I once felt that a post was very relevant to my experience. I rarely write long comments, but because the content of the post really touched on my personal experience, I felt like sharing. It felt like finding a mirror, so I was compelled to self-disclose even though I usually don't."* – Iin

The next dimension of online self-disclosure that the researchers explored was reciprocity or feedback on informants' comments. Most informants stated that positive or supportive responses (positive reciprocity) would increase their motivation to share more in subsequent posts. This made the informants feel appreciated, listened to, and not alone. Even with good responses, they could continue to private conversations (*Direct Messages)*, showing a drive for deeper social interaction. In addition, the informants' showed that the internal drive to share experiences was stronger, so negative responses or lack of response did not greatly affect their motivation to comment again.

"Even though I get positive responses from many people to my comments, it doesn't trigger me to comment more on other posts because I have to be careful depending on the topic. Even if I don't get a response or even get a negative response, it's okay because I comment based on my experience. If I get a negative response, I look at the context first. If it's just someone being mean, I just ignore it." – Waskita

"Yes. But so far, I've always gotten good responses, sis. There was even someone who messaged me on DM, sis. But I forgot their account name. It was more about conversations regarding people's responses to our complaints while we were sick, sis. The way to deal with not getting easily upset by negative responses is that I usually don't respond, sis. I just pretend nothing happened. Because I'm used to it. It's more like, oh well. But while crying, sis. No, I just let it be. I've been trained since I was little." – Siti

"Yes.. That's right. Maybe because of the responses and reactions from Inspirasien to my comments or reposts so far, I feel accepted and treated well. I usually try twice (to comment). If the first response is lacking or there's no response at all, I'll try a second time. I've always tried to think positively, maybe the problem lies in my comments. Maybe they think my comments are not substantial, that they don't need to be replied to. People have different opinions. I will try commenting a second time, and if it's still the same, I usually don't bother commenting a third time on the same account. But if it's a comment on another account, I think it's okay. As long as my comments don't harm others." – Vivi

"Whether or not I feel motivated to share seems to depend on the content presented. How relevant it is. If it's not relevant to my experience, I won't leave a comment on a post. Because basically, I want to share, I don't care about other people's negative comments. After all, what interests me is content that relates to my experience." – Faris

"Yes, if I write a thoughtful comment and receive positive feedback or support, it makes me even more enthusiastic about sharing. It feels like I am appreciated, listened to, and not alone. So I am more motivated to self-disclose in other posts. Conversely, if I share but there is no response, especially if the response is negative, I tend to hold back. It feels like my story is in vain or even misunderstood. So I am more careful, and may even choose not to comment on that account again." – Iin

Regarding anonymity, most informants indicated that using an anonymous (or non-real) account does not automatically make them more courageous in expressing controversial views or very personal details. This is in line with research by (McKenna et al., 2002; Wu et al., 2017), which reveals that *self-disclosure* is chosen because it does not reveal physical appearance or identity. Caution and risk consideration remain key factors. Informants will always think twice about the safety and high risk of controversial topics, regardless of the type of account used. Even with anonymous accounts, some informants still do not dare to comment excessively or controversially because they are worried that their words could hurt others. When using real/authentic accounts, almost all respondents admitted that this triggered stricter self-censorship. Only one informant explicitly stated that anonymity provided a greater sense of freedom and made them more courageous to be honest and expressive.

"It doesn't matter at all whether it's a real account or a fake account if something is controversial

and high-risk, I will think twice about whether it is safe for me to respond to the post. Of course, with a real account, I will definitely consider the risks and choose my words carefully." – Waskita

"I use a real account. Before commenting, I usually think it through first. If I feel it's within reasonable limits, I'll leave it. But if it's too sensitive, I usually delete it. (I) think more about whether my comment is useful or not." – Siti

"Whether I use an anonymous account or a personal account, I always pay attention to the comments I share. For things that I consider personal or sensitive, I won't share them in the comments section, but if it's really necessary, I usually communicate via DM. Personally, I created the *lifya_*rochet account for my business, so I don't show my face. Even though I don't show my personal account, I still censor my comments first." – Vivi

"Even though I use an anonymous account, I still don't dare to comment excessively or controversially, because we don't know if our words will hurt others. Even with my real account, I still censor what I say, because we still want to speak honestly about what we experience without minimizing or exaggerating." – Faris

"When using an anonymous account, it definitely feels more free and courageous to express personal or sensitive things. This is because there is no fear of being judged by those closest to us, and our identity is also safe. So, it is easier to be honest. However, when using a real account, we automatically think more carefully before commenting. There is a sense of apprehension because your identity is clearly visible, so comments are usually more guarded and not as expressive as when anonymous." – Iin

In terms of gender, women dominate the comment section and practice more profound and emotional self-expression, while cultural norms act as a filter for financial details and intimate relationships, confirming that Inspirasien users still censor themselves based on the wider social environment. There is strong rejection of views that associate chronic diseases (lupus, cancer) with a lack of faith or pent-up disappointment, as these views are considered insensitive and judgmental.

"Of course, if there are posts that corner my gender, I won't comment because I will lose to the gender represented. If this seems like it doesn't violate social and cultural norms, then it doesn't. It's just that some of the posts will offend people who don't like them, people who don't share the same opinion, or people who are short-sighted. Yes, gender greatly influences commenting on inspirational posts because the majority there are women." – Waskita

"I haven't found it yet, sis. But if possible, posts that shouldn't be posted are those about anyone discussing Lupus or Cancer as a result of pent-up feelings or something like that, sis, I kind of forgot. What annoys me the most is the impression that chronic illness is the result of us not having faith. Impatience. Having pent-up disappointment, whether towards oneself, others, parents, or anyone else. There are people who have opinions like that, right? As far as I remember, I've never seen comments from men. It's mostly women who comment. I've also seen some who just leave emojis." – Siti

"Personally, all topics are worth discussing because, as a scientist, science is constantly evolving and should be discussed in a balanced manner (based on theory or experiments), not based on assumptions. What I avoid is perhaps SARA content. Because that is an individual right that is indeed private. I don't really pay attention to gender-based comments. Even if there are men who share more detailed stories than women, for example, maybe they are just good storytellers. So, I don't really care if I want to comment." – Faris

"In my culture, some topics such as personal financial problems or things that are too intimate in romantic relationships are often considered inappropriate to discuss in public. Therefore, even though Inspirasien discusses them openly, I still choose not to reveal too many personal details in the comments section. I tend to only respond in general or with brief support. I have noticed that there are differences in the types of comments between men and women. Women are usually more expressive and dare to share their personal experiences in depth, while men tend to be more concise or only give simple support. My gender also has an influence; as a woman, I feel more comfortable showing my emotional side or personal experiences, especially in a community space that feels safe like Inspirasien." – Iin

These findings explicitly confirm that entertainment content is the main catalyst for online self-disclosure. This research is consistent with findings that social media use increases when illness recurs or when patients need distraction. The light-hearted and humorous content (definition of entertainment content) presented by @inspira.sien serves as a "mood enhancer" that lowers psychological barriers, allowing for deeper emotional disclosure. This supports the theory that sharing experiences of illness on social media can reduce feelings of loneliness and provide emotional support. According to Kanwal et al., (2019, entertainment is a significant motivator for online self-disclosure, especially among young users. Social networking site (SNS) addiction, often fueled by entertainment and socialization, is linked to increased self-disclosure, with personality traits like openness and extraversion further moderating this effect.

The factors of comfort and emotional relevance expressed by informants are important precursors to self-disclosure. Content that feels 'mirror-like' or 'understands feelings' directly strengthens the sense of community and solidarity, which are crucial for reducing social isolation among people with chronic illnesses. It is related to Utz (2015), positive and entertaining self-disclosures on SNS, even when not intimate, can enhance feelings of connection among users, challenging traditional theories that emphasize intimacy as the main relational drive. Utz challenges the classical theory (Social Penetration Theory) which states that only intimate disclosures can build relationships. Instead, Utz found that positive and entertaining self-disclosures also significantly increased the feeling of connection on social networking sites.

Practical implication for Inspirasien is to maximize self-disclosure and support patient. Inspirasien must maintain a dominance of light-hearted entertainment content that is emotionally relevant. In addition, positive reciprocity from administrators is crucial. Positive and empathetic responses from administrators not only increase users' motivation to share more, but also explicitly reinforce a sense of security and acceptance, which is crucial for overcoming social stigma.

Meanwhile, implications for chronic patients & digital health communication are that social media can be an effective alternative tool for reducing social isolation and improving mental well-being. Online communities can serve as valuable sources of non-material support. Theoretically, this study expands the understanding of online self-disclosure dynamics in communication science by showing that positive reciprocity is a more important factor than the platform itself. This study also challenges personality stereotypes in self-disclosure by presenting evidence that emotional comfort and perceived online safety can overcome introversion tendencies. This reinforces the concept that the analytical focus should shift from platform features to the psychological and social impact of interactions in cyberspace.

CONCLUSION

This study aims to analyse how the content of Instagram @inspira.sien plays a role in encouraging online self-disclosure among people living with chronic illnesses. The study concludes that @inspira.sien plays a significant role in facilitating online self-disclosure. The main finding and scientific contribution of this research is the identification that entertainment content, packaged with strong emotional and personal relevance, has proven to be a major driver or catalyst for the audience to engage in self-disclosure.

This finding directly addresses the research objective by showing that a light-hearted and emotionally relevant (entertainment) approach is far more effective in building connections and creating a safe space for sharing than purely educational or informative content. This effectiveness is supported by key psychological factors such as audience comfort and trust, and reinforced by positive and empathetic reciprocity from administrators and other community members. Although dimensions such as anonymity, gender, and cultural norms also influence the level of openness, @inspira.sien has overall succeeded in creating an inclusive and empathetic digital communication ecosystem for chronic disease warriors.

For future research, it is recommended that future studies not focus on just one platform. Instead, quantitative comparative studies between platforms (e.g., comparing the effectiveness of Instagram content with TikTok or X) should be conducted to map differences in patterns of self-disclosure. Additionally, it is also recommended to use quantitative methods to specifically measure the strength of the correlation between content types (entertainment, education, etc.) and the intensity of self-disclosure (e.g., comment length or comment frequency) among users.

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