

DESCRIPTION OF SELF-PRESENTATION STRATEGY IN STUDENTS SOCIAL MEDIA INSTAGRAM ACTIVE USERS AT AL-AZHAR UNIVERSITY INDONESIA

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ABSTRACT

Of the many social media and along with the development of the times. Instagram is a social media that is quite popular among young people today with different social networking, instagram using photos as a medium messenger. Along with the development of the era, no doubt that self-presentation can be easily done in instagram, as if instagram was created to present themselves. Someone who presents himself must have a certain purpose. To achieve these goals need a strategy, the strategy of self-preservation. Self Presentation Strategy according to Jones & Pittman self-preservation strategy is ingratiation, self-promotion, intimidation, supplication, and exemplification. So, the purpose of this study is to describe his own prentasi strategy, in general a person mempresenatsikan themselves in social media so that other users can describe themselves the user, whatever other purpose is that the user instagram interested. The method used is qualitative method, where the subjects are selected based on research characteristics. Data collection methods used were interviews and observation. Data analysis shows that not all self-presentation strategies are performed by all three subjects. Only Ingratiation and Self-Promotion strategies were used for the three suybek studies.

Keyword: Instagram, Self-Promotion Strategy.