

## 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.

### INTRODUCTION

In the current era of globalization, technology is developing rapidly, both communication and information technology. Various forms of information are subject to be instantly accessible due to technology as the world are no longer limited by distance, space, and time. One of technological development that is currently developing is online media. Online media allows communication not only in reality, but also in virtual. This leads to both positive and negative impacts.

Naturally, each individual has the expectation to be a prominent figure by other people, whether for one's needs, sheer pleasure, or self-existence. The presence of desire generates a perfect and appropriate impression on others by doing one's best to look perfect in the first encounter. The power to create such good impression on others is known as Impression Management (Feldman, 1997).

Erving Goffman (1959) (Dayakisni & Hudaniah, 2009) stated that Impression Management is a process experienced by an individual to control how other people perceive him/her, and generally can be defined as a perception technique of others quickly by revealing aspects that can be beneficial for oneself or the team.

Impression Management according to Goffman has the similarity in meaning with Self-Presentation according to Feldman (1997) that stated self-presentation as a process specifically done by one individual to make a generally positive impression on oneself. Sarwono (2009) also stated that self-presentation is an attempt to control how other people perceive oneself (Sarwono & Meinarno, 2009).

Self-presentation might have multiple purposes. One might want to be liked, appear competent, dominant, righteous or sympathetic. Each purpose involves various presentation strategies. The purpose could be multiple as one might try to achieve multiple purposes simultaneously. According to Jones & Pittman, there are several strategies to achieve those purposes; Ingratiation, Self-Promotion, Intimidation, Supplication, and Exemplification (Sarwono & Meinarno, 2009). Self-presentation strategy itself is an effort to manage certain impressions to be presented to other people consciously or unconsciously in order to achieve specific purposes (Widya & Ingarianti, 2013).

Overtime, it cannot be denied that Self-Presentation can be easily done in social media as if social media is created to present oneself. According to Hayuputri (2018), in social media, each individual has the tendency to present certain impressions that is considered 'great' by the audiences. Individual that is 'nobody' can instantly be 'somebody' which can lead to the individual strive more to be considered competent in one's self-presentation purpose.

Social media as communication tools allow one individual to connect with other individuals and provide freedom to the users to upload and share things the users want. It cannot be denied that social media has great influence in modern life. Through ever-developing social media, information are even more accessible to public. Any forms of information can be shared easily and quickly to the level of influencing perspective, lifestyle, and culture of certain nations. Almost all humans in different parts of the world know and understand and use social media due to its popularity.

Instagram, that has become one of the most popular social media lately for youths, is one of the reasons for interest to discuss and according to Jandy (2014), Instagram is one of the most desirable social media for self-presentation.

Social system in Instagram is to be a follower of other users, or have followers of other accounts. Therefore, communication between users is established by giving likes and comments on photos or videos uploaded by other users, where the number of likes will determine if the photos or videos will be popular or not, same with the number of followers. One of the interesting features provided by Instagram is popular page feature where users are allowed to see populars photos from all over the world. Indirectly, photos uploaded by users are accessible to other users around the world if the photos reach popular page. This could be the trigger of an individual to do self-presentation on Instagram.

User of Instagram has the purpose to be seen as best as possible by other users or to gain more followers and likes. Instagram is currently trying to develop behaviors that support the desired role on Instagram, whether that takes into account settings (location, background), costume (worn outfit), wordings (supporting captions) to be liked, seem competent, powerful, righteous, or sympathetic.

According to Siswoyo (2007), students are individuals who are currently studying at university or college level, both public and private, or institutions equivalent to university or college level.

According to Santrock (2007), young adulthood are those individuals between 20-40 years of age. Young adulthood is a transition phase from adolescence to adulthood, where individuals in early adulthood are responsible to have realistic view of the future, be independent followed by financial independence, and have freedom to decide by oneself.

This research used qualitative method with students of Al-Azhar University Indonesia. The first research subject was a student of Faculty of International Relation, who at the time of this study had 1855 followers, named AU. The second research subject was a student of Faculty of Communication named IS, who at the time of this study had 2650 followers. The next research subject was a student of the Faculty of Psychology and Education named RO, who at the time of this study had 1512 followers. They actively use social media Instagram to the point where they have quite a lot of followers and likes in every photo they uploaded. This showed that they are liked by many other Instagram users.

Researchers focused on the problem that become the main interest for research, which is “How are self-presentation strategies in students at Al-Azhar Indonesia University in using social media Instagram?”. In this research, researchers used Self-Presentation theory from Jones & Pittman to find out how students who use Instagram present themselves in public and what efforts are prepared to support their self-presentation on Instagram.

Researchers expected to see things that are prepared to do self-presentation on Instagram such as photo selection process, photo editing process, selection of location, selection of clothing, photo supporting words or captions, and other things based on daily activities according to subjects’ explanation, researchers’ observation on each subject’s Instagram, and acknowledgement of subjects’ closest person.

### **Self-Presentation**

Sarwono (2009) stated that self-presentation is an effort to control how other people perceive us. In line with that, Feldman (Pangastuti, 2015) stated that self-presentation is a process one tries to specifically do to make a generally positive impression on oneself.

According to Ghazali (2012), self-presentation refers to one’s effort to control the impression one wants to convey. The purpose of self-presentation is to organize the interaction to gain expected results. According to Siibak (2009), self-presentation is an individual that expects to control the impression one wants to present to others so that they consciously or unconsciously calculated one’s actions and behaviors.

Taylor (2009) explained self-presentation as a process when one tries to control other’s impression on oneself. Dayakisni (2009) also explained that self-presentation is presenting oneself in calculated ways to gain acceptance or approval of others. Leasry & Kowalski (Wong, 2012) said that self-presentation as description of one individual presented to others.

There are 5 strategies of self-presentation according to Jones & Pittman (Sarwono & Meinarno, 2009), which is (1) *Ingratiation*, with the purpose of being liked, (2) *Self-Promotion*, with the purpose of being considered competent, (3) *Intimidation*, with the purpose of being respected, (4) *Supplication*, with the purpose of being pitied, and (5) *Exemplification*, with the purpose of being considered having high moral integrity.

Dayakisni (2009) stated that there are several strategies for self-presentation, namely (1) *Ingratiation*, with the purpose of being perceived as pleasant or interesting person, (2)

Intimidation, with the purpose of causing fear and gaining power by convincing others that one is a dangerous person, (3) Self-Promotion, with the purpose of being seen as someone competent or expert in a particular field, (4) Exemplification, with the purpose of projecting awards for honesty and morality, (5) Supplication, with the purpose of showing weaknesses or dependence to gain help or sympathy, (6) Self-Handicapping, with the purpose of being pitied whenever one's ego is being threatened because one seems incompetent, (7) Aligning Actions, with the purpose of defining their doubtful behaviors as they goes against cultural norms, and (8) Altercating, with the purpose of using tactics to force roles and identities on others. Through altercating, one is allowed to position others in situational identities and roles that could be beneficial.

Mehdzadeh (2010) explained that there are two factors that influence high online activity in terms of self-presentation which is: (1) High narcissism. Narcissism is an easy thing derived from greatness, a desire for admiration, and exaggerating a sense of self-importance. There are two reasons for social media as a suitable platform for the development of narcissistic behavior. The first reason is that social media provides access for superficial relationship (virtual connections) and free emotional communication (posts and comments). Secondly, social network is a highly controlled environment where the users have complete control over their self-presentation. (2) Low self-esteem. Psychologically, in evaluating one's self-esteem, there are two; explicitly and implicitly. Implicit self-esteem is automatic, unconscious self-evaluation. Explicit self-esteem is conscious, reflective self-evaluation. These can push one individual to try harder in doing positive self-presentation in both online and offline social environment.

### **Social Media**

Social media is designed to facilitate social two-ways interaction. Social media is based on internet technology that diverts information dissemination patterns from one to many audiences, to many audiences to many audiences (Paramitha, 2011).

Each social media has different appeals with the same basic purpose of easing communication and being more interesting due to its additional features that pampers its users. Based on some explanations above, it can be concluded that social media is a web-based service used to socialize and communicate with other parties; friends, family, or community that shares the same purpose.

### **Instagram**

Instagram is a photo-sharing, Iphone and Android based application that allows its users to take photos, apply digital filters, and share them on various social networking services (Akkanat, 2015).

Instagram is defined as a fun and unique way to share daily lives to friends through serial pictures on the official website. In its entirety, this application allows its users to apply filter (beautification effect) on pictures taken by mobile phone and Instagram provides sharing experience by connecting its users with other social media platforms such as Twitter and Facebook (Akkanat, 2015).

Instagram is also utilized to share interests, such as: (1) Freedom to express oneself. Expressing oneself which then is uploaded and shared through Instagram can indulge self-satisfaction of its users. Through photos, the users can be more expressive to present something since Instagram is place for 'a collection of photos that speak. (2) Share information. Information is

not only provided in the form of articles or texts. With Instagram, people are allowed to share a variety of information through photos, whether it is event, location, and other information. (3) Increase popularity. This function is usually utilized more by celebrities and public figures. They share photos of their daily activities, bringing them closer to their fans. (4) Business media. Instagram can be used as medium for businesses, services, or products. Users are allowed to upload a collection of photos of a product offered on Instagram, allowing followers to see and find out what products are on sale, and make transaction with users who offer the products.

### **Early Adulthood**

Early adulthood is a development period that starts in the late teens or early twenties and ends in thirties, which is around 20-40 years of age. This period is when one individual shapes personal and economic independence, such as career development, partner selection, and starting a family (Santrock, 2002).

Sociologically, one can be considered adult when one is independent or have a career, married or start a family. Based on physiological maturity, one can be considered adult when one is capable of defining one's self-identity, be independent, and building a relationship. The start of adulthood is also marked by the existence of linkages between autonomy, self-control, and personal responsibility (Papalia, Olds, & Feldman, 2009).

Early adulthood is the period of physical and psychological maturity. According to Papalia (2009), there are traits of psychological maturity which are: (1) Task-oriented, instead of self-centered or egocentric. (2) Clear purposes and efficient working habit. (3) Can control personal feelings. (4) Act objectively. (5) Responsible for one's own businesses. (6) Realistic adjustment on new situations.

As for early adulthood development tasks according to Hurlock (2002) are (1) Starting work, (2) Choosing life partner, (3) Starting a family, (4) Parenting, (5) Managing household, (6) Taking responsibility as a citizen, and (7) Looking for pleasant social groups.

### **Previous Research**

As consideration in this research, researchers presented some previous researches that the researchers had studied, including:

Research done by Fany Ariani and Wulan Trigartanti (2016), titled "Impression Management of a *Selebgram* as Self-Existence through Instagram Social Media". This research investigated what components are prepared by a *selebgram* to keep exist on Instagram social media. The research used qualitative method through Dramatugis approach.

Other research titled "Instagram and Self-Presentation" was done by Eni Husna (2016). This research explained that individuals are prone to obstacles in doing self-presentation based on their desire, but social media provides wide space for them to present themselves. The method used in this research was survey. The result of this research stated that there is a strong and positive connection between Instagram users and self-presentation.

The difference between this research and other previous researches is the method of data collection and the relationship between self-presentation and other variables.

## RESEARCH METHODOLOGY

Researchers used qualitative approach in this research to obtain full depiction of self-presentation strategies on Instagram-user students with many followers in Al-Azhar Indonesia University. Data collected through qualitative method was descriptive and allowed researchers to answer research questions and achieve research purposes.

This research has the following criterias:

1. Subjects are active students of Al-Azhar Indonesia University.
2. Subjects are students in early adulthood period.
3. Subjects have more than 1000 followers (accounts).
4. Subjects actively upload photos or videos to Instagram.

### Data Collection Technique

The data obtained in this research was collected through the following methods:

#### 1. Interview

Researchers used in-depth interview technique where researchers would meet all three research subjects and conducted question and answer sessions with in-depth questions related to the research. This enabled researchers to gain information in its entirety about self-presentation strategies which included Ingratiation, Self-Promotion, Intimidation, Supplication, and Exemplification.

#### 2. Observation

Researchers observed non-visual communication of the subject during the interview and followed subjects' accounts so that researchers could see what the subjects uploaded. Researchers also activated notification button on subjects' Instagram accounts to immediately know when the subjects updated their Instagram accounts, observed subjects' photo sessions for their Instagram, observed photo selection to be uploaded, observed subjects during photo editing, and observed subjects on campus site with their friends. By direct observation, researchers were able to gain a thorough view so that researchers could gain concrete evidence related to research subjects.]

#### 3. [Literature Study]

[Researchers collected theoretical data related to the research problem. These data can be obtained through textbooks, scientific works, mass media, and previous studies. The purpose of literature study is to gather information related to applied research techniques in consideration of scientific discipline on research problem.]

### Research Procedure

Research procedures were required so that research implementation can be done in a systematic and directed manner. According to Moleong (2007), research procedures consists of four stages which are:

#### 1. Pre-field Stage

- a. Make preliminary survey through field study on research setting and data gathering on the phenomenon of the use of Instagram social media.
- b. Look for prospective subjects and build rapport with them, where they have given their consent to be research subjects in this research.
- c. Provide clear and concise explanation about research flow to prospective subjects and decide timeline to conduct data collection process through interview and observation on each prospective subject's Instagram account.
- d. Do an analysis from preliminary data to focus the research.



## 2. Implementation Stage

- a. Choose three people to be research subjects where subjects have agreed to be research subjects and fully understood research process they will go through. Research will go through interview process regarding subjects' self-presentation strategies on Instagram.
- b. Conduct interview based on interview guidelines as well as observe behaviors that appear from subjects during interview process.
- c. Record interview results with subjects using tape recorder after receiving consent from the subjects. If subjects refuse, researchers are not allowed to record the interview.

## 3. Data Analysis Stage

The interview and observation results gained will be converted into written or script form. The data will be analyzed qualitatively and researchers will analyze every information gathered from research subjects based on the decided theories. Researchers will also cover data triangulation that compares various sources, techniques, and times.

## 4. Evaluation and Reporting Stage

Researchers undertake consultation and advising sessions with designated research advisor. Researchers will report the result of data analysis from each research subject during research process where researchers will improve data results and evaluate reports that have been done by researchers.

### Research Data Analysis Techniques

Patton (Poerwandari, 2013) explained that there is no formula or absolute regulations in regards of the form of analysis in qualitative research. Several stages in analyzing qualitative data according to Poerwandari (2013) are:

1. Data Organization
2. Coding and Analysis
3. Test Existing Assumptions or Problems Against Data
4. Make Intracase Analysis
5. Make Intercase Analysis
6. Write Report Results

## RESULTS AND DISCUSSION

### Overview of Research Subjects

For the convenience, safety, and confidentiality of all research subjects, the names of all research subjects will be written using the initials with identification details as follows:

#### 1. Subject 1 (AU)

The first subject, AU, was born in Jakarta, 9 November 1995. AU is a student of Faculty of International Relation Al-Azhar Indonesia University. AU works at one of private TV station. AU has been working for one year and will end the contract to focus working on thesis.

AU is active in internal and external organizations. AU was the event coordinator for inauguration event at his campus and joined International Relation Student Community (Komunitas Mahasiswa Hubungan Internasional/KOMAHU) at Al-Azhar Indonesia University. External organizations that AU has participated were Rumah Faye and the Indonesian Green Youth Coalition (Koalisi Pemuda Hijau Indonesia/KOPHI). Organizational activities outside campus that AU is doing are counseling, countermeasuring, and preventing in each organization. AU has interest in traveling and fashion.

Physical appearance of AU is he is considered fairly tall and has medium-sized posture. Subject has straight hair with neat cut, brown skinned, large eyes, and thin beard.

## 2. Subject 2 (IS)

The second subject, IS, was born in 19 January 1995. IS is a student of Faculty of Communication Al-Azhar Indonesia University. IS has side business with his friends in event photography, be it wedding or other events.

IS has interest in sports, whether it is gym, running, or basketball. IS is also interested in photography where this hobby is also his job. During his study, IS had worked in a creative agency for three months and had decided to quit as it was not his passion.

Physical appearance of IS is tall and big-sized, muscular, thin straight hair, brown skinned, and has beard and mustache.

## 3. Subyek 3 (RO)

The third subject, RO, is 24 years old. She was born in Jakarta, 24 October 1994. RO is a psychology student at Al-Azhar Universty Indonesia. Apart from college, RO is also occupied with her partner's wedding organizer (WO). Since her partner is handling other business, RO is responsible for the WO.

RO is an active student. She joined Student Community of the Faculty of Psychology and Education (Komunitas Mahasiswa Fakultas Psikologi dan Pendidikan/KMFPP) and often join campus events committee. RO has interest in cycling, make up, and fashion. From her interest, RO designed formal outfits and bring them to tailor.

Physical appearance of RO is average tall, medium-sized, wearing hijab, white skinned, large eyes, and dimpled cheeks.

## **Observation Results Description**

### 1. Observation Results Description of Subject 1 (AU)

First meeting between researchers and Subject AU was on Tuesday, 26 June 2018 in a café in Senayan, South Jakarta. AU wore short-sleeved, striped black green t-shirt and black, cotton pants. In this meeting, AU seemed enthusiastic, relaxed, opened, and gave detailed answer for each question. Researchers started the interview at 13.05 Western Indonesia Time (Waktu Indonesia Barat/WIB) and finished at 15.14 Western Indonesia Time (Waktu Indonesia Barat/WIB).

Second meeting with Subject AU was on Friday, 6 July 2018 at Al-Azhar Indonesia University campus site. AU wore black, short-sleeved t-shirt and jeans. Subject AU had just finished his assignments. During interview, Subject AU seemed unfocused and exhausted. Researchers started interview and observation process at 14.35 Western Indonesian Time (Waktu Indonesia Barat/WIB) and finished at 15.15 Western Indonesian Time (Waktu Indonesia Barat/WIB).

The third meeting between researchers and Subject AU was on Monday, 9 July 2018 in an eatery in Senayan, South Jakarta. AU wore white, short-sleeved shirt and light brown, cotton pants. Researchers started the interview process at 12.18 Western Indonesian Time (Waktu Indonesia Barat/WIB). Similar to previous meetings, Subject AU seemed more relaxed, focused, and passionate in answering questions. He was enthusiastic which could be seen through the way he provided more information for researchers. Subject AU also showed how



he edit his photos before he post them on Instagram. The interview and observation process was ended at 15.30 Western Indonesian Time (Waktu Indonesia Barat/WIB).

Observations done by researchers next was to see what photos were uploaded by AU on his Instagram, see every caption on the photos, and activate notification feature to know new information uploaded by AU. From the first page of AU's Instagram, researchers discovered that AU arranged his feed neatly. On his Instagram, most photos were OOTD (Outfit Of The Day) in which those photos showed outfits and attributes worn on that day. Captions written by Subject AU on each photo was only brief explanation of the photo. Not only showing outfits, uploaded photos of AU were also exhibited supporting background. IG story is one of Instagram features that allows its users to share daily activities. Researchers did not see much of Subject's activities uploaded on IG story. Researches only noticed several uploads in the past week. AU uploaded moments of togetherness with his best friend in a car. In the next week, AU only uploaded his photo while on vacation in Bali some time ago.

Researchers also observed AU when he was taking pictures. Photo taking was not time consuming as AU only took two photos. AU chose plain and leafy backgrounds. AU wore white shirt and light brown pants and sunglasses. The result of the photo showed what AU wore from head to toe. AU informed researchers that he edited the photos to make them look nicer. AU raised the exposure in the photos and brighten them. AU did not use much photo editing techniques.

## 2. Observation Results Subject 2 (IS)

The first meeting between researchers and Subject IS was on Wednesday, 27 June 2017 in discussion room at Al-Azhar University Indonesia, South Jakarta. IS wore white, short-sleeved t-shirt and blue jeans. The interview process started at 14.56 Western Indonesian Time (Waktu Indonesia Barat/WIB). During the interview, Subject seemed enthusiastic and told his experience thoroughly to researchers. Subject was quite relaxed and able to answer the questions. The interview and observation process ended at 16.10 Western Indonesian Time (Waktu Indonesia Barat/WIB).

The second meeting between researchers and Subject IS was on Monday, 2 July 2018 in a café in South Jakarta. IS wore navy long-sleeved t-shirt and black jeans. Researchers started the interview at 15.23 Western Indonesian Time (Waktu Indonesia Barat/WIB). IS seemed calmer and relaxed in answering questions. His enthusiasm was also greater and he was not hesitate to show researchers how he edited his photos. The second interview and observation ended at 18.12 Western Indonesian Time (Waktu Indonesia Barat/WIB).

Observations done by researchers next was to see what photos were uploaded by IS on his Instagram, see every caption on the photos, and activate notification feature to know new information uploaded by IS. From his Instagram page, it was clear that IS has an interest in photography. Photos in his feed have very good quality. There were many photos of open nature, a person as photo object whether it was IS or somebody else, Jakarta landscape, and Subject's sports activity.

Researchers also observed when IS was editing photos. IS looked focused when editing his photos. There are several applications used by IS and there were many photo editing techniques utilized by IS.

### 3. Observation Results Description Subject 3 (RO)

First meeting between researchers and Subject RO was on Friday, 29 June 2017 in an eatery in South Jakarta. RO wore black hijab, black and white striped, long-sleeved t-shirt and black cotton pants. Researchers started the interview at 14.50 Western Indonesian Time (Waktu Indonesia Barat/WIB). RO seemed exhausted since she had just returned from an event in East Jakarta. During interview process, RO seemed unfocused and her phone rang several times. However, her enthusiasm was fairly high. It could be seen from her willingness to answer questions from researchers. Interview and observation process ended at 13.54 Western Indonesian Time (Waktu Indonesia Barat/WIB).

Second meeting of researchers and Subject RO was on Thursday, 5 July 2018 in a café in South Jakarta. RO wore black hijab, maroon blouse, and black cotton pants. Researchers started the interview at 15.12 Western Indonesian Time (Waktu Indonesia Barat/WIB). RO seemed more relaxed and excited. RO looked focused in doing the interview but still relaxed and earnest. The interview ended at 17.08 Western Indonesian Time (Waktu Indonesia Barat/WIB).

The third meeting between researchers and Subject RO was on Saturday, 14 July 2018 in a café in South Jakarta. RO wore light brown hijab, white blouse, and grey plaid pants. During the interview and observation process, RO seemed more cheerful and smiley. RO's enthusiasm seemed higher in answering questions from researchers. Researchers started at 12.09 Western Indonesian Time (Waktu Indonesia Barat/WIB) and ended at 15.12 Western Indonesian Time (Waktu Indonesia Barat/WIB).

Observations done by researchers next was to see what photos were uploaded by IS on his Instagram, see every caption on the photos, and activate notification feature to know new information uploaded by IS. RO uploaded many photos of herself, her partner, and her friends. Photo quality uploaded by RO was also very good. Some photos showed RO when cycling. Photos on her Instagram dominated by photos of showing her worn outfits.

Of all three subjects, RO was the most active to upload her activities on IG story when she was waiting for her partner and friends in a café or restaurants, make up review, and foods.

### **Self-Presentation Strategies Analysis**

Based on the results of interview and observation, researchers analyzed self-presentation strategies from each subject as follow:

#### 1. Subject AU

From all five self-presentation strategies used by AU, he dominantly implemented Ingratiation, Self-promotion, and Exemplification. Ingratiation is a strategy to be liked or gain followers/likes on Instagram.

Strategy overview of ingratiation of Subject AU with the purpose of being liked is by uploading photos of outfit he is wearing. According to AU, not all outfits would be uploaded on Instagram. AU considered photo quality such as exposure and edited the photo before uploading. He then looked for proper minimalistic background to emphasize on what outfit he is wearing. Another way was to arrange his Instagram feed in which AU consistently uploaded to keep his Instagram feed neat.

Self-promotion strategy was also implemented by AU. In the beginning of observation stage, AU often uploaded his sports activity, but then he uploaded more his fashion interest. This was

reinforced by the fact that AU deleted all of his sports activity photos. Au tried to present himself as someone fashionable.

Exemplification strategy was not implemented often by AU, only a few times when Subject talked about deforestation and sexual abuse of children. Researchers concluded that Subject occasionally used this strategy to be considered having high morality.

Intimidation and Supplication strategies were not used by Subject AU. These strategies is used to be feared and to gained sympathy by other people. On Instagram, these strategies was implemented by uploading sadness and anger. Subject AU once uploaded his sadness through captions or quotes although it did not last long and immediately deleted by Subject. According to the theory of early adulthood development by Papalia, Old, & Feldman (2009), one of the traits of early adulthood is able to control personal feelings. In this phase, early adults will manage their emotions well. This was seen on Subject AU who never upload words that describe his feelings of anger or sadness.

## 2. Subject IS

From all five self-presentation strategies, IS only used Ingratiation and Self-promotion. Ingratiation strategy overview on Subject IS to be liked is by uploading high quality photos in every aspect such composition of each photo. Those photos were edited using some photo editing applications. IS often did photo hunting to get photos of scenery or city layout. IS also thought of the captions for each photo carefully before uploading and arrange his Instagram feed to match the tone of the photos.

In Self-promotion strategy, it was noticed that IS wanted to show his ability in photography through Instagram. The purpose of this strategy is to be considered competent.

According to Santrock (2009), one of the traits of early adulthood development is self-exploration where each individual will experience important change regarding one's identity at work. This was experienced by IS on his Instagram. IS chose media to be uploaded as Instagram is now his workplace.

## 3. Subject RO

From five self-presentation strategies, RO used Ingratiation, Self-promotion, and Supplication.

Ingratiation strategy overview on Subject RO is to be liked by uploading photos of her outfits in which the outfits were appropriate to be uploaded on Instagram. RO would also consider photo quality such as exposure or edited photos before uploading. RO also looked for suitable background so that RO could show more of what she was wearing. RO arranged her Instagram feed by designated themes to make her feed looks neater.

Self-promotion strategy implemented by RO was by uploading how she dressed daily and makeup activities such as selfies and what products she used. In this strategy, RO wanted to show her strength on Instagram in terms of fashion and on how to do make up. To be acknowledged competent, RO also considered her fashion not only on Instagram but also in daily life.

Supplification strategy implemented by RO was only occasional where RO found that her partner was busy. Researchers concluded that this strategy was only used by Subject for being pitied.

## CONCLUSION

This research aimed to describe self-presentation strategies in Instagram user subjects with more than 1000 followers. There are five strategies of self-presentation according to Jonas & Pittman (Sarwono & Meinarno, 2009).

Ingratiation is a strategy with the purpose of being liked by other people. In social media, it can be achieved by considering the photos or videos uploaded by subjects. This strategy can be one by carefully deciding proper background, choosing outfits that enhances appearance, and arranging Instagram feed.

The second strategy is self-promotion with the purpose of being considered competent. By showing one's competencies in dressing and photography. Each subject has one's own strength one wants to exhibit on Instagram to attract other Instagram users.

The third and fourth strategies are Supplification and Intimidation. In early adulthood stage, individual has beginning to manage one's feelings in front of audience. These strategies were used occasionally by only the female subject to get sympathy from other Instagram users.

The fifth strategy is Exemplification with the purpose of being considered to have high morality. Of all three subjects, only the first subject used this strategy to convey social message related to issues in community.

Therefore, it can be said that not all self-presentation strategies were implemented by the three subjects. Only two strategies are dominant; ingratiation and self-promotion.

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