Self-Presentation of Student Athletes at the University Muhammadiyah Surakarta through Social Media Twitter

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Abstract

Purpose: To find out how student-athletes at the Muhammadiyah University of Surakarta do a self-presentation through social media platform Twitter.

Methodology: The type of research used is descriptive qualitative using a self-presentation strategy by Jones and Pittman (1982), namely: ingratiation, self-promotion, intimidation, exemplification, and supplication. The data is collected through interviews and observation of accounts and Twitter report.

Results: The results showed that athletes in making self-presentations only used several self-presentation strategies, namely ingratiation, self-promotion, and exemplification.

Applications/Originality/Value: The difference with the previous research is that the object used in this study used athletes as objects while the latest research used politicians.

Introduction Section

Today's rapid technological advances have given birth to various kinds of social media from Facebook, Twitter, YouTube, and Instagram which origins began with the emergence of the internet. According to the results of a survey conducted by We Are Social, a British social media company, in collaboration with Hootsuite, a social networking platform designed for engagement, interning, analytics, and security ("Hootsuite," n.d.), of the total population in Indonesia of 272.1 million, Internet and social media users reached 175.4 million for internet users and 160.0 million social media users respectively with a percentage of 64% and 59% of the total population Population, with a percentage of social media platform usage YouTube 88%, WhatsApp 84%, Facebook 82%, Instagram 79%, Twitter 56%, Line 50% ("Digital 2020: Indonesia — DataReportal – Global Digital Insights," 2020).

Based on wearesocial.com's exposure, the Twitter platform in Indonesia occupies the fifth position as the most users among other social media platforms. Although it still ranks below major countries such as the USA, Brazil, Japan, and the UK, Twitter is still quite loved by its users as shown by the percentage of platform usage of 56%. Twitter is a microblogging network for sending and receiving text-based messages with the number of characters limited to 140 characters, in 2017 the number of characters that can be made increased to 280 characters (Tamburaka Apriadi, 2013).

This makes Twitter widely used by users to share information, interact with fellow users, and follow certain communities (Anasari & Handoyo, 2015). Twitter is not only for sharing information but social media allows it to be a medium of self-expression. The self-expression displayed in the media can be seen in the self-identity presented. According to Fox and Moreland (Meeus, Beullens, & Eggermont, 2019), social media is very suitable to use as a self-presentation tool because its function provides new tools for users to do and manage information about themselves, for example, the ability to edit content and can be seen by others. This social media platform comes with the concept of disseminating information briefly, densely, and in real time with a limited number of characters to other known and unknown users.

Self-presentation is done to make an impression on others according to what is desired. When people interact, they want to present a picture of themselves that others accept. According to Zarghooni (in Damayanti

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& Purworini, 2018), the concept of self-presentation is impression management, where each individual strives to create a positive impression in front of others. Individuals present themselves by creating and conveying the impression of themselves to others that they are people with certain character traits that are portrayed positively and carried out consciously to achieve desired goals.

The role or character that a person chooses is not a trivial thing but determines a communicator when they relate or communicate with other people. Communicator is a representative of themselves (self) and each individual can have more than one self (selves) it depends on how the person presents or presents themselves in the different situations they face in life (Morissan, 2013).

People with different professions and backgrounds can do the self-presentation that they want either in person or face-to-face or through existing social media. According to Hutchins and Sanderson, social media has become very popular in the sports world (Smith & Sanderson, 2015), because social media is designed to readily support participation, peer-to-peer conversation, collaboration, and community (Meraz, 2009). This shows that the media has entered various existing professions, including sports players, namely athletes. According to Marwick (in Fitri, 2014), Twitter is one of the most effective social media in introducing themselves and bringing out the positive sides (imagery) of themselves.

By using social media platforms, athletes take a more active part in their public self-presentation by sharing more aspects of their identity than what is typically portrayed in media coverage. With the emergence of social media, athletes are now endowed with more ability to control their self-presentation and express aspects of the identity that they most prominent (Smith & Sanderson, 2015). This study focuses on the strategies that athletes use to self-present on social media to show their identity and this cannot be separated from human life. Athletes who were the subjects in this study are sportsmen from the Student Activity Unit (UKM) of sports and martial arts and have participated in competitions from related sports.

Kiannto's (2009) research says that motivators use self-presentation tactics to create a certain image positively to attract public sympathy. The tactics that Merry Riana often uses through her Twitter account are Ingratiation or actions used to attract sympathy, praise yourself, help, give gifts, exalt yourself, and homogenize opinions. The indicator is that tweets are used to attract the sympathy of others. It can be seen that Merry Riana's tweet post indicates to attract sympathy so that followers consciously or not will become easier and happy to accept the motivations given. Followers who love and agree with Merry's motivational message will then retweet and favorite the motivational message. This can help increase the visibility of Merry Riana's Twitter account. If followers constantly reply, retweet, and favorite tweets are posted through the account, the account's position in Google search results will lift. This tactic is a natural practice for public communicators to expand public awareness and their services, as well as an opportunity to make comparisons between users of the tactic and other public communicators. The more content they publish, and the more links people click on, the better Google's search results are about it.

Juniarti et al's research (2019) explained that in the 2019 presidential election, Instagram became a popular social media used by candidates to promote self-image. This study analyzed content produced by Joko Widodo's official Instagram account @jokowi 6 months before the election which showed that Jokowi used Instagram as a front stage by building a positive image of his politics using several issues. The results of this study show the strategies used by Joko Widodo, namely self-promotion, ingratiation, and exemplification.

Another study conducted by Hariyono, et al (2020) analyzed the characteristics of Erick Thohir's impression management strategy through his Instagram account. The results of the study explained that Erick Thohir was active in encouraging and actively doing positive things to be known as a positive person by the community by focusing on self-presentation, ingratiation, and exemplification strategies. Fadhila's research (2019) related to impression management of Solo Hijabers community members on Instagram, concluded that the self-presentation strategy used was an ingratiation, exemplification, and supplication strategy which in carrying out the presentation strategy expected to look more attractive and perfect for their respective goals.

Smith & Sanderson's Research (2015) about the analysis *of self-presentation* athletes on Instagram, shows that very few self-presentations are focused on competition and athletics. Instead, athletes tend to use Instagram to show their likes, interests, and charity work. Most athletes use this platform for the inherent social functions of this medium. Sometimes athletes show their corporate connections and demonstrate their level of training and commitment, but only in moderation towards a more personal self-presentation.

Based on the background that has been described, researchers are interested in knowing how student-athletes of the University of Muhammadiyah Surakarta make self-presentations through social media Twitter.

References

Computer-Mediated Communication (CMC)

The development of technology today is undeniable to bring many changes in human life. Especially with the development of the internet and information technology that can be done using a computer which can be called CMC (Communication Mediated Computer). According to John December, Computer Mediated Communication (CMC) is a process of human communication through computers that involves audiences, and the situation in certain contexts, where the process utilizes media for certain purposes. In short, CMC can be said to be communication carried out through computer media (Nasrullah, 2014).

People who interact with CMCs tend to send more messages with emotional content and are more likely to develop people-to-people relationships. In addition, according to Tidwell & Walther (in Grebelsky-Lichtman et al, 2020), people communicate through the impression they make and are more inclined towards self-presentation strategies. Walther suggests that the hyperpersonal model of CMC allows better impression management and self-presentation strategies than face-to-face communication (Grebelsky-Lichtman et al., 2020).

Because the characteristics of CMC according to Walther (Alim, 2014), namely 1) editable; 2) there is no time limit for the sender of the message to make edits to the message to be sent; 3) the sender of the message and the recipient of the message exchange messages without direct interaction; 4) CMC is another form of Environment and formation of non-verbal messages.

Self-Presentation

As explained in the book entitled "The Presentation Of Self In Everyday Life" Goffman mentioned the term Self Presentation with Impression Management (Alim, 2014). Goffman describes life as a performance stage with the world likened to a stage for drama. Erving Goffman's theory of self-presentation says that in every situation, the choice made is about how to present or present oneself to others. Goffman uses theatrical metaphors to explain how communicators present themselves. Everyday situations are seen as stages, and people are actors who use those stages as performances to make an impression on the audience or others(Littlejohn et.al, 2017).

In accordance with the development of the era in 1964, Jones discovered the development of the theory of self-presentation with impression management in organizational life. In 1982, Jones and Pittman built a system with five classes of self-presentation (Alim, 2014), a system that includes five strategies :

1) Ingratiation (licking/behavior to be liked)

   Behavior to be liked, which means looking for something that people like and are interested in, by using actions such as praising yourself, praising others, and doing good things in an attempt to appear as a pleasant person.

2) Self-promotion

   Individuals play roles according to their abilities which are seen as their potential so that others are impressed.

3) Intimidation

   Intimidation is designed to increase fear and threats, which is used to show that he is a respected person by making threats, displays of strength, or power.

4) Exemplification (giving examples)

   Individuals present themselves as people of dedication, and integrity by showing as honest people, caring to be admired and respected.

5) Supplication (requesting)

   The individual emphasizes his weaknesses, exposing shortcomings in an attempt to be seen as inadequate and merciful by others.

Methodology

To obtain data from the phenomena that have been described, this study uses a methodology with a qualitative approach, because it explains the phenomenon of the thing under study deeply through in-depth data collection. Meanwhile, the type of research used is descriptive which aims to describe the phenomenon systematically, factually, and accurately regarding the facts and nature of the population or sampling (Rachmat, 2006).

The technique in retrieving informants needed for research is a purposive sampling technique in which the informants taken are not random, meaning that informants are selected according to the criteria in the research conducted. Informants were selected based on categories that were following the study, namely, student-athletes of the University of Muhammadiyah Surakarta who actively use social media Twitter with the number of informants being two people. The selected informants were female students from the fields of basketball and taekwondo.

The method used for data collection is observation, by observing the activities of informants through their social media accounts. Interviews with informants to get more in-depth information. Documentation relating to matters on the informant's Twitter social media account.

In Miles and Huberman's view, qualitative research is data that appears in form of words rather than a series of numbers. Data is collected in a variety of ways (interviews, observations, document digests, tape recordings) and is usually processed roughly before it is ready for use (through note-taking, typing, editing, or scribbling), but the analysis still uses words, which are usually organized into expanded text. Miles and Huberman assume that the analysis consists of three flow activities that occur simultaneously, namely: 1) data reduction is the process of selection, simplifying, and rough data conversion from written records in the field, 2) data presentation is a collection of information that is arranged and allows the conclusion, and 3) conclusion/verification (Harahap, M. N., 2021)

This study uses the technique of data validity source triangulation, which compares or rechecks the degree of confidence of information obtained from different sources (Dwidjowinoto, 2002). Sources used for data validity are the source of the results of observations on social media *Twitter* informants and direct interviews with informants.

Result

As a social networking and micro-blogging site, Twitter is currently popular to almost match Facebook and Instagram. Features provided such as Home, Profile, Tweet, Mention, Timeline, Replay, Retweet, Follow, Follower, Following, Favorite, Direct Message, Hashtag (#), List, Trending Topic, and real-time information dissemination add to its popularity. Twitter was originally used to support work, now all people have used social media Twitter so it is not only limited to work interests. Social media Twitter is a medium for users to share anything through messages (tweets) or other content on Twitter. However, Twitter is not only for sharing messages but also a medium for people to do self-presentations (Yunita, 2019).

This study aims to find out about self-presentation through impression management strategies conducted by student-athletes on Twitter social media accounts. Researchers will describe the results obtained through observation of social media accounts and Twitter informants to find out things done in social media and their relation to self-presentation.

This study, to see how self-presentation is carried out on social media, namely by using impression management strategies consisting of 5 (five) strategies, namely, Ingratiaton (licking / behavior to be liked), Sel-promotion (self-promotion), Intimidation (intimidation), Exemplification (giving examples), Supplication (requesting) seen from posts (tweets, re-tweets) informants on social media Twitter.

a) *Ingratiation*

Ingratiation (licking/behavior to be liked) is a strategy carried out to get the impression of being liked by others. Things that can be done include showing the positive side that exists in oneself, showing sympathy for others, praising others, thanking others for something that has been done by others, agreeing with something put forward by others, and expressing pleasant opinions (Juniarti et al., 2019).

The tweet and retweet feature is provided by Twitter for its users to share messages, either in the form of text or picture messages to videos, which can be used easily and according to the needs of users. Based

on the results of observations that have been made on the informant's Twitter social media account, various types of messages have been uploaded by the informant through his Twitter social media account both from tweets and retweets shared.

Figure 1. *Retweet* Informant I

Figure 2. *Retweet* Informant I

Figure 3. *Retweet* Informant II

Figure 4. *Tweet* Informant II

In some tweets and retweets uploaded by Informant II, more show funny things such as fun events, jokes, or memes. This shows that the informant showed himself to be a humorous person by posting something humorous. As revealed by Informant II

"kayak lelucon-lelucon aja gitu misal kayak gambar meme, ada yang bercandaan-bercandaan jokes-jokes kayak gituu"

Informant II also added

"Ya.. karena.. lucu aja gitu, jadi biar kalo misalkan ada following-following yang follow bisa ngeliat kalo ada yang lucu-lucu"

Based on the results of interviews with informant II, it is also mentioned that informant II expressed his gratitude to others such as his parents or friends, which he could not express directly.

"itu pernah.. itu buat kayak orang tua sih, soalnya kan aku kayak malu jugakan mbak kayak bilang langsung ke orang tua tuh. Jadi Cuma bisa di tweet aja.. kalo temen-temen itu juga yaa pernah ngebuat juga"

Unlike Informant II, informant I did not care about matters related to Ingratiation.

"jarang ngetweet sih kak.. main twitter juga paling buat hiburan aja"

As stated in the interview session, informant I tend to like to retweet things he likes and thinks are funny.

"retweet tentang kucing sama makanan paling sering"

"lucu aja kalo liat yang lucu-lucu trus kalo dilike atau diretweet kan bisa diliat ulang, jadi kalo aku sedih atau lagi down liat kucing jadi tentram aja"

Based on the results obtained, the strategy *of ingratiation* conducted by informant II can be seen from the uploads on *Twitter* showing interesting things, and jokes and also expressing his gratitude to

the other party for something they have done. It could be said that the use of this strategy is to describe yourself as a pleasant person and always grateful for what others do to him. As for the informant, many uploads show what he likes and is interested in although there are also uploads that show jokes or *memes*, which does not mean that it makes it a thing to make an impression on others. Informant II states these things are entertaining for him.

b) *Self-promotion*

Self-promotion is a strategy used by individuals to create the impression of themselves as competent people through their abilities and potential, such as telling achievements, mentioning their abilities, telling past experiences that support, expressing optimism (Juniarti et al., 2019) this strategy is done to get a competent impression from other people.

Based on the results of observations that have been done, it was found that there were uploads on the informant I that showed things related to the ability they had, namely as *a sports physiotherapist,* and the connection between the *workout.*

Figure 5. *Retweet* Informant I
Informant I

Figure 6. *Retweet* Informant I

"ini sih kak.. mungkin bisa bermanfaat buat orang lain, "

The upload shows that informant I is a sports physiotherapist. Informant I's upload is not only about physiotherapists, but there are uploads containing workouts. With this upload, it is hoped that it can be useful for others who see it.

c) *Intimidation*

Intimidation is a strategy in which a person wants to be seen as an individual who is feared by others by shedding resentment, and anger, giving satirical statements, and showing the strength and power he has. Based on the results that have been obtained from the informant, there is nothing that causes fear or shows anger.

Informant II

"nggak sih.. kadang.. kalo sindir-sindiran sih enggak. Cuman kadang emang bercandaannya aja itu ya jadi kayak ah lebay lu, kayak gitu-gitu biasa"

Not found *intimidation* in the study because the informant does not need the impression to be respected by others and there is no purpose to showing anger or sarcastic statements.

d) *Exemplification*

Exemplification (giving examples) is a strategy that is done to show the impression of integrity and dedication by showing themselves as honest, kind, and caring for others (Juniarti et al., 2019). For the ways that are done such as inviting others to do good, showing sympathy for an incident around them, and providing motivations for good.

Based on the results of observations made, was found uploads about quotes or motivational words, some things that can educate or inspire others. Both informants often share motivational words through the available tweet and retweet features. Starting from quotes to motivational words from well-known motivators, informants are equally seen often sharing motivational words.

Figure 7. *Retweet* Informant I

Figure 8. *Retweet* Informant I

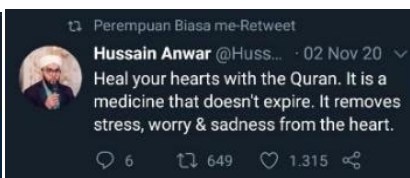**Figure 9.** *Tweet* Informant II

Figure 10. *Retweet* Informant II

The underlying reason for informants to upload tweets or retweets containing quotes or motivational words is to describe the mood he is feeling and can provide motivation to others. As revealed by informant II

> "Ituu.. karna kayak pernah ngerasa kayak gitu juga gitu, jadi kayak apalagi.. misalnya kayak lagi ngalamanin itu jadi kayak wah kata-kata ini cocok sama keadaan sekarang, jadi di retweet, kayak gitu"

In addition to describing his feelings, the reason informant II uploaded motivational things was so that it could be a motivation or lesson for others, this was revealed by the informant in the interview.

> "Cuma mungkin kayak ada aja gitukan kayak kata-kata yang dari orang tua trus di tweet, jadi kayak temen-temen juga sempet ada yang ngambil gitu, jadi kayak makasih gitu kalo kamu udah ngetweet kayak gini. Jadi dia juga dapat pelajaran baru juga gitu lho"

Unlike Informant II, informant I chose to upload motivational things for himself.

> "Cuma retweet aja apa yang bagus"

> "kalau lagi down juga suka liat quotes-quotes gitu.. kan kadang ada quotes-quotes yang sama kayak apa yang lagi dirasain jadi bisa bikin tenang"

From the posts shared by informant II, many quotes or motivational words were found, which were not only for his consumption or self-interest but the upload could also be addressed to other people who may also be feeling or experiencing the same thing as him so that they can motivate. While this does not apply to informant I, because informant I upload quotes for peace of mind. Uploads of quotes or motivational words are not always to be addressed to others, but motivational words can be addressed to oneself so that they can motivate themselves and be calming hearts.

e) *Supplication*

Supplication is a strategy in which the individual expresses his grievances, and shows his weaknesses, to get attention or help from others. Judging from the results of observations and interviews that have been conducted, no strategy was found *supplication* the informant.

Informant I

> "nggak pernah sih kak, kan jarang ngetweet juga.."

Informant II

> "kalau tweet keluh kesah gitu lumayan sering. Cuma ya lebih dipilah-pilah lagi kan kayak gimana juga gitu yang kalo ditonton orang. Jadi nggak semua dikeluarin di twitter"

Based on the results obtained, things about complaints uploaded by informant II did not get attention or hope for help from other parties. This is nothing more than an expression of the heart.

Discussion

The existence of social media, allows humans to interact or communicate in one direction or two directions. One of them is social media *Twitter*. Concerning self-presentation, now self-presentation can not only be done directly or face to face but now through social media can do self-presentation (Anasari & Handoyo, 2015). Based on the results obtained, in communicating and its relation to self-presentation conducted in social media *Twitter* by student-athletes of Muhammadiyah University of Surakarta using several self-presentation strategies developed by Jones Pittman (1982). there are five strategies in the construction of self-presentation 1) *ingratiation* (behavior to be liked) 2) *self-promotion* (self-promotion) 3) *intimidation* (bullying behavior) 4) *exemplification* (example 5) *supplication* (requesting)

Based on the results of the study, student-athletes only used a few self-presentation strategies out of five existing self-presentation strategies. The strategies used by these athletes include Ingratiation, a strategy where an athlete tries to make the public like them by showing the positive side that exists in him. As a strategy that aims to get the impression to be liked by others, to achieve this goal users tend to show the positive side they have, such as doing good deeds or saying good deeds and things that please others (Alialassiri, 2014). This strategy can be seen from the posts of tweets and retweets of athletes, such as things that smell of humor or jokes, and expressing gratitude for things that others have done to them. The purpose of the upload is so that the viewing public considers him a fun, kind, and grateful person for what he gets. Self-promotion is a strategy used by individuals to create an impression of themselves as competent people through their abilities and potentials, such as telling achievements, mentioning abilities possessed, telling past experiences that support them, and expressing optimism (Juniarti et al., 2019). This can be seen from the athlete's uploads about physiotherapy and workout, which is the athlete's expertise, namely as a sports physiotherapist.

Then the exemplification strategy, which is an exemplification self-presentation strategy has the aim they have the impression of being people who like to provide motivation, and good examples for others (Alialassiri, 2014). This can be seen through athletes' uploads, either from the tweet or retweet feature that contains motivational words or invitations to kindness to be able to motivate others who may be in need. In Fadhila's research (2019),), it was also found that members of the Solo Hijabers Community use ingratiation and exemplification strategies in communicating on Instagram. Informants show that they carry out self-impression management strategies in the hope of making them look attractive and perfect from what is displayed to achieve their respective expectations and goals. Through Instagram, they display things that want to be displayed more attractively and perfectly.

The supplication strategy, which has the aim of showing the sadness, disappointment, and weakness that athletes are feeling, shows that although quite often upload tweets containing complaints about what they are feeling, it does not mean that athletes clearly want to look weak in the public eye or attract public sympathy to love themselves. Based on these results, the research on Computer-mediated Communication sebagai Sarana Presentasi Diri Guru PAUD by Apriliani (2020) shows the same results for the supplication presentation strategy. Although informants in the study revealed the feelings of sadness or weakness they were feeling on their Facebook social media, informants preferred not to express their feelings clearly on Facebook social media (Apriliani, 2020).

The intimidation strategy was not found in the results of this study. Based on the results of the research obtained and also findings in previous research by Fadhila (2019), Apriliani (2020), and Juniarti (2019), it was concluded that of the five existing self-presentation strategies, not all use these self-presentation strategies. Dalameter and Myres (in Fadhila, 2019) explained that the self-presentation strategy is a certain situation where a person forms himself as a made-up, or not displaying a self-impression in this study shows that informants carry out self-presentation strategies to look more fun, or interesting and better.

Based on the results obtained, athletes do not use all available self-presentation strategies. Although there are uploads that can be categorized into self-presentation strategies. Personal activities are not shared in too much detail on social media. This is very different from the results obtained from several studies, such as research

by Fadhila (2019), Apriliani (2020), and Putri research (2021) where the results show that informants in communicating on social media use several self-presentation strategies.

From the results found above the authors can conclude that there are several things that affect individuals in self-presentation including athletes, it can be influenced by several factors including the character of the individual itself, such as there are some individuals who are comfortable communicating about themselves to the public or others and some are not comfortable conveying information about themselves. The situation and cultural background can also affect openness in self-presentation. The situation in question is where the individual is more comfortable doing self-presentation with face to face and feels less comfortable or not confident if doing it on social media. Different cultures can influence a person in doing self-presentation, such as the culture of the environment around the individual supports to do self-presentation, or also the culture of the surrounding environment can make individuals more closed themselves. Many factors influence whether individuals express themselves or not, what is expressed, and to whom in expressing it including, individual character, cultural background, media used, and gender identity (Devito, 2016).

Freedom in using and utilizing social media also depends on the choice of each user. How self-presentation will be displayed on social media, especially on Twitter, is also the choice of each user (Anasari & Handoyo, 2015). On the basis of this, Each Twitter user can decide which self-presentation to show. Even users can also choose not to do self-presentation. From several factors and things that affect a person in doing self-presentation that have been described, doing self-presentation is the right of each individual, here including informants who are student-athletes of the University of Muhammadiyah Surakarta who choose to show themselves/ do self-presentation as an ordinary person rather than himself as a student-athlete.

Based on findings regarding athletes' self-presentation this study, shows differences with non-athletes self-presentation. Research by Chionardes, et al (2019) who conducted research on self-presentation to public figures or politicians Grace Natalie shows that Grace Natalie as a politician uses self-presentation strategies to get the impression of the public or society as a leader who has integrity and good morals by showing actions related to society so that it is reflected as a leader who can serve the interests of society.

Another study by Alim (2014) on the public figure of singer Agnez Monica in her findings shows that Agnez Monica uses self-presentation strategies to gain public attention and can increase her self-promotion and career in the international arena. With this, it can show differences in the findings of non-athletes or public figures where the results show that public figures present themselves as public figures in the eyes of the public while the findings of athletes' self-presentation, they present as ordinary people instead of themselves as athletes.

Conclusion

Based on the results obtained, it shows that in conducting self-presentations on social media, the University of Muhammadiyah Surakarta student-athletes prefer to show themselves as ordinary people rather than themselves as student-athletes, and from the existing findings it can be concluded that only a few strategies are used. The presentation strategy used includes ingratiation can be seen from uploads related to jokes or humor to thank you to look like a pleasant and grateful person for what he gets. Self-promotion strategy, which can be seen from athletes' uploads about physiotherapy and workout, is the expertise of the athlete, namely as a sports physiotherapist. The next self-presentation strategy is exemplification which is characterized by uploads containing motivational words or invitations to kindness in order to get the impression of being a person who likes to provide motivation and a good example for others. While in the supplication strategy, it seems that the informant expressed complaints in his uploads, this does not mean that he openly wants to look weak in the eyes of others or attract the sympathy of others to love him. For presentation strategies, self-promotion and intimidation were not found in athletes' uploads.

The influencing factors in conducting self-presentation include individual character, cultural background, media used, and gender identity. As well as the freedom to use and utilize social media depends on the choice of each user. On this basis, social media users can decide whether to use self-presentation strategies or not to use them.

The research that has been done, still has limitations, namely the lack of informants obtained. It is hoped that future research can increase the number of informants so that more diverse results are obtained and researchers suggest using other social media in the same study on self-presentation.

Acknowledgement

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