

Self-Presentation on Male Influencers in Surakarta on Instagram

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Abstract

Influencers strive to develop a role both, and in accordance with their wishes. Social media sites have become increasingly crowded, including platforms such as Twitter, YouTube, Instagram, Facebook, and many others. The rise of these social media sites has had a significant impact on interactions between individuals. This is a way of motivating oneself and achieving the desired goals of Instagram influencers. Influencers have different motives when presenting themselves on Instagram, they will always prioritize details such as the setting of the place for photos, the costumes worn, the location of the place visited and many small things that are taken into account with the aim of getting a good impression in social media so that they can present themselves to other social users as desired. The main difference between influencers and non-influencer users is the influence that influencers have on others. Influencers have the power to influence others, whereas non-influencer users do not. This research aims to find out how the self-presentation of male influencers in Surakarta on Instagram. The research method used is qualitative with a descriptive approach and uses the theory of Dramaturgy by Erving Goffman. The sampling technique in this study was purposive sampling method. Data collected using in-depth interview techniques and document observation. The findings in this study using four informants show that the front stage emphasizes a positive lifestyle through its Instagram feed. While the backstage becomes himself in his normal life. The self-presentation of Surakarta city male influencers on Instagram aims to build personal branding, increase popularity, influence others, and earn income.

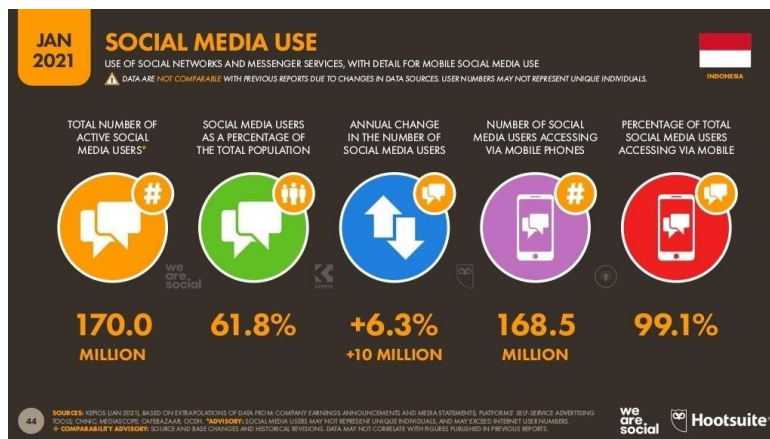
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Introduction

The rapid development of the internet, now known as new media, has changed the way information is provided and shared to fulfill various human needs. The internet plays a very significant role in all walks of life and has become an effective tool in fulfilling people's desire to obtain and share information. With its ability to present a vast amount of information, the internet has become the main medium to achieve this goal. The facilities provided by the internet allow people to easily share information according to their needs. A significant impact of this rapid development is the emergence of social media which changes the way of interaction and communication in society as a whole (Sumardiyantoro, 2020).

In recent times, social media sites have become increasingly crowded, including platforms such as Twitter, YouTube, Instagram, Facebook, and many others. The emergence of these social media sites has had a significant impact on interactions between individuals (Bargh, J. A. & McKenna, 2004). If at first social interactions were limited because they had to occur in person, now people can conduct social interactions online through various media such as computers and laptops (Lenhart, A., Madden, M., & Hitlin, 2005).

Social media is a form of internet platform that allows users to express identity, interact, collaborate, share, and engage in social interactions with other users. This phenomenon is realized through the formation of social ties or communities in cyberspace. At least, there are three forms of social interaction in social media which include recognition, communication, and cooperation (Ahmad Setiadi, 2016).



(Source: (Kemp, 2021))

Based on We Are Social's research in 2021, Indonesia recorded 170 million active users on social media, accounting for 61.8% of the total population. One of the characteristics of this new media is the interaction between users and fellow users as well as interaction with related media parties. This technology allows related media to provide space at the bottom of uploads such as comment columns as a form of criticism from the audience (Sholikhah & Sunarti, 2019).

Instagram as one of the most popular social media platforms among the younger generation has a significant role in shaping and disseminating visual content. With a focus on photo and video sharing, Instagram provides an engaging and entertaining social media experience. Through the ability to enhance images with various filters, users can create aesthetically pleasing and memorable visual narratives. Instagram's success in facilitating image-based social interactions strengthens its position as a platform for creative expression and capturing moments in visual form. This phenomenon reflects the dynamics of social media development where visual content has a strong appeal, especially among the younger generation. The platform's success lies not only in its ease of sharing, but also in its ability to deliver a more immersive social media experience through the use of visual aesthetics and the concept of memory embodied in each upload.

Based on a quote from Indonesia.ID, the total number of active Instagram users alone has reached 1.45 billion users per month in April 2022 (Rizaty, 2022). The results of a survey conducted by We Are Social, Instagram social media is the largest social media platform in the world today. Indonesia itself is ranked as the fourth largest Instagram user in the world with 97.38 in October 2022 based on Napoleon Cat data (Rizaty, 2022). This number increased by 7% from the previous year. So it can be said that Instagram users in Indonesia are increasing every year.

The high number of Instagram and social media users in Indonesia is currently dominated by teenagers. As a form of social media development, it has now been used as a means of shaping self-presentation (Irnando, K., & Irwansyah, 2021). If someone wants to be a good friend, then they try to manage their self-image in front of their friends according to the expectations of their friends. The effort to impress others as done by some social groups is called impression management or in other terms referred to as self-presentation (Aini, 2017).

Self-presentation is an individual's attempt to create a desired impression on others and this is done with a specific purpose (Rozika, L. A., & Ramdhani, 2019). This approach is in accordance with the fact that social media provides a platform for its users to strategically display a special image and provide personal information. According to Goffman as mentioned in (Sumardiyantoro, 2020), social media users have greater control over how they present themselves than in direct communication. Social media is considered an ideal space for impression management.

Efforts in self-presentation on Instagram social media are made by teenagers today by selecting their best photos to look attractive to others. Furthermore, most of the Instagram users increase the number of followers to give the impression that they actually want to create an attractive impression in the public (Schwarz, 2010). Instagram with its various features will give an interesting impression to other users who see it. Uploading photos or videos equipped with captions on Instagram is able to provide messages in the form of feelings, ideas, and things he likes to other people to form a self-identity on Instagram social media (Ting, 2014). This statement is in line with what states that self-presentation in this online world will create a pleasant impression. The development of photography, which was previously only a private collection, has now shifted its role where photos are shared to obtain judgment from the general public (Schwarz, 2010). Social media now such as Instagram is used as a means of self-presentation where an individual seeks to change the form of social media settings or embellish the photos/ videos they upload or will even write a different identity from the original in order to get the impression they want on the assumptions of others (Michikyan, M., Dennis, J., & Subrahmanyam, 2014).

The rapid development of social media has also led to the emergence of the influencer phenomenon. This term

is a term used to refer to celebrities on Instagram who have many followers (Meifitri, 2020). In Indonesia alone, there are 1.1 million influencers on Instagram (Trend Hero, 2023). This influencer phenomenon is growing along with the many opportunities from brands to entrust their advertisements to influencers. This certainly makes influencers a profession that requires professionalism from creating content to personal branding (Naftali, E., & Sutanto, 2021).

In general, influencers in Indonesia are dominated by women although more and more influencers are now male. This phenomenon has been the concern of previous research which shows that male beauty influencers are starting to gain popularity and recognition especially in Western countries such as the United States. Their success has inspired male beauty influencers from various countries, including Indonesia (Widiani, 2020). In addition, other studies also show that the reconstruction of masculinity occurs in beauty influencers because in social media the impression of masculinity is blurred and can change meaning according to personal point of view (Agustina, 2022).

Broadly speaking, the main difference between influencers and non-influencer users is the influence that influencers have on others. Influencers have the power to influence others, whereas non-influencer users do not. However, other differences that exist between the two types of users are the number of followers they have, the ability to produce quality content, and the ability to use social media or online platforms effectively to achieve their desired goals.

In understanding the lives of influencers, one communication theory that can be used is Dramaturgy. This theory relates to the way a person manages impressions through the public and private parts of their life. Previous research discussed Abel Cantika's self-presentation as a beauty influencer through her YouTube channel. The research findings show that Abel Cantika consistently expresses herself without pretending to be someone else. Therefore, her self-presentation on social media can be done more effectively (Putri, D. W., Safira, A., & Wattimena, 2019).

Then, previous research on self-presentation entitled Influencer self-presentation on Instagram. This study has the result that influencers build self-presentation with image and achieve achievements in their own way they want and the way they maintain their existence is by not getting out of the style and character they have (Shabiriani, 2021). They use Instagram as a medium for self-presentation because Instagram is a platform that is widely accessed by the general public to seek information and self-actualization (Sari, S. E., & Suherman, 2021).

This research will be conducted in Surakarta City at Universitas Muhammadiyah Surakarta. The research was conducted in Surakarta because the researcher took subjects on Influencers in Surakarta City. This is because self-presentation has a close relationship to the identity that is intentional to appear in the self-concept of the account owner.

The research that will be conducted will also adopt a theory that is identical to the previous research, namely the Dramaturgy Theory introduced by Erving Goffman in 1958. This research is based on the rampant formation of male influencer self-presentation through Instagram in Surakarta City. Where the self-presentation will bring various positive impacts for himself and negative impacts if the influencer is not careful in displaying his self-presentation on social media such as Instagram. Therefore, the formulation of the problem in this study is how is the self-presentation of male influencers in Surakarta City on Instagram?

Self-Presentation in Dramaturgical Theory

Erving Goffman (1949) states that in everyday life an individual is unintentionally playing a role (Goffman, 1949). The role they live in requires an individual to show their self-image with the role that is being lived or in other terms in accordance with the expectations of others. An individual must try to perform an act of self-presentation of what role they are living in by carrying out their role as well as possible with the aim of conforming to the expectations of others who see it.

This self-presentation is closely related to influencers or celebrity endorsers. Influencers and celebrity endorsers are two concepts that are often closely related in the world of marketing and social media. Influencers are individuals who have great influence on social media platforms, such as Instagram, YouTube or TikTok. They build a loyal and engaged audience through their authentic, creative and relevant content. Meanwhile, celebrity endorsers are famous personalities or celebrities used by companies to promote their products or brands through traditional advertising (Djafarova, E., & Trofimenko, 2019).

The fundamental difference between the two lies in the way they build and maintain relationships with their followers or audience. Influencers tend to be more personally close to their followers, creating a close bond through direct interaction, responses to comments, and a more real-life presence. In contrast, celebrity endorsers are often perceived as more remote and difficult to access by their fans (Marshall, 2010).

The main advantage of influencers is their ability to build credibility and trust among their followers as they often focus on a particular niche or special interest, influencers can attract a highly engaged and like-minded audience. Therefore, when an influencer recommends a product or brand, his or her followers tend to accept the recommendation more openly as they feel they have a common ground with them

a more personal relationship with the influencer (Trammell, K. D., & Keshelashvili, 2005).

On the other hand, celebrity endorsers are often relied upon by companies to bring their broad appeal to the product or brand. While they may lack direct engagement with their followers, the presence of celebrities can provide great and profitable exposure. The decision to use influencers or celebrity endorsers depends on the company's marketing objectives, target market, and the message it wants to convey (Alperstein, 2019).

While this distinction exists, the line between influencers and celebrity endorsers is blurring as social media evolves. Many celebrities who are active on social media platforms become influencers by capitalizing on their direct interaction and presence in the digital world. Conversely, some influencers who initially built reputations on social media platforms may now be figures of note in conventional advertising.

In many cases, the use of influencers or celebrity endorsements relies on a marketing strategy designed to achieve the company's goals. While influencers can provide familiarity and deep engagement with audiences, celebrity endorsements bring wider exposure and notoriety. A combination of both can be an effective approach to maximize the impact of marketing campaigns and build diverse connections with consumers.

Furthermore, influencers and celebrity endorsers tend to make a good reputation or self-presentation. A person who tends to often make a good impression in front of others will avoid a foolish image and offend others by specifically nurturing existing relationships with others. This view has led to the idea that an individual plays his or her role according to the wishes of others who see him or her. An individual tries to present himself according to the people around him in order to be accepted in the environment where he is (Lewwis, 2013).

Erving Goffman introduced Dramaturgy Theory in his book entitled "Presentation of Self in Everyday's Life" in 1958 (Goffman, 1949). Goffman as a figure interested in the concept of social roles focuses his analysis on aspects of appearance, facial expressions, and personal space. According to Goffman, this can be interpreted as self-presentation or in other words as impression management. Dramaturgical theory is an illustration of everyday life in a drama performance where the actor is oneself (Goffman, 1949).

Erving Goffman focuses his dramaturgical attention on the view of social life which is a series of drama performances just like what happens on stage. The birth of a human being has brought him to the stage of life which requires him to perform on the stage. A person who has an idea to create an impression on others how he thinks about himself is used in communicating these ideas. This is the same as what Erving Goffman introduced as the term impression management (Henslin, 2006).

The focus of this approach is to reveal how the actors play this social role. On the other hand, this approach focuses on a person's interaction with others, so he is conveying an impression that is expected to grow in other people's perceptions of him. Therefore, an individual performs himself to please others (Mulyana, 2013). Overall, the relationship between self-presentation and dramaturgy theory is that self-presentation is the way a person presents himself to others in accordance with a predetermined strategy, with the aim of influencing other people's perceptions of himself and achieving the desired goals.

Erving Goffman has a view that in this social life there is a part of the front area called the frontstage or front stage. Part of the front area refers to events in social reality that allow actors to carry out their theatrics formally. The front stage is where a person maximizes himself through the impressions he creates according to his wishes. According to Girnanfa & Susilo, the front stage is a stage consisting of performances or appearances, appearance parts, and styles or manners (Girnanfa, F. A., & Susilo, 2022).

The front stage can also be defined as an area or part that the actor wants to show. It is through this front stage that an individual strives to display something to achieve the goals he wants to achieve. According to him, this front stage consists of personal appearance and place. Furthermore, what is meant by personal appearance is the attitude and appearance that is owned. Then to perform his drama an actor needs a medium that he will use to carry out his performance, which can be an auditorium venue (Perdana, G.R. and Ahmadi, 2015).

There are pre-stage components such as personal front and setting. In this aspect, the personal front includes various special equipment such as appearance and style that an actor needs to play the role. Setting is the physical device or location that an actor needs to play his role. The personal front refers to the front stage where an actor can display the character and identity shown as a student, and managing the impression displayed refers to how the informant manages the impression displayed to get a good impression (Pamungkas, D. B. A., & Aisyah, 2022). In this case, the actors try to create and express the impression that they want to establish their presence, but of course the impression is different. For example, the way a source or informant presents himself to friends on campus by paying attention to his attitude, clothing, language, and way of speaking (Girnanfa, F. A., & Susilo, 2022).

This explanation means that the front style is nothing more than a set of self-images created by the individual, whether intentional or not, to portray his role as an actor. Through this front, Goffman distinguishes between the setting and the personal front. These two aspects are certainly very important on stage,

because actors usually try to present an idealized persona of themselves by hiding their weaknesses (Janah, F. A., Alifia, N. H., & Lusiani, 2023).

The backstage is where the places and events run by the actors to prepare for their roles in the front (Mulyana, 2013). Backstage is a stage used by actors to reveal facts in front of the stage and various types of behavior, such as other informal actions to hide. Behind the scenes, actors can act freely without being seen by their friends in the real world. Surely the actors will display their real life and true selves. In addition, in this background, actors appear more natural and flexible in conveying impressions and showing identities other than their real roles (Girmanfa, F. A., & Susilo, 2022).

The backstage can also be defined as a position where every actor of any profession can present himself in any way with a more flexible version or not in a ready state as in the front stage situation. Based on this, someone who is on the backstage will seem hidden from the view of the audience to protect the secret of the show (Wahyuni, P., & Dewi, 2023).

Gender Communication

Gender communication is closely related to cultural elements. The significance of masculinity and femininity, as well as the way of conveying gender identity is basically influenced by cultural factors. Culture involves a system of beliefs, values and behaviors that make up a particular ideology or social system. The way people communicate about their gender identity is influenced by culture, interpretation, understanding, judgment, and also by the media that portrays various gender roles. Differences in gender communication styles can be observed through language, purpose of communication, speech patterns, and non-verbal communication (Harahap, M. A., & Adeni, 2021).

Gender plays a significant role in communication, including on social media platforms such as Instagram. Gender communication encompasses the way individuals communicate based on their gender identity. Cultural, social, and language differences between men and women can affect how messages are delivered and received. On Instagram, gender plays an important role in shaping stereotypes. The platform is often a means of measuring one's success based on physical appearance, lifestyle or certain achievements. Gender stereotypes can limit how individuals present themselves and encourage certain expectations of men and women (Nurlita, n.d.). Gender roles in online communication can also create social pressure to adhere to certain norms. In other words, gender communication on Instagram reflects complex social dynamics, where gender stereotypes and expectations can influence how individuals interact and construct their online identities (Ye, Z., Hashim, N. H., Baghirov, F., & Murphy, 2018).

Gender communication is heavily influenced by culture and social media platforms such as Instagram mirror the complex dynamics of gender interactions. Gender stereotypes, social expectations and pressure to conform to certain norms can shape the way individuals communicate and construct their online identities. While there are challenges in confronting gender stereotypes, positive changes and movements to encourage diversity are growing in the digital world.

Methodology

Researchers conducted research by taking the main focus, namely to find out how the self-presentation of male influencers on Instagram. In this study, researchers want to use a type of qualitative research and use a descriptive approach. Regarding qualitative research methods, as an approach or search, study and master the central phenomenon. In order to master the main facts, researchers conduct interviews with participants and present issues and are regular and quite in-depth (Creswell, 1999).

The method used in this research is qualitative with a descriptive approach. The evidence collected is in the form of conversations and photos, so numbers are not emphasized. The accumulated evidence is then described and presented in a light way so that it is easily understood by others. Qualitative research will be concerned with meaning (within the observed data). Qualitative research is more equated with the deeper meaning of a phenomenon. Meaning is the real evidence behind the visible evidence, which is the result of the interpretation of real evidence (Arikunto, 1986).

In this study, data were collected through interviews and observations of the research subjects. The method used is purposive sampling where samples are taken from data sources or sources based on specific decisions. The purposive sampling technique allows researchers to easily find samples by considering certain factors (judgment sampling). In this study, samples were selected from male influencers in Surakarta City on the Instagram platform (Sugiyono, 2021). The selection of male influencers was carried out because there has been no previous research that discusses self-presentation on male influencers on Instagram, especially in Surakarta City. The following is a table of research informants:

Table 1
Research Informants

No.	Name	Age	Instagram Username	Instagram Content
1	Informant 1	18 years old	@ramaafif_	Fashion
2	Informant 2	23 years old	@aldhivallen99	Fashion, Travel and Review
3	Informant 3	20 years	@riskyda_	Education, fashion
4	Informant 4	24 years old	@danynaash	Java Comedy

Source: 2023 Researcher

The data collection method in this study involved interview techniques. An interview is a form of conversation between two individuals that aims to exchange information and thoughts through a series of questions, with the aim of building an in-depth understanding of a particular topic. Interviews become a data collection technique when the researcher wants to identify a problem that needs to be researched or understand more deeply about a particular subject. In this study, researchers used semi-structured interviews where this interview approach was carried out with the intention of exploring the problem openly. Interviewees can provide their opinions and thoughts which in its implementation will be freer than structured interviews (Sugiyono, 2021).

In data collection techniques using data triangulation techniques. Triangulation is a data collection technique that compares various data collection techniques and available data sources. The triangulation process involves the stages of data reduction, data presentation, and conclusion drawing or verification (Sugiyono, 2021). First, data reduction activities involve classifying and summarizing raw data from interviews and literature studies to facilitate understanding. The goal is to organize the data in a focused, sharp, and selected manner to make and verify research conclusions. By reducing the data, researchers can conclude important information in accordance with the focus of the research.

After completing data reduction, data presentation will be carried out. Presentation of data in qualitative research generally uses narrative text. This presentation helps understanding of events and allows further analysis. In the context of this research, data will be presented in tables, matrices, graphs and diagrams to ensure the information is well structured. The aim is to make the data presented in a compact and easy to understand manner and facilitate the process of drawing conclusions in accordance with the research issues raised.

The third step after analyzing qualitative data is drawing conclusions and verification. The initial conclusions produced are provisional or temporary and can undergo changes if they are not supported by strong evidence at the next data collection stage. However, if the initial conclusions can be strengthened with valid and consistent evidence when the research returns to the field, then the conclusions become more credible. This process ensures that the conclusions drawn have a strong basis and can be accounted for.

Results and Discussion

Results

The findings of this research are based on the Dramatungi theory. This theory analogizes that an influencer has two parts in carrying out their role, namely the front stage and the back stage. Front stage is part of the front stage, where all informants show themselves as an influencer on Instagram social media. Meanwhile, the back stage is an arena where influencers prepare all the needs carried out on the front stage, and this is the original form of an informant. This research was conducted through interviews with four male informants who are Instagram influencers in Surakarta.

Front Stage

Front stage is a stage play that is performed in front of many people so that what we do is limited by the construction of concepts determined by society (Janah, F. A., Alifia, N. H., & Lusiani, 2023).

In the research findings, almost all informants stated that there was impression management that they had to do before and after becoming an influencer. This is a form of self-acceptance that they try to do after becoming an influencer to maintain their existence in front of followers.

"So it's not just that we just upload this, just upload that, like that. Especially here as an ambassador and I have to be an influencer for people not to fall into promiscuity like that, Ma'am" Informant 3.

Based on the interview excerpt, there is an impression management that influencers try to show, but it is not too significant because the content they produce is also an activity that they often do every day.

The influencers also display the impression of a fashionable style that is loved by many people. In this Front stage, flawless ideal impression management is carried out, this is an effort made by informants to fulfill the desires expected by their followers.

Erving Goffman in the front stage distinguishes the setting from the personal front (Suneki, S., & Haryono, 2012). Setting relates to the physical appearance inherent in the actor when playing his role (Merawati, 2015). Meanwhile, the personal front is a variety of actor equipment that makes an identification between the actor and the audience or followers (Amelia, L., & Amin, 2022). The personal front is divided into appearance, which is a variety of items that give an impression of an actor's social status, and manner, which is how an actor plays his role (Girnanfa, F. A., & Susilo, 2022).

In the Setting section, all informants display like an actor playing a role. The setting is based on the content of each individual in giving an impression to the public. Almost all informants display various fashion styles as well as their advantages of being an influencer (Krisnawati, 2020). Management of an attractive impression with various accessories complements its appearance on the front stage.

"From my specialty, I emphasize public speaking, Ma'am." "My own specialty is that my Instagram is as attractive as possible" Informant 3.

"For fashion, my body is just right, especially for over-sized products." Informant 2. "Most Javanese content." Informant 4.

Based on the quotes from each informant, it can be seen that all influencers have their own characteristics in setting the front stage. Although there are differences, in general, these influencers still want to display a fashionable impression with various uploads that try to make themselves look trendy in front of followers, so that it becomes their branding on Instagram social media.

At the appearance stage is the appearance of the informant. Based on the results of interviews conducted by researchers, all informants try to display the content attributes inherent in themselves. Like informant 3 who is famous for gender education content, he tries to display the attributes of the genre ambassador to his followers. The attributes of the genre ambassador are like the educational content provided. Meanwhile, other informants present themselves as good looking so that they have to prepare in advance when interacting on the front stage.

"Before interacting with anyone, including followers, we prioritize appearance so we have to prepare." Informant 1.

In addition to a fashionable look, the informants also try to complement it with various accessories as a form of impression management carried out to the public. Instagram social media seeks to be used as a means of expressing the expression of influencers in showing their outfit style and style. On Instagram social media too, informants try to show the impression of being a person who is current and suitable to be followed by their followers,

Being an influencer on Instagram social media is required to always look their best as part of themselves who have high self-confidence. This is reflected in the appearance that the informants try to show in front of the audience. This positive vibes impression is indeed the content expected by followers. In line with the theory put forward by Perdana and Ahmadi that the actor is able to understand the character of the audience, the message that the actor wants to convey will be conveyed perfectly which will support the success of the drama he is performing (Arikunto, 1986).

Furthermore, manner or style is the introduction of what kind of actor role the influencers want to play (Janah, F. A., Alifia, N. H., & Lusiani, 2023). The informants want to show behavior in their own way and tendencies. In their appearance through the Instagram front stage, they try to present themselves as someone who is extroverted and open to their followers.

"Interaction with followers, for example, guessing, usually if it's true I give it, I transfer it, that's it." Informant 4.

The form of effort that influencers try to make is intended to appear as an open person and willing to accept their followers. In addition, the management of a friendly impression is also tried to be displayed in various ways such as replying to comments via direct message or comment column. In addition, this study also found the use of good Indonesian or Javanese language so as to form the impression of positive vibes that are replicated from influencers on Instagram social media. This is as stated by (Lestari, R. F., & Yulianita, 2023). that there is an impression game that is trying to be displayed in order to get a good image from the public.

In impression management related to the influencer's response to followers who comment negatively, they try to be ignorant by immediately blocking the message or limiting the comment field.

"But I immediately block the negative comments" Informant 2.

What influencers do is a form of self-control during interactions with the public in order to get the expected impression (Sabrina, D., & Utami, 2019).

Back Stage

Based on the results of research that has been conducted on the back stage, all influencers show a personal display consisting of various kinds of tools that are considered as completeness used by actors in space or settings (Wahyuni, E., & Afandi, 2023). There is impression management done by influencers in presenting herself on the front stage in the form of positive impressions. This is the only shown on the backstage.

"Honestly, my relationship with my own family can be said to be not good or broken home" Informant 1.

Based on the results of interviews with the four informants, researchers can conclude that the backstage settings of informant 2, informant 3 and informant 4 have a fairly harmonious relationship with their families. Unlike the three informants, informant 1 actually came from a broken home family. The informant's backstage situation in the family dimension does not show a good situation as he always shows in public. Family as a mediator in sending culture that shapes the behavior of influencers (Gardner, K. A., & Cutrona, 2003). On the basis of the formation of these behaviors, because most of them live with their parents, they are also supervised so that they are not free to express themselves.

If we look at the existing reality that the social construction of an influencer must begin with the public's distrust of the profession. it is like the stigma given by society to the profession. Stigma is a phenomenon of labeling someone, a stereotype that has even been considered commonplace for society (Kramer, N.C., & Winter, 2008).

"When the tiktok application was just trending, there were many who judged" Informant 2

"I was surprised at first, because many of my friends didn't support me either" Informant 4.

This is reversed when they are currently loved by their followers. Researchers can conclude that a negative construction made by the community at the beginning of his career was used as a trigger for informants to further increase creativity as an influencer. In addition, the creation of content by all informants regarding the video a day in my life can represent an actor on the backstage that is shown in front of the audience. As stated by (Fitri, 2015) that Instagram social media has built a social image in the form of managing a good impression on the public.

In their daily lives, influencers also present themselves as they are. The form of appearance or clothing used also depends on the situation and conditions, such as if he is going to meet a religious friend, there is an effort to manage an impression similar to his environment. It is as stated (44) that there are material symbols of a certain group of people that will be highly valued if they are also in accordance with the wishes of the audience.

"We just adjust, if it's bukber, if the theme is religious, it's religious. If it's a normal hangout, we adjust accordingly." Informant 4.

In the impression management efforts made by influencers, they also still seek inspiration from many people. The inspiration is also a form of effort to adjust the ideal so that it can be accepted by the public. In line with Goffman's view, individuals will cultivate the expected impression on other individuals by managing messages (King, G., Schneer, B., & White, 2017).

"Because I am still learning, so for 30% I am still learning from other people."

Furthermore, in terms of behavior or manners shown by all informants on the backstage, they tend to be introverted. This is in line with research conducted by (Ardianti, C., Salam, A., & Nuryani, 2020) that there is an introverted personality raised by content creators on the backstage because there are self-restrictions made by him when interacting in society.

"My character in my daily life is more honest, more quiet actually." Informant 1.

Unlike the other informants, informant 3 tends to be more extroverted backstage because he has responsibilities as a gender ambassador on the front stage so he does not have freedom of expression. As stated by (Fitri, 2015) that there is an effort made by individuals to create an impression or perception of themselves in front of the public. The perception that wants to be shown is that of someone who is academic and serious.

"On a daily basis, I am actually a joking child, I like to joke around." Informant 3.

In the use of language, influencers tend to speak politely and in accordance with the designation of who is the speech partner. After becoming an influencer they begin to realize that there are limits to their behavior because they will be emulated by others or their followers. As stated by Goffman, there is a penning between individuals who have a stigma and those who do not in interaction (Cheikh, A. B., Ferchichi, G., & Chaabani, 2021).

Based on the results of interviews with the four informants, we conclude that the four informants' styles displayed on the backstage do not try to strengthen public validation and do not legitimize the abilities possessed by each informant. Researchers believe that all informants present themselves differently from how they look on the front stage, and that is the reality of their lives. The profession of being an influencer gives its own demands for itself to always appear full power in front of the screen. Be it in terms of appearance or attitudes and expressions shown to the public. Supposedly a human being who has the emotions of an influencer is also behind the entertaining content, as if presenting himself as carefree, it turns out that he has his own problems. The impressions given by all informants on the front stage tend to be as they are. They try to independently express negative emotions that tend not to be expressed on the front stage.

Discussion

The self-presentation of an influencer is analyzed through dramaturgy theory which focuses on two sub-categories, namely front stage and back stage. Front stage is managed based on setting and front persona in the form of manner and appearance.

Front Stage

The appearance of an influencer on the front stage shows a masculine impression through the use of clothes that become more fashionable. In this study, the informant tends to be fashionable as shown by the appearance on his Instagram that when he is not yet an influencer, his appearance is still as it is and does not really care whether his appearance will be liked by people or not.

Goffman states that the front stage is an area where a person presents himself to manage impressions (Goffman, 1949). In this study, the front stage is the informant's Instagram page as a stage where the audience is Instagram followers and users in general. The informant's self-presentation in this study has a tendency to be fashionable, achievements and other activities as things shown by the informant.

When the informant has become an influencer, the style of dress is always the main thing to pay attention to. This is because the media is a concrete expression that can be known by the public. This is in accordance with King, Schneer, & White's research that the media's influence on classic ideas about public opinion is very important, so an influencer must still pay attention to his appearance in front of the media to increase his attention to the public (King, G., Schneer, B., & White, 2017). In fact, if an influencer prioritizes his/her fashionability in the media, it will have an impact on people's purchasing power to use fashion according to the influencer's dressing style and can generate income for the influencer himself/herself (Cheikh, A. B., Ferchichi, G., & Chaabani, 2021).

Apart from appearance, in the front stage, informants also display various achievements. For example, one of the informants showed his achievement as an ambassador of the Surakarta genre. The existence of these achievements also shows that influencers at least have achievements that can motivate others to be enthusiastic and confident in achieving their respective dreams and goals. Individuals who have a high level of achievement motivation can gain more than just success when achieving a desired task or target, one of which can motivate others to be more enthusiastic (Alyana, S. I., Kousar, F., & Soomra, 2023).

Not only appearance and achievements, informants also often share other activities such as traveling, endorse activities and others in their Instagram accounts. This shows the informant's professionalism as an influencer. Previous research shows that celebrity endorse is one of the strategic jobs in the digital era that prioritizes professionalism (Ardianti, C., Salam, A., & Nuryani, 2020).

Interestingly, in the front stage of this research, the informant also displays the informant's closest environment such as family and friends. A close and supportive relationship is a point in its delivery. For example, with the content of a day in my life informant (Gardner, K. A., & Cutrona, 2003).

Back Stage

Goffman explains that the back stage is the realm where a person prepares his front stage. In this research, the back stage is the realm of informants' daily lives. In this research, the influencer describes herself as a different person from the one shown on Instagram.

This difference is basically related to how a person assesses himself. In other studies, it is stated that self-assessment or self-concept is complex because it is related to psychological aspects, past experiences and relationships with other people (Yapono, 2013).

The condition of informants who are men is also related to cultural constructions in Indonesia. In another study, it was explained that a man is seen as having to look strong and should not give the impression of being weak or too compassionate and exaggerate problems (Jackson & Wingfield, 2013).

The popularity generated by an influencer is not only positive. This study shows that informants also experience negative things, one of which is hate comments. Hate comment is one of the cyberbullying phenomena that is rampant on Instagram. In other research shows that cyberbullying is something that can have a negative impact on victims (Lee, Y. H., & Yuan, 2023).

Social construction about gender also plays a big role in how informants deal with the hate comments they receive. Men who are constructed as strong figures and should not be emotional make informants unable to talk about hate comments or the impact of bullying openly (Nixon, 2014).

In dealing with hate comments, the informant also only shares what he experiences and feels with his family and friends. This is related to the relationship that informants show on the front stage. Environment is important for cyberbullying victims. In another study, it was stated that family and friends are parties who are able to provide support for bully victims and are important in restoring the confidence of bully victims (Utomo, 2016).

Conclusion

The results show that the front stage is a stage play on social media where the influencers appearing in a fashionable style, managing a flawlessly idealized impression, and accentuating their own distinctiveness.

Influencers use appearance, style, and achievement to build a positive image in front of followers with impression management that includes physical appearance, accessories, and friendly interactions. Front stage also includes using media as a concrete expression, paying attention to public opinion, and displaying aspects of personal life such as family and friends, to build a close relationship with followers. In addition, this study also found that the back stage is the realm of influencers' daily lives where they show a personal appearance that is different from that shown on the front stage including impression management which includes the construction of harmonious relationships, handling stigma, and daily life that does not always match the image on social media. The hate comment experience is also dealt with by maintaining privacy

and sharing with the closest environment, reflecting the social and gender impact of coping with the situation.

The limitations of this study refer to the research focus which is only limited to analyzing the self-presentation of male influencers in Surakarta City on Instagram where this study only discusses one side of the digital communication phenomenon involving influencers. Future research may consider a more thorough approach by incorporating audience analysis involving responses, perceptions, and influences generated by influencer self-presentation. In addition, the text analysis aspect can be further expanded to understand the context, language style, and narrative used by influencers in their content.

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