

ABSTRACT

FELY ARYANTI RAHMAT, 17824260

ANALYSIS OF FIRST ACCOUNT INSTAGRAM USAGE AS A SELF-PRESENTATION MEDIUM IN LATE ADOLESCENTS

Keywords: Self-presenting, Instagram, First Account, Dramaturgy, Late Adolescence, Front stage.

(xii + 77 + attachment)

This research aims to examine how late adolescents present themselves through their first Instagram accounts. Self-presentation is a phenomenon where individuals attempt to create a specific impression in front of others, particularly by managing their image on social media. Using Goffman's dramaturgical theory, the study focuses on the front stage, where social interactions are likened to a theater performance. The research employs qualitative methods, including interviews, observation, and documentation. The findings show that late adolescents use their first Instagram accounts as a medium for social self-presentation, utilizing available features and visuals to manage the desired impression. Editing and content selection are done carefully before being displayed to the audience. Users tend to play various roles and behaviors to gain social recognition.

Bibliography (1982-2023)