

## **ABSTRACT**

**Fransisca Yolanda. 10822398**

### ***Self-Identity Construction of Teenagers on Instagram Social Media @narinkovilda for Their Followers***

*Keywords : Self-Identity Construction, Teenagers, Self-Presentation*

*(XI + 69 + Attachment)*

*This study discusses the construction of self-identity carried out by adolescent followers on the Instagram social media account @narinkovilda. Where the construction of self-identity is interpreted as the development or formation of identity or self-image, so that adolescents can be more comfortable and free to present themselves on social media. Sometimes adolescents limit their self-disclosure on social media and are more open or become themselves in the real world. However, sometimes adolescents present themselves on social media by seeing or being inspired by people they idolize. This is what is interesting for researchers to find out how the Construction of Self-Identity of Adolescents on Instagram Social Media @narinkovilda for their Followers. By using qualitative research methods and Self-Presentation Theory developed by Erving Goffman. So researchers want to know the Construction of Self-Identity of Adolescents on Instagram Social Media @narinkovilda for their Followers. With Self-Presentation Theory, researchers can find out the front stage and back stage carried out by informants. Based on the results of the study obtained on the front stage, informants want to show a more structured, confident self-presentation, both in speaking and ethics, and maintaining visuals in front of other people or their followers on Instagram social media. Meanwhile, on the back stage, informants choose to be themselves and are more relaxed about the self-image they display in the real world.*

*Bibliography (2002 – 2025)*