

Presentasi diri melalui foto di situs jejaring sosial (studi pada pengguna instagram usia dewasa dini) = Self presentation through photos in social networking sites (study of early adult instagram users)

Putri Estiani, author

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Abstrak

[ABSTRAK]

Dengan filter dan fitur mengedit lainnya, Instagram seringkali dilihat sebagai platform yang memungkinkan pengguna untuk menyempurnakan foto. Penelitian ini ditujukan untuk mengetahui bagaimana pengguna Instagram usia dewasa dini menggunakan situs jejaring sosial tersebut untuk mempresentasikan diri. Melalui analisis tematik data dari photo-elicitation interview dengan tiga individu berbeda, temuan menunjukkan bahwa pengguna menunjukkan potret diri ideal melalui foto Instagram agar bisa diterima di lingkungan pergaulan. Presentasi diri melalui foto tersebut menunjukkan karakteristik mereka masing-masing, namun juga dibentuk faktor lain di luar diri pengguna.

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<i>ABSTRACT</i>

;Armed with filters and photo-editing tools, Instagram is known to have the builtin abilities to idealise images. This research aims to know how early adult users utilise the social networking site to present themselves. Through thematic analysis of data obtained from photo-elicitation interview with three different individuals, findings show that users present an ideal self-image through their Instagram photos based on the motive to be socially accepted. This self-presentation shows their unique characteristics, but is ?socialised? by other factors outside themselves, Armed with filters and photo-editing tools, Instagram is known to have the builtin abilities to idealise images. This research aims to know how early adult users utilise the social networking site to present themselves. Through thematic analysis of data obtained from photo-elicitation interview with three different individuals, findings show that users present an ideal self-image through their Instagram photos based on the motive to be socially accepted. This self-presentation shows their unique characteristics, but is ?socialised? by other factors outside themselves]