MOTIVES, STRATEGIES AND COMMUNICATION BEHAVIORS ON ADOLESCENT GIRLS' SELF-PRESENTATION ON INSTAGRAM

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Abstrak

This research focuses on how the motives, strategies and communication behaviors of adolescent girls in using Instagram social media in Jakarta. This is against the background that adolescent girls are the most social media users, especially Instagram, who use it as a virtual self-presentation medium through their form of communication behavior. This research study uses Erving Goffman's theory of Dramaturgy and the theory of identity communication from Micheal Hecht, and uses other concepts that support it. The research methodology used is qualitative with Alfred Schutz's phenomenological approach and the results of the study show that there are several motives underlying adolescent girls in presenting themselves on Instagram media through the front stage where women as actors have settings, performances, and their own groove to play their own roles that they want to show to their Instagram account followers as viewers. The setting they mean is the way they do to make the image they want to show successfully captured by the followers as they want. They have a specific strategy in managing messages that are expected to grow in others, in other words they all want to be 'seen' according to their goals.

Keywords: Behavior, Communication, Socialmedia, Teens, Women

INTRODUCTION

The presence of media that has all its 'technological skills' ultimately makes each media will certainly form content, so from there it will create a different experience for its audience. The presence of media social has made it easier for people to be able to communicate without space or time boundaries in obtaining information. The power of social media brings about changing influences in society. The characteristics of social media that are owned reinforce the power of social media for its users. The characteristics are between lain (Yusmanizar, Thahir, Unde, & Muhammad Yunus, 2020): 1. Participation. In this case, media social can encourage its users to contribute and give feedback to each other. 2. Openness. This character allows users to openly vote, comment and share information. 3. Conversation. Social media makes it easy for its users to have two-way communication. 4. Community. This social media can form communities quickly. 5. Connectivity. Media social has a connection with other websites or links quickly. One of the popular social media is Instagram. Instagram was founded in 2010 and was founded by two friends Kevin Systorm and Mike Krieger (Media, 2022) Instagram is a social media that is very popular with teenagers. Teenage girls are one of the Instagram media users with different characteristics from men. Quoting from the Napoleon Cat Report shows, in Indonesia that 52.6% of Instagram users are women (Katadata Media Network, 2021). Meanwhile, 47.4% of users are male (Katadata Media Network, 2021). In the age group of 18-24 years, 19.3% of Instagram users in Indonesia are women, while as many as 17% are men. In the age group of 25-34 years, female and male users were equally 15.9%. Then, 7.7% of women aged 13-17 years in Indonesia chose to use Instagram, 5.2% of male users. Referring to research published in The Lancet Child and Adolescent Health Journal as quoted by CNN

on September 1, 2019, that in the use of media social is often the cause of greater psychological distress that occurs in women (Haryanti, 2019). But on the other hand, these teenage girls like social media as a place to present themselves (Rosita Dewi, 2020). Thus, the communication behavior of adolescent girls becomes interesting to study Communication behavior is an act of communication or can be referred to as a communication behavior that can be done verbally or non-verbally. This behavior is one of the dramaturgical studies that exist in human life as a social being. The dramaturgical study of Erving Goffman shows there is a series of drama performances in which there is actor, there is an audience. Actor's job is primarily to prepare with all sorts of supporting attributes needed from the role actor plays. How a meaning can be created from what is displayed and then para the audience give its interpretation. This theory of dramaturgy explains that in human identity it is indeed unstable and is part of an independent psyche. Human identity can change depending on interactions with others, this is where dramaturgy comes in as we master those interactions. Teenagers, especially girls, tend to perform theatrical performances, social interaction is similar to performing on stage, which features the roles played by these teenage girls. Interaction with other people is not only done face to face or directly, but can be done through social media which is done at the same time as the state of not seeing each other and not knowing the real 'state of the interlocutor in the real world. For adolescent girls, they often behave in communication on Instagram by doing various variations and innovations on social media.

Even teenagers are often seen using Instagram almost all the time, be it during meals, studying in classroom, even when doing worship. Various things are the reasons why social media is so attractive to teenagers, some of the reasons are getting attention, asking for opinions, growing an image, hobbies and to add friends. Various motives in using the Instagram can include cognitive motives (as the fulfillment of information needs, as reaching the ideational level, achieving the fulfillment of emotional needs) or affective which includes for creating, getting responses, for interacting and meeting the need for recognition with self-actualization) (Rakhmad, 2009). Inst a gr a m becomes a means to show himself what is being done. Social media today is not only a medium to communicate for adolescent girls but also to build an image of their social sphere, both for the benefit of the teenager and his peer group. On Instagram, these teenage girls have many opportunities to write ideas, opinions, and various things to build her self-image and for her self-presentation. Dramaturgical theory is used to provide a detailed picture and analysis of a process and the meaning of a social interaction. The action on the social media stage is similar to the show on stage, which features the roles that these teenage girls play. Goffman has the assumption that when people interact then it can be assumed they want presenting an imagen about self that others will later accept. So, Goffman called it an impression management effort. Impression Management is a technique used by actors in cultivating certain successes with certain circumstances and situations to achieve certain goals as well (Mulyana, 2010). Then what happens is that this so s ial media for women has a significant impact on their lives, and as real as women turn out to be better at using sosial media for their psychological health in various ways through email, sending messages to each other and expressing their feelings through social media. Meanwhile, looking at the strategy in utilizing the social media stage for the benefit of dramaturgy, it can be seen from the

Ingratiation strategy (in order to please others), self-promotion strategy (self-promotion), exemplification strategy (for example), supplication strategy (self-handicapping) , that is, it is usually used by those who want to be perceived as individuals who have limitations, the Intimidation Strategy (Rakhmad Kriyantono, 2017). In the context of behaving through this Instagram medium, there is a user identity, namely adolescent girls who are complex constructs within themselves and socially related to how they think that they themselves how and how they expect other people's views on them and how others will perceive them. According to Micheal Hecht and colleagues, about the theory of identity communication, it is a combination of the three contexts namely the individual, the communal and the public.

According to the theory, identity is the main link between the individual and society and communication is the link that allows this relationship to occur. In the theory of identity communication this consists of the first rank, the personal layer then the second increase, the enactment t layer then the third t increase is relational then the fourth t increase is the communal level (Littlejohn, 2012) In the previous research search, namely a study entitled Analysis of Digital Self-Presentation Practices and Profiles of Spanish Adolescents on Instagram and TikTok, concluded that adolescents' self-presentation practices were related to three different factors: social validation; authenticity; and image control. (Hernández-Serrano, Jones, Renés-Arellano, & Ortuño, 2022).

Then research entitled The Melting of Student Identity through Second Accounts on Instagram. The results of his research state that In the end, student's digital identities are becoming increasingly fluid and fragmented. To support the existence of their fragmented digital identity, students construct an identity which is divided into two accounts with different appearances, namely First Account and Second Account (Rakhmat Hidayat, Fioreza Fahira Zahra, 2022). The research entitled The impact of social media use on appearance self-esteem from childhood to adolescence–A 3-wave community study, concluded that increased other-oriented social media use predicted decreased appearance self-esteem from ages 10 to 12 and ages 12 to 14, but only in girls (Steinsbekk et al., 2021). All of these studies on average shed more light on the perspective of dramaturgical theory, namely on the front stage and back stage of the actors, so the author concludes that this author's research has a novelty offered, namely in how adolescent girls manage the stage on social media with the perspective of Erving Goffman's Dramaturgical theory , complemented by Micheal Hecth's theory of identity communication , so the results lead to that it turns out that there is no gap between the stages created depending on the motif that then gives rise to the image they want. So, this research focuses on how the motives, strategies and behaviors of communication in the self-presentation of adolescent girls in Jakarta?

METHODOLOGY

In this study using qualitative research methods. In the nature of this research, methodologically, the quality of the research focuses on the researcher's view of world phenomena, then also from the type of research questions indicates qualitative research and also practical reasons for exploring with qualitative methods. This research focuses on the natural aspects and characters contained in

the data using a phenomenological approach. In this study the presence of the researcher as the main instrument. The researcher as the main instrument intended is the researcher acting as a planner, implementer of data collection, analysis, data interpreter, and in the end he becomes the reporter of the results of the study. In this study using 7 informants with predetermined criteria, are high school students from different schools, Denature qualitative not knowing the minimum sample (sample size) but using the adequacy conditions met that provide enough information, so that not on the element of representation (representation) but more flexible that is based on the terms of adequacy through the depth of information obtained and conformity. Meanwhile, in the data analysis process, researchers carry out a process of systematically searching and organizing interview transcripts,   field notes and other materials (Imam Gunawan, 2013). In testing the credibility of qualitative data, researchers use the competence of research subjects which means that research must be credible by testing answers according to the experience of the subject (Rachmat Kriyantono, 2014)

RESEARCH RESULTS

Motives Using Instagram Media

Motive is an impulse in man that arises because of the needs that the human being wants to meet. This motive is seen from two things, namely First, because motive (motive cause) which is the one behind humans doing an action. Second, in order to motive (motive of purpose) that is, the goal that man wants to achieve is related to action. which they worked onn. From the findings, the motif because these young women are:

1. Creation Motifs

In this motive, it facilitates Instagram users to be creative to personalize the features used as an imaging medium. Instagram is a medium for someone to pour things, thoughts and various things that are felt through personalization which in the view of other users can be used as a medium of imagery. Instagram is considered to support informants to show their identity, about how they are, their personality, what they like, their interests and the ideal things they upload. Instagram users make uploads a personal part that represents themselves so that what they want to say, show, or listen to is all revealed about the personality of the owner even though it cannot be known for sure about the actuality of the content they upload. An example can be seen in the following table:

Table 1: Motives for the Informants' Creations

Informant	Motif
A	Interest in idola from the west
B	To style and look yourself
C	To show having drawing skills
D	To be a daily memory of school days
E	For known as an entrepreneur from display creation to selling
F	To create artistic from site or place visits
G	Interest in Korean idols

2. The second motive is to show an effort to meet the emotional needs of the account owner. This emotional need is related to mood which can be in the form of fun, sadness and other things that are considered important to show on Instagram. Here, moreover, what is shown in Instagram is part of the imagery, so that the emotional level can actually be represented on Instagram even though it is not fully shown by the teenage girl because of the relationship between the content and the assessment of the owner so that the imaging values are actually still involved. The use of Instagram Stories features, captions, photos, is a feature that is considered to have a direct contribution in expressing feelings. Instastories is even rated as the safest way to express feelings because uploading on a feed requires greater commitment than on Instagram Stories. The findings are in the following table:

Table 2: Motives of Emotional Needs of Informants

Informant	Motives of Emotional Need
A	To express liking for western idols
B	To express yourself through a sexy look
C	To express his higher status self with a visible look
D	To express daily activities so that it becomes a satisfying spectacle
E	To seek satisfaction about new product products
F	To catch a fish of joy from a visit to a historic new place
G	To express a sense of love for Korean idols for stress transfer

3. Motives for Information

Information is a set of data that is obtained into various forms in order to provide choices and considerations for adolescent girls to make their decisions. As the generation that uses Instagram the most every day, they feel that Instagram makes it easy to find their needs, one of which is the need for information. The findings are in the following table:

Table 3: Motives for Information

Informant	Motives for information
A	To find information about idol artist artists
B	To find information about the latest lifestyle
C	To find information about fashion inspiration
D	To find information about western songs
E	To find information about new things for business ideas etc.
F	To find information about historical locations such as museums and unique places
G	To find information about special Korean culture music

4. Motives of Self-Actualization

The second motive of someone using Instagram is the motive of self-actualization, the need for actualization of self is a need related to credibility, value reinforcing or enhancer of beliefs or beliefs, stability, individual status and self-understanding. This motive comes from the need and drive for the self-esteem of these teenage girls. The findings are in the following table:

Table 4: Motives for Self-Actualization

Informant	Motives for Self-Actualization
A	Want to be known as a simple person as he is
B	want to be known as a unique and fashionable person
C	want to be known as a neat and fashionable person
D	want to be known as having solidarity with friends
E	want to be known as a confident and aesthetically pleasing entrepreneur
F	want to be known as a knowledgeable person, because he loves history
G	want to be known as a person who is always happy and cheerful

5. Motives of Interacting

Social interaction is a reciprocal relationship between individuals with other individuals, individuals with groups and groups with individuals. The findings are in the following table:

Table 5: Interaction Motives

Informant	Motives of interaction
A	The motive of multiplying friends by sending idol chats to their peer group
B	The motive of multiplying friends to gossip about lifestyle trends
C	Motifs multiply reference groups in fashion
D	Motives for interacting more with girlfriends and best friends
E	The motive of interacting with people with the aim of transacting sales
F	The motive of interacting to get new information about history with his group
G	The motive of interacting with friends who are as popular as Korean fans

6. Entertainment Motives

The average entertainment motif is almost uniform all informants state that they get a hiruban that is harassing by using Instagram. Marked with every day definitely open Instagram In average frequency of 5-8 hours a day.

Strategies in utilizing the stage on social media with activeness using Instagram

In utilizing the social media stage for the benefit of dramaturgy, all informants tend to use Ingratiation strategies (in order to attract and please others who see) and self-promotion strategies by branding them with their own characteristics. These teenage female informants are all active users of Instagram social media. From the interview above, it proves that they use Instagram social media on a daily basis. In fact, it has become an obligation in his daily life to open and use Instagram social media. They pretty much spend their time using Instagram in an average of 5 to 8 hours in a day. Even sometimes in their schools they use it, so it's no wonder that they have made Instagram an activity in their daily lives.

Communication Behavior in Using Instagram Media as a Medium for Online Self-Presentation

Instagram can indeed be a place to communicate for informants. In addition, Instagram can also be a place for them to get the latest information and news, or info related to school or with existing friendships. Aside from the Instagram function, they use Instagram as a place to present themselves.

Dramaturgy is a stage play where there are two important things, namely the front stage and the back stage. The front stage that is used as an individual for the medium of his performance and the back stage is the real reality of the self.

So, in a front stage there are three elements in it, namely appearance, style, and impression management. According to F's confession, "if it's on Instagram, I'm just doing a good thing, hehe." Then the other informants said that they only uploaded the good ones. As an actor in presenting himself, of course, the roles and characters have been prepared while on the front stage. The actors will give up their original roles while on the front stage. It happened to the informants uniformly. They also did the same thing, which was to show their best version when they were on the front stage. Acting out a role in doing a self-presentation does have to pay attention to several important things including appearance and character. As an actor, of course, you must also present roles that have been arranged as well as possible. When performing on stage, an actor will act out a role that has been created as he sees fit. Therefore, informants as actors in showing self-presentations will show their roles on Instagram social media as well as possible in order to get a good impression.

Instagram Is the "Drama Stage" of Teenage Girls' Lives

Goffman believes that our model of self-presentation in social interaction with others is a projection of what happens on stage play. The stage of our lives is the place where we work, are, live, and are even the most private places. The character of that life drama is our person. The results showed that it clearly showed that individuals knew informants did this. They are actors who are ready to present themselves like a show. Therefore, Goffman conceived a dramaturgical framework

Front Stage

The ways they do it in the front row are:

1. Uploading Photos/Videos as a Form of Self-Presentation. In the type of self-presentation, it is indeed an activity that can be done by anyone and anywhere. These teenage girls have their own ways and are different from each other in trying to present themselves on their respective Instagram accounts. They all have their own ways of making an impression of themselves to the general audience on Instagram. Self-presentation that is done is by trying to present yourself in order to reach the point of a desired self-image. On Instagram itself, the things that these teenage girls usually do, which can be categorized as a form of self-presentation, there are many and varied.

Another self-presentation is shown by frequently posting photos/videos to their Instagram account. They usually select the uploaded photos/videos first before they actually post. For the photo/video selection stage, it also depends on how they want to look and how they want to show their image. The AP informant stated that, "what is often shown on IG are aesthetic photos with aesthetic photos of him as well as about aesthetic selfies. In an effort to present through this photo he did filtering first in order to get their best photo. Their style when taking pictures is also another example in their requirements for evoking photos. In addition, there are some things that they think they should show, and not show in Instagram posts. The most basic and common thing to show is their image as a "typical" teenager. As the informant G stated: "emm let there be a place to be confident by posting my own photos, or just want to show me a song" my favorite is for the folls, and yaaa is rich.. a place to vent aja sih". They put themselves in place then they make Instagram seem to have its benchmark. A prime example with their account that has a lot of followers. To get a lot of followers, they will do various ways to attract other Instagram users to become followers of their Instagram account, including by sharing photos/videos into Instagram. To show an image of yourself in a photo. As in general, for example, the outfit used, the background of the photo, place, and others. Then all of that is perfected with the caption column provided on each upload that can be used to describe photos, or can be used to provide aphorisms. Their time taking pictures is also another example in their requirements for taking photos. Almost all informants stated so.

Table 6: Imagery Displayed through Uploaded Photos

Informant	Imagery displayed
A	To image himself as a simple person who has a special idol to get likes from followers
B	want to be known as a unique and fashionable person to get likes from followers
C	want to be known as a neat person, to get likes from followers
D	want to be known as having solidarity with friends, to get likes from followers
E	want to be known as a confident and aesthetically pleasing entrepreneur, to get likes from followers
F	want to be known as a knowledgeable person, because they like history, to get likes from followers
G	want to be known as a person who is always happy and cheerful like his Korean idol, to get likes from followers

2. InstaLive and InstaStory as a Second Form of Self-Presentation, It's not just the posting feature that exists in Instagram social media. They also make use of itur InstaLive and InstaStory. On InstaLive in the form of a live broadcast during an incident where it can only be seen when there is an Instagram user I've live. While on InstaStory is a photo / video that will be included in the trailer in our profile picture, where they upload something into the SnapStory which will only be seen by others for 24 hours and after that it will be deleted automatically by Instagram.

Table 7: Their Self-Image through Instastory

Informant	Imagery via instastory
A	To devote daily life to getting likes from followers
B	want to be known as a person who looks different from others different (unique and fashionable people)
C	want to be known as a neat person
D	want to be known as having solidarity with friends
E	want to be known as a confident and aesthetic person
F	want to be known as a knowledgeable person, because he likes various history lessons
G	want to be known as a person who is always happy and cheerful

3. They use the number of followers to increase their impressions. The number of Followers and Likes for the mainstay of their image. Followers or likes are not only listed on their Instagram profile account, but the number of followers and likes is the center of their attention as well. There are many efforts to be able to get a lot of followers and likes. The thing that is no less important to pay attention to in sharing a post on Instagram is the existence of a caption. The existence of captions is useful for clarifying a link between photos or videos shared. Captions also help to liven up the atmosphere in the shared image so that viewers can also feel what is shared. So it's no wonder that informants think of sentences to make interesting captions. This is done so that viewers can be interested in liking the post by pressing the like and comment buttons.

They try to have a lot of followers and likes on the Instagram account to make them feel more satisfied even if they don't want to be popular. Informant E stated that: "I personally want to have an image that people see" it's just neat, so it's like if I think the photo doesn't need to be in the story I don't post, and if I think it's good, it can be done with highlights, it's a bit of a concern for the aesthetics as well, but sometimes it's rich, if you want to post, just post it without thinking about anything else"

Meanwhile, informant C stated: "we definitely want to look perfect on social media, and if it is for the real world, it is as comfortable as it is, and I think with the existence of our minds, we don't have to make us not be ourselves, just like if you are on social media, just show what you want to show it". Whereas according to informant F features like this are very important to us. In presenting themselves online through the front stage, they involve several main parts, including:

1. They do the setting of their physical environment where the online self-presentation takes place. For example, almost all informants set the settings they use to display based on where they are. Some are immediately visible but some are slightly covered with photos of themselves (such as informant A)

2. They set the personal front of the informants. Almost all informants admit that our self-esteem is the center of attention to whom we communicate. In this case it is only verbal communication. But even non-verbal forms of communication are assessed. According to them, the appearance of themselves can be seen from the way they dress, smile, etc., which is important to support to get a good impression

3. using expressive tools. Expressive aids are also very helpful to the presentation of ourselves. Let's just say. Informant G acknowledged the form of the aids could be from what they were wearing or from the setting used to help express themselves. The tools are in the form of the fashion used, then the distinctive location that can characterize them as what they are like and the support of their hobbies that they arrange.

4. Ada tendency in humans to control the behavior of others. The goal is to get them interested in our appearance. At least it can make a good impression of ourselves. According to the author, this is very relevant to the daily life of Jakarta teenagers with their distinctive look.

5. The informants basically have confidence and confidence is increased by the appearance on their Instagram. There are efforts made so that the performances and roles they perform and perform have value that can be ordered and can be memorable.

Efforts made to defend their front stage

There are various efforts they make to maintain their front pits including by means of

1. Informants always maintain positive qualities especially on their first account by sharing through the feeds, Instastory, or highlight features

2. The informants are always consistent to always post on their Instagram

3. Number of Likes, Followers, and Comments That Have an Impact on informants

4. Audience Assessment and Its Effect on Instagram Usage is important to them

5. Wearer trying to multiply hashtags so that they make important keywords to other people who have the same goals, desires, or interests.

6. They create photos/videos to channel their hobbies into their Instagram account and present themselves

7. We will always try to be up-to-date and always look active on Instagram, for example by doing InstaLive and InstaStory frequently.

Back Stage

The back region is the place where we personally prepare the presentation techniques that will be presented later on the front stage. In the back region, character and behavior are not informal when we are presenting ourselves in front of our interaction partners. Our manner also changed completely. Like, relax, more relaxed, playful. This back region is our authentic character.

The back stage is opposite the front stage, but it is hidden from the audience's view. This is intended to protect the secrets of the show, and therefore, usually audiences are not allowed to enter the backstage, except in case of emergency. The informants admitted that they did not want to show the emotions felt, in this case the study subjects did not want to share their sad emotions on the Instagram page other than felt that they were inappropriate to share. In addition to emotions that do not need to be shared on Instagram social media, in addition they also do not want to share their family life through their Instagram page. All informants also said things

or weaknesses they also didn't want to be shown such as their vices, their dark side they had been through, etc. These teenage female informants on the back stage will look like a look in their daily lives. Where they no longer care about appearances and characters to be shown in a show

Application of Identity Communication Theory to Adolescent Girls on Instagram

Overall, these teenage female informants stated that their identities were reflected in their first account as accounts that showed their positive side which was their personal layer and then they would continue to strive to maintain what they were. Then in addition they have a second and third account that displays more limited or more private so that the number of their friendships is limited or the layer is enacted. They all admit that on the second account and third of this account they use the pseudonym, they feel free in displaying this second account either positive or negative identity. There are several reasons for the informants who are almost uniform on this layer, namely that can organize the results of their display, can choose their friendship. The second account is only used for a smaller number of followers for the second account and the third account for the business they feel that others think they have a wide range of friends. In their relational dimension, they are free to reveal their identity, especially to friends and relatives they choose in friendships on Instagram, then on communal identities, it can be seen from various mainstream styles of Jakarta teenagers in the form of how to dress, choosing a place to eat, photo display poses that adapt to the typical scope of the capital's teenagers in general.

CONCLUSION

Social media today is not only a medium to communicate for adolescent girls but also to build an image of their social sphere. This is motivated by various motives. Their dominant motives are affective motives, that is, motives for the fulfillment of emotional needs, motives of interaction and motives of self-actualization and motives of entertainment. The strategy in utilizing the social media stage for dramaturgical purposes is the Ingratiation strategy (in order to attract and please others who see) and the self-promotion strategy according to their respective characteristics. The communication behavior carried out by these adolescent girls performs two stages in dramatization, namely through the front stage and back stage. Their stage play is reflected on their first account as their main account. On the front stage, the settings in uploading photos, doing following, unfollowing, giving likes and comments, adding info to uploading photos, sending direct messages to each other and they have their own motives that are behind the behavior. Then in the implementation of the virtual identity communication theory they reflected in the ethics of the displaying the stages of identity communication through their first account personal layer then enactment layer on their second and third accounts with a more limited number of followers and trying to maintain a relational dimension they are with their followers. Then the communal identity is reflected as a whole with the characteristics of being a teenage girl who lives in the big city of Jakarta.

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