



INSTAGRAM AS A SELF PRESENTATION MEDIA FOR YOUNG MOTHER IN MEDAN CITY

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ARTICLE INFO

Article history:

Received: March 19th 2024

Revised : March 31st 2024

Accepted: March 31st 2024

available online March 31st 2024

E-ISSN: 2807-596X

P-ISSN: 0216-003X

How to cite:

Nurbani, Ananda, ST. (2024). Instagram as a Self Presentation Media for Young Mother in Medan City.. Komunika: (01-07)

ABSTRAK

Kehadiran media sosial memberi kebiasaan baru dalam kehidupan masyarakat, termasuk kelompok para ibu. Fenomena yang marak terjadi saat ini adalah, kebiasaan para Ibu yang rutin mengunggah di Instagram, aktivitas anak dan kegiatan parenting yang dilakukan.. Dalam penelitian ini, menggunakan teori Self Presentation dari Erving Goffman, ingin melihat bagaimana strategi Presentasi Diri yang dilakukan Ibu pengguna Instagram serta implikasi penggunaan media sosial terhadap pengasuhan anak yang dilakukan di rumah. Metode penelitian dilakukan secara kualitatif dengan teknik pengumpulan data melalui wawancara dan observasi akun Instagram para Ibu yang menjadi informan. Informan penelitian adalah para Ibu muda pengguna aktif Instagram dengan anak berusia emas (0-5 tahun).

Keyword: Presentasi diri, Instagram, Media baru.

ABSTRACT

The presence of social media Gives new habits in people's lives, Including the group of mother. The phenomenon that is prevalent nowadays is the habits of mothers who regularly uploaded on Instagram, Reviews their parenting activities and childrens's schedule. In this research, using the Self Presentation theory from Erving Goffman, aims to find the Strategy of Self Presentation is done by Instagram users and the implication of the use of social media to parenting at home. The research method is conducted qualitatively with the data collection techniques through interviews and observation of Instagram accounts of mothers who are informants. Research informants are a new mom who are the active Instagram users with a golden age of children (0-5 years).

Keyword: Sekf Presentation, Instagram, New media



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<http://doi.org/10.26594/register.v6i1.idarticle>

1. Introduction

On face to face interaction, verbal and nonverbal, people try to give the best picture of himself. Similarly, in this era of new media and show human constructs her identity in cyberspace. Internet presence provides a space for freedom of speech and the ease to communicate and access information. New media that was born from the emergence of the Internet, is also trying to resemble the real world in creating new forms of interaction between people. One new form of media that is most widely used in Indonesia today is Instagram.

Based on data from the Association of Indonesian Internet Service Users (APJI) in 2016, Instagram users in Indonesia touched the figure of 19.9 million users¹, In this study, Instagram can be viewed as a "main stage" where users form a self presentation as part of the identity you want to display to other Instagram users. Facilitating Instagram users. deksirpsi with features like profiles, photo

sharing, photo filter, caption. These features can be seen as a tool to support the formation of self-concept. When the user Instagram establish a profile, upload photos and gave caption on the photo, then he consciously make choices bagaimana establish themselves online presentation.

There are differences in Internet usage patterns between men and women. Based on the research results, Tramell and Keshelavill (2005) found that men tend to use the Internet for information relating beyond personal problems (such as news, movies, sports), while women use the internet as a diary of life with life's daily uploaded information day. In the Indonesian context, this phenomenon can be seen in the use of Instagram where women upload activities related to personal information, for example about families and children. Information about children and parenting activities are mostly done by the young mother Instagram users. Forming a presentation in showing the figure of Mother in cyberspace bloom by celebrities or celebrity instagram / selebgram .. For example the account selebgram @retnohening. The emergence of the celebrity account was followed by the other users. Women become more motivated to share their child's activity and parenting information. Not infrequently, to argue about child care in the comments field.

Figure 1. Instagram account @retnohening



O'Brian states (in Smith, 1999: 12) that the people who takes advantage of the interaction in the virtual world will take the opportunity to perform with a wide variety of roles, in this study specifically on how the election of Ms. role selected to be displayed by the users of Instagram. In addition to utilizing Instagram as a medium of self-presentation of young mothers also use it to share information about parenting, baby gear, tools, recipes complementary feeding, as well as educational toys. It is as stated Thurlow, et al (2004: 134) that women participate in the virtual world to get a dialog that supports the exchange of information and to join the community. So interesting to see how the exchange of information has an impact on the activity of parenting a young mother.

Based on the above background, this study aims to look at: "How young mother' *Self Presentation Strategies* in Instagram Users in Medan and How using Instagram give Implications of parenting activities

Goffman uses the term self-presentation to explain how a communication actors present themselves in everyday interactions. When a person faces a situation, then it will form a self presentation to decide how to put himself, what to say and how to act (Littlejohn, 20092009). In Goffman's assumption of self-presentation also explained that a person's behavior occurs because of the norms and goals of a particular setting. Based on these, it can be linked their presentation of themselves with the objectives and specific norms prevailing in society, in terms of this study relates to the construction of the role of women as mothers.

According to Goffman (1959), presentation of self has many purposes, for example, wants to be admired, presented self as being competent or to get sympathy. Each goal involves different strategies of self presentation, namely 1. Taking advance (Ingratiation); 2. Threatening (Intimidation); 3. Competence; 4. Exemplary Award (Exemplification); 5. Request (Supplication); 6. Barriers of Self

(Self-Handicapping); 7. Aligning Action and 8. Altercasing. Presentation of Goffman's thinking is usually the case in face-to-face interaction. However, some scholars began to apply this theory in the level of self-presentation online.

Research from Hussain in Silchar, India (2015) using Goffman's thinking, explains the "front stage" someone on Facebook constructed to take advantage of features provided by Facebook like profile pictures, writing status, upload photos and involvement in a Facebook Group. While the research of Smith and Sanderson (2015) see how the self-presentation strategy 27 athletes Instagram users in the United States. By using Goffman thinking, the results showed that ditampillkan athlete's self-presentation in Instagram is as a humanitarian, love of family, a dedicated athlete, and socialite life. **2.**

2. METODE

The study was descriptive qualitative with constructivist paradigm. Informant selection technique is snowball sampling, which is the main informant named Nadia, Nadia then introduce researchers to other informants. Data collection was conducted through interviews and observations of informants Instagram account. Interviews with informants, is free but the questions referring to the research question. By using in-depth interview techniques that are flexible, question formation and arrangement of words in each question can be changed at the time of the interview. It will be tailored to the needs and conditions of the interview. Criteria informants in this study are active users of Instagram young mothers with children aged 0-5 years.

3. RESULTS AND DISCUSSION

Self Presentation Strategies of Young Mothers

NO	NAME / INITIAL INFORMANT	AGE	WORK	INSTAGRAM ACTIVITIES
1.	Nadia	27 Years	Part Time Employees	<ul style="list-style-type: none"> • Upload photos of children every 1-2 days, information about child development • Self-presentation strategies: competence.
2.	Febri	28 Years	Employee	<ul style="list-style-type: none"> • Activities with the children and child development information. • Showing image of working mom that still have time with children • Self-presentation strategies: competence

3.	Ghina	28 Years	Housewife	<ul style="list-style-type: none"> • Uploading a child educative activity every 2-3 days, upload cooking results and recipes, parenting information. • Presenting image of ideal stay at home mother, full knowledge of parenting, good cooking skill. • Self Presentation Strategies: Exemplification
4.	Fitria	29 Years	Self Employed / Own Small Online Bussines	<ul style="list-style-type: none"> • Uploading activities with my children and husband, leisure activity. • Self-presentation strategy: Competence

The first informant in this study named Nadia (27 years). Nadia works part time as a clerk at the family-owned school. Nadia actively using Instagram and upload photos regarding parenting activity every 1-2 days. Nadia he is happy to share information about their children's growth, which was two years old Fia. In the interview, Nadia says she wants to show an image of a mother whose dear family. He also said, sometimes deliberately show his ingenuity in Instagram as a proof that she is the mother who managed to take care of his son. The motivation, because when interacting in the real world with the other mother, Nadia often asked, even protest because her daughter considered being too thin. Referring to the strategy of self-presentation, Nadia using self-presentation strategies Competence. The objectives of this strategy in order to be considered a skilled and qualified. Common characteristics include the recognition of ability, in this case is the ability as a competent mother.

The second informant named Febri (28 years), with 11-month-old baby. Febri holds bachelor degree and works as administration officer of a private hospital, Febri's husband working as entrepreneur. Febri also worked full-time from Monday to Friday. At working day, her mother helps nursing her child. She actively using Instagram to share information on their activities with the children and the development of the baby. He said the reason for actively sharing activities with the children because she wants to show that besides work, he still has plenty of time to care for their children.

The third informant named Ghina (28 years), with two children aged two years and six months. Ghina are housewives who spend full time to take care of her son, her husband worked as a civil servant. In her Instagram account, Ghina often upload educational activities for children, complementary feeding recipes, and other busy life as a mother and parenting information. Almost the entire upload Instagram Ghina located in the home. In the interview, Ghina said that her focus now is becoming a good mother and 'soleha' wife. She said the motivation upload photos to Instagram because She wanted to share how busy activity of the mother of two toddlers. Moreover, Ghina's husband often works out of town, so for Ghina, the task of parenting become a big responsibility.

Fourth informant named Fitria (29 years), a engineering undergraduate who now works as an online business entrepreneur. Fitria has a 2-year old daughter, her husband also worked as an entrepreneur. Instagram fitria have two accounts, one is used for bussiness and one personal account to share on daughter's activity. The photos in Instagram provides leisure activities, shopping merchandise abroad, as well as spending time at the mall or at home with the children and her husband.

Self presentation shown by Fitria is a relaxing Mother in child development, but still competent. At the moment other Instagram users vying distribute healthy food consumed by children, Fitria uploads

her child to eat snacks such as candy and chocolate. But, on the other

post, it also shows her kid voraciously eat vegetables and learn to read. Based on interviews, Fitria claimed select a photo and caption by moment and activity. Self-presentation strategies that do Fitria is competence

In the assumption of self-presentation from Goffman, the behavior occurs because of the norms and goals of a particular setting. Reviewing Barker opinion, it can be linked their presentation of themselves with the objectives and specific norms prevailing in society. In this study, can be attributed to gender stereotip ideal about the role of the mother in child care. Infroman use self-presentation strategies to meet the definition of "ideal mother" who constructed society. Young mother self presentation Instagram users indicate that a woman let alone a mother, are required to always pay attention to his upbringing that did not receive a negative assessment of the surrounding environment. In addition, maintaining behavior are also required to women in order to maintain the good name of the family.

Based on the results of research Mulder on public life in some of the great civilizations of Southeast Asia such as Javanese, Thailand and the Philippines, people are seeing that the mother figure in eastern belief is closely related to morality. Mulder (1999: 123) states although in the context of descent, fathers and mothers have equally important roles, but the housekeeping and maintenance of children tend to focus on the mother. My mother became a major source of moral continuity in children's self. Mrs. considered close and always be ready for his son. Apparently, through appearances in Instagram account, the understanding of the role of women is still believed to be up to this time young mothers.

Implications of Social Media To Parenting Activity

The use of Instagram also have implications on the activity in the field of parenting young mothers. Educational activities for children uploaded by celebrities on Instagram be an inspiration for the young mother. In addition, other information in the form of complementary food recipes ation and the latest toys for children. The negative implications of a mutual comparison between the young mother Instagram users. For example, Nadia has a friend who is good cooking and often upload healthy foods for family cooking results. Seeing this, Nadia felt motivated to do the same thing and they give each other masng komenar on their photo. Other comparisons are for example in terms of child development, child Ghina has been almost 2 years and 6 months and have not been able to speak until now,

4. CONCLUSION

There are two types of self-presentation strategies shown young mother Instagram users, the strategy of granting Example (Exemplification) and Competence strategy. The young mother, wanted to show that they have the capability themselves in their role as a mother by displaying positive things about child development and parenting activities in Instagram. Meanwhile, the young mother more feel more competent very confident with the ability of parenting, in this case happens to young mothers with children over 1, using strategies Providing Exemplary (Exemplification) is to share info parenting and prescription-rsep healthy food for children.

There are positive and negative implications of the activity Instagram parenting young mothers. Bergai positive implications in the form of information and motivate each other to provide better for their children. While the negative implications in the form of comparing the child's development with one another, causing discomfort for the young mother Instagram users.

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