

RESEARCH ARTICLE

ADOLESCENT SELF PRESENTATION IN CYBERSPACELiyuts Bitul Adliyah Tsalitsy¹, Wiwik Juwarini Prihastiwi^{1*}

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^[1] Universitas Muhammadiyah Surabaya, Surabaya, Indonesia**ABSTRACT**

This study aims to identify the differences in self presentation between female and male adolescents in the online world. This research employs a quantitative approach with 109 respondents from Surabaya, aged 11 to 21 years, from various educational backgrounds. The instrument used in this study is a self presentation scale designed based on various aspects of the variables being investigated. The data analysis technique used is statistical analysis, specifically manova, using the JASP (Jeffrey's Amazing Statistics Program) software. The results indicate significant differences in the aspects of Ingratiation ($t = 1.902$, $p < 0.05$) and Self Promotion ($t = 2.381$, $p < 0.05$), with females engaging in both behaviors more frequently than males. However, no significant difference was found in the aspect of Supplication ($t = 0.233$, $p > 0.05$) between males and females.

Keywords: *Instagram; Self Presentation; Adolescents*

INTRODUCTION

The rapid development of technology in the digital era makes it easier to communicate, socialize, and access information. In this digital era, devices such as smartphones, computers, become an important element in daily life, able to facilitate fast and efficient communication and unlimited access to information. The internet provides a wide variety of communication platforms, education, e-commerce, social media, and others. The availability of various platforms facilitates individual mobility in various ways, the existence of communication platforms such as whatsapp, line, and zoom can realize faster, more efficient communication and distance is no longer a barrier to communication between people.

Social media platforms in this digital era have become a place for individuals or groups to exchange information, communicate, capture moments and express themselves (Kusumasari & Hidayati, 2014). Social media is one of the platforms that adolescent are interested in, social media platforms have a variety of applications such

as instagram, tiktok, facebook, and twitter. In 2024 according to databoks.co.id. data on the use of social media platforms including, youtube applications there are 139 million users of 53.8% of the population, instagram applications there are 122 million users of 47.3% of the population, facebook applications there are 118 million users of 45.9% of the population, whatsapp applications there are 116 million users of 45.2% of the population, and tiktok applications there are 89 million users of 34.7% of the population. In addition, in terms of age, social media users are most widely used in the age range of 18 - 34 years, reaching 54.1%, which comes from 51.3% female and 48.7% male.

According to data published by We Are Social, there will be 5 million active social media users worldwide by early 2024, with a global total of 5.04 million. The number of social media users over the past year increased by 5.6%, with an additional 266 million first time users during 2023. Social media that is present in the digital era with various upload features in the form of photos between fellow users, namely instagram. According to Hardiansyah (in

Ramadhan & Coralia, 2022), Instagram has various features such as instastory, feeds, direct messages (DM), live, notes, and reels which have additional caption features. On Instagram, it also displays a caption feature that has a function to explain the purpose of the post and there is a comment feature as a form of response to other users on the post. This response is often used by netizens to positive or negative things that can affect the dynamics of community communication, so that the information disseminated cannot be filtered properly. As supported by research findings showing that the presence of social media can reduce the quality and credibility of information.

According to the latest research from the Digital Civility Index (DCI), Indonesian netizens are the most disrespectful citizens in Southeast Asia when it comes to using social media. Netizens in Indonesia in using social media are notoriously bad, it can be seen from the analysis of social media behavior patterns of Indonesian netizens conducted by domestic and foreign agencies, one of which is from the American computer device development company, Microsoft. According to a survey conducted by Microsoft in 2020, Indonesian netizens topped the rankings in incivility in using Instagram. The survey conducted by Microsoft shows that Indonesian netizens are very terrible. This is seen from the results of research from 16,000 people around the world related to netizen behavior on social media on viral news, state events such as hoaxes, hate speech, and cases of violence. The behavior of Indonesian netizens on social media is more likely to be irrational, netizens express more emotions in posts than restraint. Indonesian netizens prefer to act based on the situation rather than considering the long-term consequences of the behavior that has been done.

The younger generation, especially students, use more interesting features on Instagram, which are utilized by the younger generation to share photos and videos. On Instagram, someone tends to show their best side to share, but there are also those who get validation from others for their posts. The existence of shared photos or videos, makes it easy for someone to comment on other people's posts on

Instagram. Many people have started using Instagram as social media, because its visuals allow users to quickly share photos, use filters, and upload videos, and display the desired self presentation (Ramadhani, 2021). Self presentation is based on the human desire to shape and control the impression of self that is created on others, or create an image that is aligned with personal identity. This phenomenon occurs through self disclosure, which is the conscious and unconscious disclosure of personal information, which is in accordance with the desired self-image in society (Kaplan, 2010).

Instagram social media has become a concern and conversation in various age groups, especially among adolescent. The most active users of the internet and Instagram social media are adolescent. On social media, adolescent feel more free to express themselves and interact with new people, on this platform adolescent feel they have their own world. In the range of early to late adolescence period, adolescents begin to show their self presentation, through social media adolescents begin to post photos and videos using captions that reflect good self presentation. Often adolescent are not honest with themselves making self presentations that do not reflect themselves in the real world just for likes, good comments and being recognized by many people.

Based on the explanation above, the researcher wants to know the differences in self presentation in female and male adolescent in cyberspace. Surabaya was chosen because it is the city with the second largest population in Indonesia.

METHOD

Research Design

This research uses quantitative research that focuses on numerical data and is managed through statistics. Azwar (2001) revealed that quantitative methods prioritize the analysis of numerical data which is then calculated using statistical techniques. This type of quantitative research uses an analytic survey method.

Participants

The population in this study consisted of adolescent instagram users who live in the city of Surabaya. The criteria set include adolescents aged 11 to 21 years. The criteria for being active on instagram is that the subject often updates status, writing, or photos and comments on other users' uploads which are done at least once a week. The sampling technique applied in this research is nonprobability sampling with purposive sampling type, where the researcher guarantees the quotation of illustrations by using techniques to find unique identities that match the criteria in the research to be studied. The sample in this study uses the saturated sample method, where the sample formula applied (Hair et al., 2010) is the number of indicators of each variable multiplied by 5 to 10. In this study, there are 15 indicators, so the calculation becomes $15 \times 5 = 75$. Thus, the minimum sample size required is 75 adolescent. However, the researcher has collected 34 additional samples, so the total subjects collected reached 109 adolescent instagram users in Surabaya city.

Data Collection

The data collection technique in this study used a scale-based questionnaire. A scale is a quantitative measure organized by value, so that it can replace the continuity of a subject or object (Hardani et al., 2020). In this study, the scale applied is self presentation, which is a Likert scale with 15 statement items. Data was collected through filling out questionnaires distributed using google forms through various media such as whatsapp chat groups, instastory, and the internet.

Measuring Instrument

The dimensions in self presentation carried out by researchers follow the Lee et al scale modified by Wong (2012), there are three dimensions, ingratiation, supplication and enhancement are the scales used to measure the level of self

presentation. The higher the score obtained, the higher the self presentation mapping.

Table 1. Blueprint

Aspect	Indicator	Number Item	Total
Ingratiation	Showing a positive expression	10	1
	Indicates that one is doing something that others would approve of	1	1
	Showing care	8	1
	Showing enthusiasm and encouragement	2	1
	Saying something positive in the caption	12	1
	Demonstrate warm and intimate interpersonal relationship	5	1
Supplication	Showing a sad facial expression	4	1
	Create captions that show expressions of sadness and grief	15	1
	Showing photos of difficulties and weaknesses	7	1
	Create captions that show weakness	13	1
Enhancement /Self Promotion	Showing talent	3	1
	Showing achievements	11	1
	Showing the proud things that have been accomplished	14	1
	Showing something that appears to be knowledgeable or skilled	6	1

Data Analysis Technique

The data analysis technique used in this research is statistical analysis, namely the Manova test. Before the hypothesis test is carried out, a description analysis test and homogeneity test are first carried out using the help of the JASP program (*Jeffrey's amazing statistics program*).

RESULTS

The new opportunities offered by social media for *self-presentation* allow users to create dedicated pages and report personal information strategically. This study produced various answers from 109 respondents, which will be further analyzed by researchers. Based on the results of the description analysis, the majority of respondents in this study were female with a percentage of 58% and male 42%. The dominant age is between 17 and 21 years old with a percentage of 83.8%, according to the survey distributed. Among those aged 18 - 24, 69.6% were university students.

Table 2. Respondent results

No	Criteria	Percentage
1.	Gender	
	Female	58%
2.	Male	42%
	Age	
	11 – 13	2,7%
	14 – 16	13,5%
3.	17 – 21	83,8%
	Education	
	High school Student	16,1%
	University Student	69,6%
	Other	14,3%

a. Analysis Description

Table 3. Group Descriptives

	Group	N	Mean	SD	SE
Ingratiation	1	64	17.500	3.964	0.496
	2	45	16.000	4.178	0.623
Supplication	1	64	11.656	3.847	0.481
	2	45	11.489	3.455	0.515
Enhancement	1	64	11.656	3.046	0.381
	2	45	10.267	2.934	0.437

1 = female. 2 = male

b. Homogeneity test

One of the requirements of the T-test is that the variance between groups must be homogeneous. The results of the homogeneity analysis showed that the variance between groups of men and women.

Table 4. Test of Equality of Variances (Levene's)

	F	df	p
Ingratiation aspect	0.002	1	0.966
Supplication aspect	1.780	1	0.185
Enhancement aspect	0.312	1	0.578

Based on table 4 above, the results of the analysis show that the *Ingratiation* aspect, the *Supplication* aspect and the *Supplication* aspect have a significant value (p) > 0.05, so it can be concluded that there is no difference in variance between the three aspects in the male and female groups, in other words, the male and female groups have homogeneous variances in the three aspects, thus fulfilling the assumptions for t-test analysis.

c. Difference test

In order to determine whether there is a difference in self presentation when viewed from the aspects

of self presentation between male and female adolescents, the Manova test with the JASP program obtained the following results:

Table 5. Independent samples t-test

	t	df	p
Ingratiation aspect	1.902	107	0.030
Supplication aspect	0.233	107	0.408
Enhancement aspect	2.381	107	0.010

Based on table 5, the following conclusions are obtained:

1. In the ingratiation aspect, $t = 1.902$ and $p < 0.05$, it can be concluded that there is a significant difference in self presentation in the ingratiation aspect between male and female adolescents. When viewed from the group mean where the male is 16.00 and the female mean is 17.500, it can be concluded that women do more Ingratiation in self presentation on instagram.
2. In the Supplication aspect, $t = 0.233$ and $p > 0.05$, it can be concluded that there is no significant difference in self presentation in the Supplication aspect between male and female adolescents. The results can be concluded that women and men both do Supplication in self presentation on instagram.
3. In the Self Promotion/enhancement aspect, $t = 2.381$ and $p < 0.05$, it can be concluded that there is a significant difference in the self presentation aspect of enhancement between male and female adolescents. When viewed from the group mean where the male is 10.267 and the female mean is 11.656, it can be concluded that women do more enhancement in self presentation on instagram than male.

DISCUSSION

Instagram has become a popular platform among various ages, including adolescent, who want to expand friendships between other users in cyberspace. In general, a person shows a certain impression to gain acceptance, sympathy, and admiration, which can be considered more positive than others (Leary et al., 1994). Self presentation can create a visual impression to increase social acceptance.

The hypothesis in this study is to determine whether or not there are differences in self presentation among male and female adolescents in the city of Surabaya. This study shows that there are differences in self presentation on instagram between male and female adolescent. The results of the analysis show that female do more ingratiation aspects ($t = 1.902$, $p < 0.05$) than male. Female pay more attention to self image on social media and are more active in building positive social relationships to maintain their social status. Research by Tiggemann & Slater (2014) shows that female are more involved in actions that aim to gain recognition or praise from others through social platforms.

In addition, women did more enhancement ($t = 2.381$, $p < 0.05$) than male. Female are more proactive in displaying achievements on social media. Enhancement as a way to improve self image and strengthen personal identity in social media. Research by Fardouly et al. (2015) shows that female tend to display an idealized self image or prioritize their appearance more than male.

On the supplication aspect, there was no difference between male and female ($t = 0.233$, $p > 0.05$). Male and female have the same awareness of the need to show their vulnerability. The Supplication aspect can be influenced by the growing trend in social media that emphasizes authenticity and vulnerability as part of self image. Research by Vogel et al. (2014) suggests that male or female tend to show their vulnerable side selectively on social media to invite empathy or attention from other users.

Self presentation is important for adolescent in cyberspace because adolescent are searching for self identity and desire to be recognized by others. Cyberspace provides a space for adolescent to express themselves and build a self image through self presentation on instagram. A person's attempt to present an idealized and unoriginal self image on social media is often known as self presentation. Thus, self presentations shown on social media are often self presentation that have been modified to look more attractive (Delamater, Myers, & Collett, 2015).

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded, as follows:

1. There are differences in *self presentation* in the aspects of *ingratiation* and *self promotion* among male and female adolescents in Surabaya city.
2. There is no difference in *self-presentation* in the aspect of *supplication* between male

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