



**A CASE STUDY OF SELF-REPRESENTATION THROUGH
STORIES FEATURES ON INSTAGRAM TOWARDS
UNDERGRADUATE STUDENTS**

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A Case Study of Self-Representation Through Stories Features on Instagram Towards Undergraduate Students

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Statement of Authorship

This thesis is my own work containing, to the best of my knowledge and belief, no material published or written by another person except as referred to in the text. None of the material submitted as part of this thesis has been accepted for the award of any other degree or diploma in any tertiary institution.



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As a supervisor of Zefanya Danira Putri, I confirm that the work submitted in this thesis has, to the best of my knowledge, been carried out by the student named above, and is worthy of examination.



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Abstract

The undergraduate students are also human who have a need in socializing with others. Moreover, they were born and raised in the age of computers and online communication, by the improvement of technology especially in social media it will support their need to communicate. Instagram become one of the famous social media that will help them to communicate their way of thinking and lifestyle to a lot of people. By using in-depth and semi structures interview, the researcher aimed to find out more about their motivation, results and how they represented themselves through Instagram Story using case study approach.

Keywords: Instagram; Instagram Story; Undergraduate students; Self-Representation

Introduction

We cannot deny the facts that we live in rapid technological process era which force us to follow the development of technology itself. It could bring a negative and positive impacts to our life. Technology has been steadily evolving in order to meet the need of information sharing (Tomayess, 2016). The technological advancements also have an impact on the media because technology of communication also become more sophisticated. Many types of media such as television, radio and newspaper already given contribute to give the audiences the latest information for certain topic. As time goes the function of those media have been adjusted with the audience needs.

Technologies access already changed and extended the abilities for entertainment and information gathering, and media researcher needs to understand more about what people wanted (West & Turner, 2010). Then the media developed into new media. New media are the new communications platforms which catchall terms used to define all which is related to the internet.

New media depend on the Internet for distribution and undeniably it helped people to simplify people to interact with others. According to (Wolf, 2014) Internet is a worldwide network of computers that are all linked together and this computer communicate by sending each other small packets of digital data. The data travels across the internet according to a set of rules called TCP/IP. These packets travel at incredible speeds, allowing us to connect with people around the world in seconds.

In the internet there are so many platforms to communicate and share information, one of them is social media. As one of the technological improvement, Social media offers increased opportunities to connect, interact and participate, but also new media with self-presentation and identity management (Warbuton, 2012). According to (Weber, 2009) Social Media is the online place where people with a common interests can gather to share thoughts, comment and opinion.

In this social media era, everybody at least has one social media account and each of us were busy with our own gadget. Unconsciously It turns out become our habit. Unlike the other social media platforms, Instagram offers a fun way to share our life with friends through a series of editable

picture or video. Instagram is a photo and video sharing website that allows the users to learn more about the people they follow through visual posts and it has become a very popular way for people to share moments from their everyday lives(Mattern, 2016). According to Instagram headquarters product-marketing director Susan, Indonesia is an important and thriving part of the Instagram community and the strength is translating into the overall strength on the Instagram platform globally (Walden, 2017)

As the one of the results of technology of communication advancements, Instagram needs to perform well and keep improving so they won't lose their users. Through 2013-2016 they already made a lot of improvements in their features such as direct message, hashtags, live video, Instagram stories, IGTV and others. Instagram stories was added on August 2nd 2016 and at the time of writing, it is the newest big addition to Instagram 's functionality and it's also one of the biggest game-changers for the platform and very much a product at its time (Scholl, 2018). In spite of the fact that Instagram Stories has just been around since 2016, the element has rapidly turned out to be a standout amongst the most prominent roads for sharing social media life content.

The development of technology is giving the impact to the society as well as the media done. Technology clearly change the habits of some people, some might begin the day by checking email or social media on their gadgets such as pc, laptop and smartphone before they start their activities. Nowadays, Social media has become an almost essential part of everyday life, especially among university students who are generally heavy users of social media. (Lau, 2017).

International research institute Taylor Nelson Sofres Indonesia shows that the majority of Indonesian Instagram users are young people between the ages of 18-24 years old (Yusra, 2016). In our country people who are 18-24 years old and have a social media account are mostly undergraduate students. Moreover, college students have more free time to spend on internet usage compared to workers. Undergraduate are university and college students are high school graduates and have been admitted to college, but have not yet graduated.

As "digitalnatives" which born and raised in the age of computers and online communication, today's adolescents share self-created content, post their opinions and link more than any other

demographic group to other online content. (Lenhart, Purcell, & Smith, 2010). The internet's democratizing potential was realized particularly strikingly for adolescents at no other time in history has youth enjoyed this opportunity to become visible and heard by diverse audiences. Much of the content is photographs, links, and textual information posted by users of social media to present themselves online. Self-representation is generally considered to be motivated by a desire to impress others favorably or by an impression that corresponds to one's ideals. Self-representation is therefore central to the management of impressions and the projection of an online identity (Schlenker B. , 1980).

Erikson (1986 as cited in Chen, Lay, Wu, & Yao, 2007) explain in the adolescents development theory that the main and most important developmental tasks for adolescents are solving the crisis of identity versus role confusion, building their own unique sense of identity, and finding a social environment in which they can belong and build meaningful relationships with others. Good relationships with peers are also linked with better emotional and psychological well-being of adolescents. In order to complete this stages of life, adolescents tend to self-representing themselves through any kind of forms.

Research has shown that online self-representations of adolescents differ in different ways by projecting gendered identities. Online self-presentation occurs primarily through profiles of social media. Many social media sites enable users to create a profile and visually display their social network connections (Boyd & Ellison, 2007). Furthermore, many sites allow users to upload and share personal information, photos, links, music, and other multimedia with the networks of their friends or followers. Ngak (2012 as cited in Herring & Kapidzic, 2012) said that Profiles first attracted widespread attention in the middle of the last decade on social networking sites like Friendster and Myspace and have since been incorporated into many other social media platforms, including chatting and mobile photo sharing, Instagram.

Research Problem

Human are social creatures who have a need in socializing with others, by the improvement of technology especially in social media it will support their need to communicate. They could see this improvements of Instagram as a bridge to help them communicate their way of thinking and lifestyle to a lot of people. They try to shape people's perspective of themselves by using this features. Specifically, this features help them to represent themselves by intentionally capturing moments in their daily life and share it through Instagram stories features in their account.

Research Questions

Based on the research problem above, the researcher is drives to answer these questions:

- How the undergraduate students representing themselves through Instagram Stories features?
- What are the undergraduate student's motivations for representing themselves through Instagram Stories features?
- What are the results that they get after representing themselves through Instagram Stories?
- Why the undergraduate students representing themselves through Instagram Stories?

Significance of the Study

The Researcher believe that this research was contributed to academy and practical aspects.

- **Academy**
For academic aspect, this research result are expected to provide a better understanding about new media especially Instagram, self-representation, and the implementation of media ecology theory. The researcher also expected to provide primarily data for another researcher to continue the research on the similar field, especially those interested in researching about self-representation in social media.
- **Practical**
For practical aspects, the researcher hoped that this research result will broaden our knowledge about self-representation through Instagram. This research may give the

accurate and sufficient information to the Instagram's users at large and further researcher in particular. Through this research hopefully it could lessen the potential of self-representation happens in social life, and the researcher could apprehend the understanding about people's behavior which is social self.

1. Literature Review

The researcher found that relevant theories that suitable for the topics “A Case Study of Self-Representation on Instagram Through Stories Features Towards Undergraduate Students” are; (1) Representation on Social Media (2) Social Media, (3) Undergraduate Students

The correlation between these four theories are very convenient to discussing the topic that will be uncovered by the researcher. Each theory will be explained individually by the researcher in points below.

1.1 Representation on Social Media

Most of the individual's lives are spent interacting with others. These interactions shape the views of individuals, which are then reflected in the way they present themselves during interactions. Symbolic interactionism captures the ongoing processes between one's own self, one's social interactions and their connections to meaning development (Blumer, 1986). Goffman (1959) believed that people not only try to persuade others to see them as just, respectable and moral individuals, but also that people want to maintain positive impressions established.

Impression management is the purpose-driven activity of controlling or regulating information to influence an audience's impressions. Through impression management, people try to shape a person, object, event or idea's impressions of an audience. The activity is called self-presentation when people try to control impressions of themselves as opposed to other people or entities and it will be self-representation if they do that through any kind of forms. (Schlenker, 2006)

According to Goffman (as cited in Kim, 2014) each individual has their own way to represent themselves and the activities to others in ordinary work of situation. The way of individuals to control and to guide the impressions were shaped themselves, and also those individuals are concerned about the things that allowed or not allowed to do while resisting the performance.

Tactics of self-representation are defined as behaviors used to manage impressions in order to achieve predictable interpersonal objectives or objectives in the short term (Lee, 1999). Leary & Ashley (2010) said that while most self-representation research has focused on situational influences, people differ greatly in the degree to which they care about the impressions of others, the types of impressions they attempt to convey, and their self-representation effectiveness assessments. Personality constructs such as public self-awareness, approval motivation, and fear of negative assessment are associated with the motive for managing one's impressions, and people who differ in self-disclosure and desire for privacy disclose information differently to others about themselves.

Gilovich and others (as cited in Kassin, Fein & Markus, 2011) found that people are public self-consciousness which tend to think that they were a social object, so people will watch them. They seem have the spotlight effect which is they could attract people's attentions, or they are the center of attentions. Moreover, Strategic self-representation consists of attempts in order to shape people 'impressions in particular ways to gain influence, power, sympathy or approval. The specific objectives vary and include the desire to be regarded as appealing, competent, moral, dangerous or helpless. Whatever the goal may be, people find it less effortful to present themselves in precise rather than artificial ways (Kassin, Markus, & Fein, 2011). The specific identities that people present might be different from one person and situation to another. The strategic self-representation goals are similar. The first is *ingratiation*, it used to describe acts that are motivated by the desire to "get along" with others and be liked. The second is *self-promotion*, this term is used to describe acts that are motivated by a desire to "get ahead" and gain respect for one's competence (Kassin, Markus, & Fein, 2011).

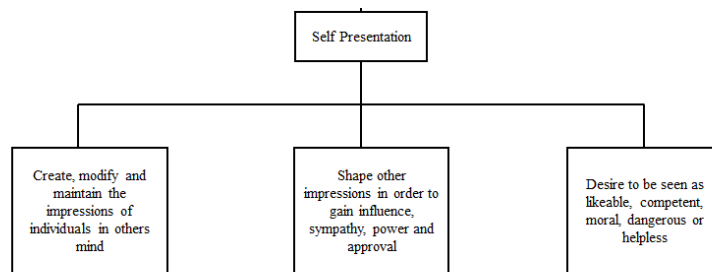


Figure 1.1 Source : Kassin, Fein & Markus 2011

Goffman (1959) use the actor's metaphor to explain how individuals communicate or express messages to the audience. Goffman noted that we can see the true self in performances. Individuals are actively involved in the performance, the role, the self, and the world will interpret the meaning of this performance. Audiences have an attempt to find out who the performer is through every performance. Manning (1992 as cited in Lupinetti, 2015) explain that there are six main components of the Theory of Self-Presentation

1. Performances

Performances are actions that an individual mastered in order to influence others' way of thinking about themselves (Goffman, 1959) Each person played an actual experience in a particular social space through performed body language, facial expressions, and supporting props. The words "person," in Goffman statements stands for the "mask". This theatrical performance is made of the mask that individuals performers allows to express whether real or not because it was what audiences wanted to see The theory of self-presentation can be applied to the present by examining social interactions online. For example, nowadays camera phone technology and social media applications that able to take, retake, and edit photos to create a desired visual effect based on each person needs (e.g., Instagram and Facebook). People also have social roles that enable them to understand each other and one's self. People want to conform innately to standards, however, so performances are often idealized in the hopes of social acceptance. The fitness community on Instagram, where millions of similar fitness-like photos are shared, is one space in which this conformity appears (Goffman, 1959).

2. Teams

Individuals usually work in groups or teams that accept responsibility for successful and flawed performances by each participant. Goffman (1959) Asserted that the audience should assume that the performance of the stage is real. At the same time, participants collectively understand that masks are being worn or that a "front" is being performed for viewers, so cooperation between members is imperative in addition, the actors realized that they are being watched, so they actively adhere to the audience creating contextual value. The backstage behavior is more real, but the audience might be misled and disappointed by the two different performances (Goffman, 1959).

3. Region

In this context Goffman (1959) defined a region as any space where non-performer access is limited. Some members of the audience may try to seek an access to backstage in order to gain more information, but there are barriers to prevent them from seeing what real happens behind the scenes. (Goffman, 1959). Instagram is such a space where a broad audience may have that kind of access to the online profile of an individual, yet they may not know the person outside of that context which means in the real life.

4. Discrepant Roles

Where the non-performers deliberately pursue their secret knowledge that the audiences have been kept from them through every performance.

5. Out of Character Communication

Goffman posed that "out - of-character outbursts" are one way a performer unintentionally reveals secret information that all this time they have been kept behind the mask.

6. Impression Management

The audiences may see fallacy in the "real" performance, which leads them to question the motives of the performers (Manning, 1992). Because members of the audience can access secret information, actors must maintain their character appearances through conscious or subconscious self-regulation. It is important for each members of the team to keep information that is only shared backstage, in order to adhere to the conformist performances and maintain their masked character. At the end, if the performance secrets are revealed, it destroys the definition of the situation that the performers try to convey in every performance. (Goffman, 1959).

Individuals are not only looking to manage face-to-face impression, but also through computer-mediated environments (Zao, 2008). New social networking online allows individuals to create an identity and interact with others without any personal contact. People therefore have the freedom to create and project an online identity that may or may not reflect the reality (Haferkamp & Kramer, 2011). Hjorth (2007) Noted that people are virtually connected to each other because the connections may seem like real-life relationships. Similarly, Jenkins (2004) argued that people who once were media-only consumers are now both media producers and create meaning which redefining socio-cultural contexts. Social discourse has changed as the

improvements of technology, online interaction and communication also have changed. Significant value is therefore placed on appearance and self-representation, which leads people to change their personal characteristics in order to comply with social rules. (Haferkamp & Kramer, 2011). Social networks make it possible for like-minded people to interact globally by being able to judge themselves against others. Social media re-contextualizes social structures because people create new meaning in virtual social spaces through the information they publish and receive (Pink & Hjorth, 2012)..

The improvement and take-up of social network media reverberates with desires to communicate and associate with others. The term socializing implies coming into contact with others and exchanging everyday chitchat through mediated networks. In these activities, being as one and communicating is the most imperative viewpoint (Hjarvard, 2013). The social part of broadcast media has broadly been named parasocial due to the uneven interpersonal involvement of a media user with a program character (Wohl, 1956).

The development of digital network innovations has conveyed open doors for communication, empowering new types of mediated interpersonal communication, as empirical research in this area since the 1990s indicates (Luders, 2007). Furthermore, online communities can be set in a recorded line of standards of a progressively popularity-based media production (Corner, 1994). Notwithstanding, Thumim (2012) contend that so as to take an interest in online social networking, individuals must choose the option to represent themselves (Thumim, 2012). As a result, when occurring in mediated networks, socializing is inseparably waded with the creation of representations of oneself.

As indicated by Rettberg (2017) a self-representation is exactly a representation. It demonstrates a specific part of ourselves, a certain way of seeing ourselves. A representation does not and never can share everything (Rettberg J. W., 2017) people consult with their self-representations, retelling their days to suit the data, or by taking many self-portraits before selecting the one people want and need to share. People select what to share, which self-representations are proper. Rettberg (2017) guaranteed the implicit understanding for what is photographable or sharable or representable is evolving. As (Thumim, 2012) presents, self-

representation is something people do and construct themselves as opposed to something we are, “bounded” and multidimensional, however whose identities are constantly open to to consistent change and manipulation.

Today, people have utilized online networking to represent themselves, with social media; ordinary people share their self-representation with a bigger audience other than at any other time. As people moved toward 2010, advanced mobile phones with inherent cameras, great screens and cheap data plans wound up normal, and pictures turned out to be progressively important in social media (Rettberg J. W., 2017).

Images are growing its role in people visual communication and in people construction of identity (Rose, 2001). As (Rettberg J. W., 2014) underpins, “digital cameras, smart phones and social media make it is easier to create and share our self-representations” by empower individual to record and visually narrate their everyday life. With the capacity to alter and carefully adjust images on social media, some have even contended that it is a lot simpler to present a romanticized variant of ‘oneself’. In addition, with the rise of social media and smart phones that for creating high quality images that can be share in a flash or altered, people are allured to share unimportant, as well as important life events. This permits the image owner the opportunity to share diverse parts of their lives (Hjort, 2007)

1.2 Social Media

For less than two decades, social media has been around and rising from the growth of the Internet. They represent a new kind of freedom for the common user, with a chance for everyone to broadcast their thoughts in history far broader than ever before. The first blogs and web forums emerged in the late 1990s; podcasting was born in 2004, where users could create online radio programs; YouTube, an online video host, was founded in 2005; and Facebook and Twitter, two of nowadays most popular websites, were released worldwide in 2006. (Hendricks, 2013)

Social media are ways of disseminating information and communication technology through social interaction. (Keim & Noji, 2011). It provides the tools for various forms of

communication, collaboration, cooperative interaction, and the connection between users (Bowen, 2015). Utilizing social media tools enable users to interact with each other and with information in a plethora of ways, most noticeably through increased use of social networking sites (Cunningham, 2013).

Social media writing has always been challenging, because as Xiang and Gretzel (2010) note in their study on the role of social media in online travel research, there is no formal definition of it. However, it also seems that in an overly simplistic definition there is a weakness, such as the one provided by Xiang and Gretzel. Blackshaw (2006 as cited in Xiang & Gretzel, 2010). Argued that social media can generally explained as an Internet-based application which consist of consumer-generated content that includes consumer-generated media impressions, typically informed by relevant experience, and archived or shared online.

1.2.1 Instagram

Instagram, a capturing and sharing service for mobile photo and video has rapidly emerged as a new medium in the spotlight in recent years. It provides users with an instant way to capture and share their moments of life with friends through a series of pictures and videos that may has been manipulated by filters that Instagram provided. It has attracted more than 150 million active users since its launch in October 2010, with an average of 55 million photos uploaded daily by users and more than 16 billion photos shared until then (Instagram, 2013). Instagram's success confirms the recent Pew report that photos and videos have become the key online social currencies (Rainie, Brenner, & Purcell, 2012). Despite the popularity of it, there isn't much research directed at Instagram (McCune, 2011).

Instagram offers its users a quirky way to posting images and videos using their smartphones, by applying various 16 filter manipulation tools to transform an image's appearance, and sharing them instantly on multiple platforms (e.g., Twitter) in addition to the Instagram page of the user. Instagram also enable their users to describe their picture or videos using captions with no limitation and hashtags. It also easy if the user wanted to tag or mention other users by using the @ symbol (which effectively creates a link from their posts to the referenced user's account) before posting them. Just like twitter, Instagram also provides similar social

connectivity which enable their user to follow any number of other users, called “friends” but in Instagram it was called “followers”. Instagram’s social network is asymmetric, meaning that if a user A Follow B, then B didn’t need to follow A back if they didn’t want to. Besides, users may set their privacy preferences so that their posted photos and videos are only available to followers of the user requiring the user's approval to be their followers. If the users didn’t private their Instagram it means that Their images and videos are public by default, meaning they are visible to anyone using the Instagram app or the website of Instagram. Users can see photos and videos from their following by viewing a core page showing a “stream” and it listed in reverse chronological order. They can also favorite or comment on everyone’s post in Instagram. Any acts will appear in referenced user’s “Updates” page so the users can keep track of “likes” and comments about their posts. Instagram is a kind of social awareness stream just like any other social media platforms such as Facebook and Twitter (Naaman, Boase, & Lai, 2011).

- Instagram Story

On August 2th 2016, Instagram released their new features called ‘Story’. Instagram Story is a two-way communication among creators and fans or between friends. Instagram could embrace the Photoshop tools. Rather, Instagram decided to accentuation on the correspondence as opposed to the visual. There are 400 million Instagrammers who used Instagram Story consistently. The number is higher than its pioneer, Snapchat which has 191 million users. Snapchat has like Photoshop with the green screen-style, scissors for cut-and-sticking things, foundation changer, the enchantment eraser for expelling objects, and the fill-in paint basin. Snapchat tools are without a doubt ground-breaking for contend in the teenager driven shopper application yet additionally unreasonably troublesome for ordinary Snapping. Instagram Story is the pioneer to permit the client label the other individual client, so they will get a notice (Constine, 2018).

Constine (2018) also explained that Instagram Story can also re-sharing the Story that their friend tag them in and even public posts on which they want to comment. The user can also embed a “see post” button to promote his/her own post. In Instagram Story, the user can build polls and the friends can give him/her feedback. Music stickers allow the user share

his/her favorite song in 6 countries including, the U.S when it first launched in June 2018. And most recently, Instagram Story launched the Question sticker so the user can ask friends and then share their answers in Story.

1.3 Undergraduate Students

Social media is growing rapidly throughout the world among the younger generation. Students of university age who use social media widely (Mushtaq, 2018). Boachie (2018) said that Instagram user is encouraged to stay on Instagram and visit it more often. The Instagram user below 25 years old often spend more than 32 minutes per day on Instagram, while the elders spend more than 24 minutes a day on the photo and video sharing network owned by Facebook.

One of the report entitled "Essential Insights into the Internet, Social Media, Mobile, and E-Commerce Use Around the World" that has been published on January 30, 2018, shows that Indonesia's total population are 265.4 million and 130 million of them are actively using social media with 49 percent penetration. In addition to that, WeAreSocial.net and Hootsuite surveys (2018) said Instagram is the world's seventh-most social media platform. Instagram is used to market business products as well as being a social network for sharing photos with the world's total users of Instagram reached 800 million. The largest Instagram active users come from the United States as many as 110 million. Followed by Brazil with 57 million active users and Indonesia in third place with 55 million. Using online survey methods, TNS (2016) analyzes the activities and behavior of 506 Instagram users in Indonesia. According to the data summary, the most active age group using Instagram is people aged 18-24 years.

1.3.1 Adolescents

Adolescence is a period known as one of the periods of human life that has its own uniqueness. We all know that childhood and adolescence have many differences besides biological and physiological, namely psychological (Agustiani, 2006). According to Erikson (1968) the main and most important developmental tasks for adolescents are to be able solve the problem. of identity versus in role confusion crisis to construct their own unique sense of identity, and find the social environment where they can belong to and

create meaningful relationships with others. He also argued that adolescence is a period where a feeling about identity is formed (Chen, Lay, Wu, & Yao, 2007).

Santrock (2007) argued that adolescence is a fragile period because it was a transition time between childhood and adulthood, which includes a biological, cognitive, and socio-emotional changes, which begin in the age range 10 to 13 years and ending at around 18 to 22 years old. Teenagers are part of the community that is required to be able to socialize with good with the community. Interaction with peers will open opportunities for teens to learn to behave as expected by the group and in accordance with the norms society.

1.3.2 Adolescents Development Theory

Hurlock (1990) divides adolescent's period into 2 phase, the first one is early adolescents (12-17 years old) and the late adolescents (16-18 years old). In late adolescence the individual has reached a developmental transition that is closer to adulthood. Entering the world of college is a big change for teenagers. They experienced many changes in the first year they entered college, this is related to self-adjustment which is a serious problem that must be faced by adolescents when entering the world of college, especially adjustments to the social environment in the environment the new one. Santrock (2003) explained that adolescents often fabricate shadows a group of people who will criticize all their behavior, while this is only the shadow of teenagers' perceptions that are controlled by egocentrism. Teenagers feel themselves to be the center of public attention. According to Havighrurst (as cited in Santrock, 2007) Adolescents achieve more mature relationships with friends in the same age, have the ability and willingness to act socially and responsibly are some of the development tasks which need to be completed by them.

According to Erikson (1986 as cited in Herlina, 2013) in psychosocial development, adolescents must resolve the crisis that occurred at that time. The term crisis used by Erikson is related to a series of internal conflicts related to the stage of development. This crisis shows the struggle to get a balance between developing individual identities with fitting in debating roles such as "who am I".

Methodology

This chapter explained about the methodology including research paradigm, research approach, conceptual framework, key informant, data collection technique, data analysis, validity and reliability, and limitations. This research was used a qualitative research method with case studies approach.

The objectives of this research are to analyze the research methodology in this research, to explain how data collection and analysis is utilized in this research, answer the research questions then meet objectives which have been explained in the Introduction by the researcher.

2.1 Research Paradigm

Lather (1986 as cited in Kivunja & Kuyini 2017) explains a research paradigm are something that reflects what researcher believe about the world in which he / she lives and wants to live in. The abstract beliefs and principles that shape how the world is seen by a researcher and how he / she interprets and acts within the world. It defines the researcher's perspectives and point of view, and principles that shape how a researcher wanted to sees the world, and how s/he interprets and acts within that world. Research paradigm also can be said as the lens through which the world is viewed by a researcher. It is the conceptual lens through which the researcher examines their research project's methodological aspects to determine the research methods to be used and how the data will be analyzed.

Paradigms are therefore important because they provide beliefs and dictates that influence what to study for scholars in a particular discipline, how to study it, and how to interpret the study results. The paradigm defines the philosophical orientation of a researcher and, as we will see in the conclusion of this paper, this has significant implications for any decision taken in the research process, including methodology and method selection. Paradigm tells us how meaning will be built on the basis of our individual experiences (Kivunja & Kuyini, 2017)

The Researcher use Interpretivist Paradigm or Constructivist Paradigm because I would like to find out the people's subjective experiences of the external world. The central endeavor of the Interpretivist paradigm is to comprehend the subjective world of human experience (Guba & Lincoln, 1989). This approach attempts to ' enter the head of the subjects being studied, ' so to speak, and to understand and interpret what the subject is thinking or the meaning of the context. Every effort is made to attempt to understand the point of view of the subject being observed, rather than the observer's point of view. Emphasis is placed on understanding the individual and interpreting the world around them. The key principle of the Interpretivist paradigm is therefore that reality is socially constructed (Bogdan & Biklen, 1998).

The interpretivist or constructivist paradigm uses qualitative methods and also asserts that interpretivists above all to favor qualitative methods such as case studies and ethnography (Wilis, 2007). McQueen (2002) argued that Paradigm interpreters view the world through a "series of individual eyes" and choose participants who "have their own interpretations of reality" to embrace worldview, and quantitative methods are not the preferred method of interpretation. Instead, qualitative methods are approachable means for examining reality.

2.2 Qualitative Research

Researcher use qualitative methods to give deeper explanation about the self-representation through Instagram stories towards undergraduate students. Creswell (2009) defined qualitative as a means to explore and understand the meanings of individuals or groups assuming human problem. Qualitative data taken form words (spoken or written) and visual images. The strategies research methods that used such as interviews, documents, and observation. Therefore, qualitative methods are likely to be the best suited methods in educational research if scholars seek understandings and experiences of a group of students or teachers.

Cropley (2015) explained that qualitative research is based on a subjective reality. He studied that each people construct others, their own personal view of the world is

constructed based on their interaction with the external world. As the outcome, most of what people think as reality is actually formed and consists of a set of opinions, perspectives, conclusions, images in people's mind. He expands that the objective of qualitative research is to uncover and have a deep understanding of facts, reality, problems, indications, and phenomenon. These elements can be understood if the researcher dive directly into the problem and not observing only on the surface.

2.3 Case Study Approach

Yin (1994) suggested that case studies are includes an empirical investigation of phenomena in the context of their environment where the relationship between the phenomena and the environment is not clear. A case is therefore examined in order to understand a problem or to contribute to an existing theory or a new theoretical concept. The researcher use case study to understand the phenomenon in depth and even explore and elaborate it. This method allows researcher to perform in depth exploration of the phenomenon. The case study approach is particularly useful when an in-depth assessment of an issue, event or phenomenon of interest which need natural real-life context (Crowe, Creswell, & Robertson, 2011)

Daymond and Holloway (2011) explained the purpose of the case study is to increase awareness of a communication phenomenon in a particular context. Another purpose is the communication activities carried out by undertaking a detailed analysis of the particular phenomenon and its setting in order to understand the case from the point of view of the persons involved.

2.4 Qualitative Sampling Technique

Marshall (1996) argued that an appropriate sample size is one that adequately responds to the research question for a qualitative study. This may be in single figures for simple questions or very detailed studies; large samples and a variety of sampling techniques may be needed for complex questions. In practice, the number of subjects required usually becomes apparent as the study progresses as the data (data saturation) stops new categories,

themes or explanations. This clearly requires a flexible research design and an iterative, cyclical approach to sampling, collecting, analyzing and interpreting data.

2.4.1 Purposive Sampling

Purposive sampling is a strategy for deliberately selecting specific settings or events to provide important information that cannot be obtained from other choices (Maxwell, 1996). To answer the research question, the researcher actively selects the most productive sample. It involves the development of a framework of variables that could influence the contribution of an individual and it will be based on the practical knowledge of the research area, the literature and evidence available from the study itself such as age, gender and social class may be significant. If the researchers know the subjects, they can be stratified in accordance with known public attitudes or beliefs (Bradley, 1992).

2.4.2 Subject

No	Characteristics	Ribka Arthauli	Farrel Pramono	Sherin Yosia	Rezky Fauzi
1	Age (years old)	20	21	20	21
2	Educational Background	UPN Veteran University Jakarta	Bina Nusantara University Jakarta	Bakrie University	President University Cikarang
3	Gender	Female	Male	Female	Male
4	Occupation	Students	Students	Students	Lifestyle Influencers & Students
5	Major	Law	Information System	Communication	Management
6	Batch	2015	2015	2016	2016

7	Followers	540	757	1225	2501
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Figure 2.1 Characteristics of Subject

2.5. Conceptual Framework

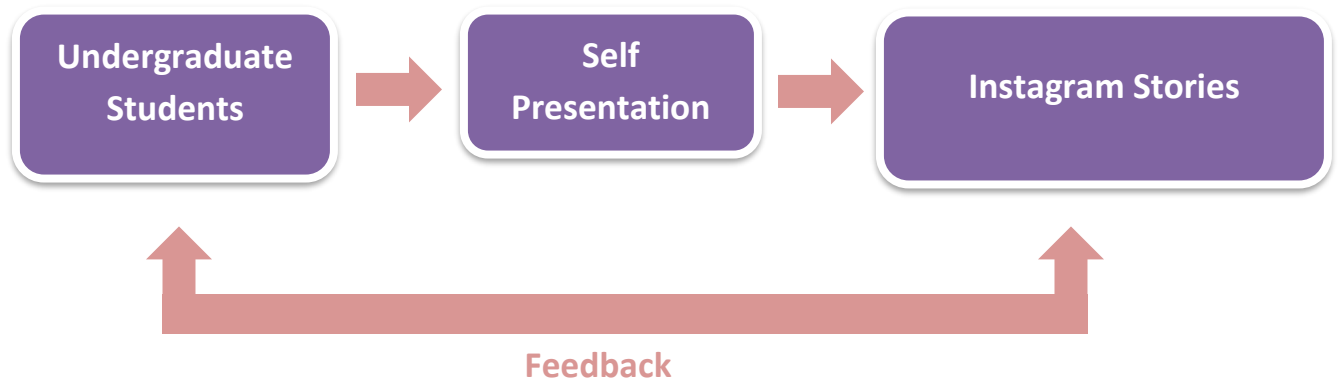


Figure 2.2 Conceptual Framework

The undergraduate students do the self-representation through Instagram Stories and after that they will get the feedbacks based on the content that they have shared. These undergraduates may do the self-representation conscious or unconsciously, but they will still receive the feedbacks from people who sees it through their account in Instagram.

2.6 Data Collection

In order to collect the data, the researcher have to conduct in-depth interview. The data are divided into two types, which are

- Primary data
There are many methods of collecting primary data which are: questionnaire, interview, focus group interviews, observations, scientific experiments. This research used in-depth interview to gather the data.
- Secondary data

The data were gained from the literature studies, including some relevant books, e-journals, websites and other supportive media.

2.6.1 Interview

Showkat & Parveen (2017) expands that in-depth interview is one of the most efficient way in collecting primary data, it is conducted with an intention to reveal or uncover details of participants' experience and perspective on subject. They also expand that the researcher must develop an actual relation with the participants in order to fully understand the perspective of the participants. In-depth interview can be use as data base on emotions, experience, and feelings, data based on sensitive issue means that when the topic considered sensitive issue, face to face approach through interview is important to gain a better data with careful handling and perhaps coaxing the source (Patton & Cocharn, 2002).

- Semi-structured interview

The researcher can develop questions and decide by his/herself which issues are raised. Interview guidelines can be rather long and detailed even though researcher does not need to follow it strictly. The interview guideline focuses on the subject of the particular area under study, but can be revised after the interview because new ideas emerge later Holloway and Wheeler (1996 as cited in Rachmawati, 2007).

2.6.2 Documentations

The researcher used the documents as the secondary data of this research. The reason why researcher needs to gather data from documents is the researcher need to observe the digital photo/video files that takes place in Instagram especially Instagram Stories features. As Rahardjo (2011)said that information can also be obtained through stored facts in the form of letters, diaries, photo files, results of meetings, souvenirs, activity journals and so on. The researcher will analyze the content of the undergraduate students in their Instagram stories. This documents will support and validate the primarily data obtained from in-depth interview with subject under research and other informants.

2.6.3 Ethical Considerations

The researcher applied principles on ethical considerations in qualitative research, which are (Bryman & Bell, 2015).

- The researcher must ensure that the research informants are not in any way disadvantaged
- Researchers should prioritize respect for research informants ' dignity.
- The researcher must have full consent from the informants before to the research.
- The researcher has to make sure the protection of the privacy of research informants.
- The researcher has to guarantee the adequate level of research data confidentiality.
- Researcher has to avoid any deception or exaggeration about the aims and objectives of the research.
- The researcher must declare funding sources, affiliations in any form, and any possible conflicts of interest.
- The researcher must communicate with honesty and transparency in all types of research.
- The researcher must avoid misleading information of any kind, as well as biased representation of primary data findings.
- The researcher would also keep neutrality in interviewing informants, not to put some option or perspectives to informants.

2.7 Data Analysis

After collecting the data, the researcher used technique of data analysis based on Miles and Huberman (1994) which is involving four steps

- Data Collection

The first step in carrying out this study was to collect as many data in the field as possible. From the interview, observation, and documentation, the data could be obtained. During the data collecting activities, the researcher should think about the data that had been attained and the ways to develop the strategies for collecting new data. During the activities of data collection, the researcher should consider the data that had been obtained and the ways to develop strategies for the collection of new data. Furthermore, the researcher should correct the unclear information and direct the analysis regarding the impact of generating field work.

- **Data Reduction**
Reduction of data means summarizing, selecting basic things, focusing on important things, searching for themes and patterns. First, through interview and documentation, the researcher collected data. The data was then transcribed by the researcher. The irrelevant data is the data that is not related to the study theme but to the research. Next, the researcher displayed those data in the form of a descriptive after the data was collected and reduced.
- **Data Display**
A display is a compressed, organized collection of information that allows drawing conclusion and action. It was based on the formulation of the research issue in the process of reducing and displaying the data. This step is done by presenting a set of structured information and the ability to draw conclusions, as the data obtained during the qualitative research process is usually in the form of narrative, thus requiring simplification without reducing its content.
- **Conclusion**
Conclusion is drawing and verification. From the beginning of data collection, the qualitative analysis starts to decide what it means to note regularities, patterns, explanations, possible configurations, causal flows, and proposals. Conclusions as the analyst proceeds are also verified.

2.8 Triangulations

Triangulation as explained by Patton (1999 as cited in Carter, 2014) that refers to the use in qualitative research to develop an understanding of one phenomenon. This research will use triangulation method to reassure the validity of this research. Denzil (1989) argued that the objective is to prevent the personal biases of researcher and get over the deficiencies intrinsic to single-method, single- investigator, or single-theory as to upgrade the validity of the research (as cited in Brink, 1993).

In this research, the researcher used a methodological triangulation technique which includes in-depth interviews, relevant documents, and literature review to check the validity of this

research. The researcher compares the results from in-depth interviews from four informants with documents and also from literature review.

2.9 Limitations

There are several limitations that make the researcher has to deal with during the fieldwork of this study:

- The availability time of each participant because all of the participants are under graduate students who are busy with their own college assignments. So in order to make an appointment I have to match my schedule with theirs.
- The researcher has a very limited time can be a little bit disadvantageous. The researcher has to finish this research in a very short time.

1. Results and Discussions

In this chapter, the researcher will describe the results and discussions of the research which discuss about how they as the undergraduate students present themselves in their Instagram using Instagram Stories features. The researcher conducted an interview with 2 males and 2 females who actively use Instagram in Cikarang and Jakarta.

Here is the profile of informants that the researcher interview:



Figure 3.1 Rezky Fauzi



Figure 3.2 Sherin Yosia



Figure 3.3 Farrel Pramono



Figure 3.4 Ribka Arthauli

3.1 Result

a. Moments that has been uploaded to Instagram Story

Subject has different opinion about what kind of moments they usually upload in Instagram. Some of them would like to post about jokes, event that rarely occur, first experience and so on, but most of them like to post when they hanging out with their friends.

As stated on subject:

- *I usually upload events that rarely occur or maybe would not happen again.*

(RF, I1, 03/23/2019, 8-9)

- *For example, yesterday I was strayed in Karawang, meet up with old friends, holidays, eat to restaurants or cafes, favorite song or movie and so on. (RF, I1, 03/23/2019, 9-12)*
- *If I go to a place like campus, cafe, any mall. Back then, I used to upload picture or boomerang of food, but then I realized that if people think that I'm really hungry, the food will be photographed so didn't upload food anymore. But recently I'd like to upload pictures of me buy some viral coffee such as janji jiwa, kopi kulo, etc. Besides that, I also love to reposting some jokes from another account in Instagram and upload some video of my friends which unexpectedly doing silly things. (SY, I1, 04/05/2019, 8-17)*
- *Mostly I upload either photo or videos in Instagram Story for humor or joking around. Sometimes scenery or as people said Instagramable places, the rest of It I post when I meeting friends. (FP, I1, 04/07/2019, 8-11)*
- *In the main account I prefer to upload photos or videos that may seems like pencitraan. Pencitraan is the actions that will attract other people when they see my Instagram Story. (RA, I1, 04/06/2019, 10-12 & 14-15)*
- *My first experience using mrt, first time go to new café, first day at new semester, first time try new food, first time listen to song that I like and so on. There comes a time when I rarely read Bible then I decided to post a few verses which define my feelings at that time. (RA, I1, 04/06/2019, 16-21)*

b. Moments that has been constructed by the respondent

One of the respondent (RF) stated that some of the moments that he uploaded in his Instagram are purposely constructed. He also gives an example of some moments that he purposely constructs to achieve some objectives.

As stated on subject:

- *For example, when I come to my friend's defense, I tell my friend to go back into the room so i would start the record the video when he comes out. Another example is when I'm hanging out with my friends, we often make the Instagram*

story purposely. We arrange the gestures, facial expressions and the caption of the content itself. (RF, I1, 03/23/2019, 20-27)

c. Respondent and his friends planned to construct Instagram Story

One of the respondents (RF) stated that constructing Instagram Story was something that already common in their circle. They also arrange some kind of gestures or expressions in order to create a good Instagram Story. At some moment they will be annoyed if they didn't look good in Instagram Story.

As stated on subject:

- *I'm hanging out with my friends, we often make the Instagram story purposely. We arrange the gestures, facial expressions and the caption of the content itself. That is something that is already common. Moreover, I often delete my story if there is a friend who looks ugly and they were often annoyed because I made an Instagram story without telling them. (RF, I1, 03/23/2019, 24-30)*

d. Respondent's motives before uploading Instagram Story

Subject has difference points of view regarding their motives when they about to upload Instagram Story. Some of them post whenever they want but some of them might purposely construct and prepare to make a good one.

As stated on subject:

- *Because those are moments that I consider to be content moreover sometimes I purposely settings some conditions to makes it look like interesting content for people to see or some people may call it settingan_(RF, I1, 03/23/2019, 12-16)*
- *Because I want them to perceive a good perception about me. I would like to highlight every good side of me. In every story that I uploaded, there must be a hidden message in it. For example: whenever I upload with my girlfriends, I want everyone knows that I have so many beautiful girl friends, so I set everything up and ask them to look good in every story that I've made.*

Sometimes I also upload some songs and movies to show to my followers my taste of music and my favorites genres of movies. When I go to Instagramable places I also make Instagram Story, so my followers will think that I'm a cool kid. (RF, I1, 03/23/2019, 33-44)

- *Because I want my followers know my daily activity but not all of them. I didn't upload a story when I'm in busway or commuter line because I just want them to see the side of me I want them to see. I want to present myself as good as I can, so all of my followers can have a good perception about me. When I upload jokes and my friends doing silly things, I want my followers to see that I'm enjoying my life surrounded with all of my lovely friends. (SY, I1, 04/05/2019, 20-28)*
- *I only allow them to see the side of me that I want them to see. For example, I upload about Korean group (BTS) then it shows that I love Kpop. I upload it because I want my followers to see that I'm a kpopers and maybe some of them have the same favorite genres with me then we can talk about it together. In real life, I only remember a few songs of that group, but my followers don't know about it. (SY, I1, 04/05/2019, 31-38)*
- *Because I still consider my privacy. Not all things that we do we should upload it to our Instagram Story, I prefer having quality time with my friends rather than playing with our own phone. (FP, I1, 04/07/2019, 14-17)*
- *Well, if I rarely met with the person then I will post an Instagram Story with them. We all have different mood, so I will post or repost something if I want to. (FP, I1, 04/07/2019, 20-22)*
- *It is important as it will be my media of sharing photos and some people perceived it as a digital portfolio of everyone's life who has Instagram account. (FP, I1, 04/07/2019, 25-27)*
- *I just post what I want to post, to be honest I like to post random things based on my mood, so my Instagram Stories will present my mood or feelings at that time. (RA, I1, 04/06/2019, 24-27)*
- *I'm the kind of person who randomly post something if I want to but then I realized that posting in Instagram Stories become our habit that we*

unconsciously have to do to make people aware of our present in social media.
(RA, I1, 04/06/2019, 31-34)

e. Respondent have to edit the content before uploading it

All of the respondents said that they should edit their photo or video before they upload it to their Instagram Story, but they have different span when editing and also different applications to edit their content.

As stated on subject:

- *I have to edit all of my video and photo before I upload it because sometimes the photo or the video doesn't look aesthetic, so I have to edit it then people will enjoy looking at it.* (RF, I1, 03/23/2019, 47-50)
- *The current applications that I use is unfold and story art to collage the pictures or video and I also use lightroom or vsco to enhance the saturation, brightness and also give effects to make my story look aesthetic. It takes no longer than 15 minutes.* (RF, I1, 03/23/2019, 57-62)
- *I'd love to edit my photo before I upload it to my Instagram story to achieve an aesthetic looks on my photos.* (SY, I1, 04/05/2019, 42-44)
- *The current applications that I use is vsco, lightroom and inshot. Not so long I guess, it only takes 1-5 minutes but sometimes I only edit it and didn't upload it to Instagram because sometimes I change my mind and think that it was not good enough.* (SY, I1, 04/05/2019, 47-52)
- *I always edit it beforehand.* (FP, I1, 04/07/2019, 30)
- *It takes 1-3 minutes because I only use filter and some gifs provided by Instagram.* (FP, I1, 04/07/2019, 33-34)
- *I have to edit my photo or video first before because I truly uphold creativity.* (RA, I1, 04/06/2019, 37-38)
- *I usually use vsco, lightroom and kuji to make my daily activities that I post more Instagramable and people will wonder how I edited my photo or video. Sometimes it takes more than an hour because I love to edit with more than one application and I randomly change my effects in last minutes according*

to my mood. (RA, I1, 04/06/2019, 37-38)

- *I feels like my photos getting weird then I didn't upload at all. (RA, I1, 04/06/2019, 52-53)*

f. Respondent often use Instagram Story

All the respondents are active user of Instagram itself, moreover they often upload more than 17 stories in a week or more than 2 stories per day.

As stated on subject:

- *Five story per day, it can be 40 story per week with different settings. (RF, I1, 03/23/2019, 64-65)*
- *1-3 story per day, it can be 20 story per week with different settings depend on my mood. (SY, I1, 04/05/2019, 55-56)*
- *I'm not sure, probably 20 until 25 Instagram Stories a week. (FP, I1, 04/07/2019, 36)*
- *Probably 17 stories in a week. Sometimes I already edit some photos then suddenly. (RA, I1, 04/06/2019, 51-52)*

g. Respondent feels confident in presenting themselves through Instagram Story

Each respondent has different opinion about why they were confident presenting themselves in Instagram. Most of them argued that upload moment through Instagram was something common in this era and conscious or not the content that we upload picturing who we really are.

As stated on subject:

- *Instagram Story was something that common to people in my age, so it is not just me who use this feature. I also confident because I want them to have a good impression of me and see the good side in every story that I uploaded. There's always something that I would like to achieve behind every photo or video that I uploaded. (RF, I1, 03/23/2019, 69-75)*
- *In this era almost, everyone has their Instagram account and Instagram helps*

us to publish everything that we want the whole world to see. Moreover, in my college almost everyone in my class even my lecturer using Instagram. I'm confident because everyone tries to present themselves in Instagram through every photo or video they uploaded. (SY, I1, 04/05/2019, 61-68)

- *I believe that everyone choosing moments to present themselves in Instagram Stories. Basically, what we do, what we say is presenting our self and Instagram Story become one or the platform of people to present themselves because everyone in the world can see it. As a person I want to give an information to people by posting it in my Instagram Stories. For example, yesterday I repost a picture of a plastic food package that is already 19 years old and still looks like new. The purpose of my post is what makes me confident posting it because I want to spread and gain awareness of people who sees my Instagram. As we know Indonesia is the second country that dump a lot of plastic to the ocean after China. (FP, I1, 04/07/2019, 40-53)*
- *In my opinion, my Instagram Story is my feeling, my Instagram Story is related with my situation, so my Instagram Story is a part of me that I would like to present to everyone and I hope they like me in the way I define myself. (RA, I1, 04/06/2019, 56-60)*

h. The safety of using Instagram

Respondents believe that Instagram was Instagram is a safe application security is also our responsibility as a user.

As stated on subject:

- *I've used Instagram for 4 years and haven't got creepy experience so far. (RF, I1, 03/23/2019, 78-79)*
- *I private my Instagram account to minimize people who have bad intentions. (SY, I1, 04/05/2019, 71-72)*
- *Since Instagram is using Internet then I only can prevent people with bad intentions to me. I still worry as if a person would just hack my Instagram and ask money from my friends because some of my friend already experienced it*

before. But I think we just need to take a better security approach rather than not using any social media at all. (FP, I1, 04/07/2019, 56-62)

- *I didn't have any experiences about hackers and I rarely heard about the issue. (RA, I1, 04/06/2019, 63-64)*

i. Respondents prefer using Instagram and Instagram Stories features

Respondent argued that there are several things that Instagram has, and other applications don't. Almost all of the person in their circle also use Instagram so they can keep in touch with them through Instagram. Respondent also prefer to use Instagram Stories because it was something that easy to use and it will be expired in more than 24 hours so they won't be considered as spam. Some of them also uphold the aesthetically feeds I their Instagram so to post something daily they prefer to use Instagram Stories so its wont ruin the feeds itself.

As stated on subject:

- *Now days almost all of my friends even my lecturers have at least one Instagram account. (RF, I1, 03/23/2019, 94-95)*
- *We can upload story whenever and wherever we want, and it would not ruin my feeds. At some occasions when I upload story that also shows my location maybe some of my followers may be in the same place with me then we can unexpectedly meet. (RF, I1, 03/23/2019, 98-103)*
- *Because It seems easier to use Instagram rather than any other social media. Moreover, in my circle of friendship almost all of them has at least one Instagram account. (SY, I1, 04/05/2019, 84-87)*
- *I can upload Instagram Story whenever I want without ruining my feeds. My feeds will be full if I upload my daily activities on it. People tend to open Instagram Stories rather than scrolling down their timeline. (SY, I1, 04/05/2019, 84-87)*
- *Our society, as my friend will most likely use Instagram other than any other social media. (FP, I1, 04/07/2019, 71-72)*
- *I prefer to use Instagram Story because the post will be expired in 24 hours.*

Whereas post in feeds will last forever and if I post my daily activities in Instagram Feeds it will be considered as spamming. (FP, I1, 04/07/2019, 75-78)

- *My crush is an active user in Instagram and it would be nice if he sees my Instagram Stories. That's why I need to be more concern with the content that I uploaded. Moreover. Almost all of my friends even my parents use Instagram. (RA, I1, 04/06/2019, 74-78)*
- *I will be considered as a spammer if I post it on my feeds and I don't want it to happen. I guess posting activities on the Instagram story and some important moments on Instagram feeds become an unwritten norm in our society. (RA, I1, 04/06/2019, 77-78)*

j. Respondent's feelings every time he forgot to upload important moments

Some of the respondent looks fine if they miss some important moments but some of them not. It's all depends on each person points of view.

As stated on subject:

- *I feel terrible in a way that I couldn't describe it because I don't know how. I just naturally have to post something and if I didn't do it I'll feel bad for myself. (RF, I1, 03/23/2019, 82-85)*
- *I believe same moments won't happen twice and also, I want my followers to see that I have a lot of friends so I have to upload whenever I go out with my friends. (RF, I1, 03/23/2019, 89-91)*
- *I feel if there is something missing, but it is okay because I believe some of my friends at that time already post Instagram Story or at least take a picture then I can repost it. (SY, I1, 04/05/2019, 78-81)*
- *I don't really mind as long as I enjoyed the moment (FP, I1, 04/07/2019, 68-69)*
- *I don't really care, as long as we can embrace every moment that we have. Furthermore, sharing moments it's not the only way to present ourselves in Instagram. There are so many sides of me that I want people to see. (RA, I1, 04/06/2019, 67-71)*

k. Respondent's actions when his followers find out that he's not as good as their image on Instagram Story

Respondent has different opinions if their followers find out that they're not as good as their image on Instagram Story. Some of them may feel terrible, sad but they couldn't do anything less than respect others opinion about them.

As stated on subject:

- *I couldn't do anything because I will share what I want to share. We're human after all. We only can try to be the best as we can. It is okay if they want to unfollow me when they know the real me not as good as what my Instagram Stories defined me. (RF, I1, 03/23/2019, 107-111)*
- *I wouldn't do anything because at some point I realized that we are free to make our own opinions about someone. (SY, I1, 04/05/2019, 98-100)*
- *I would respect their opinion and I will ask them what they were think of me. After that I will do self-introspection and do better than before. (FP, I1, 04/07/2019, 83-85)*
- *I will feel so down of course but then I will evaluate, and I will prove that I could be even better in real life. (RA, I1, 04/06/2019, 89-91)*

l. Results that Respondent's get after self-presenting himself through Instagram Story

Respondents have different experience regarding the results that they get after self-presenting themselves through Instagram Stories and most of them are the positive reactions.

As stated on subject:

- *I got a lot of likes and comments from my friends. Sometimes when I posted some cool places my friends ask "dimana tuh ky" then I feel good because I'm one step ahead from my friend. And also, when I post my favorite song then some of my friends' direct message me saying that it is one of their favorite song too. There is some time when I was blue, and I post some quote that present my*

feelings so well then my friends chat me and said “it’s okay ky everything will be alright” and I feel so warm. (RF, I1, 03/23/2019, 115-124

- *Sometimes when I upload with location, my friends message me and told me that they were at that place too and we unexpectedly meet up. I also got so many compliments from my friend whenever I upload photos of me and somehow it makes me feel good. I gain more knowledge in terms of friendship because I know what my friends up to by seeing their Instagram stories and vice versa. (SY, I1, 04/05/2019, 109-111)*
- *That would be great! What I’ve shared things that defined me and I’m glad if anyone can see who I am through my Instagram. It is good to present your moods, feelings, favorite movies to everyone moreover to those people who didn’t get to see me every day like my old friends. (FP, I1, 04/07/2019, 88-93)*
- *I feel so proud to present myself as who I am in through my stories in Instagram. Often, I get a message from my followers gives several compliments or asked how I am doing lately because seeing my Instagram Stories that present my mood. (RA, I1, 04/06/2019, 95-99)*

3.2 Discussions

After receiving information from the undergraduate students who are actively using Instagram applications, researcher is going to discuss the information that researcher already got.

On the first point of the subtheme it said that the respondents are choosing some kind of moments that they wanted to upload to their Instagram Story. Subject has different opinion about what kind of moments they usually upload in Instagram.

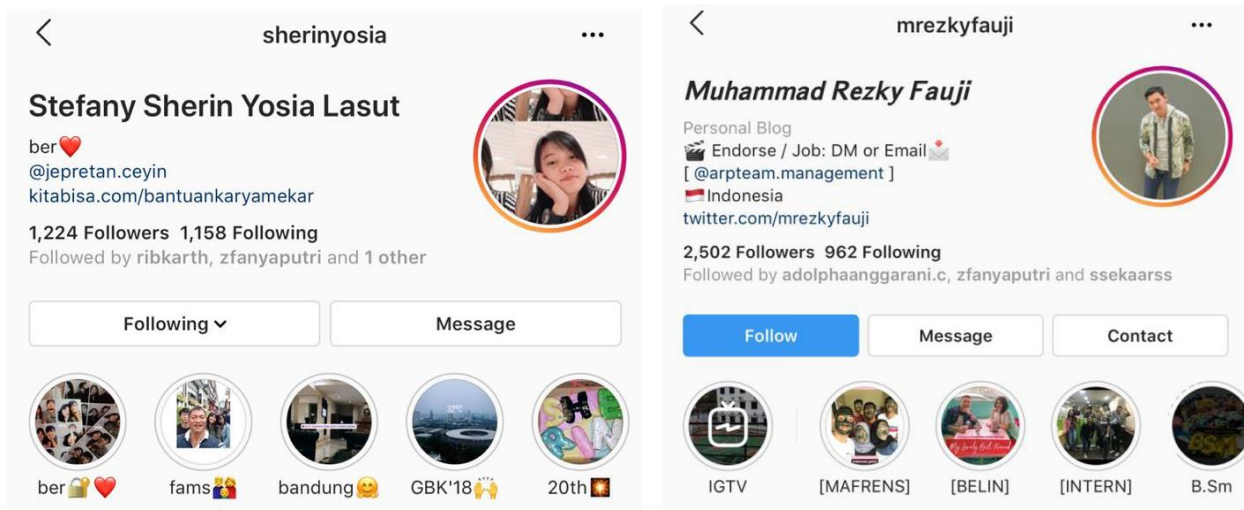


Figure 3.1 SY and FP Instagram Account

As we can see from figure 3.1 RF and FY have different opinion about what kind of moments they usually upload in their Instagram Story. RF said that he usually uploads events that rarely occur, FP said that he mostly uploads either photo or videos in Instagram Story for humor or joking around, SY usually uploads when she goes to some places and RA uploads in a first time experience. It proves the Goffman (1959) definition of self-presentation that each individual has their own way to present themselves and the activities to others in ordinary work of situation. The way of individuals to control and to guide the impressions were shaped themselves.

Second point explained one of the respondent which is RF has purposely constructed some of the moments that he uploaded in his Instagram Story. It reflects on Lee (1999) argumentation that Self-presentation tactics are defined as behaviors used to manage impressions to achieve foreseeable short-term interpersonal objectives or goals. Goffman (1959) also noted that the very structure of the self can be seen in terms of how we arrange for such performances. In other words, individuals are actively engaged in performing, a role, the self, and this performance is put on for outside the world, the audience, who interprets the meaning associated with this performance.

The third point explained that RF purposely constructed a moment with his friends because that already common in their circle.



Figure 3.2 RF Instagram Story

As we can see from figure 3.2 they also arrange some kind of gestures or expressions in order to create a good Instagram Story. Goffman (1959) asserted that people engage in strategic actions to create and maintain a desired image. Moreover, the actors which stands for the undergraduate students itself know they are being watched, so they actively adhere to creating contextual value for the audience.

Leary & Ashley (2010) explain that although most research on self-presentation has focused on situational influences, people differ greatly in the degree to which they care about others' impressions of them, the types of impressions they try to convey, and their evaluations of their self-presentational effectiveness. It reflects on the fourth point which explained that each respondent has difference points of view regarding their motives when they about to upload Instagram Story. Leary & Ashley (2010) also said that personality constructs such as public self-consciousness, approval motivation, and fear of negative evaluation are associated with the motive to manage one's impressions, and people who differ in self-disclosure and desire for privacy differentially reveal information about themselves to others. The statements from them also reflect SY statements which said that she wanted her followers to know her

daily activity but. not all of it. She didn't upload a story when she was in a busway or commuter line because she doesn't want her followers to see some part of her life. Most of the respondents agree that they wanted their followers to have a good perceptions about themselves just like Goffman (1959) believed that individuals not only try to convince others to see them as just, respectable, and moral individuals, but also that people want to maintain established positive impressions.

On the fifth point, all of the respondents agreed that they should edit their photo or video before they upload it to their Instagram Story, but they have different span when editing and also different applications to edit their content. It proofs Maning (1992) which said that the latest in camera phone technology and social media applications that allow users to take, retake, and edit photos to create a desired visual effect is in order to create the mask that allows performer or the user to express what they want their audience to see. FP said that he only use only use filter and some gifs provided by Instagram, just like (Naaman, Boase, & Lai, 2011) said Instagram offers its users a unique way to post pictures and videos using their smartphones, apply different manipulation tools 16 filters in order to transform the appearance of an image

Since its launch in October 2010, Instagram has attracted more than 150 million active users, with an average of 55 million photos uploaded by users per day, and more than 16 billion photos shared so far (Instagram, 2013). The extraordinary success of Instagram corroborates the recent Pew report which states that photos and videos have become the key social currencies online (Rainie, Brenner, & Purcell, 2012). Those statements strengthen the respondents answer which said that they are an active user of Instagram. Constine (2018) said that there are 400 million Instagrammers who used Instagram Story consistently. The number is higher than its pioneer, Snapchat which has 191 million users. Constine statements reflects all of the respondents answer which said that they often upload more than 17 stories in a week or more than 2 stories per day.

The next point is talking about why respondent feels confident in presenting themselves through Instagram Story. RF and SY said that one of the reasons they were confident presenting themselves in Instagram Story is because Instagram was something common in their circle. It reflects Mushtaq statement that said university age students widely engaged using Social Media. It also strenghts Boachie statement which said that Instagram user is encouraged to stay on Instagram and visit it more often. The user below 25 years old spend more than 32 minutes

per day on Instagram, while the older age groups spend more than 24 minutes a day on Facebook. FP believed that everyone choosing moments to present themselves in Instagram Stories. Basically, what we do, what we say is presenting our self and Instagram Story become one or the platform of people to present themselves because everyone in the world can see it. As what Gilovich said people are public self-consciousness which is the characteristic of individual who focus on themselves as social objects, as seen by others. FP give an example to strengthen his statement in figure 3.3. As a person FP wanted to give an information to people by posting it in his Instagram Story. For example, yesterday he reposted a picture of a plastic food package that is already 19 years old and still looks like new. The purpose of the post is what makes me confident posting it because he wanted to spread and gain awareness of people who sees his Instagram. As we know Indonesia is the second country that dump a lot of plastic to the ocean after China



Figure 3.3 FP Instagram Story

The next point discussed about the safety of Instagram itself. Kress (2003) said that new media have three further effects. They make it easy to use a multiplicity of modes, and in particular the mode of image – still or moving – as well as other modes, such as music and sound effect for instance. They change, through their affordances, the potentials for

representational and communicational action by their users; this is the notion of ‘interactivity’ which figures so prominently in discussions of the new media. Interactivity has at least two aspects: one is broadly interpersonal, for instance, in that the user can ‘write back’ to the producer of a text with no difficulty. Those effects give facilitate some of the people with bad intentions to hacked or do harm to Instagram account. As what FP said Instagram is using Internet so he only able to prevent people with bad intentions to him.

Respondents prefer using Instagram and Instagram Stories features because there are several things that Instagram has, and other applications don’t. RF said one of the advantages Instagram has is we can upload story whenever and wherever we want. It strengthens Constine statements which said that Instagram Story is a two-way communication among creators and fans or between friends and it could embrace the Photoshop tools. Constine also explained that Instagram Story can re-sharing the Story that their friend tags them in and even public posts on which they want to comment, made a polls, music sticker and recently Instagram has the question sticker so the user can ask friends and then share their answers in Story.

Next point discussed about respondent’s feelings every time he forgot to upload important moments. Some of the respondent looks fine if they miss some important moments but some of them not. RF said that he will feel terrible if he forgot to upload important moments, it reflects one of Goffman statements to adhere to the conformist performances and maintain their masked character. Masked character stands for the impressions that the respondent built through every Instagram Story that he made. Goffman also said that individuals not only try to convince others to see them as just, respectable, and moral, but also that people want to maintain established positive impressions and desired image.

This subtheme discussed about respondent’s feelings and what will they do if their followers find out that they were not as good as their image on Instagram. Maning (1992) argued that a viewer may then see fallacy in the “real” performance, which leads them to question the motives of the performers because it is possible for audience members to gain access to secret information, the actors must keep up them in-character appearances by conscious or subconscious self-regulation. From Maning statement, performance refers to how respondent present themselves in their Instagram Story and the actors is the respondents itself. Most of the respondents said if it happened they can’t do anything as what Erikson (1986) said in psychosocial development, adolescents must resolve the crisis that occurred at that time.

The term crisis used by Erikson is related to a series of internal conflicts related to the stage of development. This crisis shows the struggle to get a balance between developing individual identities with fitting in debating roles such as "who am I".

The last sub theme discussed about the results that they will get after self-presenting themselves through their Instagram Story. RF said that he was happy because he got a lot of likes and comments from his friends and also he feels good because his friends often react to his Instagram Story. SY also said that she also got so many compliments from her friend whenever she uploads photos of me and somehow it makes her feel good. Statements from RF and SY reflects (Kassin, Markus, & Fein, 2011) which said that they seem have the spotlight effect which is they could attract people's attentions or they are the center of attentions. The specific goals vary and include the desire to be seen as likeable, competent, moral, dangerous or helpless. Those statements also reflect Santrock statement which said that teenagers feel themselves to be the center of public attention.

Beside that FP said that he feels good to present your moods, feelings, favorite movies to everyone moreover to those people who didn't get to see him every day. It proofs Santrock statements which said that Teenagers are part of the community that is required to be able to socialize with good with the community. Interaction with peers will open opportunities for teens to learn to behave as expected by the group and in accordance with the norms society.

2. Conclusions and Recommendations

This chapter includes the elaborations of conclusion about the research that has been conducted. The researcher also put recommendations for a future research regarding Instagram Story and Self Presentation,

4.1 Conclusions

This research had answered the research questions, that is:

- How the undergraduate students representing themselves through Instagram Stories features?

Respondent has their own different way in order to represent themselves through Instagram Story but all of them often edit their photo and video first before they upload it. Some of them could edit their photo for hours using several applications but some of them only edit it using all of the filters provided by Instagram itself. Furthermore, all of the respondent agree that there are a lot of benefits using Instagram so they choose Instagram as a platform to present themselves.

- What are the undergraduate student's motivations for representing themselves through Instagram Stories features?

Experience and personality could affect the undergraduate student's motivations because they have different point of view but almost all of the respondents said that they wanted to impress their followers.

- What are the results that they get after representing themselves through Instagram Stories?

All of the respondents receive a positive feedback from their followers in any forms.

- Why the undergraduate students representing themselves through Instagram Stories?

Because almost all of the people use Instagram Story and it becomes habit to share what they wanted to share so everyone would know. Other than that all of the respondent agree that Instagram is a safe and easy to use application.

4.2 Recommendations

- Undergraduate Students

The researcher recommends the undergraduate students not so busy with their virtual life and pay more attention to their real life. Moreover, they have to be more concern to their academic things and divide their time wisely. Other than that, it is okay to purposely construct reality to achieve good impressions as long as they don't fake the reality and not take everything in Instagram way too serious.

- Future Research

The researcher recommends for the next researcher to dig deeper about the features that Instagram Story has such as gif, poll, questions, location, etc. Moreover, the next researcher should be more concern about what kind of images that the undergraduate students wanted to achieve through their self-representation.

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APPENDICES

A. Letter of Consent

Consent Form of Qualitative Study Interviews

Thank you for your participation as an informant for my thesis research. Please consider the statements carefully before deciding to participate in this research. If you are willing to participate, please complete and sign the form below

- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.
- I have had the purpose and nature of the study explained to me in and I have had the opportunity to ask questions about the study.
- I agree to my interview being audio-recorded
- I understand that if I inform the researcher that myself or someone else is at risk of harm they may have to report this to the relevant authorities - they will discuss this with me first but may be required to report with or without my permission.
- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Date : 7 April 2019

Signature : 

Name : Farrel P

Consent Form of Qualitative Study Interviews

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- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Date : 23 Maret 2019

Signature :

Rezky

Name : M Rezky Fauzi

Consent Form of Qualitative Study Interviews

Thank you for your participation as an informant for my thesis research. Please consider the statements carefully before deciding to participate in this research. If you are willing to participate, please complete and sign the form below

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- I agree to my interview being audio-recorded
- I understand that if I inform the researcher that myself or someone else is at risk of harm they may have to report this to the relevant authorities - they will discuss this with me first but may be required to report with or without my permission.
- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Date : 5 APRIL 2019

Signature :



Name : SHERIN YOSIA LASUT

Consent Form of Qualitative Study Interviews

Thank you for your participation as an informant for my thesis research. Please consider the statements carefully before deciding to participate in this research. If you are willing to participate, please complete and sign the form below

- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.
- I have had the purpose and nature of the study explained to me in and I have had the opportunity to ask questions about the study.
- I agree to my interview being audio-recorded
- I understand that if I inform the researcher that myself or someone else is at risk of harm they may have to report this to the relevant authorities - they will discuss this with me first but may be required to report with or without my permission.
- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Date : April 6th 2019

Signature : 

Name : Ribka arthauli pangaribuan

B. Interview Guideline

I. Components of Self Presentation (Goffman, 1959)

- Performances

Performances are controlled actions that an individual does to persuade others perceptions of him or herself.

Reveal:

- How they choose moments to be uploaded to their Instagram Story

- Teams

Individuals normally work in groups or teams where each participant accepts responsibility for successful and flawed performances.

Reveal:

- Whether the respondents have an experience of doing some events behind the scene to purposely construct a content for their Instagram Story

- Region

Region is any space where accessibility by nonperformers and audiences (followers) is limited. Audience (followers) members may seek access to backstage information, but barriers are in place to keep them from seeing what typically happens behind the scenes.

Reveal:

- The purposes of respondents when they were choosing or highlighting moments to be uploaded in Instagram Stories
- What really happened behind every story that they were made.

- Discrepant Roles

performances need to prevent the audience (followers) from getting some information behind the scene (secrets)

Reveal:

- How do they feel and what will they do if their audiences of in this case is followers find out if they were not as good as their Instagram Stories defined them

- Impression Management

Refers to work on maintaining the consistency the desired impression

Reveal:

- How they keep the consistency of their image in Instagram

II. Research Question

Based on the research questions, researcher would like to reveals:

- How respondents present themselves through their Instagram Story
- What are their motivations and the results that their get after self-presenting themselves?
- Respondent's points of view regarding the Stories Features and Instagram itself

C. Interview Verbatim

Name : Rezky Fauzi (RF)
 Age : 21 years old
 Job : Student and Lifestyle Influencer
 Date of Interview : March 23rd , 2019
 Number of Interview : II

Line	Parties	Conversation	Theme
1	Researcher	<i>Good evening Rezky, thank you for volunteering to be my research participant. I have several questions for you and I need you to answer it honestly and truthfully.</i>	
5	Rezky	Okay	
	Researcher	<i>What kind of moments do you usually upload to your Instagram Story? Why?</i>	
10 15	Rezky	<u>I usually upload events that rarely occur or maybe would not happen again. For example, yesterday I was strayed in Karawang, meet up with old friends, holidays, eat to restaurants or cafes, favorite song or movie and so on. Because those are moments that I consider to be content moreover sometimes I purposely settings some conditions to makes it look like interesting content for people to see or some people may call it <i>settingan</i>.</u>	Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances) Respondent's objectives before he uploaded Instagram Story (region)
	Researcher	<i>What are the example of moments that you setting purposely to become a content in your Instagram Story?</i>	

20	Rezky	<u>For example, when I come to my friend's defense, I tell my friend to go back into the room so i would start the record the video when he comes out. Another example is when I'm hanging out with my friends, we often make the Instagram story purposely. We arrange the gestures, facial expressions and the caption of the content itself. That is something that is already common. Moreover, I often delete my story if there is a friend who looks ugly and they were often annoyed because I made an Instagram story without telling them.</u>	Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)
25			Respondent and his friends planned the content for Instagram Story (teams)
30			
	Researcher	<i>Why do you purposely set up every single thing before you upload it to your Instagram Story?</i>	
35	Rezky	<u>Because I want them to perceive a good perception about me. I would like to highlight every good side of me. In every story that I uploaded, there must be a hidden message in it. For example: whenever I upload with my girlfriends, I want everyone knows that I have so many beautiful girl friends, so I set everything up and ask them to look good in every story that I've made. Sometimes I also upload some songs and movies to show to my followers my taste of music and my favorites genres of movies. When I go to <i>Instagramable</i> places I also make Instagram Story, so my followers will think that I'm a cool kid.</u>	Respondent's objectives before he uploaded Instagram Story (region)
40			
45	Researcher	<i>What are you usually do to your photo or video before you upload it to your Instagram Story?</i>	
50	Rezky	<u>I have to edit all of my video and photo before I upload it because sometimes the photo or the video doesn't look aesthetic so I have to edit it then people will enjoy looking at it. There comes a time when I'm</u>	How subject present himself through Instagram Story

		running out of battery, but I want to upload story immediately, at that kind of situations I constrained to upload it without doing all of the editing process.	
55	Researcher	<i>What are the applications that you usually use to edit photo or video before you upload it to your Instagram Story and how lonh it takes?</i>	
60	Rezky	<u>The current applications that I use is <i>unfold</i> and <i>story art</i> to collage the pictures or video and I also use <i>lightroom</i> or <i>vsco</i> to enhance the saturation, brightness and also give effects to make my story look aesthetic. It takes no longer than 15 minutes</u>	How subject present himself through Instagram Story
	Researcher	<i>How many Instagram story do you upload in a week?</i>	
65	Rezky	<u>Five story per day, it can be 40 story per week with different settings. Sometimes I would like to upload quotes, listen to songs, hang out with friends, etc.</u>	How subject present himself through Instagram Story
	Researcher	<i>What makes you confident presenting yourself through your Instagram Story?</i>	
70	Rezky	<u>Because Instagram Story was something that common to people in my age so it is not just me who use this features. I also confident because I want them to have a good impression of me and see the good side in every story that I uploaded. There's always something that I would like to achieve behind every photo or video that I uploaded.</u>	Why Respondent's self-presenting himself through Instagram Story
75			
	Researcher	<i>How do you measure the safety of using Instagram Story features?</i>	
	Rezky	<u>I've used Instagram for 4 years and haven't got creepy experience so far.</u>	Respondent's point of view about Instagram and Story Feature

80	Researcher	<i>How do you feel when you didn't upload Instagram Story when you do important moments?</i>	
85		<u>I feel terrible in a way that I couldn't describe it because I don't know how. I just naturally have to post something and if I didn't do it I'll feel bad for myself.</u>	Respondent's point of view when they forgot to upload Instagram Story (impression management)
	Researcher	<i>What factors makes you feel worry when you didn't upload Instagram Story about some important moments?</i>	
90	Rezky	<u>I believe same moments won't happen twice and also I want my followers to see that I have a lot of friends so I have to upload whenever I go out with my friends.</u>	Respondent's point of view when they forgot to upload Instagram Story (impression management)
	Researcher	<i>Why do you prefer using Instagram rather than any other Social Media?</i>	
95	Rezky	<u>Because now days almost all of my friends even my lecturers have at least one Instagram account.</u>	Respondent's point of view about Instagram and Story Feature
	Researcher	<i>Why do you prefer using Instagram Story rather than any other features on Instagram?</i>	
100	Rezky	<u>Because we can upload story whenever and wherever we want and it would not ruin my feeds. At some occasions when I upload story that also shows my location maybe some of my followers may be in the same place with me then we can unexpectedly meet.</u>	Respondent's point of view about Instagram and Story Feature
105	Researcher	<i>What will you do when your followers find out that you're not as good as what your Instagram Story defined you?</i>	

110	Rezky	<u>I couldn't do anything because I will share what I want to share. We're human after all. We only can try to be the best as we can. It is okay if they want to unfollow me when they know the real me not as good as what my Instagram Stories defined me</u>	Respondent's actions when his followers find out that he's not as good as his image on Instagram Story (discrepant roles)
	Researcher	<i>What are the results that you get after following those kind of activities and upload your picture or video to your Instagram Story?</i>	
115 120	Rezky	<u>I got a lot of likes and comments from my friends. Sometimes when I posted some cool places my friends ask "dimana tuh ky" then I feel good because I'm one step ahead from my friend. And also when I post my favorite song then some of my friends' direct message me saying that it is one of their favorite song too. There is some time when I was blue and I post some quote that present my feelings so well then my friends chat me and said "it's okay ky everything will be alright" and I feel so warm.</u>	Results that Respondent's get after self-presenting themselves through Instagram Story

Name : Sherin Yosia (SY)

Age : 20 years old

Job : Student

Date of Interview : April 5th, 2019

Number of Interview : II

Line	Parties	Conversation	Theme
1	Researcher	<i>Good evening Farrel, thank you for volunteering to be my research participant. I have several questions for you and I need you to answer it honestly and truthfully.</i>	
5	Sherin	Okay	
	Researcher	<i>What kind of moments do you usually upload to your Instagram Story?</i>	
10 15	Sherin	<u>If I go to a place like campus, cafe, any mall. Back then, I used to upload picture or boomerang of food, but then I realized that if people think that I'm really hungry, the food will be photographed so didn't upload food anymore. But recently I'd like to upload pictures of me buy some viral coffee such as <i>janji jiwa, kopi kulo</i>, etc. Besides that, I also love to repost some jokes from another account in Instagram and upload some video of my friends which unexpectedly doing silly things</u>	Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)
	Researcher	<i>Why do you choose those moments to be uploaded to your Instagram story?</i>	
20	Sherin	<u>Because I want my followers know my daily activity but not all of them. I didn't upload a story when I'm in busway or commuter line because I just want them to see the side of me I want them to see. I want to</u>	Respondent's objectives before she uploaded Instagram Story (region)

25		<u>present myself as good as I can, so all of my followers can have a good perception about me. When I upload jokes and my friends doing silly things, I want my followers to see that I'm enjoying my life surrounded with all of my lovely friends.</u>	
30	Researcher	<i>What kind of perception do you want them to achieve?</i>	
35	Sherin	<u>I only allow them to see the side of me that I want them to see. For example, I upload about Korean group (BTS) then it shows that I love Kpop. I upload it because I want my followers to see that I'm a kpopers and maybe some of them have the same favorite genres with me then we can talk about it together. In real life, I only remember a few songs of that group, but my followers don't know about it.</u>	Respondent's objectives before she uploaded the Instagram Story (region)
40	Researcher	<i>What are you usually do to your photo or video before you upload it to your Instagram Story?</i>	
	Sherin	<u>I upload photos more often than videos and not to be hypocrite, I'd love to edit my photo before I upload it to my Instagram story to achieve an aesthetic looks on my photos.</u>	How subject present herself through Instagram Story
45	Researcher	<i>What are the applications that you usually use to edit photo or video before you upload it to your Instagram Story and how long it takes?</i>	
50	Sherin	<u>The current applications that I use is vsco, lightroom and inshot. Not so long I guess, it only takes 1-5 minutes but sometimes I only edit it and didn't upload it to Instagram because sometimes I change my mind and think that it was not good enough.</u>	How subject present herself through Instagram Story
	Researcher	<i>How many Instagram story do you upload in a week?</i>	

55	Sherin	<u>1-3 story per day, it can be 20 story per week with different settings depend on my mood.</u> Sometimes I can only upload quotes or my favorite song lyrics if I want to.	How subject present herself through Instagram Story
60	Researcher	What makes you confident presenting yourself through your Instagram Story?	
65	Sherin	<u>Because in this era almost everyone has their Instagram account and Instagram helps us to publish everything that we want the whole world to see. Moreover, in my college almost everyone in my class even my lecturer using Instagram. I'm confident because everyone tries to present themselves in Instagram through every photo or video they uploaded.</u>	Why Respondent's self-presenting herself through Instagram Story
70	Researcher	<i>How do you measure the safety of using Instagram Story features?</i>	
75	Sherin	<u>I private my Instagram account to minimize people who have bad intentions</u> and even I have to un-private my accounts to publish my college events I always be careful whenever I see there is a strange Instagram account, I immediately block it.	Respondent's point of view about Instagram and Story Feature
	Researcher	<i>How do you feel when you didn't upload Instagram Story about some important moments?</i>	
80	Sherin	<u>I feel if there is something missing, but it is okay because I believe some of my friends at that time already post Instagram Story or at least take a picture then I can repost it.</u>	Respondent's point of view when they forgot to upload Instagram Story (impression management)
	Researcher	<i>Why do you prefer using Instagram rather than any other Social Media?</i>	

85	Sherin	<u>Because It seems easier to use Instagram rather than any other social media. Moreover, in my circle of friendship almost all of them has at least one Instagram account.</u>	Respondent's point of view about Instagram and Story Feature
	Researcher	<i>Why do you prefer using Instagram Story rather than any other features on Instagram?</i>	
90	Sherin	<u>Because I can upload Instagram Story whenever I want without ruining my feeds. My feeds will be full if I upload my daily activities on it. People tend to open Instagram Stories rather than scrolling down their timeline.</u>	Respondent's point of view about Instagram and Story Feature
95	Researcher	<i>What will you do when your followers find out that you're not as good as what your Instagram Story defined you?</i>	
100	Sherin	<u>I wouldn't do anything because at some point I realized that we are free to make our own opinions about someone.</u>	Respondent's actions when her followers find out that she's not as good as her image on Instagram Story (discrepant roles)
	Researcher	<i>What are the results that you get after following those kinds of activities and upload your picture or video to your Instagram Story?</i>	
105	Sherin	<u>Sometimes when I upload with location, my friends message me and told me that they were at that place too and we unexpectedly meet up. I also got so many compliments from my friend whenever I upload photos of me and somehow it makes me feel good. I gain more knowledge in terms of friendship because I know what my friends up to by seeing their Instagram stories and vice versa.</u>	Results that Respondent's get after self-presenting themselves through Instagram Story
110			

Name : Farrel Pramono (FP)

Age : 21 years old

Job : Student

Date of Interview : April 7th, 2019

Number of Interview : II

Line	Parties	Conversation	Theme
1	Researcher	<i>Good evening Farrel, thank you for volunteering to be my research participant. I have several questions for you and I need you to answer it honestly and truthfully.</i>	
5	Farrel	Okay	
	Researcher	<i>What kind of moments do you usually upload to your Instagram Story?</i>	
10	Farrel	<u>Mostly I upload either photo or videos in Instagram Story for humor or joking around. Sometimes scenery or as people said <i>Instagramable</i> places, the rest of It I post when I am meeting friends.</u>	Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)
	Researcher	<i>Why do you choose those moments to be uploaded to your Instagram story?</i>	
15	Farrel	<u>Because I still consider my privacy. Not all things that we do we should upload it to our Instagram Story. On the other hand, I prefer having quality time with my friends rather than playing with our own phone.</u>	Respondent's objectives before he uploaded Instagram Story (region)
	Researcher	<i>What are the factors that you consider when you want to post something in your Instagram Story?</i>	
20	Farrel	<u>Well, if I rarely met with the person then I will post an Instagram Story with them. We all have different mood, so I will post or repost something if I want to</u>	Respondent's objectives before he

			uploaded Instagram Story (region)
	Researcher	<i>How important is posting moments or information to your Instagram Story?</i>	
25	Farrel	<u>It is important as it will be my media of sharing photos and some people perceived it as a digital portfolio of everyone's life who has Instagram account</u>	Respondent's objectives before he uploaded Instagram Story (region)
	Researcher	<i>What are you usually do to your photo or video before you upload it to your Instagram Story?</i>	
30	Farrel	<u>I always edit it beforehand.</u>	How subject present himself through Instagram Story
	Researcher	<i>How long did it take to edit your content?</i>	
	Farrel	<u>It takes 1-3 minutes because I only use filter and some gifs provided by Instagram.</u>	How subject present himself through Instagram Story
35	Researcher	<i>How many Instagram story do you upload in a week?</i>	
	Farrel	<u>I'm not sure, probably 20 until 25 Instagram Stories a week.</u>	How subject present himself through Instagram Story
	Researcher	<i>What makes you confident presenting yourself through your Instagram Story?</i>	
40	Farrel	<u>I believe that everyone choosing moments to present themselves in Instagram Stories. Basically, what we do, what we say is presenting our self and Instagram Story become one or the platform of people to present themselves because everyone in the world can see it.</u>	Why Respondent's self-presenting herself through Instagram Story
45		<u>As a person I want to give an information to people</u>	

50		<u>by posting it in my Instagram Stories. For example, yesterday I repost a picture of a plastic food package that is already 19 years old and still looks like new. The purpose of my post is what makes me confident posting it because I want to spread and gain awareness of people who sees my Instagram. As we know Indonesia is the second country that dump a lot of plastic to the ocean after China.</u>	
55	Researcher	<i>How do you measure the safety of using Instagram Story features?</i>	
60	Farrel	<u>Since Instagram is using Internet then I only can prevent people with bad intentions to me. I still worry as if a person would just hack my Instagram and ask money from my friends because some of my friend already experienced it before. But I think we just need to take a better security approach rather than not using any social media at all.</u>	Respondent's point of view about Instagram and Story Feature
	Researcher	<i>How do you feel when you didn't upload Instagram Story about some important moments?</i>	
65	Farrel	Actually, I have business account then I should be worry if I forget to post Instagram Story but for my personal account <u>I don't really mind as long as I enjoyed the moment</u>	Respondent's point of view when they forgot to upload Instagram Story (impression management)
70	Researcher	<i>Why do you prefer using Instagram rather than any other Social Media?</i>	
	Farrel	<u>Because of our society, as my friend will most likely use Instagram other than any other social media</u>	Respondent's point of view about Instagram and Story Feature
	Researcher	<i>Why do you prefer using Instagram Story rather than any other features on Instagram?</i>	

75	Farrel	<u>I prefer to use Instagram Story because the post will be expired in 24 hours. Whereas post in feeds will last forever and if I post my daily activities in Instagram Feeds it will be considered as spamming.</u>	Respondent's point of view about Instagram and Story Feature
80	Researcher	<i>What will you do when your followers find out that you're not as good as what your Instagram Story defined you?</i>	
	Farrel	<u>Hahaha, I would respect their opinion and I will ask them what they were think of me. After that I will do self-introspection and do better than before.</u>	Respondent's actions when her followers find out that she's not as good as her image on Instagram Story (discrepant roles)
85	Researcher	<i>What are the results that you get after following those kinds of activities and upload your picture or video to your Instagram Story?</i>	
90	Farrel	<u>That would be great! What I've shared things that defined me and I'm glad if anyone can see who I am through my Instagram. It is good to present your moods, feelings, favorite movies to everyone moreover to those people who didn't get to see me every day like my old friends.</u>	Results that Respondent's get after self-presenting themselves through Instagram Story

Name : Ribka Arthauli

Age : 20 years old

Job : Student

Date of Interview : April 6th, 2019

Number of Interview : II

Line	Parties	Conversation	Theme
1	Researcher	<i>Good evening Ribka, thank you for volunteering to be my research participant. I have several questions for you and I need you to answer it honestly and truthfully.</i>	
5	Ribka	Okay	
	Researcher	<i>What kind of moments do you usually upload to your Instagram Story?</i>	
10	Ribka	Actually, I have two Instagram account, the main account I use to engage with other people and the second Instagram only for my close friends. <u>In the main account I prefer to upload photos or videos that may seems like <i>pencitraan</i></u>	Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)
	Researcher	<i>What do you mean by <i>pencitraan</i>?</i>	
15	Ribka	<u><i>Pencitraan</i> is the actions that will attract other people when they see my Instagram Story. I often post my first-time experience in everything. For example, my first experience using <i>mrt</i>, first time go to new café, first day at new semester, first time try new food, first time listen to song that I like and so on. There comes a time when I rarely read Bible then I decided to post a few verses which define my feelings at that time.</u>	Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)
20			Respondent's objectives before he

			uploaded Instagram Story (region)
	Researcher	<i>Why do you choose those moments to be uploaded to your Instagram story?</i>	
25	Ribka	<u>I just post what I want to post, to be honest I like to post random things based on my mood, so my Instagram Stories will present my mood or feelings at that time.</u>	Respondent's objectives before he uploaded Instagram Story (region)
	Researcher	<i>How important is posting moments or information to your Instagram Story?</i>	
30	Ribka	<u>I'm the kind of person who randomly post something if I want to but then I realized that posting in Instagram Stories become our habit that we unconsciously have to do to make people aware of our present in social media.</u>	Respondent's objectives before he uploaded Instagram Story (region)
35	Researcher	<i>What are you usually do to your photo or video before you upload it to your Instagram Story?</i>	
	Ribka	<u>I have to edit my photo or video first before because I truly uphold creativity.</u>	How subject present herself through Instagram Story
40	Researcher	<i>What are the applications that you usually use to edit photo or video before you upload it to your Instagram Story and how long it takes?</i>	
45	Ribka	<u>I usually use vsco, lightroom and kuji to make my daily activities that I post more Instagramable and people will wonder how I edited my photo or video. Sometimes it takes more than an hour because I love to edit with more than one application and I randomly change my effects in last minutes according to my mood.</u>	How subject present herself through Instagram Story

50	Researcher	<i>How many Instagram story do you upload in a week?</i>	
	Ribka	<u>Probably 17 stories in a week. Sometimes I already edit some photos then suddenly I feels like my photos getting weird then I didn't upload at all.</u>	How subject present herself through Instagram Story
55	Researcher	<i>What makes you confident presenting yourself through your Instagram Story?</i>	
60	Ribka	<u>In my opinion, my Instagram Story is my feeling, my Instagram Story is related with my situation, so my Instagram Story is a part of me that I would like to present to everyone and I hope they like me in the way I define myself.</u>	Why Respondent's self-presenting herself through Instagram Story
	Researcher	<i>How do you measure the safety of using Instagram Story features?</i>	
	Ribka	<u>I didn't have any experiences about hackers and I rarely heard about the issue.</u>	Respondent's point of view about Instagram and Story Feature
65	Researcher	<i>How do you feel when you didn't upload Instagram Story about some important moments?</i>	
70	Ribka	<u>I don't really care, as long as we can embrace every moment that we have. Furthermore, sharing moments it's not the only way to present ourselves in Instagram. There are so many sides of me that I want people to see.</u>	Respondent's point of view when they forgot to upload Instagram Story (impression management)
	Researcher	<i>Why do you prefer using Instagram rather than any other Social Media?</i>	
75	Ribka	<u>Because my crush is an active user in Instagram and it would be nice if he sees my Instagram Stories. That's why I need to be more concern with the content that I uploaded. Moreover. Almost all of my friends even my parents use Instagram.</u>	Respondent's point of view about Instagram and Story Feature

80	Researcher	<i>Why do you prefer using Instagram Story rather than any other features on Instagram?</i>	
85	Ribka	<u>Because I will be considered as a spammer if I post it on my feeds and I don't want it to happen. I guess posting activities on the Instagram story and some important moments on Instagram feeds become an unwritten norm in our society.</u>	Respondent's point of view about Instagram and Story Feature
	Researcher	<i>What will you do when your followers find out that you're not as good as what your Instagram Story defined you?</i>	
90	Ribka	<u>Haha, I will feel so down of course but then I will evaluate and I will prove that I could be even better in real life.</u>	Respondent's actions when her followers find out that she's not as good as her image on Instagram Story (discrepant roles)
	Researcher	<i>What are the results that you get after following those kinds of activities and upload your picture or video to your Instagram Story?</i>	
95	Ribka	<u>I feel so proud to present myself as who I am in through my stories in Instagram. Often, I get a message from my followers gives several compliments or asked how am I doing lately because seeing my Instagram Stories that present my mood.</u>	Results that Respondent's get after self-presenting herself through Instagram Story

D. Coding Matrix

Category and coding table for interviewing RF subject

Theme Category	Sub-theme Category	Theme	
		Subject	Informant
Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)	<ul style="list-style-type: none"> a) Moments that has been uploaded to Instagram Story b) Moments that has been constructed by the respondent 	<ul style="list-style-type: none"> a) Subject said that he usually uploads events that rarely occur or maybe would not happen again (RF, I1, 03/23/2019, 8-9) b) Subject give an example of moments that he usually upload either constructed or non-constructed (RF, I1, 03/23/2019, 9-12 & 20-27) 	
Respondent's objectives before he uploaded Instagram Story (region)	<ul style="list-style-type: none"> a) Respondent's motives before uploading Instagram Story 	<ul style="list-style-type: none"> a) Subject would like to upload moments that he considered as an interesting content (RF, I1, 03/23/2019, 12-16) b) Subject wanted their followers to have a good perceptions about him (RF, I1, 03/23/2019, 33-44) 	
Respondent and his friends planned the content for Instagram Story (teams)	<ul style="list-style-type: none"> a) Respondent and his friends planned to construct Instagram Story 	<ul style="list-style-type: none"> a) As a team, subject and his friends arrange the gestures, facial expressions and the caption of the content itself (RF, I1, 03/23/2019, 24-30) 	

<p>How subject present himself through Instagram Story</p>	<p>a) Respondent must edit the content before uploading it</p> <p>b) Respondent often use Instagram Story</p>	<p>a) Subject wanted to post an aesthetic content so he has to edit the photo or video first using several applications which takes no longer than 15 minutes (RF, I1, 03/23/2019, 47-50)</p> <p>b) Subject used several applications to edit their content and it takes no longer than 15 minutes (RF, I1, 03/23/2019, 57-62)</p> <p>c) Subject uploaded approximately 40 stories in a week (RF, I1, 03/23/2019, 64-65)</p>	
<p>Why Respondent self-presenting himself through Instagram Story</p>	<p>a) Respondent feels confident in presenting himself through Instagram Story</p>	<p>a) Subject explain that Instagram Story something that common to people in his age (RF, I1, 03/23/2019, 69-73)</p> <p>b) Subject argued that there's something that he would like to achieve behind every photo or video that I uploaded (RF, I1, 03/23/2019, 73-75)</p>	
<p>Respondent point of view about Instagram and Story Feature</p>	<p>a) The safety of using Instagram</p> <p>b) Respondent prefer using Instagram and Instagram Stories features</p>	<p>a) Subject used Instagram for 4 years and haven't got creepy experience so far (RF, I1, 03/23/2019, 78-79)</p> <p>b) Subject prefer to use Instagram because now days almost all of</p>	

		<p>their friends and lecturer at least have one Instagram account (RF, I1, 03/23/2019, 94-95)</p> <p>c) Subject prefer posting in Instagram Story because it will not ruin his feeds (RF, I1, 03/23/2019, 98-103)</p>	
Respondent's point of view when he forgot to upload Instagram Story (impression management)	a) Respondent's feelings every time he forgot to upload important moments	<p>a) Subject will feel terrible when he didn't upload important moments to his Instagram Story (RF, I1, 03/23/2019, 82-85)</p> <p>b) Subject believe that same moments won't happen twice (RF, I1, 03/23/2019, 89-91)</p>	
Respondent's actions when his followers find out that he's not as good as his image on Instagram Story (discrepant roles)	a) Respondent's actions when his followers find out that he's not as good as his image on Instagram Story	a) Subject said that he was okay whenever his followers find out that he may not as good as his image in Instagram because we're only human after all (RF, I1, 03/23/2019, 107-111)	
Results that Respondent's get after self-presenting himself through Instagram Story	a) Results that Respondent's get after self-presenting himself through Instagram Story	a) Subject explained that he got a lot of compliments and supports from his followers (RF, I1, 03/23/2019, 115-124)	

Categorization and coding table for interviewing SY subject

Theme Category	Sub-theme Category	Theme	
		Subject	Informant
Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)	a) Moments that has been uploaded to Instagram Story	a) Subject give an example of moments that she usually upload (SY, I1, 04/05/2019, 8-17)	
Respondent's objectives before he uploaded Instagram Story (region)	a) Respondent motives before uploading Instagram Story	a) Subject explained that she wants her followers know her daily activity but not all of them but the side of me I want them to see by present myself as good as I can so all of my followers can have a good perception about me (SY, I1, 04/05/2019, 20-28) b) Subject explained about what kind of perceptions that she expect all of her followers will perceived (SY, I1, 04/05/2019, 31-38)	
How subject present herself through	a) Respondent must edit the content before uploading it	a) Subject wanted to post an aesthetic content so he has to edit the photo first (SY, I1,	

Instagram Story	b) Respondent often use Instagram Story	<p>04/05/2019, 42-44)</p> <p>b) Subject use several applications to edit their content and it takes no longer than 5 minutes (SY, I1, 04/05/2019, 47-52)</p> <p>c) Subject uploaded approximately 20 stories in a week (SY, I1, 04/05/2019, 55-56)</p>	
Why Respondent's self-presenting himself through Instagram Story	a) Respondent feels confident in presenting herself through Instagram Story	<p>a) Subject explain that Instagram Story something that common to people in this era (SY, I1, 04/05/2019, 61-65)</p> <p>b) Subject argued that everyone tries to present themselves in Instagram through every photo or video they uploaded (SY, I1, 04/05/2019, 65-68)</p>	
Respondent's point of view about Instagram and Story Feature	<p>a) The safety of using Instagram</p> <p>b) Respondent prefer using Instagram and Instagram Stories features</p>	<p>a) Subject private her Instagram account to minimize people who have bad intentions (SY, I1, 04/05/2019, 71-72)</p> <p>b) Subject prefer to use Instagram because it seems easier to use Instagram and also now days almost all of their friends at least have one Instagram account (SY, I1, 04/05/2019, 84-87)</p> <p>c) Subject prefer posting in</p>	

		<p>Instagram Story because it will not ruin his feeds (SY, I1, 04/05/2019, 90-91)</p> <p>d) Subject said that her followers tend to open Instagram Stories rather than scrolling down their timeline (SY, I1, 04/05/2019, 92-94)</p>	
Respondent's point of view when she forgot to upload Instagram Story (impression management)	a) Respondent's feelings every time she forgot to upload important moments	a) Subject will feel if there is something missing but it is okay (SY, I1, 04/05/2019, 78-81)	
Respondent's actions when her followers find out that he's not as good as her image on Instagram Story (discrepant roles)	a) Respondent's actions when her followers find out that she's not as good as her image on Instagram Story	a) Subject said that she wouldn't do anything whenever her followers find out that she may not as good as her image in Instagram because we're free to make our own opinion about everyone (SY, I1, 04/05/2019, 98-100)	
Results that Respondent's get after self-presenting herself through Instagram Story	a) Results that Respondent's get after self-presenting herself through Instagram Story	a) Subject said that sometimes when she uploads Instagram Story with location, her friends message me and told me that they were at that place too and they unexpectedly meet up (SY, I1, 04/05/2019, 104-106)	

		<p>b) Subject explained that she got a lot of compliments from her followers (SY, I1, 04/05/2019, 106-108)</p> <p>c) Subject gain more knowledge in terms of friendship (SY, I1, 04/05/2019, 109-111)</p>	
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Categorization and coding table for interviewing FP subject

Theme Category	Sub-theme Category	Theme	
		Subject	Informant
Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)	a) Moments that has been uploaded to Instagram Story	a) Subject give an example of moments that he usually upload (FP, I1, 04/07/2019, 8-11)	
Respondent's objectives before he uploaded Instagram Story (region)	a) Respondent's motives before uploading Instagram Story	<p>a) Subject still consider his privacy so_not all things should be uploaded to Instagram Story (FP, I1, 04/07/2019, 14-15)</p> <p>b) Subject prefer having quality time with his friends rather than playing with their phone (FP, I1, 04/07/2019, 16-17)</p> <p>c) If subject rarely meet with the person then I will post an Instagram Story with them (FP, I1, 04/07/2019, 20-21)</p> <p>d) Subject will post Instagram Story based on his mood (FP, I1, 04/07/2019, 21-22)</p> <p>e) Subject argued that Instagram Story is important as it will be the media of sharing photos and</p>	

		some people perceived it as a digital portfolio (FP, I1, 04/07/2019, 25-27)	
How subject present himself through Instagram Story	<ul style="list-style-type: none"> a) Respondent must edit the content before uploading it b) Respondent often use Instagram Story 	<ul style="list-style-type: none"> a) Subject always edit the content beforehand (FP, I1, 04/07/2019, 30) b) Subject only use filter and some gifs provided by Instagram and it takes no longer than 3 minutes (FP, I1, 04/07/2019, 33-34) c) Subject uploaded approximately 20 until 25 stories in a week (FP, I1, 04/07/2019, 36-37) 	
Why Respondent's self-presenting himself through Instagram Story	<ul style="list-style-type: none"> a) Respondent feels confident in presenting himself through Instagram Story 	<ul style="list-style-type: none"> a) Subject believe that everyone choosing moments to present themselves in Instagram Stories because everyone in the world can see it (FP, I1, 04/07/2019, 40-44) b) Subject loved to give an information to all of the people by posting it because he wants to spread and gain awareness of people who sees his Instagram Stories (FP, I1, 04/07/2019, 45-53) 	
Respondent's point of view about Instagram	<ul style="list-style-type: none"> a) The safety of using Instagram b) Respondent prefer using 	<ul style="list-style-type: none"> a) Subject worry as if a person would just hack his Instagram but since it using Internet so he 	

and Story Feature	Instagram and Instagram Stories features	<p>can only prevent all of the bad things that may happens (FP, I1, 04/07/2019, 56-61)</p> <p>b) Subject argued that we all just need to take a better security approach rather than not using any social media at all (FP, I1, 04/07/2019, 60-62)</p> <p>c) Subject prefer to use Instagram because our society, as his friend will most likely use Instagram other than any other social media (FP, I1, 04/07/2019, 71-72)</p> <p>d) Subject prefer posting in Instagram Story because the post will be expired in 24 hours so he will not be considered as a spammer (FP, I1, 04/07/2019, 75-78)</p>	
Respondent's point of view when he forgot to upload Instagram Story (impression management)	a) Respondent's feelings every time he forgot to upload important moments	a) Subject did not really mind if he forgot to upload important moments as long as he enjoyed the moment (FP, I1, 04/07/2019, 68-69)	
Respondent's actions when his followers find out that he's not as good as his image	a) Respondent's actions when his followers find out that he's not as good as his image on	a) Subject said that she would respect their opinions whenever his followers find out that he may not as good as his image in	

<p>on Instagram Story (discrepant roles)</p>	<p>Instagram Story</p>	<p>Instagram (FP, I1, 04/07/2019, 83) b) Subject will ask them what they were think of him then do self-introspection (FP, I1, 04/07/2019, 84-85)</p>	
<p>Results that Respondent's get after self-presenting himself through Instagram Story</p>	<p>a) Results that Respondent's get after self-presenting himself through Instagram Story</p>	<p>a) Subject opine that would be great if he shared things that defined himself so anyone can see it through his Instagram (FP, I1, 04/07/2019, 88-90) e) Subject argued that it is good to present your moods, feelings, favorite movies to everyone moreover to those people who didn't get to see him every day (FP, I1, 04/07/2019, 90-93)</p>	

Categorization and coding table for interviewing RA subject

Theme Category	Sub-theme Category	Theme	
		Subject	Informant
Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)	<ul style="list-style-type: none"> a) Moments that has been uploaded to Instagram Story b) Moments that subject purposely post 	<ul style="list-style-type: none"> a) Subject prefer to upload photos or videos that may portray herself in a good way in her main account (RA, I1, 04/06/2019, 10-12) b) Subject give an example of the moments she purposely posts to attract others (RA, I1, 04/06/2019, 14-15 & 16-21) 	
Respondent's objectives before he uploaded Instagram Story (region)	<ul style="list-style-type: none"> a) Respondent's motives before uploading Instagram Story 	<ul style="list-style-type: none"> a) Subject like to post random things based on her mood (RA, I1, 04/06/2019, 24-27) b) Subject said that posting in Instagram Stories become our habit that we unconsciously have to do to make people aware of our present in social media (RA, I1, 04/06/2019, 31-34) 	
How subject present himself through Instagram Story	<ul style="list-style-type: none"> a) Respondent must edit the photo before uploading it b) Respondent often use Instagram Story 	<ul style="list-style-type: none"> a) Subject must edit her photo or video first before because she truly upholds creativity (RA, I1, 04/06/2019, 37-38) b) Subject used several 	

		<p>applications to edit their content, so people will be amazed and it takes one hour because she liked to use more than one application (RA, I1, 04/06/2019, 42-48)</p> <p>c) Subject uploaded approximately 17 stories in a week (RA, I1, 04/06/2019, 51-52)</p> <p>d) Sometimes subject feels like her photos getting weird after do the editing process then she didn't upload at all (RA, I1, 04/06/2019, 52-53)</p>	
Why Respondent's self-presenting himself through Instagram Story	<p>a) Respondent feels confident in presenting himself through Instagram Story</p>	<p>a) Subject opine that her Instagram Story is her feeling and her Instagram Story is related with her situation at that time (RA, I1, 04/06/2019, 56-57)</p> <p>b) Subject opine that Instagram Story is a part of her that she would like to present to everyone (RA, I1, 04/06/2019, 58-60)</p>	
Respondent's point of view about Instagram and Story Feature	<p>a) The safety of using Instagram</p> <p>b) Respondent prefer using Instagram and Instagram Stories</p>	<p>a) Subject didn't have any experiences about hackers and she rarely heard about the issue (RA, I1, 04/06/2019, 63-64)</p> <p>b) Subject prefer to use Instagram</p>	

	features	<p>because her crush is an active user in it, so she need to be more concern with the content that she uploaded (RA, I1, 04/06/2019, 74-77)</p> <p>c) Subject prefer to use Instagram because her parents and friends use it (RA, I1, 04/06/2019, 77-78)</p> <p>d) Subject opine that she will be considered as a spammer if she posts it on her feeds (RA, I1, 04/06/2019, 81-82)</p> <p>e) Subject argued that posting activities on the Instagram story and some important moments on Instagram feeds become an unwritten norm in our society (RA, I1, 04/06/2019, 82-85)</p>	
Respondent's point of view when he forgot to upload Instagram Story (impression management)	a) Respondent's feelings every time he forgot to upload important moments	<p>a) Subject did not really care, as long as she can embrace every moment (RA, I1, 04/06/2019, 67-68)</p> <p>b) Subject argued that sharing moments it's not the only way to present herself in Instagram because there are so many sides of her that she wants people to see (RA, I1, 04/06/2019, 68-71)</p>	

<p>Respondent's actions when her followers find out that she's not as good as her image on Instagram Story (discrepant roles)</p>	<p>a) Respondent's actions when her followers find out that she's not as good as her image on Instagram Story</p>	<p>a) Subject will feel so down but then she will evaluate and prove she could be even better in real life (RA, I1, 04/06/2019, 89-91)</p>	
<p>Results that Respondent's get after self-presenting herself through Instagram Story</p>	<p>a) Results that Respondent's get after self-presenting herself through Instagram Story</p>	<p>a) Subject said that she feels so proud to present herself as who she really is through her Instagram Stories (RA, I1, 04/06/2019, 95-96) b) Subject explained that she got a lot of compliments and supports from her followers (RA, I1, 04/06/2019, 96-99)</p>	

E. Result Table

Themes	Sub Themes
Respondent's point of view regarding moments that will be uploaded to Instagram Story (performances)	Subject has different opinion about what kind of moments they usually upload in Instagram. One of the respondent (RF) stated and give an example of moments that he uploaded in his Instagram are purposely constructed.
Respondent's objectives before he uploaded Instagram Story (region)	Respondents has difference points of view regarding their motives when they about to upload Instagram Story.
Respondent and his friends planned the content for Instagram Story (team)	One of the respondents (RF) stated that constructing Instagram Story was something that already common in their circle
How subject present himself through Instagram Story	Respondents said that they should edit their photo or video before they upload it to their Instagram Story. Also, the respondents are active user of Instagram itself, moreover they often upload more than 17 stories in a week
Why Respondent self-presenting himself through Instagram Story	Each respondent has different opinion about why they were confident presenting themselves in Instagram.
Respondent point of view about Instagram and Story Feature	Respondents believe that Instagram was Instagram is a safe application security is also our responsibility as a user. Respondent argued that there are several things that Instagram has, and other applications don't. Respondent also prefer to use Instagram Stories because it was something that easy to use and it will be expired in more than 24 hours so they won't be considered as spam.

<p>Respondent's point of view when they forgot to upload Instagram Story (impression management)</p>	<p>Some of the respondent looks fine if they miss some important moments but some of them not. It was all depends on each person points of view</p>
<p>Respondent's actions when their followers find out that they were not as good as their image on Instagram Story (discrepant roles)</p>	<p>Respondent has different opinions if their followers find out that they're not as good as their image on Instagram Story.</p>
<p>Results that Respondent's get after self-presenting them self through Instagram Story</p>	<p>Respondents have different experience regarding the results that they get after self-presenting themselves through Instagram Stories and most of them are the positive reactions.</p>