Self-presentation of Female Stand-up Comedian on Instagram Account @aciresti

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ABSTRACT

Public figures use social media to display themselves for self-presenting and promotion. By using an interpersonal communication theory approach, in this case the concept of self-presentation is used to find out how a female stand-up comedian presents herself on her Instagram account @aciresti and her self-presentation strategy. This research uses a qualitative approach with a case study method where primary data collection is conducted by interviewing the account owner—Aci Resti and also her followers as a form of triangulation of sources and secondary data is carried out by conducting literature studies and observing Instagram accounts. Aci Resti's self-presentation in her Instagram account shows a dynamic and hardworking female comedian and builds female characters who can compete in the stand-up comedy industry. The self-presentation strategy is ingratiation that is an attempt to make other people like her, while self-enhancement is shown that her abilities can be respected by others.

Keywords: self-presentation, female stand-up comedian, social media

INTRODUCTION

Communication is a tool we use to influence ourselves on others, bring about changes in our attitudes and those of others, motivate those around us and build and maintain relationships with them. One level of communication is interpersonal communication which occurs when an individual begins to exchange ideas and thoughts with each other. Interpersonal communication is a type of communication in which people convey their feelings, ideas, emotions and information face-to-face and interpersonal communication occurs when two people are in the same place and are aware of each other's presence, no matter how accidental or unexpected (Septiani, Azzahra, Wulandari, & Manuardi, 2019).

One theory that explains interpersonal communication is social penetration which was developed to explain how information exchange works in the development and termination of interpersonal relationships. Social penetration describes the bonding process that moves relationships from superficial to more intimate (Carpenter & Greene, 2015). Social penetration is typically achieved through self-expression, a process that aims to reveal information about oneself. Self-disclosure increases intimacy in the relationship to some degree. This theory has also been applied in the context of computer-mediated communication such as appointments, online meetings and in the context of using social media which in this case is Instagram.

Instagram is a social networking application based on picture publishing and sharing allows users to take photos, apply digital filters and share them various social networking services. Different from Facebook and Twitter, Instagram use photos and videos as readable messages as a text. Usage platforms Instagram refers to the use of media mobile (smartphone) to upload photos spontaneously in the form of a snapshot or Instant photos are immediately shared with other users (Sosiawan & Wibowo, 2019).

A stand-up comedy (SUC) comedian when appearing has a message that is packaged in the form of comedy/ humor so that the message conveyed has meaning. This is the attraction and characteristic of Stand-Up Comedy compared to other comedies (Sani, 2012). A stand-up comedian, like any other public figures, requires to manage his/her impression to obtain desirable perception from followers/fans. Aci Resti as a female stand-up comedian has been struggling to make her own name since her victory on stand-up comedy competition in 2016 by using one of social media platforms.

Aci Resti is a multi-talented comedian who became known since the first winner of Stand-up Comedy Academy Season 2 (SUCA 2) at Indosiar in 2016 and since then her name has shot up in the entertainment world in Indonesia because apart from doing SUC, she is also involved in films. wide layers, soap operas, web series and two non-album single songs in 2020 and 2021 (Pranoto, 2021).

The popularity of Social Networking Sites is growing, and their platforms serve as relatively new context platforms for self-presentation. The specific context of Instagram creates an opportunity to carefully curate their own appearance and for that reason is changing the way women present themselves and influencing their social media landscape. Three main components for approaching self-presentation on Instagram were found, namely intimacy, context breakdown and the search for status exclusivity (Moonen, 2019).

Moonen's research uses an Instagram account observation technique with a focus on the visual realm of the Instagram account which is the object of his research, while this study emphasizes how the Instagram account owner who is also a comedian does self-presentation and besides that triangulation is done by means of discussion group forums for followers of Instagram accounts (Moonen, 2019).

Currently, social media allows individuals to show different self-presentations. Starting from presenting his/herself completely the same as when in face-to-face interactions or even a false self-presentation or completely different from everyday life. (Michikyan et al., 2015).

When a person interacts with other people, he/she presents himself/herself by managing his impression of himself in the hope that the impression will be received equally by others like a show with a prepared setting. This is called impression management which is a technique that is usually used by an actor to make a certain impression in a certain situation to achieve certain goals (Mulyana, 2013).

In presenting themselves, individuals then have strategies to improve self-presentation (Bareket-Bojmel, Moran, & Shahar, 2016; Britt, 2015) This is in line with what was revealed by Smith and Sanderson (2015) that in presenting themselves online, individuals need to have virtual impression capabilities. Even individuals need to carry out several strategies to improve their social self-presentation with evaluations that can be received by feedback on social media. (Bareket-Bojmel et al., 2016). Meanwhile, Baron and Branscombe (2012) reveal strategies or techniques to improve the management of self-presentation, including self-enhancement, namely by increasing the attractiveness of individuals to others. The second is other enhancement, namely by making the individual who is the target feel happy in various ways. Meanwhile, according to Huang (2014) there are several steps in improving self-presentation in adolescents on social media such as self-promotion, ingratiation, manipulation and damage control.

Based on the background above, this article focuses on how Aci Resti manages her self-presentation on Instagram account and the strategy for self-presentation.

In a simple definition, self-disclosure is disclosing personal information about ourselves to others. However, self-disclosure is a very broad concept that has many features and items that can be included in it. Scholars have investigated different types of self-disclosure. A major theory for testing self-disclosure is the Social Penetration Theory (SPT) that human relationships improve through self-disclosure, and this occurs when people disclose personal information about themselves to others such as expressing their thoughts, beliefs, values, and feelings. According to Altman and Taylor, self-disclosure plays an important role in establishing and upholding intimate relationships. Social Penetration can occur in a variety of contexts, including romantic relationships, friendships, social groups (such as religious groups or football clubs), and work relationships (Carpenter & Greene, 2015).

The majority of SPT scholars focus on two dimensions of self-disclosure: breadth and depth (Kim & Song, 2016). Breadth refers to various topics of self-disclosure, for example, topics related to a particular job or occupation can be seen as: professional self-disclosure, and topics related to family, issues related to friends, or personal thoughts can be seen as personal self-disclosure (Kim & Song, 2016). Depth refers to the level of disclosure in a particular area of an individual's life, depending on how deeply a person expresses himself about a particular subject (Kim & Song, 2016). There is evidence of a relationship between self-disclosure and liking. In a meta-analysis study, (1) people who disclose are more likely to be liked than people who disclose at a lower level, (2) people disclose more to people they like, (3) people like others because they express them (Collins & Miller, 1994). Self-disclosure often facilitates understanding, increases liking, and invites reciprocity between conversation partners.

When a person interacts with other people, he presents himself by managing his impression of himself in the hope that the impression will be received equally by others like a show with a setting that has been prepared using attributes, clothing, make-up, knick-knacks, and other stage tools. In other words, impression management is a

technique that is usually used by an actor to make a certain impression in a certain situation to achieve certain goals (Mulyana, 2013).

The self-presentation strategy is a person's attempt to create certain conditions so that they can present a certain image of them. This strategy is used to form certain impressions that are consciously or unconsciously to achieve a hidden goal to make other people like us more than they really are (ingratiation), to make others feel afraid of themselves (intimidation), to be respected for their abilities (self-promotion), to respect their morals (exemplification), or to feel sorry for (supplification) (Widya & Ingarianti, 2013).

Social media is a term often used to refer to new forms of media that involve participatory interactions. Often the development of media is divided into two different eras, namely the broadcasting age and the interactive age. In the era of broadcasting, media are almost exclusively centralized where a single entity—such as a radio or television station, newspaper company, or film production studio—transmits messages to multiple people. Feedback to media outlets is often indirect, delayed, and impersonal. Mediated communication between individuals usually occurs on a much smaller level, usually through personal letters, telephone calls, or sometimes on a slightly larger scale through means such as photocopied family newsletters.

With the advent of digital and mobile technologies, interaction on a large scale is easier for individuals than ever before; and thus, a new media era is born in which interactivity is placed at the center of the new media's functioning. One individual can now talk to many, and instant feedback is a possibility. Where once citizens and consumers were limited and voices were somewhat muffled, now they can share their opinions with many people. The low cost and accessibility of new technologies also allow for more options for media consumption than ever before – and not just multiple news outlets, individuals now have the ability to seek information from multiple sources and to dialogue with others via message forums about posted information. At the heart of this ongoing revolution is social media.

The core characteristics of social media involve some kind of digital platform, whether it is mobile or stationary. Not everything digital, however, is social media. Two general characteristics help to define social media. First, social media allows some form of participation. Social media is never completely passive, although sometimes social networking sites like Facebook may allow passive viewing of what other people are posting. Usually, at a minimum, a profile should be created that allows for the initiation of potential interactions. That quality alone distinguishes social media from traditional media where personal profiles are not the norm. Second, and in line with its participatory nature, social media involves interaction. These interactions can be with friends, family, or established acquaintances or with new people who share common interests or even the same circle of acquaintances. Although many social media have been or are initially being treated or referred to as novels, as they continue to be integrated into their personal and professional lives they are becoming less noticed and more expected (Manning, 2014).

METHOD

Qualitative approach is used in this study that this approach is a natural setting which is carried out through face-to-face interaction which is data collection where participants experience the issue or problem under study. Up close information gathered by actually speaking directly to people and seeing them behave and act in their context is a key characteristic of qualitative research. (Creswell, 2014).

This study conducted face-to-face interviews with participants. This interview involved a few unstructured and generally open questions and was intended to obtain views and opinions from participants (Creswell, 2014). The participants of this study are Aci Resti and her three Instagram followers. The participant in this study were selected or predetermined informants that were selected by purposive sampling—samples selected based on certain characteristics, qualities and criteria. Through this purposive sample technique, the sample is selected based on pre-existing knowledge about the elements that exist in individuals and the purpose of the research to be carried out (Morissan, Wardhani, & Umarella, 2012). Two interviewees, @rakditttt and @puspa.jj, were selected for they know Aci Resti in person while the other one @tarathira does not.

Table 1. List of Informants

Name/ Instagram Account	Criteria	Basis
Aci Resti @Aciresti	Key informant	Self-presentation and self-presentation strategies
Raka D @rakditttt	Informant/ follower	Follower who knows Aci Resti in person
Puspa J @puspa.jj	Informant/ follower	Follower who knows Aci Resti in person
Athira @tarathira	Informant/ follower	Follower who does not know Aci Resti in person

Besides interviews, observation is also conducted to obtain how self-presentation portrayed in Instagram. Observation according to Creswell (2014) is the process of gathering information in by observing people and places at a research site and in this context observing pictures in Instagram activities of @aciresti. Three followers of Aci Resti were also interviewed as informants for triangulation purposes. Triangulation as a validity technique is used to test credibility and is defined as checking data from various sources in various ways, and from time to time. Triangulation is the best way to eliminate the different constructions of reality that exist in a research context when collecting data on events and relationships from multiple views. This study uses triangulation that compares and cross-checks the level of trust in information obtained through different times and tools in qualitative research (Moleong, 2014). Thus, this study adapted the type of self-presentation categories from Hendraswara, Hutabarat, & Hanami (2020).

RESULTS AND DISCUSSION

Instagram is a space where a wide audience can be given access to someone's online profile but may not know people outside of that context. Instagram users have the freedom of expression to create content, one of which is self-presentation - an attempt to present themselves by creating a certain impression so that the impression she conveys can be accepted by their followers. Aci Resti builds her self-presentation character in Instagram through feeds, reels, and highlights.

Content Management

In managing Instagram content, Aci Resti feels that it has not been fully planned properly, in the sense that she creates more content based on what she feels is important to be conveyed as it is.

> *"…sometimes I post… actually now the goal is to manage Instagram account and other social media accounts to keep engagement from dropping..i'm afraid there won't be any..i'm afraid that a little insight will affect endorsements...sometimes it's not good for clients.. I'm really lazy to post. On social media..I want to share my daily life..for engagement needs..sometimes, for example, taking pictures while eating.. I choose where that picture to be posted such as in story"* (Interview with Aci Resti on 9 January 2022)

Since Aci Resti is part of a management company, content management is not only determined by Aci but also based on the existing agreements such as endorsements that require her to create content and post a predetermined time.

> *"…I don't have scheduled time to post but when it deals with endorsement, I will do in accordance with agreement in terms of posting time, the content forms like making videos for Instagram reels …"* (Interview with Aci Resti on 9 January 2022)

The Instagram account is managed privately by Aci Resti that she does not hire professional and she never evaluates her Instagram statistics.

> *"… I just evaluate my posts through my followers' responses.. if I post flyers/ information for stand-up comedy events.. usually it has few comments…but when I post my personal life and jokes, a lot of people respond."* (Interview with Aci Resti on 9 January 2022)

People form impressions of us whenever we are in public, but we do not always actively monitor or regulate those impressions. In many situations, our self-presentation is automatic or habitual, and we pay little conscious attention to how we are perceived by others. In other situations, we become acutely aware of the impressions we create, and we actively seek to control these impressions (Leary, 1993).

Female Stand-up Comedian Portrait

Portrait (self-presentation) is closely related to impression management which involves the process by which people control how they are perceived by others. People are more motivated to control how others perceive them when they believe that their public image is relevant to the achievement of desired goals, goals for which their impression is relevant is valuable, and there is a difference between how they want to be perceived and how others perceive them. When people are motivated to manage their impressions, the impressions they try to convey are influenced by the roles they perform. occupy and norms in a social context, the values of individuals whose perceptions are of concern, how they think they are currently perceived, their self-concept, and their desirable and undesirable (Huang, 2014; Steinsbekk et al., 2021).

Aci Resti in her Instagram account @aciresti builds character, one of which is through a bio profile as the breadwinner of her family as seen in figure 1 below. She calls herself as "*tulang punggung*" or family breadwinner as Aci Resti seeks validation of her personal achievements through Instagram showing Aci Resti is now on the way to prosperity.

"..I'm the only daughter and a breadwinner in my family.."

Figure 1. Instagram Profile

Source: @aciresti Instagram

Aci Resti's journey in the Stand-Up Academy 2 (SUCA 2 and held by Indosiar) competition was tough since this was in national scope and in addition to the majority of participants were males. She shares and stores her achievements in her Instagram feeds and also in the highlights.

Figure 2. SUCA 2 Winner

Source: @aciresti Instagram

> *"...I feel like I can represent women as a female comedian where in Indonesia it's still rare and I thank God for 1st place winner.. girls can also do Stand Up Comedy..." "Women can do anything...women and men are equal...I want to be able to voice more what women feel… I want to encourage other women to be braver…especially in the stand-up comedy industry."*
> *"What I like being on stage is that psychologically I feel more free to talk..I don't talk much to my father although he supports me."* (Interview with Aci Resti on 9 January 2022)

That is a strong impression that Aci Resti is a female comedian where in this industry women are minority and she knows that it is as a form of sincerity, willingness and hard work that she as a woman is also able to compete with men and has struggle to use her own narrative (Kim, 2019) that being a female comedian (stand-up comedian) enables her to disclose herself (Gunawan, 2021). This narrative has not been only about being funny on stage but also being capable in form of book that she published her first book called "Temenan Sama Nasib" about her struggles to always perform the best.

> *"..actually I want to build an image of an independent woman.. I do the best I can since I'll never know who will see my works."* (Interview with Aci Resti on 9 January 2022)

Another impression that she built was self-motivated how she shared her professional work and college life. She shared a strong impression and stored it in the highlights feature of her study journey since the first semester. She shows that she can manage her time well between professional activities of work and study.

Figure 3. @aciresti Highlight
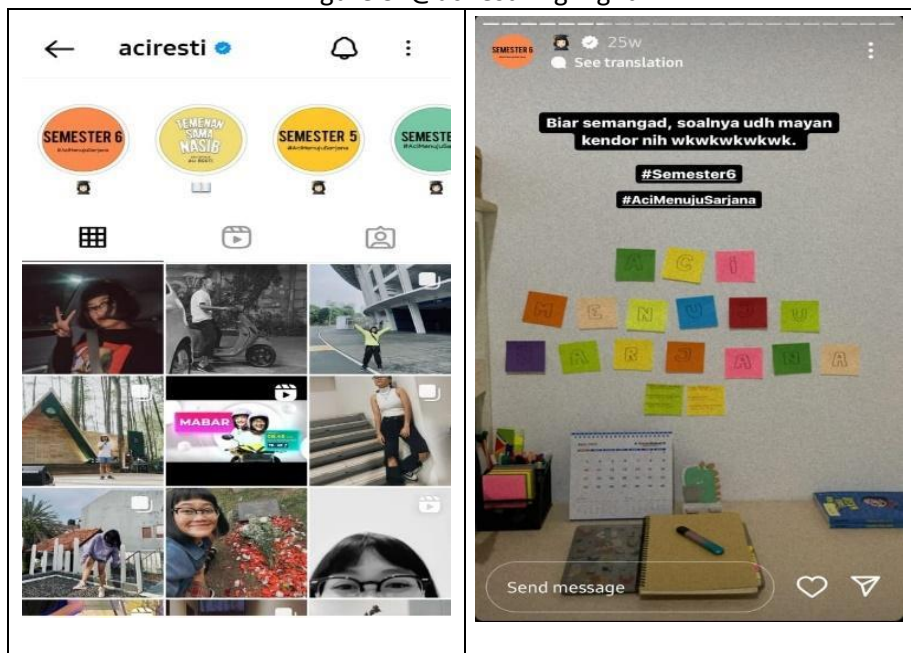
Source : @aciresti Instagram

> *"I share my undergraduate journey...I always post for each semester as I put them in the highlights so that it may encourage my followers who manage their time between work and study."* (Interview with Aci Resti on 9 January 2022)

In terms of self-disclosure as she presents herself in Instagram, she prefers to be herself-just the way she is.

> *"I'm more up to what I want to say.. as much as possible similar to in the real and virtual world.."* (Interview with Aci Resti on 9 January 2022)

The interviews to @aciresti's followers were conducted to obtain triangulation whether they agree with Aci Resti statements. Some of the results from the interviews set forth in the team verbs below show that the followers have the same opinion, namely admitting that Aci Resti has the same personality as what is displayed on Instagram.

> *"The personality is more or less the same on Instagram as well as in person…"* (Interview with @rakditttt on 13 February 2022)

> *"In my opinion, her personality is the same from the post shown as it is.. in terms of writing captions that are easy to understand with the language she uses everyday"* (Interview with @puspa.jj on 13 February 2022)

"In my opinion, Aci Resti is humorous.. and being humorous is a spontaneous thing, but I can't tell her true personality yet.. and I think it's the same. " (Interview with @tarathira 11 February 2012)

Discussion

Defining the nature of a social setting is the most fundamental purpose of self-presentation as most social interactions are heavily influenced by roles. Everybody has a part to play, and when those parts are played well, the interaction flows easily. Every time we are in public, people generate opinions about us, but we are not always actively observing or controlling those opinions. Our self-presentations are frequently instinctive or habitual, and we pay little conscious attention to how others view us (Goffman, 1959).

The process of tailoring appearance to other people is fundamental in social interaction as Goffman calls it an impression management—a process by which people manipulate others to give a certain impression. They describe the situation and make expressive cues that lead them to behave as they planned (Rahma, 2016). The intricacy of performing for a range of audiences with various relationships to the performing self has been demonstrated via social networking sites. The concept of performing for many audiences is not novel nor exclusive to the online setting (Picone, 2015).

Many celebrities through Social Networking Sites share elements of private life with fans (Marshall, 2010). Celebrities need support from their fans for career success. As a result, some celebrities disclose personal information about their projects and activities to promote their work (e.g., new album, new film) (Song, Kim, & Park, 2019) Self-production is very important for celebrities. To maintain their identity, celebrities reveal aspects of their personal lives to increase their followers and audiences (Marshall, 2010).

Managing one's impression can occur in the form of interactions on Instagram in the form of comments (feedback) from the content displayed in the form of photos which is a way to present oneself (self-presentation) (Doherty, 2017). Zillich, Arne Freya Riesmeyer (2021) cite Lee et.al (2005) stating that Instagram is a social media platform that follows the rule of "image first, text second" and is very suitable for self-presentation.

Widya and Ingarianti (2013) cite Delameter and Myers (2007) which state that the self-presentation strategy is a person's attempt to create certain conditions so that they can present a certain impression about them. This strategy is used to form certain impressions that are consciously or unconsciously to achieve a hidden goal to make other people like us more than they really are (ingratiation), to make others feel afraid of themselves (intimidation), to be respected for their abilities (self-promotion), to respect her morals (exemplification), or to feel sorry for themselves (supplification).

Concurring to this dramaturgical approach individual as it were showing an adaptation of themselves through exhibitions depends especially on the setting of the circumstance and the nearness of others. For instance, the group of audiences. Goffman (1959) recognizes between a front arrange and a back organize within

the front organize individuals show their idealized form of themselves and act a certain part fitting for that time and put. Within the back-stage individuals lose their part and appear a more genuine form of themselves.

Aci Resti manages her professionalism by displaying photos and videos in feeds—while performing stand-up comedy, series projects and feature films as well as endorsements in addition to building a professional impression. Impression management (also called self-presentation involves the process by which people control how they are perceived by others. People are more motivated to control how others perceive them when they believe that their public image is relevant to the achievement of desired goals, goals for which their impressions are relevant are valuable, and there is a difference between how they want to be perceived and how others perceive them. When people are motivated to manage their impressions, the impressions they try to convey are influenced by the roles they occupy and the norms in their social context, values individuals whose perceptions are of concern, how they think they are currently perceived, their self-concept, and their desired and unwanted selves (Leary, 2001).

Table 1. Self-Presentation Types of @acresti

Self-Presentation Types	Indicator	Frequency Feed	Frequency Highlight
Ingratiation	Demonstrating positive expressions	175	17
	Demonstrating what she is doing something other people will agree with	57	8
	Showing care for others	45	2
	Doing something positives	50	138
	Expressing warm and intimate relationship	184	37
Supplication	Creating captions showing weakness	16	10
	Showing captions of unfulfilled wishes	4	0
Enhancement	Showing skills	115	15
	Showing achievement	76	83
	Showing proud things that have been done	22	6
	Showing something that makes her look knowledgeable/skilful	3	33
Neutral	Not showing self-presentation	56	37
	Total	803	386

Source: Authors' observation

The observation of @aciresti Instagram account was conducted until 29 September 2022 capturing 803 feed and 386 highlight contents as seen above. The most contents both in feeds and highlights are in ingratiation type that in feeds are expressing warm and intimate and demonstrating positive expression portrayed Aci Resti self-presentation. The

most popular impression management tactic is ingratiation to win the other person over that should come as no surprise that ingratiation can be achieved through imitation, flattery, doing favors for someone, and displaying positive personal traits since we tend to like people who agree with us, say nice things about us, do favors for us, and have positive interpersonal qualities (e.g., warmth and kindness) (Boz & Guan, 2017).

Bona fide self-enhancement includes gladly claiming achievements and highlighting one's qualities and abilities. As a self-presentation behaviour, true self-enhancement is characterized here as truly advancing one's positive qualities. In spite of the fact that honest to goodness, this shape of self-presentation may need full straightforwardness since it does not uncover shortcomings (Kim et al., 2022).

Celebrities disclose their personal information about their personal and professional activities such as projects and activities (Mulayousef, 2018). In enhancement type, showing skills contents took up remarkably. Meanwhile, the contents in the highlights are mostly categorized in ingratiation—doing something positive and enhancement type—showing achievement majority in Aci Resti's study journey she divides per semester.

Table 2. @aciresti Feed Category

	Self-portrait
	Movie project
	Book release
Feed Category	Endorsement
	Singing
	Video reels
	Visiting mother's grave
	Family and friends

Source: Authors' observation

Aci Resti's self-presentation strategy in the @aciresti Ingratiation Instagram account and self-promotion. Ingratiation is an attempt to make other people like her, while self-enhancement demonstrates her abilities can be respected by others, in this case, are people who see the content of the Instagram account @aciresti or her followers (followers). The results of the triangulation also provide clarification if Aci Resti has the same personality as those displayed on Instagram. As a female stand-up comedian, Aci Resti like some other stand-up comedians attempt to inspire other women to possess success determination especially in stand-up comedy (Sihombing et.al, 2021).

CONCLUSION
As the conclusion, Instagram as one of social media platforms provides features where users impress others through visual. Aci Resti's self-presentation in the @aciresti account shows a dynamic and hardworking female comedian and builds female characters who can compete in the stand-up comedy industry. All of this personalization is built through uploaded photos and videos related to performing stand-up comedy, series projects and feature films as well as endorsements. Through her Instagram features, she manages her self-presentation strategy is that Ingratiation expressing warm and intimate relationship

and demonstrating positive expression in attempt to make other people (followers) like her, while her self-enhancement portrays showing skills and achievement so that her abilities can be respected by others.

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