SELF-VISUALIZATION IN CYBER SPACE BETWEEN FRONT STAGE AND BACK STAGE (CASE STUDY OF INSTAGRAM ACCOUNT OWNER @KULINERCIREBON)

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ABSTRACT
Nowadays, people often use social media, especially Instagram, to create an interesting impression for the audience. However, the content created often differs from reality. This research aims to find out how to use social media @kulinercirebon to manage impressions through Front Stage and Back Stage analysis on Instagram social media. This research uses qualitative methods with analysis that refers to Erving Goffman's Dramaturgical theory. The research results show that from the Front Stage side, the owner of the Instagram account @kulinercirebon tries to give an interesting impression of the culinary delights in Cirebon. The @kulinercirebon account displays various interesting and informative photos and videos, depicting typical Cirebon food in an appetizing way, while from the back stage, the owner of the @kulinercirebon account often responds to various questions that arise via direct messages on Instagram. Apart from that, the owner of the @kulinercirebon account also uses his social media account as a paid promotional medium for business people who want to promote the place they own. The conclusion of this research shows that the owner of the Instagram account @kulinercirebon manages his account according to his main goal, namely introducing culinary places in the Cirebon area.
Keywords: *Cirebon culinary, Cyber Space, Dramaturgy, Self Visualization, Social Media*

INTRODUCTION

Technology continues to develop every year, making this digital era 4.0 very inherent in human life. Technology is starting to enter the lives of children to adolescents, not just adults. In recent years, the rapid development of digital technology has transformed various aspects of human life. From communication to entertainment and business, digital technology has become an integral part of everyday interactions. Social media platforms, driven by advances in internet technology, have played a significant role in this transformation, offering users unprecedented ways to connect, share, and engage with content globally (Kaplan & Haenlein, 2010). The internet has not only become a central hub for communication but also a driving force for economic activities and information dissemination (Castells, 2010). These technological advancements have reshaped industries, revolutionized how people interact with each other, and created new opportunities for innovation and entrepreneurship (Sander & Keller, 2021). As a result, the internet has evolved into a powerful tool for both individuals and businesses, making it a popular medium for a wide range of activities, from social engagement to commercial endeavors. Developing this technology has the potential to change social life. This includes faster information flow, more effective organizational management, and broader

learning (Setiawan et al, 2022). With many different social network service providers and applications, so users only need to decide which application to use to communicate, Applications are a medium designed to fulfill an activity such as business systems, social services, advertising and almost all activity processes (Alamin & Pramana, 2023). the formation of self-identity or social interaction in accordance with their interests and needs (Aprilia et al., 2023).

Social media according to (Putri et al., 2023) is a media that uses web-based technology, changing communication patterns from initially one-way to two-way. In the era of globalization felt by the whole world, this has a major impact on technological development (Nurussofiah et al., 2022). In the era of rapid globalization, information can spread faster thanks to the support of social media applications such as Instagram, Facebook, Website, and others (Lestari & Erawati, 2019). The use of social media is very affordable because it can be accessed free of charge. In addition to being a means of communication, social media is now often used to build issues and various social events. There is no limit to the true truth in the digital space (Kertamukti et al., 2022). In cyberspace, every individual has the right to present their best selves.

Each individual has a unique method of presenting himself in front of others. The way a person presents themselves can vary greatly, depending on their personality, background, and goals they want to achieve. Some may use strong and confident body language, while others rely on words and visual appearances to leave the desired impression.

Each approach reflects the uniqueness of the individual and how they want the world to see them. (Goffman, 2023) In his book entitled The Presentation of Self in Everyday Life, it is stated that individuals will present themselves, both verbally and non-verbally, to others who interact with them. (Schlenker, 1980) explained that through the psychological process of self-identification, individuals develop a personal self-presentation and a public self-presentation of themselves. (Hollenbaugh, 2021) explains the existence of the actual self in the form of characteristics that a person has and the ideal self in the form of characteristics that the individual himself wants to have. Self-visualization involves a person's effort to be able to appear ideal in front of others. Many people use both verbal and non-verbal communication cues to provide self-visualization, whether it is the actual self or the ideal self.

Cyberspace is a digital world that includes a technologically built environment where information and communication are applied more widely and allow individuals to experience things that have never been felt by individuals before. (Fathurrohman et al., 2017).

The internet serves as a medium to interact globally without geographical boundaries with people from different cultural backgrounds and nationalities, which increases the chances of a person experiencing threats in cyberspace (Aiyuda & Syakarofath, 2019). Cyberspace refers to electronic media that is connected through a computer network, usually used for online or direct communication purposes. In this environment, users can interact, share information, and communicate in real-time without geographical restrictions. Cyberspace has become an essential platform for a wide range of digital activities, from social to professional.

One of the media in cyberspace that can be used as a way to communicate is social media. (Keriapy et al., 2022). In addition to data on active users of social media, the reality is that social media has various positive impacts. One of the main benefits is the ability to interact on an ongoing basis and get self-visualization references that are always updated. Social media

users can network, share experiences, and get inspiration and support from the online community. This helps in forming a more dynamic and adaptive identity and self-image to the changing times.

Instagram is a social network that has the goal of helping its users to share moments (Sari, 2023). Instagram has many features that allow its users to do many things, such as liking and commenting on uploads, managing data archives, and creative spaces such as highly visual photo and video editing templates (Mukhlasin et al., 2023).

Self-visualization is not limited to a person's understanding of themselves in descriptive terms; it encompasses their perception of social, physical, and psychological aspects as well. This concept is shaped through personal experiences and interactions with the surrounding environment (Setiawan, Nabila, & Ayu, 2022). In the age of digital technology, social media plays a significant role in the formation of self-identity and self-visualization. Through platforms such as Instagram, Facebook, and TikTok, individuals can actively craft and project their self-image, engaging with others in ways that influence their sense of identity (Goffman, 2023).

Social media offers users the ability to present curated versions of themselves, selecting specific images, narratives, and moments that align with how they wish to be perceived by others. This ongoing interaction with audiences on social platforms blurs the line between self-perception and external validation, reinforcing or shaping self-identity through feedback and engagement (Ellison & Boyd, 2013). Furthermore, social media allows individuals to explore different facets of their identity, often experimenting with personas or roles that may not be easily expressed in offline environments (Boyd, 2014).

The concept of self-visualization in cyberspace, therefore, becomes a dynamic process, shaped by the blend of reality and imagination. In this virtual world, users navigate between their true selves and idealized versions, which are influenced by the values, norms, and expectations of their online communities. Cyberspace thus shapes how individuals understand themselves and how they visualize their role in both virtual and real-world contexts (Turkle, 1997).

@kulinercirebon Instagram account is one of the foodivloggers who presents a variety of culinary information and is quite famous among culinary lovers in Cirebon. Many people use this account to find recommendations for places to eat or drink in Cirebon. With a follower of 245,000 Instagram users in June 2024, @kulinercirebon account targets audiences from Cirebon communities as well as tourists from outside the city who are looking for food and beverage culinary places. This account offers a useful guide for those who want to enjoy a variety of Cirebon culinary specialties, making it a reliable and reliable source of information in the local culinary world.
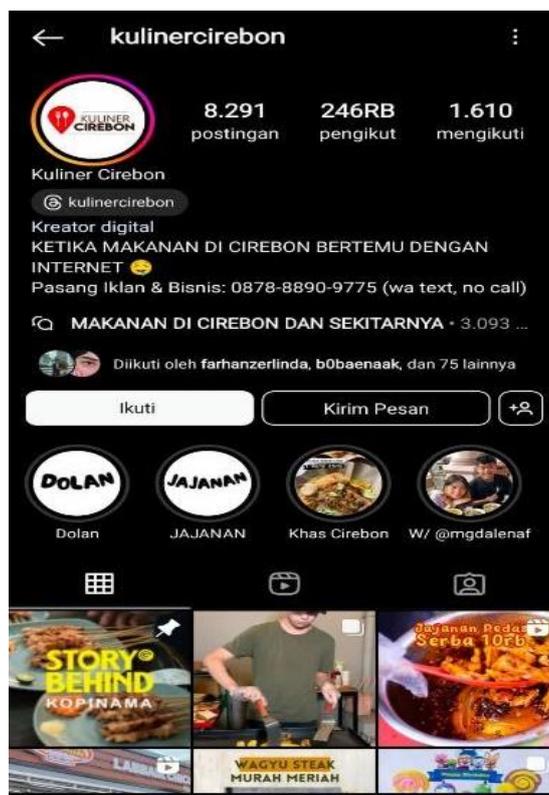
Figure 1 Instagram Social Media @Kulinercirebon

There is a research gap between the research to be carried out and several studies that have been carried out previously. this difference can be seen in the research object used in the research according to (Pamungkas & Lailiyah, 2019) "Self-Presentation of the Owner of Two Instagran Accounts in the Main Account and the Alter Account". Discussing the ownership of two different social media accounts as an effort to build a positive image for the audience. In addition, previous research according to (Rani et al., 2022) The importance of self love and how to apply it in oneself. Mdiscusses the phenomenon of self love owned by social media account owners which is then analyzed using dramaturgy theory. Meanwhile, this study focuses more on examining the difference in the use of research objects with the specifications of social media accounts that contain content about culinary in the Cirebon area. The research will focus on the success of Instagram account owners @kulinercirebon influence the audience from the views of their social media accounts and what activities are carried out in managing @kulinercirebon Instagram account. This study aims to describe the phenomenon of using social media in managing impressions through the approach of Erving Goffman's Dramaturgy theory. This phenomenon is to study social media users interact and treat social media accounts different ways. The picture is expressed through the front stage and the back stage (Iksandy, 2022). Based on the background explanation above, the formulation of the problem discussed in this study is related to how the Front Stage refers to the way individuals create or play a formal role in social events. This is similar to playing a role on stage in front of an audience. In addition, this study also discusses the Back Stage which describes how individuals relax or practice before playing the role (Anindhita, 2018).

METHOD

In this study, qualitative research was used to gain a deep understanding of the phenomena experienced by the subjects, such as their behaviors, perceptions, motivations, and actions. To analyze the data, a thematic analysis approach was employed. This involved identifying and reporting patterns within the data. The data collected through interviews and observations were coded systematically to highlight recurring themes relevant to the research questions. These themes were then categorized to provide deeper insights into the participants' experiences and interactions.

The data collection techniques included observation and in-depth interviews with informants. Participatory observation was used to understand the behavior of using the Instagram account @kulinercirebon and its followers, commonly referred to as direct followers. In-depth interviews were also conducted to gain a comprehensive understanding of how participants manage their content on Instagram. Through direct engagement with informants, researchers could gather information that might not be easily accessible through other methods. The key informant in this study was a food vlogger who regularly features content about Cirebon's culinary offerings and was selected based on their experience and ability to articulate their views on the questions posed.

This approach allowed the study to categorize recurring themes and explore how individuals manage their interactions, providing a deeper and more holistic understanding of the research phenomena.

RESULTS AND DISCUSSION

Social media has evolved into an important space for individuals to express their aspirations online. Platforms such as Facebook, Twitter, Instagram, and Tiktok provide an opportunity for users to share their views, goals, and dreams with a wider audience. Users can take advantage of social media to build personal branding. And referring to the theory of Dramaturgy, according to Erving Goffman, there are two concepts, namely Front Stage and Back Stage (Goffman, 2023).

Front Stage

In this section is a performance that illustrates the situation that is being noticed by the audience or better known as followers. It reflects the interaction and response of those who observe, follow, or engage in the content (Ritzer, 2014). The front stage referred to in this study is the social media life of a food vlogger with @kulinercirebon Instagram account. As said by the owner of the @kulinercirebon account in the interview session, the interviewee aspired to become a food vlogger who focused on Cirebon's typical food, including traditional food, cheap food, new food, and lesser-known places to eat (hidden gems). The resource person also branded himself on social media accounts as a cheerful figure and has a great interest in regional cuisine, with the aim of attracting the attention of the audience and promoting the uniqueness of Cirebon culinary.

Setting (Stage)

The setting (Stage) is a set of equipment that will be used. It consists of several aspects ranging from places to eat or food stalls, lighting or lights, cameras, tripods and supporting

properties such as (bowls, glasses, tables, chairs, microphones, and so on as done by Instagram account owners @kulinercirebon they conduct a survey to the location of the food stall to check the field conditions before creating content. The @kulinercirebon team also prepared all the equipment such as cameras, lighting and so on one hour before content creation.

Figure 2 Content Creation Process @kulinercirebon Manner (Behavior)

Manner can be seen when the owner of the Instagram account @kulinercirebon greet the typical Cirebon culinary entrepreneurs with a relaxed communication style and soft speech and show a vibrant, friendly facial expression and also look greedy in eating the typical food of Cirebon City.

Figure 3 expression of talent spirit

In figure 3, it can show the expression of talent spirit in the content on the Instagram account @kulinercirebon in greeting culinary business owners. Based on this, it can be understood that the account owner @kulinercirebon have good manners or behavior in greeting the resource person.

Apperance

All things include appearance, namely, clothes, pants, shoes, accessories and make-up used. As a food vlogger who is required to always appear in front of the screen. As said by the owner of the Instagram account @kulinercirebon in the interview session, explaining that appearance is one of the supporting aspects to attract the attention of followers and the owner of the Instagram account @kulinercirebon also said that he always wants to look attractive in every content by dressing casually and contemporary, so that it does not seem rigid and looks cool

Figure 3 @kulinercirebon account owners in creating video content in collaboration with celebrities

Figure 4 shows the appearance shown by the owner of the @kulinercirebon account in creating video content in collaboration with celebrities. Based on the video, it shows that the appearance owned by the owner of the @kulinercirebon account shows the cheerful side and brings a positive influence to the viewers who want to see the content.

Profile of Azil Azuzan, the owner of the @kulinercirebon account

Azil Azuzan, the owner of the Instagram account @kulinercirebon Now café owners, restaurants and even hotels are often invited to taste new menus and then promote them. His account grew along with the continuous emergence of new restaurants in Cirebon City. She does like food photos. Starting from 2012 but starting to seriously pursue it in 2014. Initially,

Azil was not intense in creating culinary content and in 2014 he was quite serious about making @kulinercirebon account content. This seriousness also goes hand in hand with his efforts to learn photography. The photos are made as natural as possible without editing. Photos of natural food without a lot of editing will make the food look more realistic. Until now, Azil has 248,000 followers on his account.

Back Stage

The back stage is the back of the screen where actors carry out various preparations, rests, and activities that are usually carried out by actors to support the role played on the stage (Ritzer, 2014). In terms of the back stage, in the interview session, Azil Azuzan said that he has a great interest in culinary and traveling, which encourages him to create content with a relaxed and fun nature. Resource persons also often collaborate with celebrities, both from Cirebon and outside Cirebon, to increase the number of viewers. In addition, the resource person conducted research first to determine the type of content that will be liked and watched by many people, so that the content produced is more interesting and relevant to the audience.

Then Azil also met with other celebrities to get references for content creation. In addition, Azil must also prepare a concept of what will be made into content.

Personal identification of the owner of the Instagram account @kulinercirebon

Goffman in his dramaturistic perspective illustrates that social life can be likened to a theater, where social interaction resembles a performance on stage. In this context, individuals play certain roles such as actors performing in front of an audience. This is also what the researcher found from Azil's person. When creating content, the owner of the Instagram account @kulinercirebon do something similar to an actor who is acting on stage. He adjusts the way he presents himself to build and maintain personal branding that is in accordance with the concept and theme of the content he presents. But behind all the content that Azil is a humorous and sociable person. The support from friends made Azil feel confident to create content. Azil also gets culinary references from his friends and followers, and it is not uncommon for him to collaborate with followers, friends and other influencers. In addition to creating content, Azil also has other hobbies besides tasting regional culinary specialties, namely cycling, the farthest distance he has ever reached is about 15km.

Viewers Content @kulinercirebon

In the interview session conducted by the researcher with content viewers, @kulinercirebon said that the interviewees really liked to create culinary content in a relaxed style, as well as giving honest and not exaggerated reviews. The resource person emphasized the importance of authenticity in submitting reviews to maintain credibility and trust from the audience.

The narration fits perfectly with the concept of content uploaded by the owner of the Instagran @kulinercirebon account. In addition, viewers of @kulinercirebon content also said that content created by Instagram account owners @kulinercirebon liked because of its fun and always following trends.

The resource person also added that after tasting the food reviewed by @kulinercirebon, the taste of the food was in accordance with the reviews given. This makes the reviews from the account trustworthy and suitable as a reference for those who want to try culinary in Cirebon

CONCLUSION

Based on the research, the owner of the @kulinercirebon Instagram account can be likened to a front stage, where the role played involves presenting engaging and informative content related to Cirebon's culinary offerings. Behind the scenes, or backstage, involves the preparation for content creation and Azil Azuzan's activities outside his role as a food vlogger. On the front stage, Azil Azuzan delivers carefully curated content that is appealing and useful for the audience interested in experiencing Cirebon's traditional cuisine.

Impression management is evident in how appearance and performance are crafted within the content, creating a cohesive self-visualization that aligns with the expectations of the viewers. The backstage, however, reveals a different side of Azil Azuzan, highlighting his personal life and behaviors outside of the carefully managed content, such as his language and daily activities.

This study contributes to the broader understanding of social media and communication by illustrating how individuals like food vloggers utilize platforms such as Instagram to manage their public personas and create engaging narratives. It sheds light on the dynamics of self-presentation in digital spaces and provides valuable insights into how social media users balance their personal identities with their public roles, thus offering a meaningful contribution to the study of online identity construction and digital communication.

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