

**THE IDENTITY REPRESENTATION OF INDONESIAN YOUNG  
ADULT INFLUENCERS THROUGH INSTAGRAM POST**

**THESIS**

**By**

**Lailatul Hasanah**

**NIM 14320109**



**ENGLISH LETTERS DEPARTMENT**

**FACULTY OF HUMANITIES**

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM**

**MALANG**

**2018**

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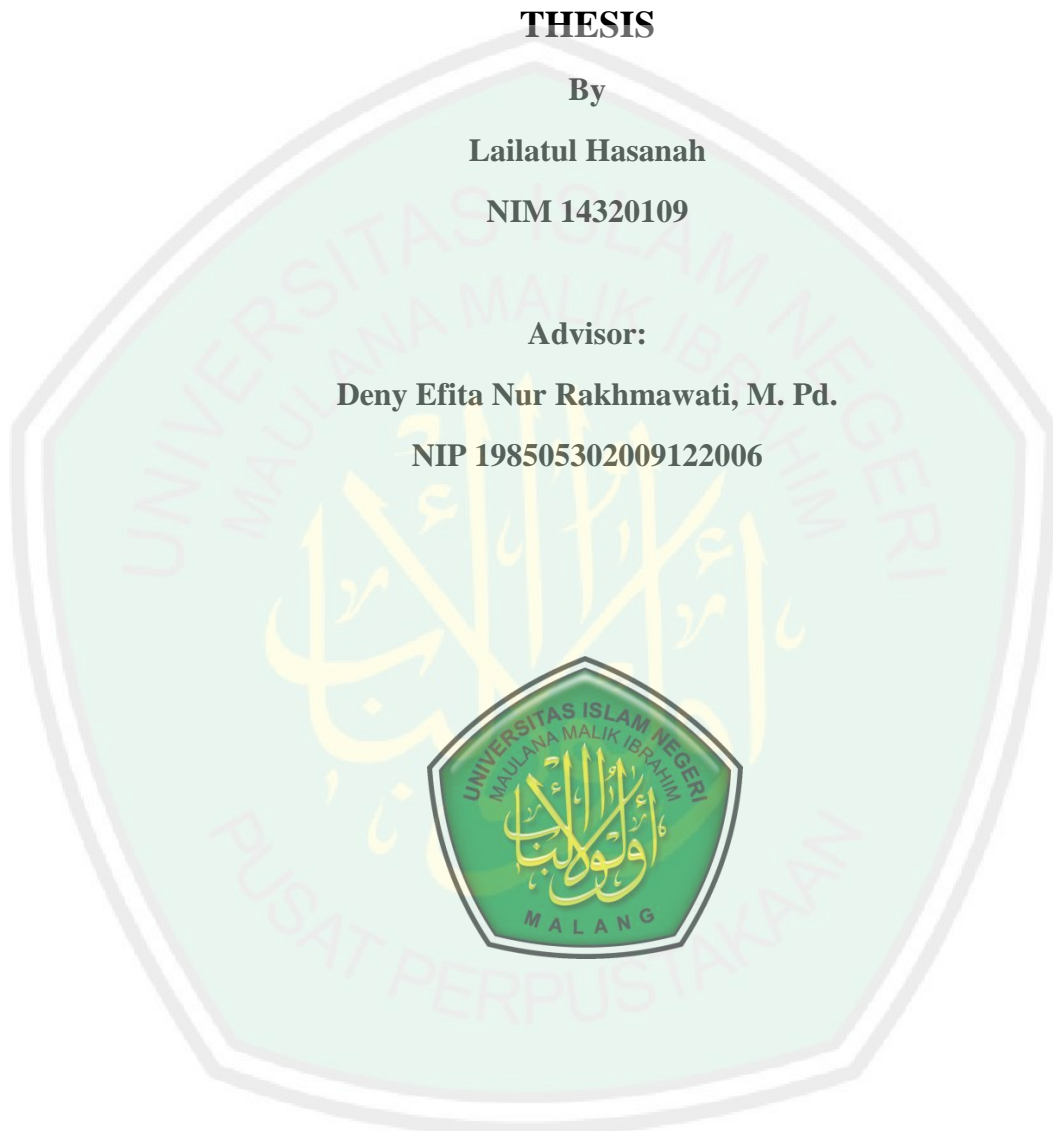
**Lailatul Hasanah**

**NIM 14320109**

**Advisor:**

**Deny Efita Nur Rakhmawati, M. Pd.**

**NIP 198505302009122006**



**ENGLISH LETTERS DEPARTMENT**

**FACULTY OF HUMANITIES**

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM**

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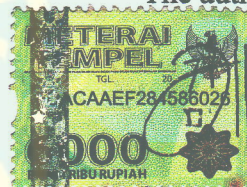
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I state that the thesis written to fulfill the requirement for the degree of Sarjana Sastra (S.S) entitled The Identity Representation of Indonesian Young Adult Influencers through Instagram Post is truly my original work. It does not incorporate one who are indicated in the quotation and bibliography. Due to this fact, I am the only person who is responsible for the thesis if there is any objection or claim from others

Malang, 26 June 2018

The author,



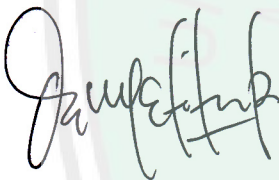
Lailatur Hasanah  
NIM 14320109

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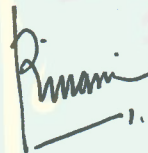
Malang, 26 June 2018

Advisor



**Deny Efita Nur Rakhmawati, M. Pd**  
NIP 198505302 00912 2 006

Head of English Letter  
Department



**Rina Sari, M.Pd**  
NIP. 19750610 200604 2 002

The Dean of Faculty of Humanities  
Maulana Malik Ibrahim State Islamic University of Malang



**Dr. Hj. Syafiyah, M.A.**  
NIP. 19660910 199103 2 002



## LEGITIMATION SHEET

This is to verify that Lailatul Hasanah's thesis entitled "The Identity Representation of Indonesian Young Adult Influencers through Instagram Post" has been approved by the Board of the Examiners as one of the requirements for the degree of *Sarjana Sastra* in English Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang.

### The Board of Examiners

### Signatures

Dr. Galuh Nur Rohmah, M.Pd., M.Ed. (Examiner)  
NIP 19740211 199803 2 002

Drs. Djoko Susanto, M.Ed., Ph.D. (Chairman)  
NIP 19670529 200003 1 001

Deny Efita Nur Rakhmawati, M.Pd. (Advisor)  
NIP 19850530 200912 2 006

Approved by  
The Dean of Faculty of Humanities  
Maulana Malik Ibrahim State Islamic University of Malang

Dr. Hj. Syafiyah, M.A.  
NIP 19660910 199103 2 002

## MOTTO

You do not just wake up

and

Become the butterfly.

*~ Growth is a process ~*

( Rupi Kaur )



## DEDICATION

This thesis is proudly dedicated to:

My Father, Fathur Rahman Rasyad (Alm),

My mother, Husnawiyah,

My sister, Ni'matul Hasanah,

and

My brother, Achmad Taufik Zaini.



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Secondly, I would like to say thank you for my advisor, Mrs. Deny Efita Nur Rakhmawati M.Pd., who always gives me advices and guidance. Also, she has been really patient and always supports me in each meeting. In addition, for all the lecturers in English Letters Department who have been teaching me for four-years.

Thirdly, for the best woman in this world, my mother, who always supports me in every situations. Meanwhile, since she was being a single parent she never gives up to give me higher education for better life. For my beloved sister who always indulges me in every cases. For my brother who always supports and take cares of me. Also, my big family who have supported me in achieving my dreams.

Next, I would like to say million thanks to my dearest friends, Laila Manzilatur Rohmah and Mazma De Huwrien'in who always support me in every condition. Then, thank you for Silviana Chintya Putri, Uzlifatul Jannah, Arfiyan A.G Ariyanto, Doni Cahyono, Nurul Aini, Siti Nidhomiyah, Siti Zahrotul Milla who have become the great friends since I was in the first semester. Thanks to all my friends in Ak and Fk class who I cannot mention one by one for the great experiences. Thanks for the support especially the unforgettable study experiments inside or outside the class. Then, thanks to Everyone who decides to be part of my life. My life would be meaningless without your existence around.

Finally, I, as ordinary human being, do realize the imperfection and weakness found in this thesis I write. Therefore, any criticism and suggestion are mostly welcome. Hopefully, this study provides an insight for students of English Letters Department and to open a brand new academic discussion to conduct similar research.



## ABSTRACT

Hasanah, Lailatul. 2018. *The Identity Representation of Indonesian Young Adult Influencers through Instagram Post*. Thesis. English Letters Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor: Deny Efita Nur Rakhmawati, M.Pd

Keywords: Identity, Person Identity, Role Identity, Social Identity, Indonesian Young Adult Influencers, Instagram

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The identity is a reflection of self that everyone has it from he/she was a child. Erickson's (1968) states that an optimum achieved identity status is represented by a sense of continuity between what one has become in childhood and what one will become in the future. The identity could be seen from the word and the language that people used in their sentences. Meanwhile, people could present several identities at once. It depends on the context, the situation and the environment.

This study uses descriptive qualitative method. The intended result of the research is brief analysis of description of identity representation in the Instagram Post of Indonesian Young Adult Influencers. It is analyzed by using the identity theory of Burke and Stets (2009). The discourse analysis is employed as the approach since the discourse look how people make choices of the words in the sentences.

From the analysis and findings, it can be resulted that the Indonesian Young Adult Influencers prefer presents their role and person identity rather than social identity in their posts. Then, they present different kind of identities in their caption. It presents same base identities with different role or combination 2 bases identities which is person and role identity. In addition, only 3 Influencers present their social identity through their posts.

There are many aspects of identity field that could be analyzed. It could from gender identity the discrimination of male and female, power and identity, ideology and identity. In addition, not only from Discourse Analysis, the identity could be investigated by other approaches such as sociolinguistics or Critical Discourse Analysis (CDA).

## مستخلص البحث

حسنة، ليلة. ٢٠١٨. تمثيل الهوية المؤثرون الشباب الإندونيسيا بواسطة تحميل الانستغرام. بحث تكميلي. الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرفة: ديني افيتا نور رحماتي الماجستير.

الكلمات: الهوية، هوية الشخصية، هوية الدور، هوية الاجتماعية، مؤثرون الشباب الإندونيسيا، انستغرام.

هوية هي انعكاس الذاتي الذي يملك كل فرد في اسرع الوقت. قال عريك سون (Erickson) ١٩٦٨. أن درجة الهوية الأمثلة توصّل باستمرار بين شيء حدث في الطفولة و شيء يحدث في المستقبل. الهوية يمكن رؤيتها من الكلمة و اللغة اللتان يستخدمهما الناس في جملتهم. في هذه الأثناء يستطيع الناس أن يحضّر الهويات بدفعة واحدة. تلك الهوية توقف على قرينة و حالة دائمة.

هذا البحث يستخدم منهج الوصفي النوعي. النتائج المتوقعة من هذا البحث هي تحليل قصير من وصف تمثيل الهوية في تحميل الانستغرام من المؤثرين الشباب الإندونيسيا يستخدم هذا البحث بنظرية هوية بوك (Burke) و ستيتس (Stets) ٢٠٠٩. تحليل الخطاب يستخدم كمقاربة لأن الخطاب رأى كيف وضع الناس اختيار الكلمات في الجملة.

من ذلك التحليل و الاكتشاف، وجد أن المؤثرين الشباب الإندونيسيا يجب أن يعرض هوية الدور و هوية الشخصية من هوية الاجتماعية في تحميلهم. ثم يعرضهم هوية مختلفة في كل معلومات في تحميلهم. يعرض هوية الأصل المتساوى بهوية الدور المختلفة أو يولّف هويتان الأصل فهما هوية الشخصية و هوية الدور. الآخر، ثلاثة مؤثرون التي تعرض هوية الاجتماعية بتحميلهم فقط.

هناك ناحية كثيرة من الهوية التي تستطيع أن تحلّل. المثال من هوية التمييز الجنسين الرجل و المرأة، السلطة و الهوية، العقيدة و الهوية. الآخر، ليس من تحليل الخطاب فقط، يستطيع أن يحلّل الهوية من المنظور الآخر. المثال الاجتماعية اللغوية أو تحليل الخطاب النقدي.

## ABSTRAK

Hasanah, Lailatul. 2018. *The Identity Representation of Indonesian Young Adult Influencers through Instagram Post*. Skripsi. Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Deny Efita Nur Rakhmawati, M.Pd

Keywords: Identitas, Identitas pribadi, Identitas peran, Identitas social, Influencer muda Indonesia, Instagram

Identitas adalah cerminan diri yang dimiliki tiap individu sejak dini. Erickson (1968) menyatakan bahwa status identitas optimal dicapai oleh rasa kontinuitas antara apa yang telah terjadi di masa kecil dan apa yang akan terjadi di masa depan. Identitas bisa dilihat dari kata dan bahasa yang digunakan orang dalam kalimat mereka. Sementara itu, orang bisa menghadirkan beberapa identitas sekaligus. Identitas tersebut tergantung pada konteks, situasi dan lingkungan.

Penelitian ini menggunakan metode deskriptif kualitatif. Hasil yang diharapkan dari penelitian ini adalah analisis singkat dari deskripsi representasi identitas di Post Instagram dari para Influencer muda Indonesia. Penelitian ini dianalisis dengan menggunakan teori identitas Burke and Stets (2009). Analisis wacana digunakan sebagai pendekatan karena wacana melihat bagaimana orang membuat pilihan kata-kata dalam kalimat.

Dari analisis dan temuan tersebut, dapat ditemukan bahwa para Influencer muda Indonesia lebih suka menyajikan identitas peran dan identitas pribadi mereka daripada identitas sosial di postingan mereka. Kemudian, mereka menunjukkan identitas yang berbeda dalam tiap caption yang mereka unggah. Mereka menyajikan identitas dasar yang sama dengan peran identitas yang berbeda atau kombinasi 2 identitas dasar yang merupakan identitas pribadi dan identitas peran. Selain itu, hanya 3 Influencer yang menyajikan identitas sosial mereka melalui postingan mereka.

Ada banyak aspek dari bidang identitas yang dapat dianalisis. Misalnya, dari identitas gender diskriminasi laki-laki dan perempuan, kekuasaan dan identitas, ideologi dan identitas. Selain itu, tidak hanya dari Analisis Wacana, identitas dapat dianalisa melalui perspektif lain seperti sosiolinguistik atau Analisis Wacana Kritis.

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## CHAPTER 1

### INTRODUCTION

This chapter provides background of the study which discusses the rationales of choosing the topic. In this chapter also provides research question, scope and limitation to border the study. Significance of the study provides the benefit of the study. Research methods consist of steps of data collection, research design, data and research instrument. Several key terms also provided to ease the reader in comprehending the study.

#### 1.1 Background of the Study

Nowadays, Instagram becomes one of the booming social media in Indonesia. Instagram is a photo and video sharing application in which the user can share the world through their eyes to showcase what they find interesting or important (Instagram, 2014). Besides, Instagram has complete and unique features than other social medias. It is showed by the features that are constantly updated, such as live show (showing the present activity and others can watch and give comment on it), the story of the user, filters of the video and photo, sticker, and many others.

Moreover, the greatest number of Instagram's users in Indonesia are young adult people. It was stated in Taylor Nelson Sofres (TNS) Indonesia that around 89% of Instagram users in Indonesia are 18 up to 34 years old (young adult people). Usually, young adult people use Instagram to share several things in their posts, such as important information, their journey photo, their daily life, their

favourite things, and others. Some of them post what become trending now on to get more likes and followers on their Instagram.

Furthermore, young adult people add the caption on the photo to make their post more attention to see. They commonly post their own caption or copy paste from another person, it could be wise words or poetic words. Most of young adult people have favourite artist that influence them in daily live. It could be from the post of artist, for instance the hobby of artist, the attitude, the behaviour, the fashion style, the Instagram feed and other contents.

The artist that commonly become an influencer to several young adult people, for instance, Tasya Kamila, Gita Gutawa, Maudy Ayunda, Cinta Laura and Vidi Aldiano. It could be seen from their followers (people who follow them on Instagram) which are more than four thousand people. The way they thought and their achievements have inspired others. Not only success as an artist, they also succeeded in their study. They have been studying abroad for a long time while being an artist. They can organize both their academic and their career as an entertainer. Therefore, they become a good influencer to several people.

In Addition, people will know the daily life of Tasya Kamila, Gita Gutawa, Maudy Ayunda, Cinta Laura, and Vidi Aldiano through their posts in Instagram. People could know their character through their thought and their language use. Hence, their character can represent who they are, or nowadays people said as identity. The identity can be reflected in the word and the language that they used in the captions. Identity is a reflection of self that everyone has it

from he/she was a child. Erickson's (1968) states that an optimum achieved identity status is represented by a sense of continuity between what one has become in childhood and what one will become in the future. Identity is a construct that includes the way we think about ourselves and our role in larger social environments; identity is enacted through social interactions with others and our relationships with them.

Naturally, the identity will be shown by everyone in every case of her/ his communication in every situation. It was clearly stated by Val & Vinogradova (2010), that the identity can be changed automatically depends on the interaction and the situation in which individuals find themselves. Thus, everyone could have multi identities according to their environment, the interlocutors, their relationship and their condition.

There are several researchers have conducted the research about identity and Instagram. First, Lindah & Mimi (2013) which discusses about Personal Branding Through Imagification in Social Media Identity Creation and Alteration Through Images. This study focuses on comparing identity through images on Tumblr and Instagram. Second, Madison (2014) who discusses about the Influences on the Formation of Identity and Understanding of Self through Social Networking Sites. This Study focuses on an identified the relationship between social networking sites and user created identities. Third, Manizheh, & Ehya, (2013), they discuss about the identity of patients in 12th Century Medical Text in Persian by

Sociolinguistic approach. This study focuses on how power relation and gender influence the identity.

Next, the related studies by Victoria (2015) about self-presentation of the use of Instagram by Amateur NPC Female Figure Competitors. Victoria focused on the woman identity in a group. Fifth, Hu C, Kumar S, Huang J, Ratnavelu K (2017) about disinhibition of negative true self for identity reconstructions in cyberspace. This study investigates true self from the perspective of individuals' self-guide and identity reconstruction in both online and offline worlds. Hence, this study is different since focusing on the personal identity of young adult influencers through Instagram post by using different theory also. This study intends to analyze the identity of Indonesian Young Adult Influencers through their Instagram Post. How they present their identity could be seen from their language in their caption and the photo that they posted.

### **1.2 Research Question**

Based on the explained above, the researcher found some issues and decide one main problem to be researched. The problem to be researched is "How do the Indonesian young adult influencers present their identity through Instagram post?"

### **1.3 Research Objectives**

In line with the problem of the study, the study purposes of the study to investigate how the Instagram post of Indonesian Young Adult Influencers reflect their identity.

#### **1.4 Scope and Limitation**

Theoretically, identity study can be applied in any kind of medias either offline or online medias. However, this study will analyze the Instagram post of Tasya Kamila, Gita Gutawa , Maudy Ayunda, Cinta Laura and Vidi Aldiano that conduct their individual Identity. The researcher identifies the identity through the language use and the word choice of the captions without analyzing the grammatical structure. The researcher also investigates the photo of them to support the identity analysis. To keep this research runs objectively, the researcher uses discourse approach and identity theory by Burke & Stets (2009).

#### **1.5 Significances of the Study**

The researcher hopes that this study will develop the knowledge about the whole improvement of social media can reflect the Identity. Actually, the way Identity represented in Instagram post. This study hopefully has some benefits for people. Especially, people who use social media as their daily need for communication and another project. From this research, they are expected to be able to apply their knowledge and comprehend about identity. In addition, they can understand well that their own social media may represent their own identity.



## **1.6 Definition of Key Terms**

1. Identity : An identity is the set of meanings that define someone that could change depend on the situation and the context.
2. Instagram is an application in which the user can capture and share their moments or their wants through their photos or video within the caption.
3. An influencer is an Indonesian public figures who have the power to affect purchase decisions of others because of their authority, knowledge, position or relationship with their followers or fans.

## **1.7 Research Method**

### **1.7.1 Research Design**

In this study, the researcher uses qualitative descriptive as the research design. Qualitative descriptive is describing and interpreting the research. Tahani (2017), defines that Qualitative research is an appropriate method for investigating problems and issue deeply, inquiry the techniques and the Instruments of data. It was totally describing and understanding the research by language. This research includes of Qualitative which is the researcher does not use the numerical and statistical data to investigate the research. In addition, the study is analysed by describing.

### 1.7.2 Research Object

To accomplish the study, the researcher analyses the personal identity of Tasya Kamila, Gita Gutawa , Maudy Ayunda, Cinta Laura, and Vidi Aldiano through their posts in Instagram. The post that use English in the caption, the post that present their as public figures, their activity except their job and their group are selected to be the object of the study.

### 1.7.3 Data Source

The data of this research is taken from Instagram's captions by Tasya Kamila, Gita Gutawa, Maudy Ayunda, Cinta Laura, and Vidi Aldiano in their account. They frequently use English in their captions. The data of this research are original belong to the Instagram accounts of Tasya Kamila @tasyakamila, Gita Gutawa @gitagut, Maudy Ayunda @maudyayunda, Cinta Laura @claurakiehl, Vidi Aldiano @vidialdiano . The photo that related with the caption are also investigated to support the identity analysis.

### 1.7.4 Research Instrument

The instrument in this research is human being that is the researcher herself. The researcher is the one who determines research planning, collection the data and analyse the data.

### 1.7.5 Data Collection

In order to get the data and specific findings, the researcher has done several steps. The first step is the researcher gained the soft data by searching the account that suitable to be researched. Secondly, the

researcher follows the Instagram of the objects. Thirdly, the researcher read the post of that account, and then capture the post that consist of personal identity. The next, the researcher analyze the data and try to find how the identity can reflect in the Instagram account of Tasya Kamila, Gita Gutawa , Maudy Ayunda, Cinta Laura and Vidi Aldiano.

#### **1.7.6. Data Analysis**

The process of analyzing data is done after the data are completely collected. After collecting the data, the researcher categorizes the post which is related the picture and not. Then, the researcher analyses the word and the language that use in the captions of Tasya Kamila, Gita Gutawa , Maudy Ayunda, Cinta Laura, and Vidi Aldiano that consists of personal identity. The researcher determines to investigate the post of them from January up to March that consist of rich data and the newest post from them. The researcher use discourse and identity theory of Burke & Stets (2009). After analyzing the caption, the researcher investigates the picture which is supporting the identity reflection or not. Then the researcher determines the identity that commonly showed by Tasya Kamila, Gita Gutawa, Maudy Ayunda, Cinta Laura and Vidi Aldiano in their Instagram.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter discusses about the supporting theories of Identity, previous studies and some reference books and reliable sources that support the theory applied in this research. This theoretical framework guides and supports the writer to do the process of answering the research problem.

#### **2.1 Theoretical Framework**

##### **2.1.1 Identity**

Nowadays, people participate in many different groups and remould their identities to match these groups and contexts, all of which has led to increased flexibility in identity. Gee (2000), described four basic aspects of identity relating to these different contexts, roles within these contexts, and alterations in identity because of these contexts. Particularly relevant in relation to social media, networking, and formation of special interest groups is what Gee calls affinity group identity, or A-identity, to describe the particular transformation of identity to correspond with the group and its context.

With the advent of social media technologies, the public element of identity development now has the ability to take place online. Dalton and Crosby (2013) reflected these notions; they explained social media is so ubiquitous for most young people that it has actually become a part of their identities. They term this new type of identity development a “digital identity,” which refers to the ways individuals express and present themselves online.

On the other hand, according to Burke & Stets (2009), an identity is a collection of meanings defines who a person is when a person is the inhabitant of a particular role in society, a members of a particular group, or claim certain characteristics that identify themselves as unique people. For example, individuals have meaning which they apply to themselves when they are students, workers, spouses, or parents (this is the role they occupy), when they become members of the fraternity, when they belong to the Democrats when they are Latino (this is membership in a particular group), or when they claim they are out individual or a moral person (this is a personal characteristic that identifies themselves as unique people).

People have a lot of identities because they occupy many roles, are members of several groups, and claim some personal characteristics, but the meaning of this identity is distributed by community members. The theory of identity seeks to explain the specifics meaning that individuals have for their various identities; How these identities relate to one another for one person; how their identity affect their behavior, thoughts, and feelings or emotions; and how their identity binds them to the wider community.

Furthermore, Burke and Stets categorize identity into 3 bases of identities; role identities, social identities and person identities. They point out that individual roles, social, and identity are all operate in the same way. The identity of each base has an identity standard which serves as a reference and guides the behavior in situations. Whether it is a role, social, or person identity, the individual acts to



control perceptions about who they are in a situation to adjust the feedback they receive in that situation.

### **2.1.2 Person Identity**

Person identity is the uniqueness and the distinctness of someone that make her/him different from others. The person identity could be relevance with the role identities. Yet, the identity of people is more likely to be activated in all situations rather than role identities because they refer to important aspects of the individual. People do not "put on" and "take off" these characteristics because they may "take" and then "out" certain roles. It means form an important element like who they are. For example, an individual can be a very controlling person, and this control will show his face in the different roles that the person does and even in the different groups he or she follows.

The meaning of person identity will affect the meaning that belongs to the role and social identity of a person more than the other way around. For example, if a person sees himself as high as a moral dimension, as in ethics, principled, caring, and honest, he may be more likely to choose a role that reflects these characteristics. He can be a social worker, minister, or police officer and can be a member of a group consistent with moral qualities such as church groups or volunteer organizations.

Hence, the influence of the identity of the person on the identity of the role and the choice of group identity assumes that the individual is in a society in which the group's roles and membership are voluntary; in less open societies where people have fewer choices of roles and groups, the identity of people is likely to be

formed more by roles and groups assumed by individuals than otherwise (Burke 2004). However, in an open society, choices are not always available, such as when we are born into a particular family, must attend a particular school or church, and so on. Here, the identity of people will again be influenced by the nature of their roles and groups.

### 2.1.3 Role Identity

Role identity is the central importance of identities theory. A role provides the structure, organization, and meaning to each selves and to situations. Role identities is influenced by social position of individual. The different position of someone in society will create different role identities too. The positions of people could be from trajectory of someone life such as a student, a worker (teacher, artist, actress), spouse, and parent. Another social position is categorized depend on individual interest, activities, or habits.

Role identity generally contain a large set of meanings. Thus, individuals may turn to more than one characteristic to describe what kinds of role they are. Further, different individuals may have different meanings for the same role identity. For example, for one person, the student identity may mean being academic, get acknowledgment and taking one's schoolwork seriously, while for another student, identity may mean being sociable and having fun with a group at school.

In addition, what someone does gives the identity of a person's role is important. The performing of a person's role correctly not only facilitates confirming the identity of one's role but also, in coordinating it with the performance played by others in the counter role, confirming the identity of others and at the same time creating and ensuring the social structure where the identity is embedded.

#### **2.1.4 Social Identity**

Social identity is based on the identification of a person with a social group. A social group is a group of individuals who share the view that they are members of the same social category. Through social comparisons and processes, people who resemble themselves are self-categorized and labeled in a groups. Correspondingly, different people are categorized as outgroup.

Furthermore, having a certain social identity means being like someone else in a group and seeing things from a group perspective. It is assumed that individuals as members of the group think together and act the same. Thus, there is uniformity in thought and action to become a group of members. Individuals do not have to interact with other group members to think and act like groups. Simply identify with the group to enable similarity in perception and behavior among group members.

In addition, having social identity as a member of group verified activates a sense of belongingness and raises one's self-worth (Stets and Burke 2000). With high levels of self-worth, people have a degree of existential security that provides value and meaning to their lives. When one is a member of a group and is similar

to others in thought and action, one will receive recognition, approval, and acceptance from other group members, thus verifying their social identity as a group member; and in turn, they will experience positive feelings. Thus, feelings of self-worth rise when individuals join groups and feel accepted and are judged valuable on the basis of *who they are*, not *what they do* (Cast and Burke 2002).

Features	Person Identity	Role Identity	Social Identity
Bases	Individual Self-Concept	Expectations Tied to Social Positions	Social Group
Definition	Meanings that Define Person as a Unique Individual	Meanings Tied to a Role	Meanings Tied to a Social Group
Cognitive Representation of Identity	Identity standard	Identity Standard	Prototype
Activation of Identity	Salience	Salience	Accessibility and Fit
Behavior	Independent of Others	Complementary to Others	Similar to Others
Self-Reference	Me	Me as Role	We
Verification Outcome	Authenticity	Self-Efficacy	Self-Worth

Table 1: Defining Features of Person Identity, Role Identity, and Social Identity

### 2.1.5 Instagram

Instagram is one of social media that could sharing the photo and video which the users can follow others or following by others. Besides, instagram is a popular photo and video capturing and sharing social media application, with more than 150 million of users since its launch in October 2010 (Yuheng H, Lydia M & Subbarao K, 2014). Instagram could be accessed easily in any kinds of gadgets by everyone.

Yuheng H, Lydia M & Subbarao K, have been categorized the kinds of photo that commonly people share in their Instagram. There are eight categories of photo contents on Instagram; friends (minimum consist of two people), foods (recipe of food, drink, cake, etc.), gadget (electronic tools, car, motorbikes, etc.), captioned photo ( text pictures of quote, meme and others), pets (cat or dog or another animal that become the main object of the photo), activity ( the places, the journey, the current and past activities and so on), selfie (self-portraits), and fashions (make up, style, bag, shoes and many others). Those beauty of the contents of photo could influence the like and the followers of Instagram.

## **2.2 Previous Studies**

This research focuses on relation between social media exactly Instagram and Identity. The important of this study will do research on the way young adult influencer shape their identity through Instagram posts. There are several previous studies related have been done. First, Lindah & Mimi Öhlund (2013), Personal Branding Through Imagification in Social Media Identity Creation and Alteration Through Images Gustav. This researcher investigated and analysed the role of images in the process of personal branding through. The research used Symbolic Interactionism Theory by Charon (2009).



Second, Madison Ganda (2014), *Social Media and Self: Influences on the Formation of Identity and Understanding of Self through Social Networking Sites*. This Study focuses on an identified research gap in the literature concerning the relationship between social networking sites and user created identities. The researcher used “self” theory of Goffman (1959).

Third, Victoria Michelle Lupine, (2015), *Self-presentation and Social Media: A Qualitative Examination of the Use of Instagram by Amateur NPC Female Figure Competitors*. This study explores the implications of type of self-presentation and how women construct online identities that may coincide with the representations of women in mainstream media. The researcher used Goffman’s Self- Presentation Theory.

Forth, a study by Manizheh, Sammad & Ehya, (2013): *The Identity of Patients in 12th Century Medical Text in Persian: a Sociolinguistic Perspective*. This research analyzes the patient identity through medical text book in 12<sup>th</sup> century in Persian. This study uses Critical Discourse Analysis (CDA) approach in order to know the influence of gender and power to identity of the patient.

The next one is research by Hu C, Kumar S, Huang J, Ratnavelu K (2017) *Disinhibition of negative true self for identity reconstructions in cyberspace: Advancing selfdiscrepancy theory for virtual setting*. this study investigates true self from the perspective of individuals’ self-guide and identity reconstruction in both online and offline world. This research advance self-discrepancy theory.

Those previous studies lead the researcher to find a space to conduct a new research. In this research, the researcher closely investigates the self-identity or personal identity that present by young adult influencers on Instagram. The researcher interested in analysing how media social, actually Instagram can represent the personal Identity.



## CHAPTER III

### FINDINGS AND DISCUSSIONS

This chapter provides both findings and discussions. The analysis of data is presented in findings. Furthermore, discussions describe the interrelatedness between the findings of the study and the theoretical framework.

#### 3.1 Findings

The findings of the study are based on the analysis of Instagram posts of the Indonesian Young Adult Influencers. There are 61 data that are taken from Instagram posts of Cinta Laura (CL), Gita Gutawa (GT), Maudy Ayunda (MD), Tasya Kamila (TS) and Vidi Aldiano (VD) . The data are taken during January up to April 2018 which only 24 excerpts are showed in the findings. The data are investigated by Identity theory of Burke and Stets (2009) involves three bases of identities: role identity, social identity and person identity.

##### 1. Person Identity

##### Excerpt 1 (CL9)



**“A confident woman, a woman who truly knows her worth and her power is a force to be reckoned with.”** Happy International Women’s Day! Cheers ladies! □

Excerpt 1 is the datum 9 of Cinta Laura’s data, *“A confident woman, a woman who truly knows her worth and her power is a force to be reckoned with.”*, this sentence appears her person identity as a strong woman. She identified the strong woman that woman who knows herself well and brave to force everything that ruins her life. Indirectly, Cinta Laura describes herself as the woman like what she said. She is a woman who braves to face and solves everything that comes to her life. It also could be seen from her daily life. She does not care about what people said about her, she proves it with her academic achievement and as talented actress. She braves to restart her career in Hollywood to get her dream to be International actress. This post not only shows her woman identity but also shows her identity as an influencer. She influences other women to be the kind of woman that she said in the caption.

#### Excerpt 2 (CL14)



**Don’t look down and be depressed, look up and you’ll be blessed.**

✿ [#happythoughts](#)

Excerpt 2 is datum 14 of Cinta Laura's data. In the excerpt above, the language that CL uses in her caption shows her uniqueness as a woman to face her life. It is called as person Identity. "*Don't look down and be depressed*", means that whatever the problems that she got, she would not like to look down and complain about it. The one thing that could help her to solve it is to look up and prays, then God and the universe will bless her, "*look up and you'll be blessed*". The word "you" here means that it is also shown to everyone who read her caption. It could show her role identity as an Influencer. She influences people to face positively whatever the problems that they have. She also asks people to set their mind to be happy as always, like her hashtag [#happythoughts](#). Thus all are related with the photo of her which she raises her chin.

### Excerpt 3 (GT7)



**Sunny sky, blue sea, white capped waves, toes in the sand.** How can you not appreciate the beauty?

Excerpt 3 is datum7 of Gita Gutawa's data. The posting of GT presents her personal identity. She presents the uniqueness of her perspective on beauty. A beauty according to her is "*Sunny sky, blue sea, white capped waves, toes in the*



*sand*". She shows the beauty of nature on her way. The word "*toes in the sand*" is used to express that she enjoys the nature without using any slippers. Then she presents her innerbeauty through her simple thought to usually appreciate the nature. Indirectly, she asks people to more appreciate the nature of nature to keep it beautiful, like in the next sentence "*how can you not appreciate the beauty*". The beauty of nature is also shown by her from the picture that she posts. The picture shows the picture of her with the view of the blue sea and the great waves.

#### Excerpt 4 (GT8)



Currently juggling between 10 big projects (or maybe more? 😊) Overwhelmed, but keeping this quote in mind. **"Success Is Not For The Lazy!"** Who's with me? 🙌🙌

Excerpt 4 is the datum 8 of Gita Gutawa's data. "*Currently juggling between 10 big projects (or maybe more? 😊)*". It means that GT has many big projects that she has to face it. She believes in herself that she can solve all of it if she does not complain about it and does not lazy. It stated in her next sentence, "*Success Is Not For The Lazy!*". She instils in her mindset that she does not to be laziness person

anymore if she wants to succeed. In this case, she appears her personal identity, the uniqueness of herself to solve the problems that she has.

Indirectly, she also presents her role identity as an influencer. Her role as an influencer to asks people to be a spirit person. She invites people to never give up to get their success. She convinces it by the picture about the quote “*Success Is Not For The Lazy*” in her photo post.

#### Excerpt 5 (MD7)

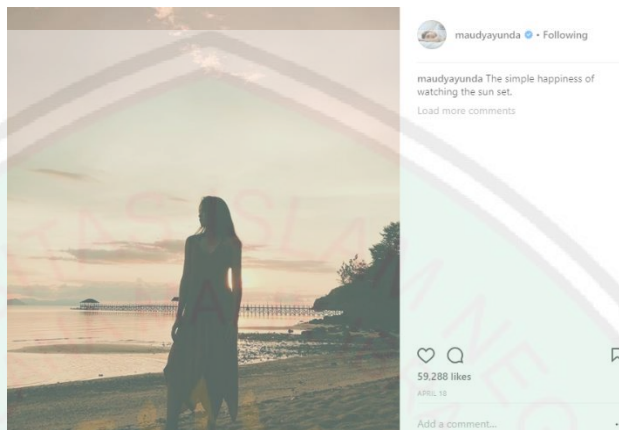


**Because when the city goes to sleep, my mind wakes with thoughts of tomorrow.**

Excerpt 5 is the datum7 of Maudy Ayunda’s data. Maudy Ayunda presents herself through the caption. “*Because when the city goes to sleep*, it means that it is in the midnight when people commonly take a rest and stop all of the activities. It also shows that she is a night thinker person. Then, the next word “*my mind wakes with thoughts of tomorrow*” means she is a well-prepared person. She prepares the next day that she must and wants to do. She is a woman with a good time management and a good preparation. She usually makes some plans to her life achievements. According to her caption, MD shows the personal identity of

her, the special of herself to go through her daily life which it is different from anyone.

#### Excerpt 6 (MD15)



**The simple happiness of watching the sunset.**

Excerpt 6 is the datum 15 of Maudy Ayunda's data. In this case, she presents the uniqueness of her thought about the simple happiness. She shows a simple happiness that everyone can get it. It means that everything can make everyone happy depends on the way she/he grateful. As like she stated, watching sunset brings a simple happiness for her. Thus indicating that she is a simple person. Like she was stated, she adds the picture of her that standing alone while sunset.

#### Excerpt 7 (TS1)



Any woman would feel so special and loved to receive such beautiful bouquet ♡  
 Tag orang yg harus di-"kode"-in 😊

[#orchid](#) [#100roses](#) [#bouquet](#) [#flowers](#)

Excerpt 7 is datum 1 of Tasya Kamila's data. From her post, she shows her identity as a woman. "*Any woman would feel so special and loved to receive such beautiful bouquet*", she shares her thought about a woman through the caption. She said that every woman loves the flower, and they would like to very happy if they get flowers. She also shows that she is one of the women that feel special when she gets flowers. It could be seen from the photo that TS is very happy with her bouquet.

#### Excerpt 8 (TS2)



Going back to the city that never sleeps. Or perhaps it's me who's usually lacking sleep. 🗽 [#newyork](#) [#nyc](#) [#lastsemester](#)

Excerpt 8 is datum 2 of Tasya Kamila's data. Tasya Kamila (TS) said "*Going back to the city that never sleeps*", means that she already goes back to the city that she thinks the crowded city, the city that never sleeps or quite. "*Or perhaps it's me who's usually lacking sleep.*" means that she recently lacks sleep because of being



a college student in the [#lastsemester](#). Then, the emoticon and the hashtag 🗽️ #newyork #nyc show the city that was mentioned before is New York. It could be seen from the picture that she posts the photo of her in the middle of New York City.

#### Excerpt 9 (VD2)



If you leave me now. If you give it up and just walk right out. You will take the biggest part of me. And all the things that I believe. [#VETEMENTSxTOMMYHILFIGER](#)

Excerpt 9 is datum 2 of Vidi Aldiano's data, *"If you leave me now. If you give it up and just walk right out. You will take the biggest part of me"*, it sentences means to the person that he trusts, if they leave him, or give up on him, and walk away from him, the person will take the biggest part of himself. They also will lose the trust of him *"And all the things that I believe."*. It means that person is meaningful for him. Here, he shows that he is left by someone that he trusts so much. The caption also shows that he would never believe someone who has broken him anymore.



### Excerpt 10 (VD6)



**Hanging out with myself and I**, with a pair of the new **#PROPHERE** on my weekend. Enjoying the single life to its fullest!.  
[#AdidasOriginals](#) [#AdidasIndonesia](#)

Excerpt 10 is datum 6 of Vidi Aldiano's data "*Hanging out with myself and I, with a pair of the new [#PROPHERE](#) on my weekend.*", Vidi Aldiano (VD) shows that he spends his weekend with himself, no one accompanies him. The words "myself and I" that he uses to emphasize that he truly a single man. Even if he is a single man, he demands himself and others to be a meaningful person during alive, as his statement "*Enjoying the single life to its fullest!.*". Furthermore, (VD) posts his photo with Adidas shoes, in case he is in partnership with Adidas. It could be seen from the hashtag [#AdidasOriginals](#) [#AdidasIndonesia](#). In his post, he presents his identity as a single man that active to keep body healthy.

## 2. Role Identity

### Excerpt 11 (CL12)



I am celebrating Earth Day with [@thebodyshopindo](#) today. Unfortunately, I can't make the [#tolaksedotanplastik](#) event at Car Free Day in Jakarta. Nonetheless, **please support the cause and say NO to the use of plastic. I truly believe that we all can make a difference to protect the beautiful planet we live in!** [#EnrichPlanet](#) [#EnrichYou](#)

The excerpt 11 is the datum 12 of Cinta Laura's data (CL12). Cinta Laura (CL) posts the caption that presents her role identity as an influencer. Here, she influences people in two ways; to support [#tolaksedotanplastik](#) and to use body shop Indo.

First, CL shows her role as a person who care of the planet, she invites and influences people to support the event that held in Jakarta [#tolaksedotanplastik](#) in order to celebrate Earth Day. She asks people to join and support to stop using plastic in this statement "*please support the cause and say NO to the use of plastic*". Next, she convinces it by adding the statement "*I truly believe that we all can make a difference to protect the beautiful planet we live in!*". The word "we" here is used

to express that she also in the same position with others to keep the world by not using plastic.

Second, CL shows that she is in partnership with the Body Shop like she was mentioned in the caption [@thebodyshopindo](#). Mentioning the body shop means she indirectly shows her role identity as an Influencer marketing. As the Influencer marketing, she plays her role to market the product that in partnership with her. She is an influencer with a huge follower base and authority to influence her fans or followers to use the Body Shop Indo. In this case, she also shows that she has power relation with the body shop indo while not everyone cannot have it. CL makes strengthen the caption by adding the hashtag “[#EnrichPlanet](#) [#EnrichYou](#)” which it is appropriate with 3 commitment’s pillars of The Body Shop. Thus 3 pillars are, enrich our people, enrich our product, and enrich our planet.

#### Excerpt 12 (CL13)



**Red (purple) carpet look for the World Premiere of The Avengers: Infinity War.** Thank you to one of the most talented stylists I know, [@alvasus](#) for making this look come to life! You are a gem! 💎👗: [@ashistudio](#)

Excerpt 12 is the datum 13 of Cinta Laura's data. CL is invited to the world premiere of Avengers movie that held in the Lost Angles. It is shown in her caption *"Red (purple) carpet look for the World Premiere of the Avengers: Infinity War."* As already known that Avengers is an outstanding movie. The movie was becoming a famous movie since 10 years ago. Only several selected actresses all over the world are invited to the premiere. By coming to the world premiere, CL presents her role identity as an international actress. She presents her role by showing her existence in the International scene. Then she shows that she is an actress who usually appreciates people who have made her look perfect by adding the stylish and the designer. It was seen in the next sentence *"Thank you to one of the most talented stylists I know, @alvasus for making this look come to life! You are a gem! ✨👑: @ashistudio."*

In addition, the picture of CL supports her role identity as an international actress. CL post her photo in the red carpet of "World Premiere of the Avengers: Infinity War" movie. It is proven by the poster of Avenger movie behind Cinta Laura. She wears a mini blue dress that matches with the poster of the film

### Excerpt 13 (GT1)





**After 3+ years of planning and re-planning, discussions and preparation, [@erwingutawamusicschool](#) is officially launched!** Let the journey begins! 😊😊Terms start Feb 1st! [#erwingutawamusicschool](#) [#erwingutawa](#) [#egms](#) [#sekolahmusik](#) [#lesmusik](#) [#musicforeveryone](#)

Excerpt 13 is datum 1 of Gita Gutawa's data (GT1). *After 3+ years of planning and re-planning, discussions and preparation, [@erwingutawamusicschool](#) is officially launched!*, in that sentence, she tells that the music school of her family "gutawa" will be launched soon. In this case, she shows her role identity as a musician. Her role is showed by creating the music school with other musicians. By creating the music school, she shows her role as musician who cares of people who have passion or interest in music. The use of the name [@erwingutawamusicschool](#) to convince people the quality of the music school, because people already know that Erwin Gutawa is famous and talented Indonesian music composer.

Furthermore, they have prepared more than 3 years to build the music school that proves the persistence of Gita Gutawa and her father. Hence, the music school will be opened on the 1<sup>st</sup> of February. Gita Gutawa shares 6 slides photo which shows the picture when the music school is inaugurated. Then, she also shows the picture of people who in collaborate with her music school.



### Excerpt 14 (GT3)



First stage in 2018 (last week) was a special one! **Had the pleasure of performing in Taiwan in front of an audience from all around Asia, Australia, and some other countries too!** Thank you for having me! ❤️ In [@didibudiardjo's](#) beautiful design.

Excerpt 14 is datum number 3 of Gita Gutawa's Data (GT3). "*Had the pleasure of performing in Taiwan in front of an audience from all around Asia, Australia, and some other countries too!*", that sentence presents the role identity of Gita Gutawa as a famous singer. She shows her role that performs in front of audiences from several countries at the international venue in Taiwan. The word "pleasure" means it was an honor for her to sing on that occasion. She adds [@didibudiardjo's](#) in her caption to tell everyone that her dress designed by him.

Furthermore, she posts her picture while she was singing in the event. In the picture, she shows the gorgeous stage when she performed. Then she also appears her beautiful dress to perfectly her performances. Therefore, the picture that she posted also shows her identity like her caption that she noted.

### Excerpt 15 (MD11)



Sharing some thoughts about music, film and the creative economy with pak [@triawanmunaf](#) from BEKRAF last saturday [@wetheyouth.id](#) [#CIMBNiagaForward](#) [#ForwardYourDreams](#) [#KejarMimpi](#) 📷 [@yurisdewandaru](#)

Excerpt 15 is datum 11 of Maudy Ayunda's data (MD11). MD becomes a speaker of @wetheyouth.id event that held by CIMBNiaga. In that occasion, she shares her experiences while being an actress and a singer, "*Sharing some thoughts about music, film and the creative economy*". Then, she also shares her knowledge about the creative economy. Those show her role identity as a smart Indonesian young adult Influencer. She can spread motivations to audiences and influences them to not to be afraid to have big dreams and to grab it, as her hashtag #ForwardYourDream. In addition, she shares the photo of her while being a speaker in her post. It could convince people about her Identity.

### Excerpt 16 (MD12)



Presenting something I've worked on last year: [@deartomorrowthebook](#)... **This is a step to a whole new world for me, the world of writing.** It's terrifying but exciting at the same time. **Peek into my thoughts, my stories, and the notes to self that I want to remember for all my tomorrows.** Coming soon this month. **I hope this book can add positivity to the world.**

Excerpt 16 is datum 12 of Maudy Ayunda's data (MD12). MD introduces her book that will be launched soon. She is a productive person that tries to have progress continuously in her life. *"This is a step to a whole new world for me, the world of writing"*, she is not afraid to try a new thing that could enhance her knowledge. She shares her feeling during writing a book that is complicated feeling *"terrifying but exciting at the same time"*. *"Peek into my thoughts, my stories, and the notes to self that I want to remember for all my tomorrows"*, it means that her book is about herself, the way she runs her life, the way she establishes her dreams.

Hence, she writes about her self-reminder in her book. She does hope her book could motivate herself and other people from her statement *"I hope this book can add positivity to the world."*. Thus all shows her role Identity as a new writer. Indirectly, she also presents her role identity as an influencer that could inspire many people from her book. Furthermore, the picture presents the caption. From the picture, people could know the look of her book untitled #dear tomorrow.



### Excerpt 17 (TS 4)



**Attended ECOSOC Youth Forum at the UN. Listened and learned about youth's solutions, aspirations, and what young people from all over the world have done to achieve the SDGs. So, let's take REAL ACTION!. Oh btw, I had so much fun earlier with these amazing peeps from Indonesia!! MC**

Excerpt 17 is datum 4 of Tasya Kamila's data (TS4) "*Attended ECOSOC Youth Forum at the UN*", it means that she becomes the delegation of Indonesian youth in ECOSOC forum. ECOSOC is Economic and Social Council of United Nations that dedicate to develop the economy, social, education, and health of people around the world. "*Listened and learned about youth's solutions, aspirations, and what young people from all over the world have done to achieve the SDGs*" It shows that Tasya Kamila is being a part of young people all over the world that was chosen to share their tough to prosperous the world. Then, she asks for youth all over the world to take action from those aspirations. Here, she presents her role identity as a smart influencer that could affect many people in positive ways.

Moreover, the identity of TS also shows in the picture that she posted. She posts the picture of herself while being an Indonesian delegation at the United Nations. It could be seen in the photo that appears name tag "youth Rep. Indonesia".

### Excerpt 18 (TS14)



Excerpt 18 is datum 14 of Tasya Kamila's data (TS14). TS notes "*One more week to finish off grad school!!! 🙌🏻*". It shows her role identity as a college student. She shows her responsibility as a college students who takes an active role in her learning by recognizing she is accountable for her academic success. She presents that student responsibility would be demonstrated when she takes actions in her study which lead her toward her educational goals. As college student in the last semester, she must complete her thesis in a timely manner with attention to quality of work. "*One more week to finish off*", it shows that she motivates herself to keep strong and struggling which it is also strengthen by the emoticon that she adds in the caption. She also enthusiast to pass her graduation school that is shown by the emoticon that she chooses which is a woman with happy face and hands up.



### Excerpt 19 (VD5)



**Waiting for my new show to start, while testing [#GalaxyA8](#) live focus on stage!**  
**Who's excited?!**  
**#TheNextMe**

Excerpt 19 is datum 5 of Vidi Aldiano's data. "*Waiting for my new show to start*", it means he introduces his new music show. Here, he presents his role identity as a singer. As a singer he presents his role who will perform as a judge in the music competition. Meanwhile, being a judge will increase his existence as a singer. In addition, [#GalaxyA8](#) shows that he is in partnership with Samsung. He shows that he has power relation with Samsung and he was chosen to promote Samsung Galaxy A8. Indirectly, he asks people to use Samsung galaxy A8 while it shows his role identity as an influencer of marketing.

Furthermore, the identity of him in the caption is supported by his picture. He posts the photo of him with GalaxyA8 (which is suitable with his hashtag) in the stage of music and dance competition. From the photo, he shows the new show of him that is "The Next Boy/Girl Band Competition.

### Excerpt 20 (VD7)



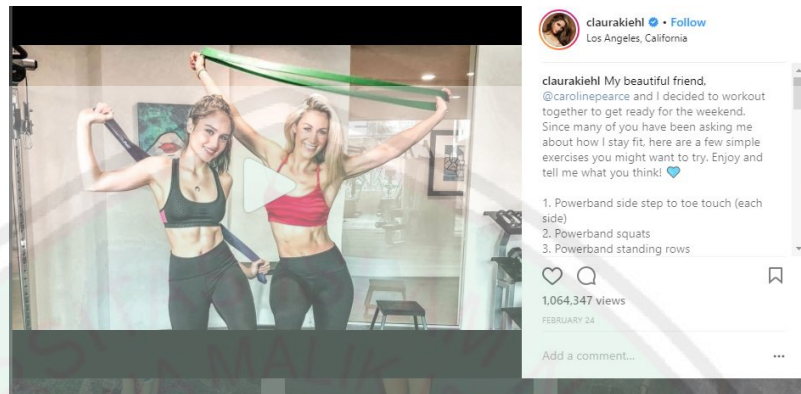
**Been working out with my trainer @marettoaufra** pretty hard these past few weeks, and I've seen some positive changes already. **I feel more refreshed, I have more energy and I've also been in a great mood these days.** I'm **#HereToCreate**. Are you? **#adidasIndonesia #adidasOriginals**

Excerpt 20 is datum7 of Vidi Aldiano's Data. "*Been working out with my trainer*", the word "my trainee" is used to show his role identity as a trainee. As a trainee he does exercise with his trainer [@marettoaufra](#). He follows his trainer do while doing the exercise. Then, the sentence "*I've seen some positive changes already*" means he has gotten many changes after doing hard practices with his coach. "*I feel more refreshed, I have more energy and I've also been in a great mood these days.*", it shows how the practices change many things in his life. He becomes the healthy person.

Then, he also shows his role identity as an Influencer. It is shown how he invites people to do training like he does from the words "*I'm #HereToCreate. Are you*". Hence, the next hashtag [#adidasIndonesia](#) [#adidasOriginals](#), appearing that he is in partnership with Adidas. It is shown in the picture that he wears a sporty suit from Adidas.

### 3. Social / group Identity

#### Excerpt 21 (CL4)



**My beautiful friend, @carolinepearce and I decided to workout together to get ready for the weekend.** Since many of you have been asking me about how I stay fit, here are a few simple exercises you might want to try. Enjoy and tell me what you think! ❤️

1. Powerband side step to toe touch (each side)
  2. Powerband squats
  3. Powerband standing rows
  4. Powerband hip thrusters
  5. Seated side twist and ball throw
  6. Push up to tuck jump
  7. Running toe taps
- 40 seconds per exercise  
3-5 Rounds (2-3 minute rest between rounds)! 🔥💪

[#gogethiit](#)

Excerpt 21 is the datum 4 of Cinta Laura's data (CL4). Cinta Laura stated in her caption "*My beautiful friend, @carolinepearce and I*", it shows her social identity that means "we". "*@carolinepearce and I decided to work out together to get ready for the weekend.* She and her friend try to use their spare time to do positive things. "*Since many of you have been asking me about how I stay fit, here are a few simple exercises you might want to try*". It means many people love her fit body and they want to have it. They influence others to have spirit body like her.

Thus, they share the several steps about how to stay fit. Cinta Laura also adds the hashtag [#gogethiit](#) to invite others to get a healthy body like her. In order to convince others, Cinta Laura posts the video that practice the steps with her friend. The duration of this Video for around 1 minute.

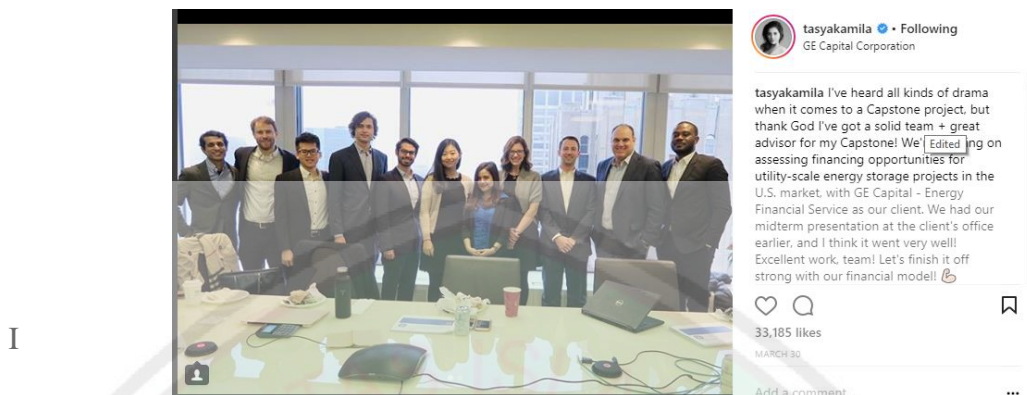
#### Excerpt 22 (MD14)



Excerpt 22 is the datum 14 of Maudy Ayunda's data (MD14). From the excerpt above, "*Weekend well spent*", she shows that she has spent her weekend perfectly. "*Thanks to these babes*" the sentence means that she has spent the holiday with her friends. The word "babes" means that they are the closest friend of her. It might be seen in the picture of her and her friends when do holiday. They wear the same outfit; white to make them look cohesive. Through the post, MD shows her social identity. She shows that she has a solid group to accompany her holiday trip in her spare time as a singer and actress



### Excerpt 23



I've heard all kinds of drama when it comes to a Capstone project, but thank God I've got a solid team + great advisor for my Capstone! **We're working on assessing financing opportunities for utility-scale energy storage projects in the U.S. market, with GE Capital - Energy Financial Service as our client.** We had our midterm presentation at the client's office earlier, and I think it went very well! Excellent work, team! Let's finish it off strong with our financial model! 🙌

In the excerpt above “*thank God I've got a solid team + great advisor for my Capstone!*” the word “solid team” shows that she is not alone, she is in a group in that project “Capstone”. Then, she also shows that the group was a solid group that the person on it have to help each other. In this sentence “*We're working on assessing financing opportunities for utility-scale energy storage projects in the U.S. market, with GE Capital - Energy Financial Service as our client*”, she shares the project that has done by the group. *I think it went very well! Excellent work, team*, means that the group have gotten the good result. The have become a great team to nail the project as well as they can. Her group are shown in the picture that she posted. Those show the social identity of her. Even if she is an actress she also does the social project.



### 3.2 Discussion

This study shows the identity of Young Adult Influencers that were presented in their Instagram post. From the findings, their Instagram post reflect their identity in different ways. Their postings present the kind of identity of them. From the findings, their identities have involved into 3 bases of identities depend on the Burke & Stets Theory (2009). Thus are person identity, role identity and social or group identity.

Person identity is the uniqueness and the distinctness of someone that make her/him different from others. According to Burke & Stets (2009) that the person identity could be relevance with the role identities. It was shown by the Influencers that they present different person identities depend on their appearance role. Cinta Laura as an International actress and Influencer, she presents that she is a strong and brave woman to grab her dream. Then, she usually who does positive things and has positive thought to inspire other people. Gita Gutawa shows that she is a woman who usually grateful to everything that she has. Next, Maudy Ayunda reflects her identity as a woman who usually has plans to continue her life. Tasya Kamila presents that she usually does much effort to grab her dreams. Then, Vidi Aldiano shows that he is a single man who usually does positive things in his life.

A role identity is adopted meanings that everyone put on to themselves. Burke said that the different position of someone in society will create different role identities too. Because of it, each Influencers present different her role identity. Burke & Stets also said that role identities are influenced by social position of

individual. Therefore, in one caption could present several role identities as many as social positions that they appeared. Such as in CL caption in the excerpt 11, she presents 2 different role identities as an influencer. First, Cinta Laura presents her role identity as influencer that influences people to stop using plastic. Then, the second one she appears her role identity as an influencer of marketing who indirectly asks people to use the body shop Indo.

Furthermore, the influencers could present 2 role identities in one caption. It is presented in the excerpt 16 that MD shows her role identity as a new writes and as an influencer that might give positive side to people. Another one could be seen in the excerpt 19 that VD presents his role identities as a talented singer and as an influencer who influences people to use Samsung Galaxy A8. Then, in the excerpt 20 is also shown 2 different role identities that is presented by VD. He presents his role identity as a trainee and an influencer that invite people to do exercise.

Then, in a caption could present 3 different role identities. It could be seen in the excerpt 20, the datum 7 of Vidi Aldiano. First, he shows his role as a trainer of gymnastic practice. Second, he presents his role as an influencer who invites people to do exercise like he does in order to get spirit body. Third, VD appears his role as a marketing influencer of Adidas. He adds the hashtag of Adidas and wear the suit from Adidas to convince it.

Next, the influencers not only show 2 different role identities, but also could show 2 different bases of identities in a caption. It shows the combination between role identities and the person identity. From the combination we could know how the role identity effect on their person identity. Like was stated by Burke (2009) that the person identity could be relevance with the role identities.

Hence, the combination of 2 different bases of identities are presented by Cinta Laura in the excerpt 1 and 2. In the excerpt 1, CL shows her person identity as a strong and brave woman to ruins her life. She also shows her role identity as an influencer in the caption. She asks people, exactly woman to be independent woman who never afraid to anything. In the excerpt 2, CL shows her person identity and her role identity also. She presents her person identity that a woman who never give up with her problems. Then, she presents her role as influencer to asks people to change their mindset to be positive and happy people.

Another Indonesian Young Adult influencer who presents her person identity and her role identity in a caption is Gita Gutawa. It could be seen in the excerpt 4, the datum 8 of her. She presents her person identity as a person who never put laziness in herself to complete all the project that she does. She also presents her role as an influencer who asks people to never give up to be a success person.

The one base of identity that never combine with other bases identity with Indonesian Young Adult Influencers is a social identity. A social or group identity is a group of individuals who share the view which is from the same member of a group. In a group identity they tend to show the group that they have, not her or

himself. It is because in the group all of the member are same. It was stated by Burke & Stets (2009) that in social identity the individuals as members of the group think together and act the same. Thus, there is uniformity in thought and action to become a group of members.

From all of the subject of the data only Maudy Ayunda, Tasya Kamila and Cinta Laura who usually share their social identity in Instagram posts. They merely present their group identity, not as much as person and role identity. Meanwhile, they group that are shared are different each other.

First, CL shows her social identity while doing exercise with her friend. She and her friend share several steps on how to have a fit body in a video. In this case, she shows that she also active in social not only focus on herself. It might be seen in the excerpt 21.

Second data are MD who share her social identity by sharing the picture of her and her friends in the Instagram. She shares her trip to Lombok Island with her friends in the picture. Besides, she shows that she usually has a time to her group that presented in the excerpt 22.

Third, TS is the next subject that commonly shares her social identity in her Instagram post. She shows her social identity through several groups, such as a group of study, a group of travelling, a group of girls, and so on. As in the excerpt 23, TS presents her social identity with her group while doing a project. It is shown that she is also doing productive things with her friend.

Thus three social identities show what their group are joined and what their group do. They present the individual feelings of the members which it influences the social identity that they group have. It was suitable with Cast and Burke (2002) said that the feelings of self-worth rise when individuals join groups and feel accepted and are judged valuable on the basis of *who they are*, not *what they do*.





## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter provides the concluding remark and the suggestion of the study. Data presentation and data analysis are done in the previous chapter; the researcher provides conclusion and future directions regarding the topic for those interested in researching the same area of Discourse and Identity.

#### 4.1 Conclusion

There are several Indonesian Young Adult Influencers that become the subject of the study. They are the Instagram posts of Cinta Laura, Vidi Aldiano, Maudi Ayunda, Gita Gutawa and Tasya Kamila. The captions and the photos that they are posted reflect their identity in different ways.

The Instagram posts of them presents three bases of identities such as Social Identity, Person Identity and Role identity. They role identity merely appears on the way they express about their role in the society and about they work. Then, they person identity commonly show from their thought to solve the problem and the way they ruin their life. Their social identity is reflected from the way they show their activity with their group. From those three bases of the identities, they prefer to show their role identity and person rather than social identity.

## 4.2 Suggestion

This study is analysis the discourse and identity through social media exactly Instagram. Hopefully, there will be other next researchers who are interested in the same or even different area. The researcher hopes this study can inspired other researchers and give addition explanation. Another researcher can analyze different aspect that are not discussed yet in this study; gender identity the discrimination of male and female, power and identity, ideology and identity. In addition, other researchers could use another approach like sociolinguistics or Critical Discourse Analysis (CDA). Then, they could compare between 2 social medias or more.

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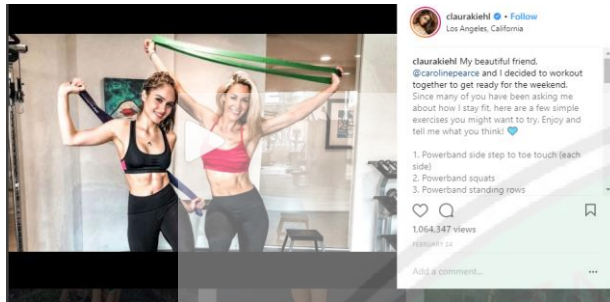
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## Data Appendix

Object	Data	Captions	Base of Identity
1. Cinta Laura	<b>CL1</b> 	I use @thebodyshopindo Drops of Youth™ Gentle Foaming Wash as part of my skincare routine. It leaves my face feeling clean and refreshed. The eternal beauty plant extracts edelweiss, sea holly, and criste marine helps protect my skin from signs of ageing. It also helps remove all the make-up, pollutants, dirt, and dead skin cells on my face. Try it and feel the difference. 🌸	Role Identity
	<b>CL2</b> 	Ready to finish the week strong! 💪	Person Identity
	<b>CL3</b> 	The city that brings me life.	Person Identity



CL4



My beautiful friend, @carolinepearce and I decided to work out together to get ready for the weekend. Since many of you have been asking me about how I stay fit, here are a few simple exercises you might want to try. Enjoy and tell me what you think! ❤️

1. Powerband side step to toe touch (each side)
  2. Powerband squats
  3. Powerband standing rows
  4. Powerband hip thrusters
  5. Seated side twist and ball throw
  6. Push up to tuck jump
  7. Running toe taps
- 40 seconds per exercise  
3-5 Rounds (2-3 minute rest between rounds)! 🔥💪  
#goethiit

Social Identity

CL5



Nothing's sweeter than two @sugarbearhair gummies to fill my day with confidence and long, flowy hair. #sugarbearhair #ad

Role Identity

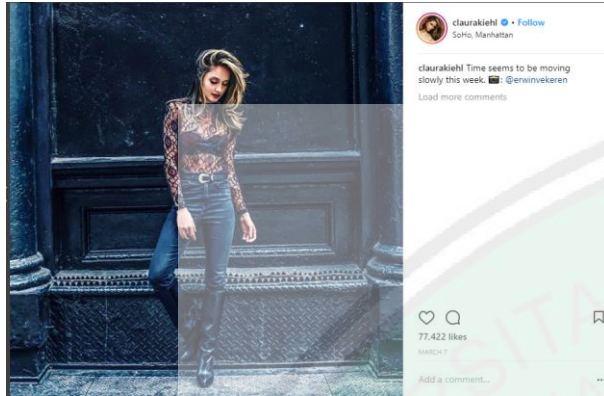
CL6



The best company, great food and music. Couldn't have been a more perfect weekend! 🍷🍸: @beautyessexla

Person identity

CL7



Time seems to be moving slowly this week.

📸: @erwinvekeren

Person Identity

CL8



Key to flawless looking skin? A good diet, thorough skincare routine and obviously a little Matte Clay Concealer from @thebodyshopindo to hide the little imperfections. 🧑‍🎨

Role Identity

CL9



"A confident woman, a woman who truly knows her worth and her power is a force to be reckoned with." Happy International Women's Day! Cheers ladies! ☐

Person Identity

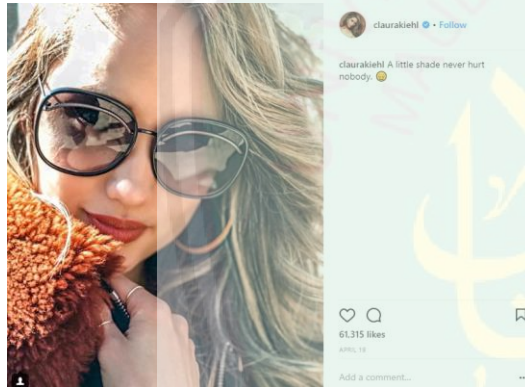
CL10



Been working out at 4am every morning since I got here. There's always time to exercise regardless of jet lag or a busy schedule. Don't make excuses! #gogethiit #gogetfit

Person Identity

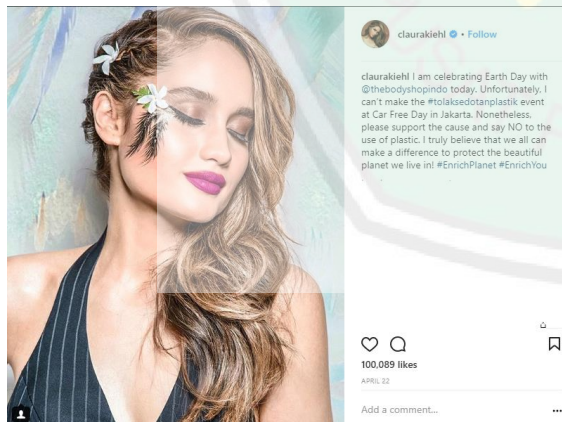
CL11



A little shade never hurt nobody. 😊

Person identity

CL12



I am celebrating Earth Day with @thebodyshopindo today. Unfortunately, I can't make the #tolaksedotanplastik event at Car Free Day in Jakarta. Nonetheless, please support the cause and say NO to the use of plastic. I truly believe that we all can make a difference to protect the beautiful planet we live in! #EnrichPlanet #EnrichYou


Role Identity



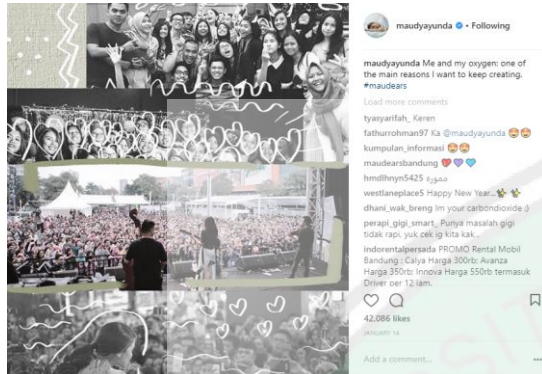
	<p><b>CL13</b></p>  <p>claurakishi Red (purple) carpet look for the World Premiere of The Avengers: Infinity War. Thank you to one of the most talented stylists I know, @alvasus for making this look come to life! You are a gem! ✨ 👗: @ashistudio</p>	<p>Red (purple) carpet look for the World Premiere of The Avengers: Infinity War. Thank you to one of the most talented stylists I know, @alvasus for making this look come to life! You are a gem! ✨ 👗: @ashistudio</p>	<p>Role Identity</p>
	<p><b>CL14</b></p>  <p>claurakishi Don't look down and be depressed, look up and you'll be blessed. 🌸 #happythoughts</p>	<p>Don't look down and be depressed, look up and you'll be blessed. 🌸 #happythoughts</p>	<p>Person identity</p>
<p><b>2. Gita Gutawa</b></p>	<p><b>GT1</b></p>  <p>gitagut After 3+ years of planning and re-planning, discussions and preparation, @erwingutawamusicsschool is officially launched! Excited sekali karena kami telah menyiapkan berbagai program untuk kalian para penicinta musik dan siapa pun yang ingin belajar musik. Semoga tempat ini bukan sekedar menjadi sekolah, tetapi juga menjadi ruang untuk bisa berkumpul, berbagi, berkembang, berkreasi, dan berkolaborasi. Mohon support-nya ya teman-teman... Let</p>	<p>After 3+ years of planning and re-planning, discussions and preparation, @erwingutawamusicsschool is officially launched! Let the journey begins! 😊😊Terms start Feb 1st! #erwingutawamusicsschool #erwingutawa#egms #sekolahmusik #lesmusik#musicforeveryone</p>	<p>Role Identity</p>
	<p><b>Gt2</b></p>  <p>gitagut @erwingutawamusicsschool photos by a (non)-professional photographer (me!) 😊 Yuk main-main ke R. Surjo No. 19 Jakarta Selatan. We're open! #erwingutawamusicsschool #egms #sekolahmusik #lesmusik #kursusmusik View all 40 comments fikibdmn.arts Kamu keren banget. Giti! 🙌</p>	<p>@erwingutawamusicsschool photos by a (non)-professional photographer (me!) 😊</p>	<p>Role Identity</p>



<p><b>GT3</b></p>	 <p>gitagut • Following</p> <p>gitagut First stage in 2019 (last week) was a special one! Had the pleasure of performing in Taiwan in front of an audience from all around Asia, Australia, and some other countries too! Thank you for having me! ❤️ In @didibudiardjo's beautiful design.</p> <p>View all 35 comments</p> <p>zadzajafraosmettic So amazing kak 🥰👏</p> <p>@gitagut</p> <p>ucieelinkv92 Smilat Gita sukses stlu</p> <p>6,461 likes</p> <p>January 21</p> <p>Add a comment...</p>	<p>First stage in 2018 (last week) was a special one! Had the pleasure of performing in Taiwan in front of an audience from all around Asia, Australia, and some other countries too! Thank you for having me! ❤️ In @didibudiardjo's beautiful design.</p>	<p>Role Identity</p>
<p><b>GT4</b></p>	 <p>gitagut • Following</p> <p>gitagut Making a grand entrance in @didibudiardjo's beautiful design. ❤️</p> <p>Load more comments</p> <p>theaguteti Beautiful singer, Sukses selalu ya smak kak gra nnnnn</p> <p>rika boefutual GOut..kamu itu selalu elegant</p> <p>official.gitalovers</p> <p>rhonyagian Udh kayak ibu2 nih @gitagut</p> <p>yakabuangham bel PEMASARAN DENGAN CARA NABUNG SAHAM! atau ingin tahu produk2 pasar modal lainnya seperti reksadana dan obligasi agar gpt terhindar dr Investasi bodong. Yuk Follow IG ini</p> <p>danti_atter Biasa aja dong mugi nya</p> <p>mythabellla</p> <p>11,562 likes</p> <p>January 21</p> <p>Add a comment...</p>	<p>Making a grand entrance in @didibudiardjo's beautiful design. ❤️</p>	<p>Role Identity</p>
<p><b>GT5</b></p>	 <p>gitagut • Following</p> <p>gitagut #throwback to last week, Supporting my dearest sister on #MusikalPetualanganSherina. We're proud of you. Au! @auragut</p> <p>Load more comments</p> <p>kanyasaurus I watched Aura too on the last day of #MusikalPetualanganSherina. Aura did really great!</p> <p>zahro_elshoffi Subhanalloh...itu rara yach.sudah besar ajh mb gita.sehat sli yach</p> <p>13,920 likes</p> <p>February 25</p> <p>Add a comment...</p>	<p>#throwback to last week. Supporting my dearest sister on #MusikalPetualanganSherina. We're proud of you, Au! @auragut</p>	<p>Role Identity</p>
<p><b>GT6</b></p>	 <p>gitagut • Following</p> <p>gitagut Had the most wonderful time collaborating with this inspiring group of people (behind the success of #MusikalPetualanganSherina) @jktmoveinfor a short musical number at an event in Bali! ❤️ Super fun!</p> <p>View all 42 comments</p> <p>gitalovers.idn Yeay... Have fun!</p> <p>followers.indonesia Jasa tambah followers sosial media. 1K foil 30rb. 2K foil 40rb. 3K foil 55rb. Via ousla. Tanoe</p> <p>9,081 likes</p> <p>MARCH 24</p> <p>Add a comment...</p>	<p>Had the most wonderful time collaborating with this inspiring group of people (behind the success of #MusikalPetualanganSherina) @jktmoveinfor a short musical number at an event in Bali! ❤️ Super fun!</p>	<p>Role identity</p>

	<p><b>GT7</b></p>  <p>gitagut Sunny sky, blue sea, white capped waves, toes in the sand. How can you not appreciate the beauty?</p> <p>23,069 likes</p>	<p>Sunny sky, blue sea, white capped waves, toes in the sand. How can you not appreciate the beauty?</p>	<p>Person identity</p>
	<p><b>GT8</b></p>  <p>gitagut Currently juggling between 10 big projects (or maybe more? 😊) Overwhelmed, but keeping this quote in mind. "Success Is Not For The Lazy!" Who's with me? 🙌🙌🙌</p> <p>6,130 likes</p>	<p>Currently juggling between 10 big projects (or maybe more? 😊) Overwhelmed, but keeping this quote in mind. "Success Is Not For The Lazy!" Who's with me? 🙌🙌🙌</p>	<p>Person identity</p>
	<p><b>GT9</b></p>  <p>gitagut Au/Aur/Ura/Rau/Riau/Auria. Just a few of many nicknames I give to this (not-so-little-anymore) creature. 📷: her sis. #GUTFamily</p> <p>15,671 likes</p>	<p>Au/Aur/Ura/Rau/Riau/Auria. Just a few of many nicknames I give to this (not-so-little-anymore) creature. 📷: her sis. #GUTFamily</p>	<p>Role Identity</p>
<p><b>3. Maudy Ayunda</b></p>	<p><b>MD1</b></p>  <p>maudyayunda #Dear2017, thank you for the music.</p> <p>94,384 likes</p>	<p>#Dear2017, thank you for the music.</p>	<p>Role Identity</p>

MD2



Me and my oxygen: one of the main reasons I want to keep creating. #maudears

Role Identity

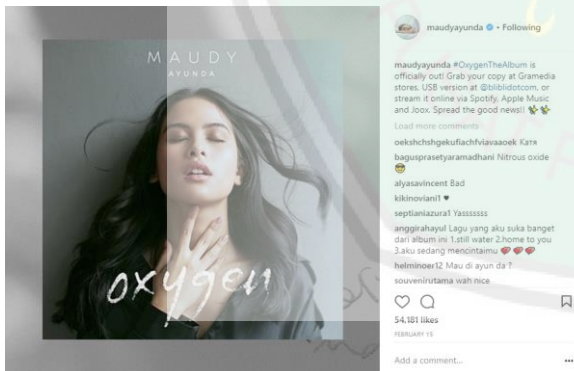
MD3



Better give me your best smile. Going places with my trustee Canon EOS M100 ❤️ all day, through sun and rain - she keeps me in style.

Person identity

MD4



#OxygenTheAlbum is officially out! Grab your copy at Gramedia stores, USB version at @biliblidotcom, or stream it online via Spotify, Apple Music and Joox. Spread the good news!! ✨✨





Role identity



	<p><b>MD5</b></p>  <p>maudyayunda • Following</p> <p>maudyayunda Feeding the romantic in me.</p> <p>Load more comments</p> <p>elsahomaria Iust report yaas</p> <p>isohomaria Rupi kaur</p> <p>gruon LIT</p> <p>akbajafashomurah</p> <p>t.kal My fav. Public figure</p> <p>desidun Nice</p> <p>emma_emoj</p> <p>student What book is that</p> <p>alfan_07 Kasi apen Quip ya</p> <p>@maudyayunda</p> <p>Jual suplemen penegeti Nice</p> <p>kami ya sis</p> <p>gubriatistat91 Terima kasih kaka udah ngasih</p> <p>itu aku untk temenge @BEAUTY CARE ID</p> <p>35,947 likes</p> <p>February 19</p> <p>Add a comment...</p>	<p>Feeding the romantic in me.</p>	<p>Person identity</p>
	<p><b>MD6</b></p>  <p>maudyayunda • Following</p> <p>maudyayunda Feeling so grateful and excited to be a part of the Pantene Family. I've always loved how you highlight strength as something beautiful. Thank you @panteneid, can't wait to empower and inspire in our journey together ahead. #kuatitucantik #PanteneAmbassador</p> <p>79,358 likes</p> <p>February 23</p> <p>Add a comment...</p>	<p>Feeling so grateful and excited to be a part of the Pantene Family. I've always loved how you highlight strength as something beautiful. Thank you @panteneid, can't wait to empower and inspire in our journey together ahead. #kuatitucantik #PanteneAmbassador</p>	<p>Role identity</p>
	<p><b>MD7</b></p>  <p>maudyayunda • Following</p> <p>maudyayunda Because when the city goes to sleep, my mind wakes with thoughts of tomorrow.</p> <p>Load more comments</p> <p>hasan_alim 4233</p> <p>novitanurita04 Hebat bgt ya produk drg dr and fashionerhal cumen dalam waktu 12 hari kulit aku langsung cerah bgt kaka</p> <p>drakasiya Temptasi emg bener ya kaka kalau</p> <p>anandhikurtomo 30.000 a kaka di kaka kaka</p> <p>82,618 likes</p> <p>MARCH 6</p> <p>Add a comment...</p>	<p>Because when the city goes to sleep, my mind wakes with thoughts of tomorrow.</p>	<p>Person identity</p>
	<p><b>MD8</b></p>  <p>maudyayunda • Following</p> <p>maudyayunda My moodbooster from day one. Happy birthday, pipi @akhairunnisa! You don't know how proud I am of the individual you've become. You have a big, big, heart and the sharpest mind. Thank you for always being a source of cheeky cuteness, a shoulder to cry on, and being a call away. Love you, dek.</p> <p>Load more comments</p> <p>drakasiya Maudy ya udah narinin aku</p> <p>saua@DOCTER.TUBUHIDEAL aku</p> <p>prasaas suanger kak. payudara aku lebih</p> <p>padat dan rancang semelai pake alama</p> <p>veda ya kak nene. No WA08953265625</p> <p>zakiahurrah08 Maudy ya udah narinin aku</p> <p>saua@DOCTER.TUBUHIDEAL aku</p> <p>prasaas suanger kak. payudara aku lebih</p> <p>padat dan rancang semelai pake alama</p> <p>veda ya kak nene. No WA08953265625</p> <p>157,706 likes</p> <p>MARCH 9</p> <p>Add a comment...</p>	<p>My moodbooster from day one. Happy birthday, pipi @akhairunnisa! You don't know how proud I am of the individual you've become. You have a big, big, heart and the sharpest mind. Thank you for always being a source of cheeky cuteness, a shoulder to cry on, and being a call away. Love you, dek.</p>	<p>Role identity</p>



<p><b>MD9</b></p> 	<p>Thank you for being my healers last night. ❤️</p>	<p>Role identity</p>
<p><b>MD10</b></p> 	<p>Me and my Canon EOS M100. Because fashionable self-portraits are fun and easy with this flippable screen. 📷💋 @canon.indonesia</p>	<p>Role identity</p>
<p><b>MD11</b></p> 	<p>Sharing some thoughts about music, film and the creative economy with pak @triawanmunaf from BEKRAF last saturday @wetheyouth.id #CIMBNiagaForward #ForwardYourDreams#KejarMimpi 📷 @yurisdewandaru</p>	<p>Role identity</p>
<p><b>MD12</b></p> 	<p>Presenting something I've worked on last year: @deartomorrowthebook... This is a step to a whole new world for me, the world of writing. It's terrifying but exciting at the same time. Peek into my thoughts, my stories, and the notes to self that I want to remember for all my tomorrows. Coming soon this month. I hope this book can add positivity to the world.</p>	<p>Role identity</p>

	<p><b>MD13</b></p> 	Clear sky, clear water, clear mind.	Person identity
	<p><b>MD14</b></p> 	Weekend well spent. Thanks to these babes. 🙌	Social identity
	<p><b>MD15</b></p> 	The simple happiness of watching the sunset.	Person identity
4. Tasya Kamila	<p><b>TS1</b></p> 	<p>Any woman would feel so special and loved to receive such beautiful bouquet 🍷</p> <ul style="list-style-type: none"> <li>• Tag orang yg harus di-"kode"-in 😊</li> <li>• #orchid #100roses #bouquet #flowers</li> </ul>	Person Identity

	<p><b>TS2</b></p> 	<p>Going back to the city that never sleeps. Or perhaps it's me who's usually lacking sleep.  🗽 #newyork #nyc #lastsemester</p>	<p>Person identity</p>
	<p><b>TS3</b></p> 	<p>Small girl, big city 🗽 #newyork #nyc</p>	<p>Person identity</p>
	<p><b>TS4</b></p> 	<p>Attended ECOSOC Youth Forum at the UN. Listened and learned about youth's solutions, aspirations, and what young people from all over the world have done to achieve the SDGs. So, let's take REAL ACTION!</p> <p>Oh btw, I had so much fun earlier with these amazing peeps from Indonesia!! MC</p>	<p>Role identity</p>
	<p><b>TS5</b></p> 	<p>My Galentines 💕</p>	<p>Social Identity</p>



<p><b>TS6</b></p>	 <p>tasyakamila • Following New York, New York</p> <p>tasyakamila When your squad is lit af 🔥👊❄️</p> <p>Load more comments</p> <p>shafahriham السلام عليكم ورحمة الله وبركاته ماشاء الله تبارك الله عليك يا حبيب قلبي sttok cantik Tia utng dan follow @1815A-KATIK</p> <p>fossie_collection 🥰🥰🥰 haii kak... Kita lagi punya koleksi baru-baru nih. Mampir yuk 🥰🥰</p> <p>anggaputra.24 Bagi yang membutuhkan info lowongan ter Update terbaru FEB 2018 Follow @viewer_jatin dikaldui oleh instansi terkait dan be kerja sama dengan departemen ketenagakerjaan. @P10GRAM P10GRAMUPDATE@viewer-jatin.com vousmevoit... kak ditunggu collage vlognya di youtube yaa @tasyakamila</p> <p>28.154 likes</p> <p>Add a comment...</p>	<p>When your squad is lit af 🔥👊❄️</p> <p>Social Identity</p>
<p><b>TS7</b></p>	 <p>tasyakamila • Following Manhattan, New York</p> <p>tasyakamila My last winter in New York as a grad student ❄️👩 #sumpanghustadjuokanketombe</p> <p>Load more comments</p> <p>rioadefatezy Brangsek kau @vizarul ikutan nge like nge like</p> <p>akbaribrawan25 Mood🥰</p> <p>akbaribrawan25 Ma mood🥰</p> <p>taraastasyaas ORDER KOREAN MASK YUK🥰</p> <p>53.764 likes</p> <p>Add a comment...</p>	<p>My last winter in New York as a grad student ❄️👩</p> <p>Role identity</p>
<p><b>TS8</b></p>	 <p>tasyakamila • Following New York, New York</p> <p>tasyakamila Brace yourselves, snow storm is coming tonight ❄️</p> <p>@diskaye_</p> <p>Load more comments</p> <p>eimstore cantik sekali 🥰🥰</p> <p>refizasouvenir selamat malam y 🥰🥰</p> <p>projecthijabkuu canti</p> <p>souvenirhaji met pagi yah kak 🥰🥰🥰</p> <p>wow pic</p> <p>31.967 likes</p> <p>Add a comment...</p>	<p>Brace yourselves, snow storm is coming tonight ❄️</p> <p>Person Identity</p>
<p><b>TS9</b></p>	 <p>tasyakamila • Following Upper West Side</p> <p>tasyakamila Baby it's cold outside! Who wants to go out and play in the snow? ❄️</p> <p>Load more comments</p> <p>tas, brenni diblog karen kak 🥰🥰</p> <p>tanahp.02 Tia sapin ig aku xoo taad murah loh</p> <p>melastadina lugyuuuu kakkk 🥰🥰</p> <p>tasyahyulug Can ceman dari dari dari buat ngalain masalah wagh? Tia sapin mtagani kita Haha mura 10-500</p> <p>Welcome reuter dan drapah🥰</p> <p>fadhiluhny ennuuuuu 🥰🥰🥰 cantik, pinter... seho guruk syaa 🥰🥰🥰</p> <p>anisa.ik44 Duh in pose nye meng madi mash kecil waktu masih unyu? skg ig lepas unyu? loh cute pula 🥰🥰@tasyakamila</p> <p>Linellitha Wiggo main beutir beutir sajan lu...🥰🥰🥰</p> <p>250.554 views</p> <p>Add a comment...</p>	<p>Baby it's cold outside! ❄️ Who wants to go out and play in the snow? ❄️</p> <p>Person Identity</p>



TS10



March 24, 2017. A year ago.

I pulled an all-nighter the night before for my homework, so when my mom called me at 6 am in the morning, I didn't answer it. My phone kept ringing, I kept on rejecting the calls. A few moments later, the doorbell rang.

I couldn't help but to open my eyes. I took a glimpse on my phone besides me. There were missed calls, and a text from my mom. I opened it... I froze and stared at what she had written.

It was only one line, one simple sentence; but I couldn't process that information, especially with the loud noise from the persistent bangs on the door. I walked to the door, opened it, and there my friend was. I still remember when she said "Tasya, your mom just called..." -- but that was all I heard.

She didn't really have to finish her sentence, because I came to realize that it really happened. I lost my beloved father.

He passed away only five days after I held his hands when he took me to the airport. I never saw him again, I couldn't even attend his funeral.

Papa, I call your name in my prayers. I miss you, I miss our discussions, I miss hearing out your ideas and annoy you by playing the devil's advocate. I need you more than ever, I need your guidance.

But I know that it's time to grow and rely on my own intuition, and pray for the best.

Nevertheless, I will always be your youngest baby who will forever miss your fatherly love and your wisdom. Allahummagfirillahu warhamhu wa'aafihi wa'fu 'anhu, wa adkhil hul jannat. 🌸❤️

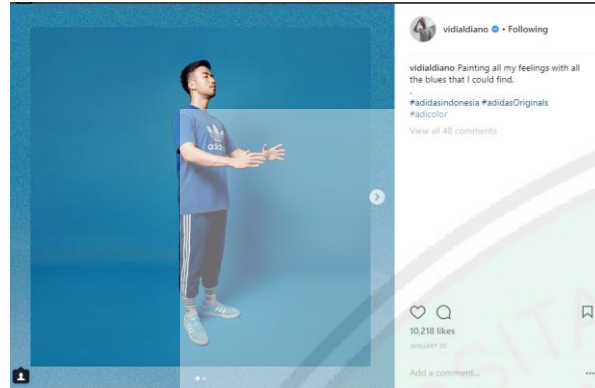
Role identity

<p><b>TS11</b></p> 	<p>I've heard all kinds of drama when it comes to a Capstone project, but thank God I've got a solid team + great advisor for my Capstone! We're working on assessing financing opportunities for utility-scale energy storage projects in the U.S. market, with GE Capital - Energy Financial Service as our client. We had our midterm presentation at the client's office earlier, and I think it went very well! Excellent work, team! Let's finish it off strong with our financial model! 🤝</p>	<p>Social Identity</p>
<p><b>TS12</b></p> 	<p>One of the best moments in NYC, I had soooo much fun with these ladies!! 🙌❤️ Can you guess what we did today? 😊</p>	<p>Social identity</p>
<p><b>TS13</b></p> 	<p>Weekend getaway 🐾 Our first road trip!</p>	<p>Social Identity</p>
<p><b>TS14</b></p> 	<p>One more week to finish off grad school!!! 🤝🙌</p> <p>📸: @diskaye_</p>	<p>Role identity</p>

<p>5. <b>Vidi Aldiano</b></p>	<p><b>VD1</b></p> 	<p>The worst part of holding the memories is not the pain. It's the loneliness of it.</p> <p>Person identity</p>
	<p><b>VD2</b></p> 	<p>If you leave me now. If you give it up and just walk right out. You will take the biggest part of me. And all the things that I believe.</p> <p>#VETEMENTSxTOMMYHILFIGER</p> <p>Person identity</p>
	<p><b>VD3</b></p> 	<p>Swinging all my troubles away. No need to hear what others say.</p> <p>Just keep swinging, just keep swinging</p> <p>Person identity</p>



VD4



Painting all my feelings with all the blues that I could find.  
.  
#adidasindonesia #adidasOriginals#adicolor

Role identity

VD5



Waiting for my new show to start, while  
testing #GalaxyA8 live focus on stage!  
.  
Who's excited?!  
#TheNextMe

Role identity

VD6



Hanging out with myself and I, with a pair of the  
new #PROPHET on my weekend. Enjoying the single  
life to its fullest!  
.  
#AdidasOriginals #AdidasIndonesia

Person Identity



VD7



Been working out with my trainer @marettoaufra pretty hard these past few weeks, and I've seen some positive changes already. I feel more refreshed, I have more energy and I've also been in a great mood these days.

I'm #HereToCreate. Are you?  
#adidasIndonesia #adidasOriginals

Role identity

VD8



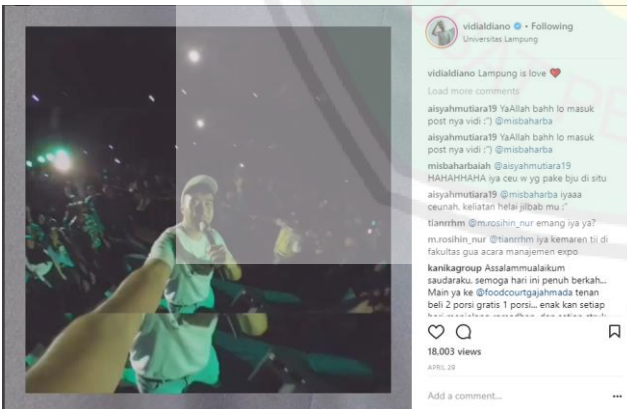
Enjoying my last night as a 27 year old dude in Perth with the one and only, 'angin'.

Captured this special moment #WithGalaxy #GalaxyA8. What do you think about this picture?

Share your photos that #WithGalaxy too ya 😊

Role identity

VD9



Lampung is love ❤️

Role Identity

