

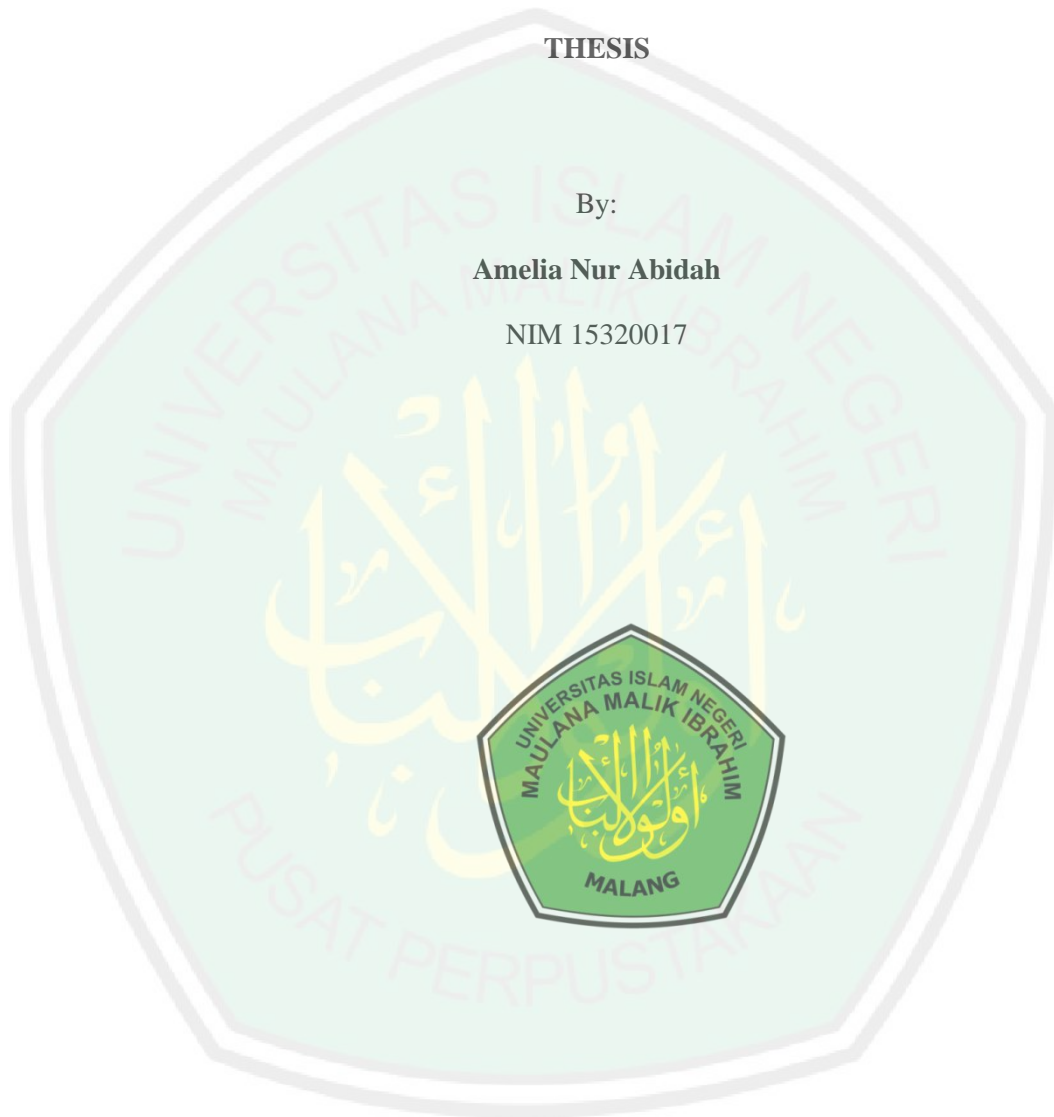
**IDENTITY REPRESENTATION OF INDONESIAN PUBLIC
FIGURES IN YOUTUBE VIDEOS**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITY
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2019**

IDENTITY REPRESENTATION OF INDONESIAN PUBLIC FIGURES IN YOUTUBE VIDEOS

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
In Partial Fulfillment of the requirements for Degree of *Sarjana Sastra* (S. S.)

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2019**

STATEMENT OF ACADEMIC INTEGRITY

I state that the thesis entitled **“Identity Representation of Indonesian Public Figures in YouTube Videos”** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, June 21 2019
The researcher,



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APPROVAL SHEET

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Malang, June 21, 2019

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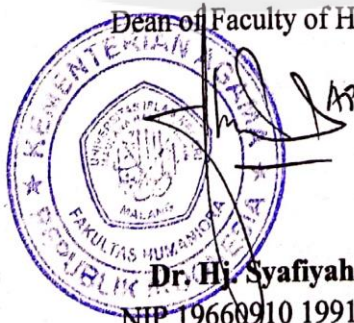
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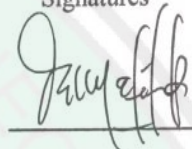
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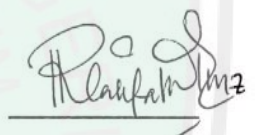
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MOTTO

~If you cannot do great things, do small things in a great way~

(Emily Ratay)



DEDICATION

This thesis is proudly presents to:

My Father, Hasan Rifai,

My Mother, Isnawati,

And

My three beloved brothers

M. Za'im Izzaty, M. Abil 'Ibad, A. Al-Faiq Bik



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First of all, all praises to Allah SWT, Lord of the universe, who has given me an inspiration, guidance and blessing to finish this thesis entitled “The Identity Representation of Indonesian Public Figures through YouTube Video. Shalawat and Salam may always be given to our greatest prophet, Muhammad SAW, who has guided and taught to a greatest lecture of Islam

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Thirdly, for the best support system in the world, my parents, thank you for all the supports that always give me strength to face all the life matters. My gratefulness for all the advices given to me, and never give up giving me higher education for my better life. Lastly, for all the du’a for your one and only daughter. To my three brothers, thank you for keeping me cheerfully, support and thank you for making me becomes someone more mature and responsible for my younger brothers.

Last but not least, I would like to say million thanks to my dearest pals, Poi Boi, especially Dewi Nafisatul and Farah Anjanillah who always give me strength, support and cheerfulness since in the first semester; I would be nothing

without you guys. Also, for my roommate, Faiq Hilyatul Izzah, and for all my dorm mates, especially Sikha Fatiha, Afina Dilla, Hafidzotul Fitroh. Thank you for always be by my side and all the supports and my gratefulness to all my friends throughout my educational journey for all the unforgettable experiences. My life would be meaningless without your existence around.

Finally, I am, as an ordinary human being, do realize the imperfection and weakness which found within the thesis I write. Therefore, the criticism and suggestions are mostly welcome. Hopefully, this study would be insight for the students of English Letters Department and to open a brand new academic discussion to conduct the similar study.

ABSTRACT

Abidah, Amelia N. 2019. *Identity Representation of Indonesian Public Figures in YouTube Videos*. Thesis. English Letters Department, Faculty of Humanities, State Islamic University of Maulana Malik Ibrahim Malang. Advisor: Vita Nur Santi, M.Pd.

Keywords: Identity, Personal Identity, Role Identity, Social Identity, Indonesian Public Figures

Identity is the representation of individuals in particular. It is the set of meanings which define who individuals are. An optimum achieved-identity status is represented by a sense of continuity between what has become when particular individual is in childhood and what will particular individual will be in the future (Erickson, 1968). Individuals could present their identity through their sentences used. Meanwhile, particular individuals could show their multiple identities at once. It depends on the environment and situation.

This study employs descriptive qualitative as the research methodology. The research result is the description brief analysis of identity representation of Indonesian young public figures through YouTube video. The study uses the identity theory of Burke and Stets (2009) to analyze the data. The discourse analysis is employed as the research approach since it looks how people decide such choices through the words in the sentences.

Through the findings and analysis, both of the Indonesian young public figures tend to show their personal and role identity rather than social identity through their saying on the YouTube video. They present the different identity bases in their YouTube video. Based on the discussion, the combination between two identity bases exists. The one Indonesian young public figure presents two different identity bases in one datum which are personal and role identity and social and role identity. Another one is a public figure who presents the social identity aside with role identity.

As the concluding remark of the study, the previous study concluded that there is no any combination between role identity with social identity due to the data are different, since the data will affect the final result. However, in this present study, the researcher found that social identity and role identity is interrelated based on the identity theory of Burke and Stets (2009). Therefore, as the recommendation for the further research, the research can be done by employing the same theory and the same methodology with the different data, since the different data affect the final result.

مستخلص البحث

عابدة، أميليان. 2019. تمثيل هوية الشخصيات العامة الإندونيسية في فيديو يوتيوب. أطروحة. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

المشرف: فيتا نور ساني الماچستير
الكلمات المفتاحيات: الهوية، الهوية الشخصية، هوية الدور، الهوية الاجتماعية، الشخصيات العامة الإندونيسية.

الهوية هي تمثيل فرد معين. هذه هي سلسلة من المعاني التي تحدد منه والفرد. يتم تمثيل حالة تحقيق الهوية المثلى من خلال الشعور بالاستمرارية بينما حدث عند بعض الأفراد في مرحلة الطفولة وما سيكون بعض الأفراد في المستقبل (إريكسون، 1968). يمكن للأفراد إظهار هويتهم من خلال الجملة المستخدمة. وفي الوقت نفسه، يمكن لبعض الأفراد إظهار هويات متعددة في وقت واحد. ذلك يعتمد على البيئة والوضع.

تستخدم هذه الدراسة منهجية البحث النوعي الوصفي. نتائج الدراسة هي وصف موجز لتمثيل هوية الشخصيات العامة الإندونيسية الشابة من خلال أشرطة فيديو يوتيوب. تستخدم هذه الدراسة نظرية الهوية لـ (Burke and Stets 2009) لتحليل البيانات. يستخدم تحليل الخطاب كنهج بحثي لشرح كيف يقرر الأشخاص مثل هذه الاختيارات من خلال الكلمات في الجملة.

من خلال النتائج والتحليلات، يميل شخص انعامان إندونيسيا شابان إلى إظهار هويتهم الشخصية ودورهم بدلاً من الهوية الاجتماعية من خلال كلماتهم على مقاطع فيديو YouTube. أنها توفر قاعدة هوية مختلفة في أشرطة فيديو يوتيوب الخاصة بهم. بناءً على المناقشة، يوجد مزيج من قاعدتين للهوية. تقدم الشخصية العامة الإندونيسية الشابة قاعدتين مميزتين للهوية في مسند واحد هما الهويات الشخصية

وأدوار الهوية الاجتماعية والدور. والشخصية الأخر شخصية عامة تتخطى الهوية الاجتماعية بالإضافة إلى هوية الدور.

فيختام هذه الدراسة، خلص بحث سابق إلى أنه لا يوجد مزيج من هوية الدور والهوية الاجتماعية بسبب التماثل في الهوية الاجتماعية. ومع ذلك، في هذه الدراسة، وجد الباحثون أن الهوية الاجتماعية وهوية الدور مترابطة على أساس نظرية هوية بوركوسيتيس (2009). لذلك، كتوصية لمزيد من البحث، هنا كالعديد من مصطلحات الهوية التي يمكن تحليلها. ويمكن الجمع بين هذا مع علم اللغويات الاجتماعية مثل تعبير الملطف، والنفى مع الهوية. في مجال ما بعد البنيوية، يشبه تحليل الهوية من خلال الذاتية لبعض الأفراد. أخيراً، يمكن للباحث التالي استخدام نهج كنهج بحثي أن هذه الدراسة تستخدم تحليلاً لخطاب كنهج بحثي.

ABSTRAK

Abidah, Amelia N. 2019. *Identity Representation of Indonesian Public Figures in YouTube Videos*. Skripsi. Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing: Vita Nur Santi, M.Pd.

Keywords: Identitas, Identitas Pribadi, Identitas Peran, Identitas Sosial, Tokoh Publik Indonesia, YouTube

Identitas adalah representasi individu secara khusus. Ini adalah serangkaian makna yang menentukan siapa individu. Status pencapaian identitas optimal diwakili oleh rasa kontinuitas antara apa yang telah terjadi ketika individu tertentu di masa kecil dan apa yang akan individu tertentu di masa depan (Erickson, 1968). Individu dapat menunjukkan identitas mereka melalui kalimat yang digunakan. Sementara itu, individu-individu tertentu dapat menunjukkan banyak identitas sekaligus. Itu tergantung pada lingkungan dan situasi.

Penelitian ini menggunakan deskriptif kualitatif sebagai metodologi penelitian. Hasil penelitian adalah analisis deskripsi singkat mengenai representasi identitas tokoh publik muda Indonesia melalui video YouTube. Penelitian ini menggunakan teori identitas Burke dan Stets (2009) untuk menganalisis data. Analisis wacana digunakan sebagai pendekatan penelitian karena terlihat bagaimana orang memutuskan pilihan seperti itu melalui kata-kata dalam kalimat.

Melalui temuan dan analisis, kedua tokoh publik muda Indonesia cenderung menunjukkan identitas pribadi dan peran mereka daripada identitas sosial melalui perkataan mereka di video YouTube. Mereka menghadirkan basis identitas yang berbeda dalam video YouTube mereka. Berdasarkan diskusi, kombinasi antara dua basis identitas ada. Satu figur publik muda Indonesia menyajikan dua basis identitas yang berbeda dalam satu datum yang merupakan identitas pribadi dan peran serta identitas sosial dan peran. Yang lainnya adalah figur publik yang mengesampingkan identitas sosial di samping identitas peran.

Sebagai kesimpulan dari penelitian ini, penelitian sebelumnya menyimpulkan bahwa tidak ada kombinasi antara identitas peran dengan identitas sosial karena adanya keseragaman dalam identitas sosial. Namun, dalam penelitian ini, peneliti menemukan bahwa identitas sosial dan identitas peran saling terkait berdasarkan teori identitas Burke dan Stets (2009). Oleh karena itu, sebagai rekomendasi untuk penelitian lebih lanjut, penelitian dapat dilakukan dengan menggunakan teori yang sama dan metodologi yang sama dengan data yang berbeda, karena data yang berbeda mempengaruhi hasil akhir.

TABLE OF CONTENT

THESIS COVER.....	i
STATEMENT OF ACADEMIC INTEGRITY.....	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION.....	vi
ACKNOWLEDGMENT	vii
ABSTRACT	ix
مستخلص البحث	x
ABSTRAK	xii
TABLE OF CONTENT	xiii
TRANSLITERATION.....	xv
CHAPTER I: INTRODUCTION	
A. Background of the Study.....	1
B. Problem of The Study	7
C. Objective of the Study.....	7
D. Scope and Limitation	8
E. Significance of the Study	8
F. Definition of Key Term.....	9
G. Previous Studies	10
H. Research Methodology.....	13
1. Research Design.....	13
2. Research Instrument.....	13
3. Data Source	13
4. Data Collection.....	15
5. Data Analysis	15
CHAPTER II: REVIEW ON RELATED LITERATURE	
A. Identity	16
1. Person Identity	17

2. Role Identity	20
3. Social Identity	22
B. Youtube	25
C. Vlog and Vlogger	26
CHAPTER III: FINDING AND DISCUSSION	
A. Findings	30
1. Person Identity	32
2. Role Identity	56
3. Social Identity	72
B. Discussion	80
CHAPTER IV: CONCLUSION AND SUGGESTION	
A. Conclusion	90
B. Suggestion	92
REFERENCES	94
CURRICULUM VITAE	96
APPENDIX	97

PEDOMAN TRANSLITERASI ARAB LATIN

Penulisan transliterasi arab - latin dalam skripsi ini menggunakan pedoman transliterasi berdasarkan keputusan bersama menteri agama RI dan menteri pendidikan dan kebudayaan RI No. 158 tahun 1987 dan No. 0543 b/U/1987 yang secara garis besar dapat diuraikan sebagai berikut:

A. Huruf

ا	=	a	ز	=	z	ق	=	q
ب	=	b	س	=	s	ك	=	k
ت	=	t	ش	=	sy	ل	=	l
ث	=	ts	ص	=	sh	م	=	m
ج	=	j	ض	=	dl	ن	=	n
ح	=	h	ط	=	th	و	=	w
خ	=	kh	ظ	=	zh	ه	=	h
د	=	d	ع	=	'	ء	=	'
ذ	=	dz	غ	=	gh	ي	=	y
ر	=	r	ف	=	f			

B. Vokal Panjang

Vokal (a) panjang = â

Vokal (i) panjang = î

Vokal (u) panjang = û

C. Vokal Diftong

أو = aw

أي = ay

أو = û

أي = î

CHAPTER I

INTRODUCTION

This chapter provides background of the study, problem of the study, objective of the study, significances of the study, scope and limitations, definition of the key terms, research method, data collection and data analysis. The explanation is below.

A. Background of The Study

Identity is the representation of who individual is. It is the set of descriptions or meanings which define the personal or who someone is, at the time he or she belongs to some particular roles in society or a member of some certain groups of society who claim certain characteristics as their identity which classify her or him as an extraordinary person. Identities shape individuals based on their position in the role they belong to. Also, if some individuals belong to many group of society, it will also affect their identity and even they will have multiple identities. People who have multiple identities are people, who occupy several social positions within society, and they are part of several groups which later claim several personal characteristics, thus far the meanings of these identities are shared by the member of society (Burke & Stets, 2009: 3).

By the above elaboration, we can see that there is a relationship between individual and society. Identity which had by individual is shaped within the society they live in. This being true that we need to understand in both nature of particular individuals who are creating society as well as the nature of the

society in which the individuals are acting (Burke & Stets, 2009: 4). Such a society would be nothing like our own, change the nature of individuals and the nature of society changes and the nature of the individual depends on the society in which they live.

The process of identity is happened in some people who live in different places which have different mindset in seeing things. As what the researcher knows that, when people's mindset has already affected with the new one, it will distract the previous thought of those people. If we can take one example, the origin of particular individuals is Indonesia, who then move the domicile or have to move due to the educational reason to the other regions or countries which have different perspectives, thoughts and mindsets, it will change the mindset of those individuals. Automatically, they will have the new identity due to the role they play in. Also, it is caused by the new environment with the differ society which has almost different thoughts, cultures, mindset, etc.

Moreover, this study employs the theory of identity of Burke and Stets which categorized identity into three classification; Person identity, Role identity and Social identity. The reason in choosing this theory is Burke and Stets identifying the multiple identities which individuals hold from their multiple positions in the society. Also, as well as the multiple identities activated by particular people who did interaction in particular groups or organizations and it covers the manner in which identities offer both stability and change to individuals (Burke & Stets, 2009: 3). As the subject of the

study had, in which they attended some of organizations in many different places. This study is interested to be researched due to mindset of people will almost change when they live in the different places with different point of view in seeing things. Also, the data of the research are taken from social media which nowadays become the most famous and biggest platform of people in expressing themselves.

The subjects of this study are two Indonesian young public figures who decided to continue their study abroad and have the strong influence to other people in terms of achievements and life motivation; those are Maudy Ayunda and Tasya Kamila. As what stated in above elaboration that Burke and Stets identifying the multiple identities of particular individuals through their multiple positions in their society, in which the fact that the two Indonesian young public figures are in several role positions, such as singer, actress and students

In addition, the reasons in selecting the subject of the study consist of several things. *Firstly*, the researcher will consider the subscribers, viewers, likes, responses of the public figures. The researcher will give a minimum limit of the subscribers in each public figure which is around one hundred thousand subscribers. The researcher will describe the subscriber of each of the content creator. Maudy Ayunda, she has 157 thousands subscribers and Tasya Kamila has 182 thousands subscribers. Moreover, it is true that both of the subjects of the study are not too active in term of YouTube. However, the researcher tends to choose YouTube rather than the other social media

platforms such as Tumblr, Instagram, twitter and so on because YouTube is the biggest social media platform where people can express their ideas, opinions freely.

Secondly, it is about the consideration of the researcher about their achievements in term of cinematography, music or education. For the two subjects, they had ever attended some of international forum. Maudy Ayunda had ever become the head speaker and youngest speaker of global forum, which is *The Regional Conference Evaluate the Millennium Development Goals and Looks to Creating a Foundation for the Post 2015* in Nusa Dua, Bali Indonesia. Afterward, Tasya Kamila also had ever become the representative of Indonesia to attend the forum of the social economic council (ECOSOC) by the United Nations. The other attendance is that she had also been a moderator in the winter youth assembly in New York.

Thirdly, it will be about characteristics and attitude. Both of the subjects belong to Indonesian artist too. Therefore, it becomes the primer reason the researcher in choosing those two subjects. They are noted as a good artist; beside they are being a content creator. They have good relationship with the citizens, family and friends that represent their characteristics and attitude. Also, both of the subjects of the study are able to keep between their education and their art as their job in balance. Although both of the subjects are celebrities since they were child, they still prioritize their education.

The source of this study is YouTube which becomes one of the booming applications in terms of social media in Indonesia. YouTube is a video-

sharing website which headquartered in San Bruno California. YouTube also allows the audiences or the users to upload, view, rate, comment, like or subscribe several videos that provided within YouTube. Beforehand, YouTube only allows the users to do such things above, but then YouTube provides some applications within YouTube itself. For instance, live video which shows the present activity and others are able to watch that live video, YouTube gaming, YouTube for kids, music, and YouTube for artist (YouTube, 2018).

Nowadays, not only people come from ordinary circles who busied themselves with sharing their ideas on YouTube. Most of public figures now also take their time to give their opinion about particular things or just sharing their experience or daily lives through YouTube. This kind of thing happens due to certain reason which drives people to do such thing through YouTube. It has become common reason people nowadays tend to do a job through it. It is happened due to the big salary, in which if it is calculated, it would give a decent income. This kind of thing also happened to Indonesian young public figures. Beside they do what they should do as public figure, they also take view time to share particular ideas in certain things or just share what have they experienced.

Besides, Indonesia was the third largest smartphone market in Asia which means the third largest user of social media is Indonesia, including the user of YouTube. Most of the YouTube users are young adult around 18 to 35-year-old. Young adult people use YouTube to post video in the category

of comedy, food, beauty or even personal blog. Also, some of their post of videos which become trending now is to get more likes, viewers, comments and subscribers which means they will earn more money.

Furthermore, in very common atmosphere, public figures that do such sharing ideas and thoughts or even their experience in several fields through YouTube will promote or review such products. It can be foods, or even promote their own in terms of education that they could reach up to now, achievements they get or else. Then, the main goal of being active in the world of YouTube is to influence the viewers to have such thing which had by the public figures themselves. There are plenty categories of YouTube feed or post which usually done by public figures. It could be about food, beauty, personal blog or personal experience or could be about the speaker's life, games and advertisement.

The category which will be used in this study is in the category of personal blog. In this category, public figure is someone who tries to promote themselves in terms of education, achievement, daily life, or their current activities. Moreover, they will talk about the way they could reach their dream to study in particular schools, universities they wanted to go. Besides, in this category some people may talk about their daily activities or some plans which they supposed to do in the day after. Afterward, we can see the fact that most of young adult people have their own idol or have their favorite public figures who active doing things through YouTube who influence them in terms of their preference, either in the category of food, beauty or personal

blog. It could be from the video of artist, the public figures arrange their words in delivering their activities within their own YouTube video posts.

Equally important, there are several researchers who previously conducted the research in relation with this topic. There is one research which is quite close to the present study, it was a study done by Hasanah (2018) entitled *Identity Representation of Indonesian Young Adult Influencers through Instagram Post*. The research investigated the identity presented by young influencers through the caption of the post in Instagram. It employed the same identity theory proposed by Burke and Stets (2009). However, the analysis methodology of the previous study was diverse from the present study; in which the previous did not use the identity features based on Burke and Stets (2009) in analyzing the data. Therefore, by the previous study that close to the present study; it drives the researcher to find the gap between the previous study and the present study.

A. Problem of The Study

According to the background of the study above, the problem of the study to be answered through this paper is “How are identity represented through video of YouTube post by Indonesian content creators based on Burke & Stets (2009) theory and point of view?”

B. Objectives of The Study

Through the problem of the study, the purpose of this study is to describe how the utterances of the young Indonesian public figures reflect their

identity based on their videos which posted through their YouTube channel based on Burke & Stets (2009) theory.

C. Scope and Limitation

This study focused on analyzing the identity represented on YouTube video post by Indonesian young public figures. This research has limited subjects in which the researcher will showed two Indonesian young public figures who have the same celebrity background as actress and musician. The researcher also limits the subject by involving two Indonesian young public figures who do not exclude their education rather than musical and acting profession. Also, both of the subjects continued and finished their study in abroad universities which later lead into their identity represented through their utterances on YouTube post. Last but not least, the data of the study which taken consist of pronoun and verb which related to the topic of the video discussed by each of the subjects of the study.

D. Significance of The Study

This study will analyze the identity representation of Indonesian young public figures based on video which they post through their YouTube channel. This study is looked forward by the researcher to give contribution theoretically and practically. Theoretically, the study becomes a model of implementing the related theory into several next studies. Also, to deepen the theory understanding, mainly about three categories of identity, personal, role, and social identity based on Burke & Stets theory and point of view. Practically, this study is looked forward to give contributions to the next

researchers. For the next researchers, the result of this study is looked forward to be a reference for the next researchers who are interested in doing research in the same area.

E. Definition of Key Term

1. Identity Representation

Identity is the representation of who individual is. It is the set of meanings which define who someone is when he or she is belong to some particular role in society or a member of some certain groups of society who claims certain characteristics as their identity which classify him or her as an extraordinary individual (Burke & Stets, 2009).

2. Indonesian Public Figure

Indonesian young public figure is an Indonesian person who could be from politician, celebrity, social media personality or business leader who has certain role in a particular scope and has prominent influence to other people. However, the term used in this study is Indonesian public figures in the field of cinematography or commonly caled as actress and in the field of music as musician. In the other sides, this study will take the public figures as subject of the study who also privileging their education aside with their carrier.

3. YouTube

YouTube is one of the booming applications where people could upload some videos in many categories, such as food, beauty and personal blog video. Moreover, people are able to make their own channel which then filled with particular contents they like. In addition, it also provides some other

features; such as game, live streaming and status update. People are able to put their likes, comments, and even they could report the sensitive content which supposed to be banned. In short, through YouTube, people are able to put their ideas, critiques, opinions, freely.

4. Personal Blog Video

Personal blog video is one of the categories of YouTube content within one channel. In this category, people are able to talk and share about their daily activities, tips, brief story about their education or achievements in particular fields. Moreover, in this study, the personal blog will focus on the way they could reach their dream to study in particular schools, universities they wanted to go.

F. Previous Studies

This research will focus on identity representation of Indonesian content creators in social media, specifically YouTube. The important thing in this research is in the way content creators present their identity through their YouTube video. There are several previous studies which related to this topic.

Firstly, the research entitled with *Compulsive YouTube Usage: A comparison of Use Motivation and Personality Effects* (Klobas, McGill, Moghavemi, Paramanathan, 2018). This research discussed about the effect of the use of YouTube which composed by the Malaysian University for their students. The researchers focused on the comparison between the personality and motivation effects of the required use of YouTube of each student. Moreover, this research also discussed about personality which play a role in

problematic of internet use. The present researcher found the difference between the present study and the previous one in which the present study will discuss about the identity of Indonesian content creators which consists of personality and characters of each of the related people. Meanwhile, the previous study focused on the effect of the use of YouTube on students' personality. In this previous study, the researcher saw that the identity is went out when people are frequently watching or doing such things in different way like they did previously.

The second previous study is from Madison (2013) who discussed about the *influences on the formation of identity and understanding of self through social networking sites*. This research was focusing on identifying the relationship between the user identities and social networking which used. In this study, the researcher tried to explain the impacts of feedback which associated with online identities on social networking site with offline identity development and presentation. Also, the model in analyzing the data was using a regression model which aimed to explore the possible links between feedback on posts online and individuals' internalization of the feedback into the offline identities.

The third is a research by Lindahl & Mimi (2013) on title *personal branding through imagification in social media identity creation and alteration through images*. This study discussed about comparison between the identity which shaped through images on Tumblr and Instagram account. In this study, the researcher focusing on how social media shape the identity

of its user after long-term consumption. Also, investigating how are the individuals today in a society where people spend their more time on social media. This study used grounded theory in analyzing the data, in which it described how individuals change and create their identity through pictures in their social media, especially Instagram. In which, the researcher believed that when people post their pictures on their social media account, pictures as a means of conveying identity for recognition and imagification as the personal branding tool and reflexive social interaction.

The fourth is study which done by Hasanah (2018) who discussed about *Identity Representation of Indonesian Young Adult Influencers Through Instagram Post*. The research investigated the identity of young adult influencers through the caption of the post in English. This study used identity theory of Burke & Stets (2009). Although this study has the same theory and point of view with the present study, there is no any specification of the topic discussed which means the elaboration was generally discussed without any specification. Moreover, the researcher of this study took the data from both the caption which consists of many words and the pictures as the support data to be analyzed. This study differs from the present study, in which the present study will take the data from the utterances of the subject in some particular videos to be analyzed.

The fifth is the study conducted by Yang, Holden and Carter (2017) which discussed about the influence of the use of social media toward freshmen's identity and self-presentation. The title of the study is *Emerging*

Adults' Social Media Self-Presentation and Identity Development College Transition: Mindfulness as a Moderator. This study focused on how the use of social media can change the self-presentation of the college freshmen and the development of identity. Additionally, the findings of the study revealed the distinct associations between online self-presentation and identity development at the college transition.

G. Research Methodology

1. Research Design

To achieve the result of the study, the researcher applies a qualitative descriptive method as the research design where the data analyzed is not in the form of numerical data which systematically processed which means the data are described and interpreted within the research. Creswell (2012) defines that qualitative research is aim to explore a problem and develop a detailed understanding of central phenomenon. Also, it is aimed to analyze the data for description and themes using text analysis and interpreting the larger findings.

2. Research Instrument

The instrument of this research is human being in which the researcher herself. In this research, the researcher is the one who determines the planning, data collection and the analyses of the research.

3. Data Source

There are two kinds of data in this research, primary and secondary data. The primary data is the word, sentences and utterances used by each of the

content creators those are Maudy Ayunda and Tasya Kamila, in delivering their activities within their YouTube content which used English language. Moreover, there are 4 videos taken; in which the researcher took 2 videos of each of the public figures. firstly, for Maudy Ayunda (Mod), the videos taken entitled *#AskMod on Motivation* that uploaded on January 4, 2019 and the video entitled *My Student Life at Oxford* that uploaded on May 4, 2016. Further, for Tasya Kamila (TK), the videos taken entitled *Tasya's Journal #5 Kegiatan Tasya Kuliah di Columbia University* that uploaded on November 17, 2016 and the video entitled *Tasya's Journal #7 Meet the Indonesians* that uploaded on June 21, 2017. Moreover, the part of the video which mostly taken as the data is in the content of the video rather than the opening and the closing of the video. Afterward, the secondary data are from the related literature of the research or several previous studies which conducted by other researchers. Furthermore, the data of this research are taken from YouTube post of Maudy Ayunda and Tasya Kamila which use English while delivering their message, activities within their YouTube content. The data of this study are originally taken from their YouTube account *Maudy Ayunda, Tasya Kamila*.

4. Data Collection

In order to get the data and specific findings, the researcher will do several steps. First of all, the researcher will gain the soft data by searching YouTube account of each public figure. Secondly, the researcher will listen to the content creators' utterances in each of the YouTube video that used

English which later show their identity. The next is transcribing each of the videos and put into the tabulation table which divided into three identities proposed by Burke and Stets (2009).

The last step is determining the utterances which relevant to identity or showing that it is the representative of each subjects' identity. Also, determining the utterances is based on the identity features of Burke and Stets (2009).

5. Data Analysis

The process of analyzing the data is done after the data are completely collected by the researcher. After collecting the data, the researcher will categorize the data into three bases of identity based on identity features. The researcher will employ identity theory by Peter & Burke (2009) to identify the data/utterances. After analyzing and investigating the utterances of the subjects, then the researcher determines the utterances of the subjects which show the identity that commonly showed by Maudy Ayunda and Tasya Kamila. The last step of data analysis is categorizing in each of the identity bases, personal identity, role identity and social identity based on Burke and Stets theory and point and view (2009).

CHAPTER II

REVIEW ON RELATED LITERATURE

This chapter explains the supportive theories of the research and some literatures about the object of the study. The information is about Identity theory, personal identity, role identity, social identity and YouTube. The explanation is below.

A. Identity

Identity based on Oxford dictionary (2009) means a different side of someone to show who or what are they to someone else. It is almost the same as Collins Cou build dictionary said that identity defined as the characteristics in which people have to distinguish themselves from others. All human beings adopt certain identities through their roles in their society, own groups and their personal characteristics (Burke & Stets, 2009: 3). Which means, to what groups we belong to, it will represent our identity which supported by our personal characteristics. On how we position and arrange ourselves when jumping down into the new environment which then become our roles that will shape our identity or identities.

Furthermore, this research will apply the theory identity of Burke & Stets (2009). He said that an identity which defines who someone is when someone is inhabitant of a certain roles in society, member of certain social group or we could say that she or he claims her/himself which identify them as a picturesque person. Moreover, individuals are able to identify their own identity while they are in multiple roles within society. It could be defined

that people have meanings in which they could apply or position themselves into which roles they are. For example, people could posit themselves while becoming a parents, teacher, student, brother or sister. In other words, people possess multiple identities because they occupy multiple roles, are member of multiple groups, and claim multiple personal characteristics to, yet the meaning of identities are shared by members of society (Burke & Stets, 2009: 18)

Besides, Burke & Stets (2009) categorize identity into three bases of identities; those are *role identity*, *social identity* and *person identity*. The identity of each base has an identity standardization 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 particular situation to adjust the feedback they receive in that situation (Hasanah, 2018).

1. Person Identity

Person identity is the uniqueness and the distinctness of someone which make him or her extraordinary for others. This kind of identity is quite relevance with role identity. Yet, the identity of individuals is more likely to be activated in most of all situations rather than role identity. It is because they refer to the important aspects of each of the individuals. We could go to the example, an individual can be very controlling person, and this act will show his expressions in different roles that the person does and even in different groups he or she pursues (Hasanah, 2018; Burke and Stets, 2009).

In this category of identity, the meaning of this kind of identity will give such impact to the meaning which belongs to the other kinds of identity, role and social identity who had by individual. The characteristics of particular people will affect to what they will belong to, it could be role and social identity of an individual more than the other way around. For instance, if we see ourselves as a person who has strong characteristic, high moral dimension, care to everything around or else, we may be more likely choose to be in the role which reflects our characteristics (Burke & Stets: 2009).

Hence, the influence of the identity of an individual on the identity of the role and the choice of group identity assumes that the individual is in a society which the group role and membership are voluntary, in less open societies where people have fewer options of roles and groups, the identity of people is likely to be shaped more by roles and groups assumed by individual than others (Burke, 2004).

There is one previous study which is similar to the present study. It also analyzed about three bases of identity based on Burke and Stets (2009). A study conducted by Hasanah (2018) which also analyzed the whole identity bases of Burke and Stets (2009). There is one example on this personal identity which analyzed by Hasanah (2018). She took Cinta Laura as her subject of the study and analyzed Cinta Laura's Instagram caption and picture as the supporting data.

Previous researcher picked up one caption on the post; "A confident woman, a woman who truly knows and her power is a force to be reckoned

with”. The researcher started to identify the meanings which show the uniqueness and extraordinariness of CL in a different way. In other words, the researcher will firstly find the different side of CL which shows her person identity through the caption she wrote alongside the photo she uploaded.

Further, the researcher then analyzed the data from the word “confident woman” and “force”. Based on the analysis, the researcher said that Cinta Laura identified herself as the strong woman who knows who she is really well and she can bravely force everything which ruins her life. The researcher said such that based on the researcher’s information on her subject of the study. In which Cinta Laura does not care about what people have said about her, she proves it with the academic achievements that have reached and as talented actress (Hasanah, 2018). This kind of analysis shows the personal side that makes CL is different from the other individuals.

Moreover, it becomes the cognitive representation of CL personal identity, in which she showed her own concept in presenting her personal identity. Her own concept to be a confident woman is through forcing herself in doing several particular things. In addition, she considered that being confident is one of the ways to activate her personal identity. She behaved that she is an independent woman among other individuals through saying those words. After doing all the matters, and successfully make other individuals deal with something as done by CL, she will believe that she can make herself as a reference. This is one example on personal identity analysis.

2. Role Identity

Role identity is the central point of identity theory. Role provides structures, organizations, and meaning to each selves and situations. This identity is influenced by social position of particular individuals. When people are in the different social positions, it will create different identities of those individuals too. Role identity generally contains of a large set of meanings or interpretations. Therefore, individuals may to more than one characteristic to describe and show what kind of roles they are (Hasanah: 2018).

Further, the role identity of individuals may be different between one individual to the other individuals. We could jump to the example, for one individual, college student identity may mean being academic, get acknowledgement, should reach some achievements and taking the university works seriously. However, it may be different for the other college student identity. For other college students, identity may mean being sociable, having lot of friends and having fun with a group at school. Additionally, what someone has given the identity to the other's role is important. The performing of a person's role correctly not only facilitates in confirming the identity of one's role, but also coordinating it with the performance which played by others in the counter role, confirming the identity of other and creating, ensuring the social organization where the identity is stuck at the same time (Hasanah: 2018).

People who show their role identity in common atmosphere they will speak up or just write some sentences on their media platform, in which people at once could guess what is their role as people within society. There is one example in the previous study on the analysis of role identity. Hasanah (2018) analyzed Instagram caption of Gita Gutawa as her subject of the study and take the pictures as the supporting data. For example Gita, Gutawa posted one picture with the caption below it, which says “success is not for the lazy”. The researcher identified that Gita Gutawa has shown her identity as influencer. It could be seen from the sentence that she asks people to be a spirit person, in which she invites people to never give up on what could make them to be successful.

Moreover, she said such things due to her position within society as an influencer. This term refers to the expectation tied to the social position in each of individuals. Also, through the words from the caption, the researcher identified the cognitive representation of the role identity within the words written by Gita. She showed her own concept in viewing how success people deal with particular things. It becomes the role identity standardization of Gita Gutawa. She considered herself as a complementary for the other individuals. Also, she believed in herself that she is able to be a role for other in relation with her role as an influencer which later leads to the verification outcome which is self efficacy or self-pride. There is another example on role identity analysis below.

Situation: the conversation is between the senior manager and the director.

John: *there's not a lot of time for reflection, there's not a lot of time for what if, you just made the decision and run with it. There's more complexity. What do you think Beryl?*

Beryl: *it's shifting ground all the time. In this unit in particular, we got on top of what we thought were some of our key goals, but there's more coming in with the tide and it's driven by external factor. Its creating complexity in job and not quite knowing which way to go. Whether we jump in and become a leader with some initiatives or sit back and watch what's happening. And overall is that we're supposed to be making sure that there aren't any waves made between now and the election.*

According to the conversation, it could be seen that John is the manager and Beryl is the senior manager. Through the conversation, we can see that John was looking for a new director due to the retirement in a view time and Beryl is one of the candidates. Beryl statement “*whether we jump in and become a leader with some of initiatives or sit back and watch what's happening*” indicated that she wants to show her role identity as senior manager who was able to be the next director.

3. Social Identity

This identity is based on the identification of an individual with a social group. A social group is a group of people who have the same thoughts in viewing particular things and share the view that they are members of the same social category. Through this social group people are seeing and labeling that they are belong to this particular group. Furthermore, having a certain social identity means being the same with the people within the same group. It could be assumed that people in the same group would think the same to, act and have the same responses to some particular things. Thus,

there is uniformity in thought and action to become a member of the groups. Simply, other people will easily identify in which group these particular people belong to (Hasanah, 2018).

Additionally, having such social identity as a member of particular group will activate a sense of belongings and raises individual's self-worth (Burke and Stets, 2000). When individuals as member of particular groups are similar to the other members, same thought and action, those individuals will receive recognition, approval and acceptance from the other group members. It could be happened when individuals have high levels of self-worth and they will have a degree of existential security which provides value and meaning to their lives. Therefore, individuals self-worth will increase when they join particular groups and feel accepted and judged valuable on the basis of *who they are*, not *what they do* (Cast and Burke, 2002).

In other words, social identity is showed when some individuals are in social interaction. It means when individual are talking to each other or just hanging out together, it is how social identity occurred. From the elaboration, the researcher could take one example from the previous analysis of social identity.

In the previous study, the researcher also analyzed the caption on Cinta Laura's Instagram and put the picture as the supporting data. Cinta Laura stated in her Instagram caption "*My beautiful friend, @carolinepearce and I decided to work out together to get ready for the weekend*". Through this caption, it can be seen that Cinta Laura and her friend wanted to spend their

spare time to do such positive things. *“Since many of you have been asking me about how I stay fit, here is little simple exercise you might want to try”*. It can be seen that Cinta Laura is loved by massive people through the words *“since many of you have been asking me about how I stay fit”*. Also, she wants to influence people to have fit body as like her. In order to give positive influence and convince every people who see her post on her Instagram account, she also put video in which she did workout practice with her friend. Further, she has a chance to say such things due to her accessibility among the netizens or among her followers in her Instagram account. Also, she fit with all of the atmosphere, so that she said so. Through all these matters, the self-worth of CL will unconsciously increasing

Features	Personal Identity	Role Identity	Social Identity
Bases	Self-concept of individual	Expectation which tied to the social position	Group of People
Description	Meanings which define an individual with the extraordinariness and uniqueness	Meanings which tied to a role or social position	Meanings tied to a group of people
Cognitive identity representation	Identity standardization	Identity standardization	prototype

Identity activation	Salience or prominence	Salience or prominence	Fit and accessibility
Behavior	Independent among others	Complementary or compatible to others	Similar to the others
Self-reference	Me	Me as a role	We
Verification outcome	Authenticity	Self-efficacy	Self-worth

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

B. YouTube

YouTube is a media for viewing videos. It was launched in 2005 and becomes the thirds most visited media platform after Google and Facebook (Khan, 2017). It is one of the biggest media platform in which people are able to post any videos which contain of sharing ideas and thoughts, personal experience, tutorial videos or even just random videos freely. YouTube contains several things and it diverse from other platforms. It is the platform in which audiences could post or watch random videos and spread it to a very broad audiences or site visitors. This site therefore serves as an attractive media platform or called as an attractive platform which serves amateur content creators or media companies for posting any videos they like (Xu, Park, Kim & Park, 2016). The user of this media platform can be from politicians, educational institutes, business, film and music artist and all of people who walk of their life by using YouTube.

Anderson (2015) said that YouTube features have always been updated through the years. The growing mobile device use has fueled in higher video

consumption and also having a better broadband internet speeds. According to (Anderson, 2015), the use of YouTube or online video sharing showed constant rise. It means the users of online video sharing or YouTube are increasing through the time. It can be proved by the US YouTube adult users has increased 33%. As of July 2015, 400 hours of video in various contents has been uploaded in every minute on YouTube site (Statistica, 2015).

Through the above elaboration, we can see the fact that nowadays' famous media platform is YouTube. As the researcher knows that recently people who do not have any YouTube account are rare. It can be people from ordinary background, artist background, politician background or others. Also, they are able to share any kinds of videos based on the things they like. Therefore, the researcher chooses this YouTube as the object of the study due to the popularity of its media platform among society.

C. Vlog and Vlogger

In recent years, the term blog has become one passion which blown up among the internet users community. Through combining between blog and video, now the new version exists as video blog abbreviated as *Vlog* which contains many kinds of video (Yang, 2010) . For instance, food vlog, beauty vlog or just personal vlog which contains of sharing experiences or only the daily activities, etc. The tranformation of web blog ito video blog begins in around 1997. It became rapidly spreading passion amng the internet community since then. Moreover, several blogs provide some of commentaries or news in particular field or subject. In other words, blogging

deals with or functions as more personal diaries by online in the form of text (Rosenbloom, 2004). According to Hoem (2005), blogging is an activity that contains of textual actions, in which it is limited due to the text is only deals with the aspect of the distinguish skills needen in order to know and manage the different aspects of modern communication.

Furthermore, the term blogging which is in the form of text has been changed through years as the traditional era transforms into the digital era. In recent years, the expanse of digital multimedia dispersed over the web were getting greater than before due to the quick flow of the production line of digital hypermedia content. The alteration of web blog into video blog tremendously increasing which now named as vlog or vlogging as the activities of video blog which shares opinions, comments, etc through video. The most popular media in term of video-sharing is YouTube. It was publicly presented among August and November 2005 and acquired by Google in November 2006. The percentage of videos published is increasing on YouTube everyday. According to Mefedia (2007) the numbers of video blog was only 617 in January 2005 and really intensified 8,739 in January 2006 and continuously increasing every January in the following year. Driven by digital progress cameras and cellphones and the availability of almost omnipresent and rapidly growing broadband network connections, vlogging has jumped to an unprecedented level, and has gotten a lot attention throughout the world (Yang, 2010).

Moreover, when we deal with vlog, it will always deal with the term vlogger. Vlogger is an individual who produces and creates a video vlog (abbreviated as Vlog) by appearing and planning straightforwardly in the video and also commonly called as video content creator. Moreover, vloggers have such a common denominator with several celebrities or public figures in particular aspects which they approach the audiences or viewers through the video, just as public figures who approached the public audiences through traditional media outlets. The term of vloggers is distinguished by the fact that they produce and design the flow of the video by themselves, not only appeared as a model within the video. Additionally, vloggers not come from the celebrities only, but also from everyday people or common people. They play the same performance as the celebrities in the same role as an associates or friends of viewers. In the other words, one vlogger will perform innumerable roles as the video producers, models or online friends within the video (Choi and Lee, 2019).

Furthermore, there are several researchers who conducted the study in the term of vlog, vlogger or content creators. Such as conducted by Choi and Lee (2019) who discussed about the impacts of fashion content creator attributes on the attitude production and contents sharing. In this study, they predicted that the video viewers would evaluate and perceive the role of vlogger distinctively according to the types of the products used in the video and evaluating the attributes differently as well. Therefore, the present researcher

also conduct the study who use vloggers as the subject of the study due to the popularity in recent digital age.



CHAPTER III

FINDING AND DISCUSSION

In this chapter, the researcher discusses the findings and discussion. The findings will be the sum up of data which reject or agree to the theory and it will be concluded to relate the research problem.

In this research, the researcher employed the descriptive approach which made the researchers explore, describe and explain the data obtained from the field based on the subjects of the study.

A. Findings

The findings of this research come from two Indonesian public figures who have continued their studies out of Indonesia for several years. The findings of the research will be the analysis of the data which taken from the utterances of two subjects of the research from their YouTube videos based on three identities proposed by Burke and Stets (2009) theory; person identity, role identity, and social identity.

Identity of individuals can be found through several platforms, one of them is YouTube. YouTube is one of the biggest media platforms in delivering such ideas, thoughts or point of views. By investigating and observing when listening and watching to the videos, we as the listeners or viewers could catch or see the other sides rather than the video, it is identity. Identity of individuals can be seen through words which come out of speaker's mouth. In other words, identity can be detected through utterances.

This triggers the researcher to observe the significances of the theory in case in identity represented through utterances on YouTube video.

The data were taken from two Indonesian public figures who continuously study abroad. The first is Ayunda Faza Maudya a.k.a Maudy Ayunda who accepted and graduated from P.P.E (Politics, Philosophy and Economics) department in Oxford university for her bachelor degree and accepted in her master degree in Stanford university on March 2019 in MBA program. The second is Shafa Tasya Kamila a.k.a Tasya Kamila who accepted and graduated from Columbia university United States on school of international and public affairs program on her master degree. Both of these subjects of study come from the same background with different passion. Therefore, the analysis is various depend on what they said in their video post on YouTube.

In qualitative research, the researcher is demanded to discover the data based on what the speaker or the subject of the study spoken. At the end of the research, the researcher is not the one who decides what to discuss of the research, but the researcher will do a research which will be based on the data source found.

The followings are the whole data of the study were taken from two videos of each public figure. The videos of Maudy Ayunda (Mod) were taken in the title of *#Askmod on motivation and my student life in Oxford*. The first video contains of question and answer about life motivation by Maudy Ayunda and the second video tell about her daily life as the student of Oxford

University. Meanwhile, Tasya Kamila's (TK) videos taken are in the title of *Tasya's Journal 5 "Kegiatan Tasya Kamila di Columbia University"* which contains of her daily life as the student of Columbia University and *Tasya's Journal 7 "Meet The Indonesians"* which tells about gathering and sharing with Indonesian student who study in the same city, New York. The data are already categorized by the researcher based on three bases of identity by Burke and Stets (2009). Moreover, the researcher uses coding form in specifying the analysis of each of the public figures. The researcher divides the analysis into three coding forms based on three bases of identity of Burke and Stets (2009). In addition, the analysis of Maudy Ayunda (Mod) will be in the first analysis and the following analyses will be Tasya Kamila (TK). Also, there will be three codes based on the theory of Burke and Stets (2009), those are *Person identity (1.1.)*, *Role Identity (2.1.)*, and *Social Identity (3.1.)*.

1. Person Identity

In this Person identity, the researcher found that subjects of the study showed the different side or the uniqueness of them. The uniqueness which shows the different side of the public figure is meant by specific characteristics. The specific characteristics can be shown through the behavioral activities, attitudes and feelings. It can be seen by the words used by each of the research subjects. The following are the data which show Person identity by Maudy Ayunda (Mod) and Tasya Kamila (TK).

1.1. *“One of the things that I do is actually to lay out a plan”*

These utterances are coming out from Mod while she was answering her YouTube viewers or her followers on Instagram questions. Mod answered her viewers or her followers' questions by putting it on her YouTube video entitled *#AskMod on motivation*. This video contains of questions and answers about life. Life here is in terms of the way Mod undergone all of the activities very well, either writing her next album, undergoing her education activities, discussing her new film projects or just having fun with her everyday life as what common people done.

In relation with the first excerpt, Mod answered the question of *“what would you do when you are dreaming too high, but you still think that you can reach it”*. Through this question, Mod gave a simple answer by saying *“one of the things that I do is actually to lay out a plan”*. Mod tends to show up her Person identity rather than role or social identity within the utterances. This utterances show Mod's Person identity through the words *“to lay out a plan”*. This proves that Mod is somebody who prioritizes a plan before doing something. She is a kind of well-planner.

According to three bases of identity features by Burke and Stets (2009), Mod has an individual self-concept which refers to Person identity. It means, she has her own concept in doing everything related to her life or even her future. Through the words *“to lay out a plan”* can be seen that laying out a plan before doing something is her concept. Further, it also shows that Mod is a kind of extraordinary person. She has a certain characteristics in which

not all people could do. Laying out a plan is not easy for every people. Mod defines herself as well-planner. In which, while the A plan is failed, she has B plan up to Z plan. It is how an extraordinary and unique person deals.

Moreover, based on the Person identity features which deal with cognitive representation of identity, Mod also showed it through her utterances within the video. Cognitive representation of identity is the representation of individual's concept which shows its identity. It obviously can be seen through the utterances "*to lay out a plan*". It is Mod's concept representation which shows her Person identity or identity standardization. The next is about the activation of the Person identity. One thing that according to particular individual is perfectly important. Through this, laying out is something seriously important before doing something. It is how Person identity activates particular individuals to show up its identity.

Furthermore, the next Person identity feature is behavior. In this feature, Mod could show that she is an independent person than others through her individual concept. Also, she is able to enact herself as a reference. It can be seen through the utterances "*the things that I do is actually*". She proves that she is a kind of well-planner by saying "*I*". Thereafter, through the following Person identity features, the verification outcome is the authenticity of which Maudy Ayunda (Mod) is.

1.2. "*I start to break it down to the small dreams. Yang (which) finally through those small dreams I can reach the big and imposisble dream*"

These utterances are in the same video as the first excerpt, in which she was explaining her followers or viewers' question about having a big

dreams or having a dream which is too high. Mod explained when she has one big impossible dream to be reached; she will break that big impossible dream into some small dreams. In other words, she will look for one thing that she thinks it will fulfill one dream which related to the big impossible dream. In short, Mod will take several actions to reach one big dream, in which she thinks it will be impossible. It is proven through the utterances stated above *“I start to break it down to the small dreams”* which means she is seriously passionate in reaching the big dream that she thinks it is impossible. Further, through the utterances stated *“finally through those small dreams I can reach the big and imposisble dream”*, it can be said that she is an individual who is optimistic and very eager to reach a dream, in which she considers that dream just a view percent to be achieved.

Furthermore, through the elaboration above, the researcher can say that she has one individual self-concept. It is being optimistic, very passionate and obsessed with one thing she really wanted to achieve. The matter obsessed here is in the term of positive matter which individuals commonly done. Afterwards, the meanings that define Mod as an extraordinary person is through the term of being optimistic, passionate and obsessed for one thing which she really wanted to achieve. Being an optimistic individual is hard for everyone to live or deal with. Some of people take an instant path to reach their dreams because they lost their optimism. Also, being passionate and obsessed people in the term of positive matter will greatly train individual's

patience. If individual does not have more patience, then it is less likely that they will not be able to achieve what they want.

Moreover, the cognitive or concept which represents her identity is obviously that she is an ambitious, optimistic, and obsessed person. Those things represent the standard of her identity. Thereafter, Mod activates her optimism, ambition and obsession as something really important to her. She has one concept that she will not able to reach her dream without those three factors. Therefore, she undergoes everything through being individual with the three characters. In short, the researcher classified Mod as independent individual than others by seeing and observing the utterances which flew through her mouth without any intermediary. Also, she made herself as self-reference in order to catch her dreams which later drive into the authenticity of Maudy Ayunda (Mod) herself.

1.3. *“What I think that we can do is how we invest our lives through joining activities, till we can find self-love or love to ourselves”*

The utterances are coming out from Mod while she was explaining her answer on the question of the way to be confident person. Mod answered the question based on her own experience. The questioners asked such question because they know that Mod is an active person. She would like to join several social activities, organizations even international forums, in which she thinks it will drive her to be a positive person. Through the utterances, the researcher believes that she improves her confidence and has such high confidence due to joining several activities. It is proven through the words *“invest our lives through joining activities”*. Investing our own through

attending some activities beyond our obligatory activities such as our educational bustles, makes ourselves accustomed to interacting with numbers of people, which automatically produce our self-confidence when we occupy several forums where not a few people in it.

Through the above elaboration, the researcher can take one highlight about Mod's individual self-concept. She has her own point of view on how important for us to be confident. By means of being confident, she believes that everyone could handle their own while facing numbers of people. Finding our self-love is seriously important. The researcher believes that Mod is a kind of individual who love to interact with people because she has found her self-love. She felt the comfort zone in a way she interacts with many people. Moreover, it drives Mod as an extraordinary people. In addition, being active in several forums is an opportunity that can only be obtained and felt by certain people. Afterwards, it can be used as a concept from a Mod which will represent her identity. In other words, other people would directly guess that Mod characteristic is being active and confident while occupying several forums or the researcher would say it is the identity standardization of Maudy Ayunda.

Further, Mod took one concept which is being confident through joining several activities as something seriously essential. According to her, the researcher believes that Mod invests her lives through being in positive vibes while interacting with many people. Therefore, the researcher takes on highlight on what Mod's behavior. She knows how to treat herself to be an

individual with high confidence. Also, she believes in herself that she can handle everything really well which later drive into the authenticity or herself.

1.4. *“I’m very obsessed with trying new things”*

These utterances were coming out from Mod while she was answering the same question from her Instagram followers and YouTube viewers or subscribers as like in the previous excerpt. She was answering the question based on her experience. Through the previous utterances, the researcher believes that one of the reason why Mod easily getting her confidence due to joining many activities. Further, once she has gotten her comfort zone or found her self-love, she will really obsess with trying new things like she never done before. It is proven through the utterances “*obsessed*”. The word “*obsessed*” proves that she will always pursue what she feels she is capable of achieving one thing.

Moreover, the researcher proves that Mod has her obsession through something new as her individual self-concept. The term self-concept means that if at all she considered that she could pursue something she truly believed could be pursued. She holds her self-concept tightly through undergoing everything with her positive obsession confidently. This matter makes Mod diverse from the other individuals. She drives herself to do things that she never experienced before through her obsession. Furthermore, through her self-concept, it would ease every individual to know Mod’s identity. Mod represents herself through the obsession with trying something new for her. Therefore, for instance people would grab her to join one activity or the

activity needs Mod to handle one division and it is new for her, people would directly pick her up to be the one who handles particular division with no doubt.

Furthermore, this obsession becomes an essential thing for Mod in order to get deeper good experience. Digging much experience will drive her to get good result for her lives, one of them is being confident in any kinds of events either personal event or big event such as international forums. Afterwards, by being obsessive to things that considered as going to be good things for her, the researcher believes that she considered herself as an independent of other individuals. Also, when she thought that she is a kind of an obsessive individual, she is able to make herself as her self-reference which later drives into Mod's authenticity. In other words, driving Maudy Ayunda to be who she is and to be herself based on what she likes on.

1.5. *“Take some time off and take a break. Things that I usually do when getting bored”*

These utterances were taken from the video entitled *#AskMod On Motivation* where Mod were answering several questions from either her followers or subscribers. These utterances were coming out while answering the question of things to do while Mod starts to get bored. *“Take some time off and take a break”*, through these utterances, the researcher believes that Mod is discipline individual and well-planner. Once she thinks that there is something wrong with her that means there is something that makes her tired of doing so or start getting bored. it is proved that her self-concept is being discipline and well-planned individual. Individual self-concept is meant by

having the own concept in which she or he is able to undergone huge offbeat challenges within individual's lives (burke and Stets, 2009). It defines Mod as individual who has the own uniqueness in facing any matters or challenges.

Thereafter, according to the above elaboration, the researcher takes one highlight from the utterances, in which Mod used that term to represent her identity. In other words, she could represent herself through her discipline and being painstaking in facing and taking several defiances. Mod is quite brave to take steps in order to face any challenges which based on her own choices to do it. Subsequently, when she feels tired and bored in undergoing on one challenge, then she will take a view minutes or even more to evaluate things that she lacks mastery of that one thing. This is what underlined Mod to take some time off and take a break. Mod considered it as an important matter to deal with. It is what the researcher called as the activation of identity based on Burke and Stets (2009) point of view in the term of Person identity feature.

Through the above elaboration, the researcher believes that Mod is a kind of independent individual based on the word "I". that word represents that she could do everything she wants by her own. The researcher said such things due to the above analysis that she could evaluate herself while having difficulties in undergoing the challenges by taking some time off and take a break. The researcher could say that she is an independent individual in consideration of handle herself and knows herself well as the previous analysis that she has already found her self-love. Further, with various kinds

of matter that made her to be an individual who dared to take steps for more things, she believed that he could make it as her own reference which finally drives into the authenticity of Mod herself.

1.6. “Sharing a story and kind of connecting with people”

This utterances were explained while Mod was answering the question about “*what keeps you going?*”. The question is about things which make Mod continue to carry out what she likes the most and certainly inspires people around her. The term of inspiring everyone here in the context that Mod continues to create artistically works even though she is preoccupied with the matters of her studies and others. Mod said “*sharing a story and kind of connecting with people*” means that she can carry out everything very well through exchanging stories and always making contact with people. In which, it will inspire her then she also acts such that and inspire people back then. The researcher believes that by saying those words, it can be said that Mod is a bit extrovert. The term extrovert here is not about telling all her matters to everyone such as personal story, but she shares what commonly felt by nowadays’ people, such as educational matters, business, jobs and many others. When she experienced one matter, then she will share what Mod has experienced in the previous time and she will share how the way to solve that matter is.

Furthermore, through the above elaboration, the researcher could say that she has her self-concept in how she experienced many things. She is a kind of caring individual. The reason why the researcher conclude that Mod

such caring individual due to her sharing characteristic is she always shares what has already gotten and experienced the matters in all aspects. It defines Mod as one individual with her extraordinariness and uniqueness. Moreover, it refers to the identity of Mod itself. She can represent her identity through what she doing by taking many actions and proved by saying those words in answering the question.

Equally important, there is one feature of Person identity which called as the activation of the identity. It is how Mod seeing something as essential matter for her life. The researcher underlined that one essential thing in Mod life is being caring through sharing. The researcher also concluded that she is a type of an independent individual than others. The reasoning is that she loves to share such story based on her experience. Also, she let everyone knows what matters that she has ever experienced before and share the way she solved it. By all these matters, Mod certainly can make herself as her self-reference in doing everything which later drives into her authenticity or who Maudy Ayunda is and how people see her as one inspiring individual by sharing her stories and experiences.

1.7. *“Miraculously, here I get that chance to fulfill the dream of the young girl that I once thought that was impossible”*

These utterances were taken by the researcher from the video of Mod entitled *“My Student Life in Oxford”*. The video is about the story of Mod while living in Oxford, the small city as the student of Oxford University majoring in Philosophy, Politics and Economics or abbreviated as PPE. She told her story from A to Z. It means, she shared stories about how she could

go to a prestigious university in the world and how she dreamed of continuing his studies at the university since he was little. Also, through the video she also told about what activities she deal with from the beginning of the week to the weekend, either in the form of having fun with her friends, working on her stack of assignments for her lecturers or activities when she was not on her busy schedules by having her own world, such as creating new songs, replying to emails, even having a discussions about music through video calls.

Through the utterances, the researcher underlined the words *“I get that chance to fulfill the dream of the young girl”* which represent Mod’s characteristics as an individuals who really passionate on what she wanted in the past. We can see through the word *“the dream of young girl”*. Those words show that she is a kind of individual who rally ambitious in dealing with what she wants. Once she has the intention to get one thing, then she will continuously pursue what she wants and get it. Through this, the researcher takes on highlight on Mod that she has her own concept in reaching her dreams, although it seems impossible to her, but she keeps going with all of the matters related to what she wants. In short, she could define herself as one individual with her extraordinariness and uniqueness. Also, she used that term to represent her personal sides, or her Person identity.

Moreover, she considered everything when she starts dreaming. Through it, she decided one decision that being ambitious and passionate is not a matter for people who use it to get positive effects, as long as it will be

useful for herself and others. Afterwards, through what she has experienced in the way she reached her dream, Mod could make herself as her self-reference. In other words, she can rely on herself. Based on the elaboration above, the researcher believes that Mod is an independent individual who does everything based on her skills, knowledge and experiences. Those are what Maudy Ayunda deals with what she considered everything as something really essential.

1.8. *“I’ve grown to adapt to a holly life style without cars and relying on my own two feet or bike to get around”*

The utterances were taken by the researcher from the same video as like the previous analysis. the researcher took the data from the video which tells about Mod’s life as a student of Oxford university. The researcher believes that Mod is independent individual which can be proven through the words *“relying on my own two feet or bike to get around”*. Mod said such that as a student of Oxford university which far away from her origin, relations, carrier, friends. She originally living out of country with the different cultures, life style and all the people within the society have different point of view in seeing everything. All these matters not all people are able to handle all of that. From the utterances of Mod proven that she could adapt all those matters.

Further, from the explanation above, it can be said that Mod could use all the matters and the way she handled that could represent her identity. It is the standard identity of Mod that she is an independent individual who could handle all the matters while she was living abroad. Moreover, having good

ability in adapting with new other people is really essential. As human being, we are not only living with the same people all the time. In any way, we certainly will meet new people in the new environment with the different thoughts and life style. Whether you want it or not, you must be able to face that matters. Therefore, it is really important to have good ability in adapting to new things. Furthermore, while Mod has experienced all the matters living abroad with new atmosphere, she would finally able to handle all the next matters and she will use herself as her self-reference or relying on herself and the result is having her own authenticity of who she is.

1.9. *“I love the smells of bookstore”*

The utterances were taken by the researcher from the same video as like the previous analysis. The situation while Mod was saying those utterances was in the end of the class at that day. The atmosphere at that time was quite late; it was almost in the middle of the night. The researcher linked back to the previous data which taken from the video entitled *“AskMod On Motivation.”* Mod told us as the viewers of her YouTube video by answering the question of *“how is the way to make reading to be our hobby”*. In that video, Mod explained that her reading hobby was firstly born from her family characteristics. According to her, the most precious gift when her father was on his business trip abroad is a book. Her father would like to buy everything for his daughters as long as it related to the books, and he will buy all kinds of books from thin to the thick one. Mod and her sister are accustomed in such life style since they were child. Therefore, her mindset has already

shaped since she was child to make reading as her hobby. Such a good life style to have books everywhere and every time she has free time. Also, she took the time to always go to the bookstore to buy the next new books.

From those explanations which based on what have told by Mod about her lifestyle, it can be seen that she really loves books. Based on her explanation, she considered books as her friend and her source of knowledge. In other way, it is the fact that where we can get knowledge is not merely from the books that we read, but also from our surroundings, either from our family, lecturers, or even friends. However, it is better for us to start from the easier one that is reading a book. It can be seen that Mod obviously loves books. Through reading many books, she can build good characteristics and think critically. This elaboration is called as her individual self-concept, in which she always pushes herself to read book a lot.

In other words, it defines Mod as an extraordinary individual with her distinct hobby in reading books. Moreover, she emphasizes it by saying that she loves the smells of books. In which is the when individual who likes books through the smells, which means that it shows how much she loves books. Through it, it shows her personal side or identity as human being and as educated individual. Further, Mod considered that the mindset which brings her to love books as her important matter for her as an educated individual. Afterwards, when she did all her matters well through reading books, she will considered herself as her self-reference which later drives to the authenticity of Maudy Ayunda.

1.10. “Not to mention that I have to fly back and forth to juggle many responsibilities or reminding me that I should never take anything for granted”

These utterances were taken by the researcher still through the same video entitled “*My Student Life in Oxford*”. The situation is when Mod was in the last hours since she has to go back to Indonesia. In the video Mod said that she has to go back to the origin due to many responsibilities which should be handled by her. Through the utterances, the researcher underlined the words “*I have to fly back and forth to juggle many responsibilities*”. It shows that Mod is an individual that never accepts freely to what has given to her. In other words, she always pays back to whom has given her such big positive things in any form. Through these, the researcher concluded that Mod has a side of responsible individual.

Moreover, she has life concept in which she never accept things for granted. Responsible is the term for the whole responsibilities that should be handled by her. It defines who she is. It also can be proven through the other utterances of Mod about responsibilities, “*Crossing my fingers, I hope that someday use what I’ve gotten from here to give back to my country and the world*”. she is an individual with the extraordinariness. The researcher could say that things due to the rare individuals who are not responsible in particular things. It can be proven through the utterances “*reminding me that I should never take anything for granted*”. She thought when she accepted new sights from different point of view; she should apply it to give the positive effects to others. Through it, people would see that Mod is kind

of responsible individual. Therefore, when people are on a business or on teamwork they will put all the trust to Mod. In short, she could represent her Person identity through what she did as a responsible individual.

Furthermore, being responsible is an important thing while all the trusts are put on our shoulder. That is how the way Mod activated her identity as a responsible individual among others. Through all the matters that have been experienced by Mod, she could make herself as her self-reference. In which, it finally drives to the authenticity of Maudy Ayunda.

1.11. *“Something that keeps me going in this sense, I really like the idea of interacting with many young Indonesian people”*

The utterances were taken from Mod's video entitled “*#AskMod On Motivation*”. The video tells about questions and answers about life motivation. The utterances are the answers of Mod while she was answering the question of what things that keep Mod in going with all the matters in her now-life. The utterances indicated that Mod loves to interact with many people especially Indonesian young people. It defines that Mod is an individual with extraordinariness and uniqueness. Not all individuals have a good ability in interacting with new people unless people in their social group.

Moreover, the researcher identified that Mod showed her personal side which has her own self-concept. In other words, she has her own way to interact with new people with happy atmosphere. It becomes the representation of how the Person identity is showed. Also, Mod considered that having interaction with people is an essential matter in which as the

previous analysis explained that Mod considered that sharing is caring. Through interacting with people, means she shares the new experience to the other people. Through all these matters, it will drive Mod to find the verification outcome of the Person identity which is the authenticity of Mod.

1.12. *“What keeps me going with music is also the story telling”*

The utterances were taken from Mod’s video entitled “*#AskMod on Motivation*”. The video is the same as the previous analysis which tells about questions and answers about life motivation. the situation while Mod answered the question about things that keep Mod going with all the matters now. The utterances indicated that Mod is a kind of individual who has her own concept to keep her passion going. Through it, the researcher identified that Mod is an individual who has a consistent characteristic in dealing with one thing.

Moreover, it defines that Mod is an extraordinary and unique individual. in which not all people can do the consistency in dealing with one passion. Further, the words “*story telling*” here mean that she likes to exchange some stories to others. In other words, one thing that the researcher can point out from Mod is that sharing and consistency. It represents how Mod showed her Person identity. She considered that being consistent in dealing with one passion is really essential. Additionally, she also enjoyed sharing any kind of experiences with other individuals.

Furthermore, the utterances above also indicated the role identity of Mod. The words “*keeps me going with music*” showed that Mod is a

musician and how keep that one passion going is sharing and exchange stories. She considered that exchanging stories and experiences bring up inspiration in creating songs and its melody. This is how Mod deals with her consistency on her passion which bring her to the authenticity of Maudy Ayunda.

1.13. *“Forcing yourself, you get addicted to the feeling of continuously growing. I learned so much from that”*

The utterances were taken from Mod’s video entitled “#AskMod on *Motivation* which contained of questions and answers about life motivation. The situation of the utterances is when Mod answered the question about the way to upgrade ourselves and keep being confident. The utterances explained that Mod is a kind of individual who always trying things as long it give positive impacts and make her keep growing. She always forces herself to do things although it is hard to do. It can be proven by her saying “*Forcing yourself*”.

Moreover, the researcher identified that Mod showed her personal side through saying those words. One thing that is pointed out by the researcher that Mod is an individual who seriously struggle in chasing one thing and bring up the successful results. Further, Mod considered that forcing ourselves to do positive things is essential. It is how her concept deals with. While she forced herself and the successful result is come up, she will take the highlight after dealing with all the matters.

Additionally, Mod also showed her role as an influencer through her utterances. She wanted to give the experienced of her to all people that

forcing ourselves to do positive things is seriously important in order to make ourselves well-growing. Through all of those matters, it also brings up the confidence. People confidence will slowly increase after doing all those positive things. It is how Mod showing her Person identity and her authenticity.

1.14. “*We know nothing yet, we’re so far from all these successful people, we always learning something we didn’t know before*”

The utterances were taken from the same Mod’s video as the previous analysis entitled “*#AskMod on Motivation*”. the situation of the utterances is when Mod answered the question about the way to upgrade ourselves and keep being confident in facing all situations. The utterances explained that Mod such giving one motivation based in the things that have already experienced by her. According to Mod, learning something from what all people have already done with will bring us encouragements to get up and catch up the thing that we looking for.

The researcher identified that Mod represents her Person identity through saying those kinds of words. She has her own concept in dealing with the things that considered as something important for her life. It can be proven through the words “*we always learning something we didn’t know before*”. Moreover, Mod also showed her role identity as public figure who gives such life motivation which brings the positive impacts for many people. In addition, she also showed her social identity through the utterances which indicated that Mod belongs to particular group of people. In which, she could interact with many people to learn something positive.

1.15. “Sometimes, when I feel lonely, I sing in my room. I would also sometimes reply my emails, having discussion about music”

The utterances were taken from Mod’s video entitled “*My Student Life in Oxford*”. The situation of the utterances is when she has spare time without any essays, she would spend her time doing things which considered as “me time” by Mod. In this term, Mod showed that she also needs certain time to deal with herself. The word “*lonely*” was not literally having no friends, but in the time when she has no any assignments to do. Moreover, she is a kind of individual who keep a work aside with things she does while having spare time. Like her saying “*I would also sometimes reply my emails, having discussion about music*”. It indicated that she keeps her works in balance.

Further, the researcher believed that she showed her Personside as professional individual in which she kept her work as a student as a musician in balance because those are her chosen obligation. It also indicated Mod’s role identity as musician. It can be proven by her saying “*I would also sometimes reply my emails, having discussion about music*”. Her saying identified the meanings which tied to her role as a musician. She has her own concept in how she manage between her Personactivities and her position within society as a student and musician.

1.16. “Through the ups and downs, I’ve gotten to know myself more. More thing into a more independent individual, and although I’ve so much to gain from this adventure, it’s not of a games”

The utterances were taken by the researcher though Mod’s video entitled “*My Student Life in Oxford*”. The situation of the utterances is

when Mod in the last hours and she has to come back to Indonesia. By her saying, the researcher could point out that Mod is an individual who always learn from everything she has deal with. Through it, she would also know herself more. How the way she solve many various matters while she was living in Oxford. It is how she presented her Person identity through her saying.

By her saying, the researcher believed that Mod has a side of responsible individual in which she would not take freely from what she has already gained. In other words, she would responsible to what has she gained. Moreover, she believes in herself that she is able to make herself as reference. Besides, she considered that being more independent individual and kknowing herself more through the ups and downs that she faced is something essential. It will motivate and encourage the other people to do the same things.

In addition, it showed her role identity as a good public figure. It could be proven through her saying *“I’ve so much to gain from this adventure; it’s not of a games.* Her saying indicated the meanings which tied to a role or social position. A role or social position here is Mod social position as a public figure who influence people to do positive things that give them such encouragements.

1.17. “For speaking up in the class, it becomes a challenge for me”

These utterances were coming out from TK on the video entitled *“Tasya’s Journal 5 “(Kegiatan Tasya Kamila di Columbia University),*

Tasya's activities in Columbia university". The video contained of her daily life in the term of her college activities. She explained that there were several new things for her and she has to adapt with those new things. One of them is the activities within the classroom activities. The researcher underlined the words "*speaking up in the class*" and "*challenge for me*". Through those utterances, it can be seen that TK likes to try new thing that challenges her. In this term, individuals should have good ability to adapt to the new surroundings with the different cultures and point of view. It needs a big courage to speak up in front of different cultures and different mindset addressing opinions toward one thing.

Further, TK has her own concept in facing new things as she experienced the first time living in New York and far away from her relations and friends. The researcher believed that TK set herself as an extraordinary individual. Moreover, those elaborations above indicate that TK showed her Person identity through what she said and it was based on what she felt. TK made one decision that being good to adapt to the new surroundings with full of challenges is important. It is how she activates her Person identity. Also, living alone in different country and everything is new for her is such challenging. It what makes her independent that others. Also, she can make herself as her self-reference which finally drives her into her authenticity of Tasya Kamila.

- 1.18.** *"Before I speaking up, aku harus merangkai kata-kata (I have to arrange several words), how I do I address my opinion or how I address my question in the right English flow"*

The utterances above were also taken from the same video as like the previous analysis. The researcher underlined the words *“how do I address my opinion or how I address my question in the right English flow”*. Those words show that TK has the side of being good in everything. According to her, as long as individual is able to do everything perfectly, so there is no way to do it imperfectly. The utterances show that TK wanted to show her best. What she can do, she will do that perfectly. Further, she has her own concept while doing everything. Her concept is doing everything as best as possible. It defines her as different individual.

Furthermore, doing everything on her best is considered as an important matter for TK. She would like to do all the matters perfectly. It defines how good her Person identity. Afterwards, the researcher concluded that TK is an independent individual than others due to her performance in doing all the matters on her best. In short, she could rely on herself or makes herself as her self-references which finally drives to her authenticity.

1.19. *“We’ve to decide our time. Membagi waktu untuk kegiatan lain (divide the time to do the other activities), such as attend workshop, participate in organization, having enough sleep and to socialize, go out. It’s quite challenging”*

The utterances were taken from TK’s video entitled *“Tasya’s Journal 5 “(Kegiatan Tasya Kamila di Columbia University), Tasya’s activities in Columbia University”*. The situation of the utterances is when TK explained about the main thing that should be done if she is a student of Columbia University. Through the utterances, the researcher could point out one thing that TK is a kind of individual who has good ability to divide her time. She

is such a good planner. Once she got many assignments, once she starts to divide her time to do several things for not only doing her assignments only. It is how she showed her Person identity.

Moreover, the researcher also underlined one thing that TK also showed that she is a student of Columbia University who also dealing with numbers of essays from her professors.

2. Role Identity

In this role identity, the researcher found the structures, organizations and position which contained in every subjects of the study. Since the subjects of the study have different roles or positions, the findings will reveal how each of subjects of the study creates her role identity based on the position in the current situation. The researcher found the findings based on Burke and Stets (2009) point of view. The followings are the findings of role identity which found by the researcher.

2.1. *“There’s nothing such thing as too high I think (everything can be a dream) semua hal patut dijadikan mimpi, as long as you can foresee it. We need to change our mindset. If you think that too high, maybe you can rethink your dream and replace it”*

These utterances were taken by the researcher on the video entitled “#AskMod on Motivation”. The video was about Mod’s explanation about the questions which has been proposed by her followers or her YouTube subscribers. The questions were about life motivation, all the matters and how Mod was able to handle all of it. The utterances explain that everyone is able to dream about everything, in which when a dream is considered as a high or big dream, it goes back to each of individuals. It depends on what individuals

would think about it. One dream can be considered as it is based on individuals' assumption. One individual may think that one certain dream is considered as big and high dream and another one would think that one particular dream is considered it as a common dream. Therefore, Mod said that *"There's nothing such thing as too high I think (everything can be a dream) semua hal patut dijadikan mimpi"*.

Through the utterances, Mod presented that she is a public figure who influenced all individuals by giving such motivation based on what has experienced by Mod. The researcher underlined the words *"we need to change our mindset"*. The words explained that Mod wanted everyone to alter their old point of view in having such a high dream. Once individuals dream to reach one thing which considered as a high dream, they cannot reach it if they have their old mindset of too-high-dream. According to Mod, if individuals only fixate on their old mindset in which one particular dream is too high and there is no any possibilities, they will lost that one dream.

Furthermore, the way Mod gave such suggestion and motivation to whom she addressed, it tied to what her role in social position. In other words, Mod thought that she should deal with this kind of matter in order to give the other individuals power to establish, develop and reach what they wanted to. In this term, Mod knew what a must for her based on the position she has within society. Additionally, the researcher also underlined the words *"maybe you can rethink your dream and replace it"*. It shows that Mod has

already experienced in a way she should rethink her dream and finally replace to the other dreams.

Through all the elaboration above, the researcher pointed out that mod has already represented her role identity through the utterances in the video. She acted and responded the questions based on the meanings which tied to her role as a public figure who gives such encouragement to people who need her.

2.2. *“In a way, when I can inspire, then my dream is achieved, somewhat you can evaluate your dream”*

These utterances were taken from the same video as in the previous analysis. The utterances identified Mod that she was showing her role identity as an Indonesian young public figure who has an influential impact to the others young Indonesian people. The researcher underlined the word “*inspire*”. The word “*inspire*” has a significant meaning in term of social position. Once individuals use that word, it means they have one step higher than the other individuals. So does Mod. She thought that she has one step higher than others. Therefore, she considered herself as having responsibilities in order to give such good motivation to the others.

Further, Mod represented her role identity as individual who considered particular things such as influencing people to have high motivation as a must. It is a must since she is a public figure whose work is creating positive things to her surroundings. She did what should be done by her. She gave inspiration to people around her after experiencing one particular thing. Moreover, she applied the conceptual representation of her

identity as a public figure. It is the concept of being such motivator to the other individuals.

Through the elaboration above, It can be seen how she activated her identity standardization as the young Indonesian public figure. The standard identity is the criteria of particular things which later on come up into the identity of one certain thing. It is how the standard identity works on Mod. She was able to make people evaluate their dreams through the dreams that have been achieved by her. In addition, she also considered herself as a complementary to the other young Indonesian people who are still continuing their education or people who are looking for and trying to reach what they want as their life goals. She answered the question in a way success people commonly done. She believed that she is a role to deliver and share what things that have already gotten. In other words, she could make herself as her self-reference because she has people's trust on her.

Through all the elaboration which explained about Mod's role identity which showed through the utterances above, Mod could take one outcome from all what have done by her. She will have her self-efficacy or her self-pride in being successful to give other people good and high motivation.

2.3. "Make your own passion and make you proud of yourself and Creating positive impact in people's life"

The utterances were taken by the researcher on the video of Mod entitled "*#AskMod On Motivation*" same as the previous analysis. The situation of these utterances is when Mod was asked about how is the way to be confident or to build our confidence in front of many people. In this

situation, Mod delivered her opinion based on what has been experienced by her. According to her, the first thing when we can build our confidence is that finding our self-love. It can be seen through the utterances which come out from her that making our own passion and make ourselves proud as us is really essential. According to Mod, making our own passion which leads us to be our pride will create positive impacts to our surroundings too.

Moreover, particular individuals should find their comfort zone about themselves. Mod delivered that one thing that she could point out when she has already found her self-love was through trying new things and joining a lot of activities. Afterwards, when one individual has already found her or his self-love, he or she will find their own passion and it will grow slowly step by step. She explained such things above due to the meanings which tied to her role as a public figure.

Further, the researcher believes that Mod showed her role identity as an influencers and public figures through her saying in her video. She influenced and motivated people through saying those words, because she considered that she should share what are things which have experienced by Mod. Moreover, the researcher underlined the words “*make your own passion*”, in which the word “*make*” in this term indicates that one individual should do particular thing to have the other succeed. Mod said to the listeners to deal with the things which make them find their passion. According to Mod, finding the own passion is essential to make the next other things run and done smoothly and successfully.

In addition, Mod considered herself to perform one certain thing in order to inspire and motivate the other individuals to be in good and right way. Mod considered her as such that because she felt that she has enough experience to share what keeps her going until now. She believed into herself that she could do that and give the positive impacts to others. It can be called as her self-reference, in which she could believe in herself when doing every single things. Through the words “*creating positive impacts to people’s life*” it is proven that she likes to build the positive atmosphere to the other individuals and make some positive movements to the others. Further, she considered this matter as something essential. Building positive atmosphere among our surroundings is really important. It is how Mod activated her identity. She activated through looking for her won passion and makes her own pride on herself which later lead her to give positive impacts toward people’s life. After doing all those matters, she will come into the verification outcome of her role identity which is self-efficacy.

2.4. “*By those, our self-love and our self-worth also keep increasing*”

The utterances were taken from Mod’s video entitled “*#AskMod On Motivation*” same as the previous analysis. The situation of the utterances is that when one individual asked to Mod about what keeps her going and being confident. In this situation, one thing which keeps Mod in going is that people around her. Mod explained that she is surrounded by many positive people. According to her, our surroundings also affect either our way of seeing things, our action or the way how we treat people. Additionally, forcing

ourselves to do thing where we cannot control our fear the most is really influential. When individuals force themselves to do the things where they are fearful of, it will train their self-love and self-worth to keep increasing.

Further, according to the situation of Mod when the utterances come out from her, the researcher identified the words that she intentionally invited all the viewers or listeners to do such things. She consciously invited the other individuals to force themselves to do particular things where the fear mostly exists. It is how she deals with her role position within society as a influencer and public figure. Moreover, the term self-love is a kind of trusting ourselves in dealing with every single thing. According to Mod, finding our self-love is important since it affects our final result after doing particular things. For instance, once individual cannot force her/himself in doing one thing which is complementary for them, they will face difficulties in finding their self-love and loss of self-worth. It is how important this kind of thing for Mod. She considered that inviting other individuals to find their self-love and growing their self-worth is essential.

Subsequently, the researcher believes that Mod showed her role identity through her saying. Through the utterances, the researcher sees that she has done her role as a young public figure or influencer who always wanted to give the other individuals positive motivation and inspiration very well. She knew what she should do as a public figure. She considered herself as a role, in which giving such positive encouragement or boost to individuals who need that. After dealing with all that matters, Mod will feel like she has

given a big impact to many individuals and she is happy for that which is called as the verification outcome.

2.5. “So, here is the snapshot a pick of my typical day here as an Oxford student”

The utterances were taken by the researcher from Mod’s video entitled “*My student Life in Oxford*”. The video tells about Mod’s daily activities as a student of Oxford university, she delivered many kinds of activities, either about her educational activity or just her daily life while enjoy living in a small Oxford city. The utterances explained about very single activities of Mod in Oxford as a student there. Through the utterances, Mod’s clearly stated that she is a student of Oxford university. She said “*my typical day*” and “*as an Oxford student*”. The word ‘*my typical day*’ shows the daily life of Mod while she continued her study in Oxford. Also, the word “*as an Oxford student*” clearly showed that she is a student of Oxford University. Based on the features of role identity, it is called as the expectation which tied to the social position which showed by Mod as a student.

Further, the researcher believes that she showed her role identity through saying those words. Through the words “*here is the snapshot a pick of my typical day*”, the researcher pointed out that Mod was kind of sharing her daily activities. Such in the previous analysis stated that Mod loves to share. Sharing about what new things that she should deal with is one thing that must be done by Mod. Therefore, sharing is one thing that should be done by Mod, in which it includes to the behavior within the role identity features as a complementary to others. In other words, she considered that

sharing about an achieved-dream is a must, so people will not give up about what they dream about.

According to Mod, sharing is caring, which means through sharing our good experience, it will bring the positive impact to the others and lift others' motivation up to be a better individual. In short, through saying such words, means she wanted to share what should she do as an Oxford student in order to motivate others. The researcher pointed out one thing that when Mod has done particular matters successfully, she will able to trust herself and considered herself as a reference or believe that she is a role to do such things. After doing with all the matters, Mod will get the verification outcome which is called as self-efficacy or self-pride.

2.6. *“Besides, the unforgiving amount of essays that we have to write weekly”*

The utterances were taken by the researcher through Mod's video entitled *“My student Life in Oxford”*. The situation of the utterances is when Mod explained about the assignments that must be done weekly. The utterances explained that she is a student of Oxford University who should deal with numbers of assignments in every week. Through the words *“amount of essays that we have to write weekly”*, the researcher believed that Mod showed her role identity as a student of Oxford University. She shared that information in order to let the listeners know how the foreign education works.

Further, she showed the meanings which tied to the role as a student of Oxford university. In this term, the situation was again about the sharing

term. Through the utterances, she wanted to tell and share the experience of being an international student. By this elaboration, the researcher identified the concept of identity representation. She has her own concept in defining and presenting her role identity as an international student.

Subsequently, the way she activated her identity is through considering that giving and sharing other people her experiences about all the matter is essential. Afterwards, after dealing with the activation of the identity, the researcher will go with the behavior which can be seen through Mod's utterances. She will consider herself as a complementary to the other individuals. After knowing that individuals feel motivated through her utterances, she will take one highlight that she is needed by other individual to motivate them through sharing about positive things.

Moreover, the researcher also indicated that Mod also showed the social identity in the utterances. It could be identified through the word "We", in which that word indicated that one individual, belongs to one social group which is a group of Oxford university student. Mod considered herself as a part of Oxford University, so that she used the word "We".

2.7. *"Something that keeps me going in this sense, I really like the idea of interacting with many young Indonesian people"*

The utterances were taken from Mod's video entitled "*#AskMod on Motivation*". the video tells about question and answer about life motivation. so, she answered all the questions that come to her based on her experiences. Further, the researcher undelined the words of *I really like the idea of interacting with many young Indonesian people*. Through these utterances,

she defined the meanings tied to her role identity as a public figure who has to interact with many people in order to share several experiences from up to down to the other people. The word “I” above, indicates that she really knows about her own, in which she would love to interact with many people in order to give and share such experiences that she has experienced before.

Moreover, she has her own concept in a way she presented her role as the cognitive representation of role identity. It means, she answered the question in a way Mod as a public figure. She knows how to deliver such good things since she has to make other people having positive atmosphere. Additionally, her concept is in the form of loving each others through having interaction and sharing. In short, Mod’s behavior is showed through her role in which complementary to the other individuals.

2.8. “Good luck for the next awardee”

The utterances were taken by the researcher from TK’s video entitled *Tasya’s Journal 5 “Kegiatan Tasya Kamila di Columbia University”*. In this video, TK told about her activities as a student of Columbia University. She started to tell about how was her journey when finally she arrived at New York as a student of Columbia University, how was the situation living in the biggest metropolitan city and told about the assignments she should deal with. Moreover, she also shared briefly about the scholarship (*LPDP*) that she got. TK showed her role identity as (*LPDP*) an awardee through the utterances. It could be seen through the words “Good Luck”. Saying such words indicated

that she has good wishes for other individuals. Also, the words “*the next awardee*”, is also indicated that she was the previous awardee of (*LPDP*).

Moreover, she was telling such things based on the meanings which ties to the role which is the awardee of *LPDP*. Additionally, the researcher identified that TK has such responsibilities to give such visualization for being an international students through *LPDP* scholarship. TK clearly showed her role as the awardee of (*LPDP*) who continued the study to Columbia University. TK wanted to give the positive encouragement to the next awardee of (*LPDP*) to always keep moving and keep going. In the video, she also explained about the executive essay that she submitted as one of requirements to register to the *LPDP* institution. Through it, the researcher could underline that she share some of information to be the next awardee as the previous awardee of *LPDP*. It is how she showed her role identity as a student of Columbia University and as awardee of *LPDP*.

Moreover, through the elaboration above, it can be seen that the cognitive representation of the role identity by TK is through sharing and giving the visualization to be international students through *LPDP*. In addition, she activated the identity through considering that sharing what has been experienced by her is a must. Moreover, TK will feel like she is complementary to the other individuals when she saw what have been done by her is essential and useful for their next education.

In short, being a trust for all individuals who need it, TK will able to consider herself as her self-reference. She can rely on herself as a role. A role

of an awardee whose experiences are needed by the next awardee is really important. Also, after all the matters have been done, TK will find the verification outcome which is the self-efficacy or self-pride.

2.9. “Nevertheless, speaking up in the class is so important”

The utterances were taken by the researcher from TK’s video entitled *Tasya’s Journal 5 “Kegiatan Tasya Kamila di Columbia University”* same as in the previous analysis. In this video, TK told that there are many new things that considered as a challenge. One of them is to be active around the new environment and new friends who have different point of view as an Indonesian student. In other words, TK also considered that being active in the class is essential. It could be seen through the words “*speaking up in the class is so important*”. Moreover, in the video TK also explained that she always tries to be active in the class, like raising hand and delivered her opinion on particular things based on her point of view.

Subsequently, the researcher pointed out that TK showed her role identity through saying that words. The word “*important*” above indicated TK as an active student and influencer. She explained that she always tried to be active within the classroom by addressing her opinion shows that she is an active student. Then, telling the other individuals who are in the same process or the same position as student that speaking up in the classroom is so essential shows that she is an influencer.

Through the explanation above, the researcher could take one highlight that TK described all of the new things which related to the student

life in New York based on the meanings which tied to the role. She knew what useful, beneficial and essential things that should be done by her as the international student and she considered sharing her experiences is much important than the other things. Further, it also becomes the cognitive representation of the role identity which presented by TK, in which sharing is important thing within society.

Moreover, when everything done by her is successfully as useful thing for others, she will consider her as complementary to the other individuals. This term refers to the behavior as one of the features of role identity in which one individual considers her/himself as complementary to others. Additionally, she will able to consider herself as self-reference in which she can rely on herself and people are able to trust her. After all the matters above, she will finally achieve the verification outcome which is self-efficacy or self-pride.

2.10. “Do not hesitate to share your experience of studying abroad”

The utterances were taken by the researcher through the video of TK entitled *Tasya’s Journal 7 “Meet the Indonesians”*. The video tells about the other activities of TK alongside her college activities. Through the video, she explained and shared about having many relations while she was abroad. She has many Indonesian friends in America. It became a home for TK due to the Indonesian atmosphere. She told within the video that she was able to share a lot of story with the Indonesians since them majoring in various departments.

The researcher underlined the word “*do not hesitate to share your experience*”. It indicated that she gave one advice to the listeners for not being a person who has such hesitation in sharing the experience. Sharing is caring. According to TK, sharing is an essential thing while you live far away from the family or people you care the most. The term here is about living abroad. She also said “*studying abroad*”. She showed her role identity as an international student and as a public figure who gave such a positive impacts to the others.

Through the elaboration above, the researcher took one highlight that TK explained in such things based on the meaning that tied to the role identity. She did what should be done by her as the international student and as a public figure. This term also refers to the cognitive representation of identity, in which she has her own concept as a public figure and student. Moreover, she also activated her identity through considering that sharing experience and giving such advices is essential since it is useful for the other individuals. In addition, the behavior which could be seen from TK while she showed her role identity is through the importance of her existence among people who need her. Therefore, she will be able to consider herself as the reference due to her reliance as a role. In short, TK will also accept the verification outcome after doing all the matters through the self-efficacy or can be called as self-pride.

- 2.11.** “*We’ve to decide our time. Membagi waktu untuk kegiatan lain (divide the time to do the other activities), such as attend workshop, participate in organization, having enough sleep and to socialize, go out. It’s quite challenging*”

The utterances were taken from the video of TK entitled *Tasya's Journal 5 "Kegiatan Tasya Kamila di Columbia University"*. In this video, TK explained about her daily activities as a student of Columbia university where many students come from various country. The utterances indicated the meanings which tied to TK role as a student of Columbia University. She explained that as an international student, she should deal with many activities. So that, she must be able to fulfill the obligation of the college. It can be seen from the words within her utterances *attend workshop, participate in organization, having enough sleep and to socialize, go out*. These words indicated the the activity of international student.

Moreover, as the cognitive representation of the identity, TK regarded that being active and being good in dividing time in doing many activies is really important, in which, it will later on give such positive impact to herself. Furthermore, when TK doing and passing the challenges succesfully, she will able to regard her self as a reference. In other words, she is proper to be the other individuals' role model. Which later drives to the verification outcome, it is the self-efficacy or self-pride of TK.

3. Social Identity

In this social identity, the researcher will find the identification of an individual within a social group. A social group is a group of people who have the same thoughts in viewing particular things. Therefore, some people would say that there is uniformity in thought of individuals who belong to one particular social group (Burke and Stets, 2009). In other words, the

researcher would also find that the subjects of this study having a relationship with particular individuals and having such good interaction with either their friends or environments.

3.1. *“Living here has taught me things beyond my expectations, I have learnt to survive alone in new environments with new faces”*

The utterances were taken by the researcher from Mods' video entitled *“My Student Life in Oxford”*. The video tells about Mod's first journey in continuing her study in Oxford University up to the last semester living there. According to Mod, living in the small city has taught her huge of new experiences due to the atmosphere there. Mod should accustomed to live in the area where she only use her feet and bike to walk around since she has already used to live in the atmosphere where the cars are prepared.

Further, the utterances indicated that Mod belongs to the new social group since she has to move from Indonesia to Oxford in order to continue her study. The social group here means a group where numbers of international students are gathered. Moreover, she has to adapt to the new faces with the different point of view in seeing to particular things and new environments which far away from family and friends. This kind of matters was not a burden Mod either in the term of personal matters or her education.

The researcher identified that Mod showed her social identity through saying those utterances. The words *“living here has taught me things”* indicated that she has a good adaptation with the new environments. Also, she added *“beyond my expectation”*. It indicated that Mod belongs to the new environments with the new social group. In which, she has to accustomed to a

holly life style without cars and relying on her own two feet or bike to get around. Moreover, it becomes the prototype of Mod as a part of Oxford new citizen. In other words, it becomes the conceptualized as a cognitive abstraction characteristics of the category membership that individuals use as the category standard to compare themselves with the other member within social group (Burke and Stets, 2009).

According to Mod, she felt like she has accessibility and fit to the new environments that make her similar to the others, in which it is how she activated the social identity. Getting into her social identity, it convinced the researcher that her self-worth also increased due to her good ability to adapt to the new environments which belongs to the verification outcome as the last social identity features.

3.2. *“I’ve to go to library. Well, that’s how should it works”*

The utterances were taken by the researcher from Mod’s video entitled *“My student life in Oxford”*. The situation of these utterances is when Mod was going to the library almost at the middle of night. She went there to search references, read and work on her college assignments. The researcher identified that Mod showed her social identity through saying such the utterances. Moreover, it could be seen from the highlight words *“well, that’s how should it works”*. She wanted to show that being an Oxford student should deal with a lot of things and sacrifice several activities, such as having quality time either with friends or her and having enough sleep. She showed it through saying the words *“I’ve to go to library”*. From the elaboration, the

researcher indicated the social identity within Mod, in which she has already become a member a group of people where international students are gathered. In other words, she is a part of Oxford family.

Furthermore, she has her own concept which represented as her social identity. It becomes the conceptualized form as a membership of particular social group or can be called as a prototype. In addition, she has the accessibility to be similar like the other member, in which an international students who consider books as essential things. She did all the college activities as an international student comfortably due to the fit with the other students. It is how she activated her social identity as a member of Oxford University students. moreover, the behavior of Mod can be seen through the utterances which similar to the other members.

Further, through the utterances the researcher identified that Mod also showed her role identity as a student of Oxford University. The researcher linked back with the previous analysis that Mod loves to share a lot. Through saying such words, it indicated that one thing that being an abroad is reading a lot. She went to library at night due to working on her essays which given by her professor every weeks. Further, the utterances indicated Mod as a student of Oxford University. She showed her role as a student very well through saying that words.

3.3. *“It’s amazing, people come from various language to get around to learn new things and knowledge, making history”*

The utterances were taken by the researcher from Mod’s video entitled “*My Student Life in Oxford*”. Through the video, Mod showed that she was

amazed for the new atmosphere studying in Oxford University. There were a lot of people who come from various countries with various languages coming to oxford to learn new things and get knowledge. Moreover, the researcher pointed out one thing in which Mod has included to the new social group. New social group that consists of several people who come from various countries with countless language is her new thing for her.

Further, the researcher identified that Mod showing her social identity through saying that words. It can be seen that she said *“people come from various language to get around learning new things”*, it is proved that Mod she has included into one social group. She could adapt well that shows that she has accessibility and fit to the social group. Moreover, while she has already adapted well to the new social group, her self-worth keep increasing.

The researcher identified the social identity which was showed by Mod is based on the meanings which tied to a social group. The social group is a group of people that Mod is a part of it which is the international students of Oxford University. Moreover, Mod has her own concept which conceptualized as a member of Oxford University students to compare with the other member as a student of Oxford University. It can also be called as prototype of Mod as the cognitive representation of Mod’s social identity. Through the utterances, it can be identified that Mod has the accessibility and fit to adapt and enjoy the atmosphere of being part of Oxford University where the international students are gathered around to learn new things.

Through the utterances, she also showed her role identity as a student of Oxford University. In addition, the role identity was showed through the being a part of Oxford University students. It is proven that she is a student through her saying that she was learning with many other students who come from various countries with various languages. Through all these matters, the self-worth of Mod also keep increasing.

3.4. *“I’m about to meet my two friends. One is studying in the same course, and the other is studying economics. It’s great that we get to catch up through the day. A meet our busy schedules”*

The utterances were taken by the researcher from Mod’s video entitled “*My Student Life in Oxford*”. The video tells about her new life as a student of Oxford University. The situation of the utterances was when Mod has done with her courses and she has a meet with her two foreign friends. She explained that she has to catch up her friends among her busy schedules. However, she enjoyed that meeting. Moreover, the researcher could say that Mod met her two foreign friends due to the origin of each friends. The one comes from Nigeria and the another one from Oxford city. It is considered as foreign friends because they come from the different nations.

Furthermore, the researcher underlined the words “*I’m about to meet my two friends*”. In which, it indicated that she got into social group. It is proved that she showed her social identity through saying those words. Mod was showing that she has compatibility to her two foreign friends. The social identity showed through having social communication or social interaction. Additionally, the researcher was able to say that Mod showed her social

identity due to her saying which indicated the meanings which is tied to a social group. She also showed the cognitive representation of the social identity in which she conceptualized by her own that having such a meeting and catch up with her friends among her busy schedules is really great.

Subsequently, she activated her social identity through having the accessibility and fit to the atmosphere to the other members of the social group. She felt comfortable to get around her foreign friends, in which it shows how Mod deal with her social group when she was still a international student of Oxford University. Through these matters, the researcher identified the similarity between Mod herself and the other members as a part of Oxford University students. After doing all the matters, Mod found the result or the verification outcome through the increasing of her self-worth. In the other sides, through the utterances, besides Mod showed her social identity, she also showed her role identity as a student of Oxford University.

3.5. *“There are no any differences at SIPA, because at SIPA we really embrace diversity. They’re not gonna judge you based on your religion or your ethnicity”*

The utterances were taken by the researchers from TK’s video entitled *“Tasya’s Journal 5 “Kegiatan Tasya Kamila di Columbia University”*. As in the previous analysis which tells about TK’s daily activities as a student of Columbia university. TK also shared how the way to be international student through *LPDP* scholarship. The utterances above explained that there many kinds of people who come from different country to learn and get knowledge. There were a lot of people with diversity; it means there were a lot of people

with different ethnicity and religion. Even so, there is no any judgmental opinion among students in Columbia University.

Moreover, the researcher believes that TK showed her social identity by saying those words though writing it to the caption. The researcher pointed out the words *“because at SIPA we really embrace diversity”*. The first thing which identified TK showing her social identity is that saying that she was a part of SIPA. She explained that there are no any judgments at SIPA although there are several distinctions among the students. When one individual explained about the situation and the environments among her or his society certainly, it means she or he has already included to that social group. TK explained *“They’re not gonna judge you based on your religion or your ethnicity”* shows that TK knows really well about her new environments with the new faces.

Further, it shows the activation of TK’s social identity in which she felt comfortable with her new friends with different religion and ethnicity and also she has accessibility to fit with the new social group. Afterwards, TK showed her conceptualized as a cognitive generalization of her characteristics of the category of affiliation which individuals use as the category criterion or standard to compare themselves with the other members. This identifies the process of the categorisation perceptually segments the social into in-groups and out-groups that are cognitively represented as prototypes. This kind of thing defines the behavioral activities of TK, it is included the attitudes and feelings that characterize one particular group and distinguish it from the

other groups. Additionally, when TK felt that she was similar to the other member of the group, her self-worth is keep increasing as the verification outcome of social identity.

3.6. *“Cherish every moments with your friends while you’re abroad”*

The utterances were taken by the researcher through TK’ video entitled *“Tasya’s Journal 7 “Meet the Indonesians”*. The video tell about the Indonesian’s relation of TK in New York as the same student of Columbia University majoring with the various departments. TK also explained that the Indonesians in New York considered as a family for her. Among them, she could share any kinds of experiences and stories even so it is only their daily activities. Having a gathering with Indonesians makes TK felt like she has a home. Through it, the researcher underlined the words *“Cherish every moment with your friends”* which indicated that TK enjoy living with her friends in New York and she called them as a family. Feeling comfortable in having interaction with a group of people is that she or he is a member of that group of people too. The researcher identified the social identity of TK through the utterances above.

Moreover, TK showed her concept as a cognitive generalization of her characteristics of the category of affiliation which individuals use as the category standard to compare herself with the other members. This identifies the process of the categorisation perceptually segments the social into in-groups and out-groups that are cognitively represented as prototypes. This kind of thing defines the behavioral activities of TK, it is included the

attitudes and feelings that characterize one particular group and distinguish it from the other groups. Additionally, TK felt her comfort zone while she was with her friends in New York which indicated her social identity and later on it will increase TK's self-worth as the verification outcome of the social identity.

B. Discussion

This study identifies the identity represented by two Indonesian young public figures through the video on YouTube they post. Through the findings, the researcher found that both of the Indonesian young public figures reflect their identity in diverse way. The utterances they delivered through the video present the kind of their identity. In the findings, the researcher has already identified that the identities of both public figures showed three identities based on Burke and Stets (2009) point of view. There are Personal identity, role identity and social identity.

Person identity presents the uniqueness and the extraordinariness of the individuals. People would see one individual with her or his extraordinariness through the way they speak or the way they treat particular things. The term extraordinariness here is meant by being different individuals among other individuals. In the other words, being different individual is having particular characteristics in taking up everything related to the recent social position or job of her. Based on Burke and Stets (2009), particular individuals would present their person identity based on the appearance role they play. It is proven that both of the public figures

presented their person identity relevance with their social position or their role in society.

Moreover, Maudy Ayunda is an influencer, public figure and musician in which she presents her person identity as a consistent and independent individual. she is also ambitious in grabbing her dream and obsessed in trying new things. She is ambitious and obsessed in trying new things in order to inspire the other individuals. It is proven through the data point 1.2. Through this, it identifies that Mod never surrendered on her dream. She would like to firstly grab from the small things which then come up with the big one. Through this, it indicates the ambition of Mod in chasing anything she wants, as long it will bring positive impacts to her or other people. In short, through the data, Mod mostly showed her characteristic as a person who never gives up to chase whatever she wants.

Moreover, Tasya Kamila is a public figure, influencer and musician who has strong characteristic. She would really love to deal with challenges. In addition, she also has strong willing to struggle in grabbing her dreams. It is proven through the excerpt point 1.17. Through the excerpt 1.17, the researcher identified the values of loving challenges. Logically, when one individual does not love to deal with challenges, she or he would not come to join with particular things that is full of challenges. Since TK is a student of Columbia University where intelligence people are gathered and it would be full of challenges, it indicates that TK would really enjoy to deal with challenges and get around with numbers of intelligence people. In short, the

researcher concludes that the uniqueness from TK is a kind of person who has bravery characteristic.

According to Burke and Stets, that person identity is based on individuals characteristics which define them as unique individuals. They may include to the characteristics such as how masterful, consistent, independent or dominant the individual is (Burke & Stets, *p* 125, 2009). Moreover, the person identity indicates how moral the individual is or the certain values that had by particular individuals. In other words, people would have their own values in dealing with particular things. In this study, both of the subject of the study have their own different uniqueness. They show their different side based on their social position or their jobs within society. According to the findings, Mod as a public figure, she would like to show her uniqueness in different way. So does TK, she would show her uniqueness as a public figure who becomes an international student.

In addition, the person identity could be linked to the role identity, in which role identity may affect the person identity of particular individuals. In the findings point 1.11. The utterances define the meanings tied to her role as an influencer. She has her own concept in a way she presented her role identity as the cognitive representation of role identity. Her concept is in the form of loving each other through sharing and having interaction. additionally, Mod's behavior is showed through her role in which it is complementary to the other individuals.

Moreover, the researcher also found that the utterances indicate the person and role identity. It is in the findings point 1.19. In this utterances, the researcher found that TK is a good planner, in which she said such things that being a student of Columbia University should be able to divide the time wisely. In addition, through the utterances also indicate the role identity of TK as a student. The researcher identified the utterances of TK that being an international student should be wise in dividing the time due to several college activities that must be done in everyday.

Furthermore, a role identity deals with structures, organization and meaning which tied to particular individuals. This identity generally contains of a large set of meanings and interpretation. Also, it is influenced by social position which occupied by the individuals (Burke and Stets, 2009). According to Burke and Stets (2009), social position has three types; normative; such as student, teacher or artists and so many, counternormative; such as alcoholic criminal or homeless individual, and social position based on one's interests such as football player, activist or others. through this, the researcher could point out that both of the subjects of the study belong to normative social position, since they are public figures or artists and student. Additionally, since role identity is based on the social position that occupied by the subjects of the study, it will guide into their attitudes and behavior (Burke & Stets, p 144, 2009).

Moreover, It is relevant with both of the public figures. Firstly, tied to social position of public figure, Mod is a role of influencing the other

individuals in term of positive things, knowledgeable since she has numbers of experiences, skillful since Mod is a public figure of artists and supportive. Through it, it could be seen from the finding point 2.1. Moreover, Mod also presented two different identities in one datum in point 1.15. The utterances indicate that Mod showed the person identity and role identity. She showed her personal side as a professional individual in which she is able to keep her work as a student and as a musician in balance due to those two are the obligation that chosen by her. It also indicated Mod's role identity as musician.

Moreover, TK presented the role identity on the findings point 2.7. The utterances indicate that TK is a part or a previous awardee of *LPDP*. When she showed her role identity as *LPDP* awardee, she automatically presented her role identity as a student, as what Burke and Stets (2009) said that a role identity is a set of expectations that tied to the social position. Besides, Tasya also presented two different identities on the findings point 2.10. There were two different identities on one datum which are personal and role identity. The researcher identified through the utterances that TK is a discipline individual who has good ability in dividing her time. It could be seen from the way she explained many activities that should be occupied by her as a student of Columbia University. Furthermore, TK presented the role identity as a student of Columbia University who deals with numbers of assignments and activities.

In short, through the analysis, the researcher could conclude that there are three roles that presented by Mod through the utterances. Through this, the role that showed by Mod the most is being a public figure. Afterwards, the role that showed by TK the most is as a student. Besides, throughout the combination of two identity bases, the researcher could know how the role identity gives such impact to the personal identity. As was stated by Burke and Stets (2009) in which the person identity could be relevant with the role identities.

Equally important, the last identity base is the social identity. The social identity is based on the identification of an individual with a social group. A social group is a group of people who have the similar point of view in seeing particular things. Having particular social identity means being like others within the group in viewing certain things from the group's perspective. For instance, one individuals could belong to several social groups. Then, in each social groups, she or he presents one certain characters that indicates her or him as a member of that social group. Therefore, individuals would have diverse particular characteristics in each social group that is called as prototype. Moreover, social identity will be active in a way of accessibility and fit. It means that one individual would have the same in term of age, race or gender, so it will chronically or easily accessible in every situations. Individuals use the accessible categories in order to make the close situations among the other members of the group.

Further, the elaboration of social identity is happened on both subjects of the study. Both of the public figures presented the social identity within their saying. Firstly, Maudy Ayunda or Mod presented the social identity through her saying. One of them is presented on the findings point 3.1. The utterances show that she has good interaction with all the new faces from around the world. It becomes one indication of the existence of social identity which presented by Mod. According to Burke and Stets (2009), Mod has already presented her social identity due to the sense of belongingness and raises her self-worth.

Moreover, Tasya kamila also presented the social identity through the findings point 3.5. Through this datum, she explained that there were many kinds of people who come from different country to learn and get knowledge. There were a lot of people with diversity which means there were a lot of people with different ethnicity and religion. Even so, there is no any judgmental opinion among the students in her college. It indicates that she has already included to the group of Columbia University due to her statement she knew really well about the atmosphere there.

Further, there is one public figure who presented social identity while the researcher also identified that she also presented her role identity. It can be seen in the findings point 3.4. This utterances indicate the existence of social identity and role identity presented by Mod. She presented her interaction with her friends through a meeting that indicates the belongingness of Mod to the group of social as like in her utterances in which

she has group of friends to study, hang out or just to chill out. Besides, she also presented herself as a student of Oxford University. Burke and Stets (2009) said that when one individual belongs to one social group, the role of that one individual will automatically be known. For instance, teacher and student roles are part of a particular school (Burke & Stets, *p* 122, 2009). Through this, we can see that Mod is a part of group of student in Oxford University, that means she is a student. It indicates both social and role identity.

Furthermore, the researcher compares between the previous studies result and the present study result. The study discussed about the identity representation of influencers in their Instagram post caption who said that there is no any combination between role identity and social identity. It is due to the data are different. When the data are different, it will later affect the result. However, the present researcher found the combination between role and social identity. According to Burke and Stets (2009), the social identity helps others to know what is the role of each member. For instance, husband and wife roles are embedded in the family group. In the other words, when individual belongs to one particular social group, people would automatically know what is their role.

Moreover, the previous researcher analyzed the data in the written form; meanwhile the present researcher used spoken data form to be analyzed. Further, the results of the study with the written data form were different from the present study that uses the spoken data form; in which, the

spoken data form result more identities rather than the written data form. Through this elaboration, it can be seen that the different data form affect the results of the study although employs the same theory. Additionally, identities can also be identified through the compulsive usage of YouTube videos as the study conducted by Klobas, McGill, Moghavemi and Paramanthan (2018) that focused on the effect of the frequent usage of YouTube videos on the identities of the freshmen in Malaysian University.

Through the discussion, both of the Indonesian young public figures presented the three identity bases based on Burke and Stets (2009). However, there is one thing that is pointed out by the researcher that Burke (2009) stated that individuals would act the same and have similar point of view in seeing things while showing their social identity. So does both of the public figures in this study, they will have the same way in viewing things with their own social group. Also, there is uniformity in action and thought as a member of social group. The researcher concluded one thing that based on the findings, one public figure showed the social identity aside with role identity. It can be proven that when one individual shows the same point of view in seeing things or there is uniformity in thought and action it will ease the other individuals to know the role of that individual. Thus, it is how role identity can also be combined with the social identity.

Lastly, the identity that mostly showed by Maudy Ayunda (Mod) is person identity rather than the other two identities; because the videos taken were mostly talking about life motivation; in which Mod told her personal

experiences. Also, Tasya kamila (TK) mostly showed her role identity rather than the other two identities; because the videos were mostly talking about her activities as an international student and as an awardee of LPDP. Therefore, both of the subjects of the study have the diverse way in presenting their identities since they have the different roles and personalities within society.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter explains the conclusion and suggestions of the research. The data discussion and data analysis are done in the previous chapter. The suggestions will be the future directions regarding to the topic for those who are interested in doing the same research in the same area.

4.1. Conclusion

In this study, there are two young Indonesian public figures who become the subject of the study. Those are Maudy Ayunda and Tasya Kamila who have the same background as public figures that continued their study abroad also as musician who produce their own songs. In this study, the researcher discussed how the identities of those two public figures are presented through the videos in YouTube postings. The researcher analyzed the identity presented by two public figures after having long life term abroad due to their education. Moreover, the researcher analyzed the utterances of both of the young Indonesian public figures that show their identity through the video of them which posted on YouTube. Afterwards, the subjects of the study reflected their identity through the video in diverse way.

Both of the public figures presented three different identity bases on their video through what are their saying based on Burke and Stets (2009) point of view, those are person identity, role identity and social identity. The first base is personal identity which reflects their personal side, such as characteristics and their self-concept. It usually emerges through the way they

solve any kinds of problems and how they run their life. Moreover, each of the public figure presented their person identity in diverse way based on the role they occupied. Maudy Ayunda presented her person identity based on her own way as a public figure, musician, and student. So does Tasya Kamila, she presented her person identity based on her roles.

Subsequently, the second base identity is role identity. It appears when the public figures express in a way about their role or job position in the society. Role identity can be represented based on particular individuals' role or job position they occupied. As in this study that Maudy ayunda as an influencer, a student, a musician and public figure. They express the role identity in different way based on their job position. So does Tasya Kamila, she presented her role identity also based on the social position that occupied by her.

The last is social identity which represented through their relation with the surroundings. Social identity is where one individual belongs to particular social groups that have the similar thoughts in viewing particular things. Moreover, both of the public figures presented this Identity base as well as the two previous identity bases. In this social identity, both of the subjects of the study have the sense of belongingness that they are part of particular social groups. As what Maudy Ayunda and Tasya Kamila had as a part of Oxford and Columbia students. They show what kinds of activity that they usually do with their group.

Furthermore, there are two combinations of the identity; those are the combination between person identity with role identity and role identity with social identity. Moreover, according to both of the young Indonesian public figures, they tend to show their personal identity and role identity rather than showing their social identity.

4.2. Suggestion

This study is the exploration of identity analysis through social media as the biggest media platform which used by nowadays people. The social media which used as the object of this study is YouTube. Expectantly, there will be the other next researchers who are interested in doing the study in the same area. The present researcher expects that this study will give such inspiration and the next researcher will be the one who give the addition elaboration and explanation. The present researcher would suggest to the next researcher to do the study in different way such as analyzing different aspects, or having different subjects of the study based on the next researcher point of view which are not discussed in this study. Moreover, the further research can employ the same theory and the same methodology in analyzing the data in the same data. Based on the result of the data, in the social identity the researcher found that the role showed the most by Mod is a public figure and TK is a student. So, from here the researcher would suggest for further research to be done with the same methodology in analyzing the data and the same theory but with different data. For example, the further research can use same subject of the study but in different life background such as a politician.

When the subject of the study is in a different social position, it may create different result, whether the subject of the study tends to show the person identity, role or social identity. Therefore, the next researcher is able to do a research based on the recommendation of the present researcher.



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CURRICULUM VITAE

Amelia N. Abidah was born in Kediri on March 22, 1997. She graduated from MAN 2 Kediri in 2015. During her study at the senior high school, she actively participated in PMR as the member. She also joined some of Arabic Olympics regionally. She started her higher education in 2015 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2019. During her study at the university, she also joined an international conference on English education at Islamic University of Malang and paper presentation competition in UIN Sunan Gunung Djati Bandung.



APPENDIX

No.	Public Figure	Personal Identity	Role Identity	Social Identity	Combination
1.	Mod	One of the thing that I actually do is to lay out a plan	There's nothing such thing as too high I think <i>everything can be a dream (semua hal patut dijadikan mimpi)</i> , as long as you can foresee it. We need to change our mindset. If you think that too high, maybe you can rethink your dream and replace it	Living here has taught me things beyond my expectations	Something that keeps me going in this sense. I really like the idea of interacting with many young Indonesian people (personal, role)
		I start to break down to the small dreams, (<i>yang</i>) which finally through those mall dreams I can reach the big and impossible dream.	In a way, when I can inspire, then my dream is achieved, somewhat, you can evaluate your dream.	I have learnt to survive alone in new environments with new faces	What keeps me going with music is also the story telling (personal, role)
		What I think that we can do is how we invest our lives through joining activities, till we can find self-love or love to ourselves	Make you own passion and make you proud of yourself	It's amazing, people come from various language to get around to learn new things and knowledge, making history (social, role)	Forcing yourself, you get addicted to the feeling of continuously growing. I learned so much from that (personal, role)
		I'm very obsessed with trying new things		I'm about to meet my two friends. One is studying	I've go to library. We;; that's how should it works

				in the same course, and the other is studying economics. It's great that we get to catch up through the day. A meet our busy schedules (social, role)	
		Take some time off and take a break. Things that I usually do when getting bored	So, here's the snapshot a pick of my typical day here as an Oxford student		Besides, the unforging amount of essays that we have to write weekly (role, social)
		Sharing a story and kind of connecting with people	I've to go to library. Well, that's how should it works		Sometimes, when I feel lonely, I sing in my room. I would also sometimes relpy my emails, having discussion aboit music (personal, role)
		Miraculously, here I get that chance to fullfil the dream of the young girl that I once thought that was impossible			
		I've grown to adapt to aholly life syle without cars and relying on my own two feet or bike to get around			
		I love the smells of bookstore			

		Not to mention that I have to fly back and forth to juggle many responsibilities or reminding me that I should never take anything or granted			
		What keeps me going with music is also the story telling			
		Forcing yourself, you get addicted to the feeling of continuously growing. I learned so much from that			
		We know nothing yet, we're so far from all these successful people, we always learning something we didn't know before			
		Through the ups and downs, I've gotten to know myself more. More thing into a more independent individual, and although I've so much to gain from this adventure, it's not of a			

		games			
2.	TK	For speaking up in the class, it becomes a challenge for me	Good luck for the next awardee	There's no any differences at SIPA, because at SIPA we really embrace diversity. They're not gonna judge you base on your religion or our ethnicity	We've to decide our time. (<i>membagi waktu untuk kegiatan lain</i>) decide the time to do the other activities, such as attend workshop, participate in organization, having enough sleep and to socialize, go out. It's quite challenging (personal, role)
		Before I speaking up, (<i>aku harus merangkai kata-kata</i>) I have to arrange several words, how I do I address my opinion or how I address my question in the right English flow	Nevertheless, speaking up in the class is so important	Cherish every moment with your friends while you're abroad	
			Do not hesitate to share your experience of studying abroad		