

IDENTITY CONSTRUCTION OF MILLENNIAL GENERATION IN BANDUNG ON INSTAGRAM

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ABSTRACT

The study, entitled IDENTITY CONSTRUCTION OF MILLENNIAL GENERATION IN BANDUNG ON INSTAGRAM aims to find out how the millennial generation constructed identity through two stages proposed by Erving Goffman related to Dramaturgy Theory conducted in Bandung. This research uses phenomenology methodology and uses a qualitative approach. The focus of this research is to find out how the subject in this study constructs identity on Instagram through two stages found in the Erving Goffman Dramaturgy Theory. The collection techniques used are interviews, observation, documentation, and literature studies. The results of this study reveal how the millennial generation constructs identity on Instagram according to the Dramaturgy Theory through the front stage and back stage. Front stage is intended for subject followers on Instagram, where subjects construct their identity through appearance and build relationships with followers. While the back stage is the real life of the subject when not using Instagram by sorting out the content that will be uploaded and doing activities that support its appearance in front of the stage. Identity construction is built through a series of subject appearances based on the front stage and the back stage of Erving Goffman's Dramaturgy Theory which produces the hopes and objectives of the subject in virtual reality.

Keywords: identity construction, millennial generation, instagram, dramaturgy.