

ABSTRACT

Work-life balance has emerged as a contemporary phenomenon, especially as technology enables people to stay connected to work anytime and anywhere, often blurring the line between professional and personal time. In this context, reputation, popularity, and credibility become essential aspects of one's self-identity and contribute to brand image. Instagram plays a significant role in this dynamic by offering a platform where personal and work lives can merge seamlessly. This study explores how self-presentation on Instagram can foster self-sufficiency in achieving work-life balance. Employing a qualitative method with a netnographic approach, data were gathered through interviews with three followers and the account owner of @akarliar. Findings reveal that the front stage of @akarliar constructs a visual identity portraying an active, healthy, and introspective persona. Meanwhile, the backstage complements this by consciously aligning everyday activities with the curated self-image. The synchronization between front and back stages demonstrates a harmony between digital self-representation and real-life practices. Ultimately, the study concludes that strategic self-presentation on social media can strengthen an individual's sense of self-sufficiency in managing work-life balance, offering insights into how digital platforms shape identity and personal well-being in today's always-connected culture.

Keywords: *Instagram; Personal branding; Netnography; Work life balance*