



## Teen Motivation to Create Fake Identity Account on Instagram Social Media

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### **Abstract**

The development of digital technology has brought human fantasy goes beyond limits, creating a three-dimensional space of the following items inside, to a stage where virtual reality has exceeded the manipulation and visual image so as to guide humans step from the real world to the fantasy world. The virtual world looks real and this includes the development of social media such as Instagram. Teens take advantage of such conditions to have a different identity. They can be whatever they want. Fake identities in cyberspace are a solution to teenage problems regarding the absence of self-confidence and social realities in the real world. In particular, this paper will discuss how the virtual reality phenomenon is coupled with real reality by reviewing virtual communication through social media in cyberspace, especially Instagram. The discussion section will begin to discuss the symbolic interactions found on social media, followed by the creation of identity among teens, and also the motivation of teens to create fake identities. The end part of the discussion concluded that social media provided a space for teenagers to have the identity they desire. This identity led teenagers to become another people to cover up their shortcomings. The motivation for teenagers to have a fake identity on Instagram was also supported by the desire to get good appraisal from fellow Instagram users that they might not get in the real world.

**Keywords:** *Motivation; Fake Identity; Instagram*

### **Introduction**

Along with the rapid development in the field of communication technology, there much attention are given to the understanding on communication technology from communication experts, one of which is Everett M. Rogers (1986: 2) who argues that communication technology is a hardware device in an organizational structure that contains social values, which allows each individual to collect, process and exchange information with each other.

Such definition made by Roger indicates that communication technology has several characteristics. First, communication technology is related to hardware or tools. Second, communication technology appears in a certain economic, social and political structure. Third, communication technology carries certain values from the preceded structure. Fourth, communication technology is related to hardware in communication. It is further stated by Rogers (1986: 4) that as a device, communication technology conditions its users to demassification in controlling messages, adapting to technical standards

in the use of communication technology and increasing interaction with other individuals without recognizing distance barrier.

Euphoria regarding the emergence of new media in the 20th century has changed the pattern of public communication. McQuail states "new media are various communication technology devices with the same characteristics which apart from being new, are made possible with digitization and their wide availability for personal use as a means of communication."

Errika Dwi (2011: 69) explains that the emergence and development of the internet brings new ways of communication in society. Social media is here and changes the paradigm of communicating in today's society. Communication becomes unlimited by distance, time, space. It can be made anywhere, anytime, without having to meet face to face. This is manifested by the presence of Instagram, Twitter, Facebook, Google+ and the like.

Through social networking sites, interpersonal relationships created with new individuals can develop as interpersonal relationships in the real world even though each individual has never met face to face though (Abadi, Sukmawan, & Utari, 2016: 3). A. Jackson (in Sakti & Yulianto, 2013: 2) reveals that currently, the presence of social media dissolves one's privacy space with the public space. At present, community activities cannot be separated from social media. The social media that is currently in great demand by audiences is Instagram. A recent survey shows that Instagram is the second most popular social media platform, with 59% of online users aged 18-29 (Abadi, Sukmawan, & Utari, 2016: 3).

Through Instagram social media, users can upload all kinds of activities, complaints, personal photos and short videos to be conveyed to other users via Instagram social media accounts as the effort to create self-identity. Identity is an important thing in a society which involves many members. Identity creates an image of a person through physical appearance, racial characteristics, skin color, language used, self-assessment, and other perceptual factors, all of which are used in constructing cultural identity (Ayun, 2015). According to Klap (in Berger, 2010: 125) identity includes everything a person can legally and reliably declare about himself - his status, name, personality, and past.

Social media offers dreams of being able to show self-existence, getting great attention from the public, since psychologically, humans have a need for themselves to be able to socialize and get appreciation for what they have done, including respect. Social media users are very aware of this in content identity play, so that in fact they are competing to show their identity which even seems manipulated, only to increase personal attractiveness to other fellow social media users. The same thing is also revealed by Bell that the existence of the internet as "cyberspace" is essential for society, especially for those who need space for expression of things that cannot be done in the real world. In the virtual world a person can freely play his any role or identity since it is a form of expression for things that cannot be expressed in the real world.

When carrying out activities on social media, users build networks, make friends, and ultimately express their feelings virtually in the communication process. This interaction will ultimately give birth to self-definition and offer self-invention. Each individual has unlimited abilities in expressing who he is in the cyber world, and the results of these creations will later represent the individual in doing his role and interacting on the internet. Users are free to choose to disclose their identity honestly or choose to create a fake identity.

Individuals in the online world are individuals who have two possibilities, namely that they can be the same or different from their offline identities. Furthermore, individuals is possible to not only have one identity, otherwise, they may have various kinds of identities with different characteristics in the online world (Rulli Nasrullah, 2012: 130).

“You are who you pretend to be” has a meaning that someone can put himself into someone he desires. In social media, anything can be done to get attention and become a prestige symbol given by other users. Usually users who manipulate themselves can be associated with psychological conditions, it can be said to be an escape from the reality of life that is lived. One example of negative cases that can be taken from incidents on social media is the increasing number of users who expose personal life excessively, so that no personal privacy should be filtered out in communicating on social media which further have an impact on the number of cases of bullying and crime (Jahid Syaifullah, 2015: 9).

Usually, teenagers already want to give up all childhood identities and attributes. However, teens also cannot be said to have become mature individuals. This situation places teens in a transitional position between childhood and adulthood (Purwadi, 2004: 44). Teenagers have uniqueness in various dimensions of life, such as their desire to show their existence to others and to let go of their dependence on other parties, including their parents. They'd like to be seen and recognized as themselves, not as a duplicate (imitation) of other individuals, both parents and other adults. Teens usually experience internal conflicts, namely between the desire to manage themselves independently with their need for attention and help from parents and other adults. Adolescence is one of the most unique stages of development throughout the human life span, which is full of dynamics, as well as challenges and hopes. During this period there were fundamental changes in biological, cognitive, and social aspects (Laurence Steinberg, 2014: 7).

The position and situation of confusion as a transition are due to changes in the biological and psychological aspects. Then it can be said that teens experience an identity crisis. Thus, the formation of self-identity among teens is very important, because if the identity crisis is not resolved immediately, it will lead to the appearance of an unclear or unstable personality. The topic regarding transitional position of teenagers is interesting to study.

## ***Literature Review***

### **Symbolic Interaction Theory**

Symbolic interaction is a way of thinking about the mind, self, and society. George Herbert Mead (in Morissan, 2009:75) states that meaning arises as a result of interactions between humans, both verbally and nonverbally. Through the actions and responses that occur, we put meaning into words or actions, and because of this we can understand events in certain ways. The fundamental thing involved in this theory is the importance of meaning in human behavior, the importance of self-concept, and the relationship between individuals and society. Mead (Ayun, 2015) suggests three important concepts involved in this theory, namely:

#### 1) Society.

In light of symbolic interaction theory, society consists of mutually cooperating behavior among its members. Mead said that society is manifested or formed by the presence of symbols in the form of signals from the body. Due to human ability to pronounce symbols and act, and respond to what is produced, we will empathize or take our role. Here, society is a network of social interactions where community members give meaning to their own actions as well as the actions of others by using symbols. The state of interplay between responding to others and responding to oneself is a core concept in this theory.

#### 2) Self.

Individuals interact with other individuals to produce a certain idea about themselves. It is a theory that reveals about self and the experience of interaction with others. This theory of self consists of

three-dimensional elements. "The first dimension is the dimension of showing (display), namely whether an aspect of the self can be shown to outsiders (public) or is it a private one. "The second dimension is the realization or source, namely the level or degree in a certain part or area of the self that is believed to come from within the individual or from outside. The self-element that is believed to come from internal is called individually realize, while the element of the self that is believed to come from the person's relationship with the group is called collectively realized. The third dimension is called the agent. This is the degree or level of the active power generated by the self. The active element is an action taken by people, while the passive element is the opposite" (Morissan, Wardhani, & U, 2010: 136-137).

The theory of self-discusses self-consciousness, wherein a person thinks of himself as an object, which means that when someone thinks of himself, he shows his awareness of himself. We have self because we can perceive ourselves as an object. The only condition for something to become an object is to give it a name and represent it symbolically. Teenagers often see themselves the way others see them. They will use the images that other people have given them through the interactions they make with other people. This can be done through a role-taking process or using the perspective of others in seeing ourselves, which eventually lead us to have a self-concept (Sakti & Yulianto, 2013: 4).

### 3) Thought.

In light of this theory, thought is a process of interaction with oneself. The ability to interact that develops together with self is very important for human life since it becomes a part of every action. Thought is also referring to a thought process that involves a series of stages. This stage includes defining objects in the social world, sketching possible modes of action, imagining the consequences of alternative actions, eliminating things that tend to be deficient, and finally selecting the optimal mode of action (Ahmadi, 2008: 305; Sakti & Yulianto, 2013: 4).

## **Self-Identity on Social Media**

The word identity is taken from Latin, namely *Idem* which means "similar". This is the basis of personality organization. Identity is self-awareness, which is drawn from self-opinion and self-observation. Identity is a collection of all self-images in organizing the whole, not only by clever association with anyone, object of nature, and role. Identity is different from self-concept, in which there is a reality about the feelings of other people. Identity states the awareness of a person as an individual (Winda Wahyuni & Anggia K.E Maretih, 2012: 63).

Identity is an important thing for the members within a society. Identity creates an image of a person through physical appearance, racial characteristics, skin color, language used, self-assessment, and other perceptual factors, all of which are used in constructing cultural identity (Sakti & Yulianto, 2013). According to Klap (in Ayun, 2015), identity includes everything in a person who can legally and reliably state himself, his status, name, personality, and his past.

According to Tajfel & Turner (in Ayun, 2015: 3) Social Identity Theory (SIT) aims that individuals have a concept in themselves in order to socialize and identify themselves. Personal identity views that the individual is a unique creature, has a culture, lives in a group, and social identity refers to knowledge within members of cultural groups and communication with other cultures. Individual characteristics that are influenced by collectivity in individual communication:

- Personality Orientations, describes personal orientation in relating or communicating with others.
- Individual Values, describe personality values possessed by individuals in keeping and maintaining one's confidence when communicating.

- Self Contractuals, describes how individuals express themselves when communicating with other individuals.

According to the Jordan's Team (in Rulli Nasrullah, 2012: 126), there are two conditions that can describe the existence of an individual and its consequences in interacting on the internet, namely:

1. To connect in cyberspace, everyone must log in to open access to email, social networking sites, or other web pages. When going through this procedure, individuals get their own individualized place where each person gets a special page that can only be accessed by such person.
2. Entering the virtual world sometimes involves openness of self-identity as well as directing how the individual identifies or constructs himself in the virtual world.

According to Stone (in Sakti & Yulianto, 2013: 5), in a virtual community, anyone cannot ensure that an individual's identity that is read in the online text is a complete identity or description as in real life. Furthermore, Stone underlines that technological developments allow communication interactions between individuals from anywhere in the world, but the communication is only visible in text.

### **Fake Identity**

According to Stella Ting Toomey (in Hidayat, 2014: 119) identity is a self-reflection that comes from family, gender, culture, ethnicity and the socialization process. Identity basically refers to a reflection of ourselves and other people's perceptions of us. Meanwhile, Gardiner W. Harry and Kosmitzki Corinne see identity as a self-definition of a person as an individual who is different in behavior, beliefs and attitudes (Larry A. Samovar, Richard E. Porter, 2009).

Changes in interaction are closely related to sociology. In the era of industrial and postmodern societies, technology in cyberspace has experienced three levels of influence (Piliang, 2012: 147). The three levels of influence, among others, are at the individual, interindividual and community levels. First, at the individual level, cyberspace has created a fundamental change in our understanding of identity. Every individual in the virtual world can divide his personality into infinity. Thus, there are identity games, fake identities, new identities, and multiple identities, which can be the same or different from social identities in real world. When interacting in cyberspace, a teenager may create his own identity. This is possible if it is related to mastery of technology skills. Every teenager can have multiple identities or accounts on social media, either in the official or real account or the fake account. Based on the language used by Piliang, a teenager can split his personal identity into an unlimited number. This behavior results in an identity play between real identity and fake or multiple identities. In fact, there is a difference between a person in the real world and a person in cyberspace. If you try to describe what is discussed in the virtual ethnography book, the culture produced after the birth of social media is a culture of image. Every teenager can have an identity with a certain image (teenagers who follow fashion, teenagers who like traveling, teenagers who become activists) according to what they want or desire. Second, at the interindividual (interpersonal) level. Social media can make it easier for individuals to communicate in a personal, confidential way through the direct message feature that can only be read by the two of them. In addition, the ease of unlimited to space and time allows individuals to access social media anytime and anywhere.

Social media, which is "an online media to socialize", requires us to make connections with the people around us, just like in the real world. The opportunity provided by social media to create desired virtual identity, perpetuates its users to present their self-image as freely as possible. They can determine what they want to be seen, to be known as whoever the like, even to have such world as desired. They can make it happen through visual images.

## Fake Identity in Cyberspace

According to Yasraf Amir Piliang (2012: 146) Cyberspace is a world that humans enter with awareness, but it is different from the everyday life or world, which is a world built on the basis of "awareness of real objects". On the other hand, objects in cyberspace are 'unreal' objects, which experience perceives only as hallucinations. Cyberspace is not a dream, but it is also not 'real' in terms of the daily world, because it is constructed by spaces of technological artificiality. When associated with the stream of consciousness in the duration of human life, cyberspace is not a world of unconsciousness or conscious awareness, but a world of consciousness, in which a person experiences an "object" outside himself through a sensing mechanism (Gestalt). However, the "experience" that a person experiences in cyberspace is different from the experience in the real world, due to the difference in "objects" captured by experience. In cyberspace, everyone through his consciousness captures "objects", but all of them are not real objects, but "virtual objects" which are formed through computer bits. In cyberspace, the stream of consciousness that captures real objects (including other humans as objects) is transferred to the consciousness that captures the world of "hallucinations". Hallucinations in cyberspace are produced technologically in the form of images on a computer system (mass produced hallucination), so that they can be saved, reproduced, copied, sent, and experienced again in the future.

Wood and Smith (2001: 51) state that the identity that applies on the internet is a complex construction for ourselves, and is socially related to how we perceive ourselves and how we expect ourselves based on the views and stigma of others then how they perceive it. Even self-depiction or self-performance is an individual attempt to construct oneself in an online context through photos or writing, so that the social environment is willing to accept his existence and have the same perception as such individual. On the internet, basically communication and interaction occur through the medium of text. This directly affects how a person communicates his or her identity in virtual life and each text becomes a kind of representation of every self-icon in one's appearance.

Internet technology offers the facility to hide certain clues or characteristics that the public does not wish to display and reveal. Goffman (2001:52) likens it as a drama stage where the performance space always has a place to be the front-stage and the back-stage. It is on the back stage that each player hides or has his own identity which is called a personal identity, while what is displayed on the front-stage is a social identity.

Virtual interactions on the internet will ultimately give birth to self-definition and offer self-invention. Every individual has unlimited abilities to create such images of himself in the cyberspace and the results of these creations will later represent the individual in playing his roles and interacting on the internet. Opening one's identity honestly or creating a fake identity is a choice to be taken (Rulli Nasrullah, 2011: 231).

This phenomenon is what Jordan's Team (1999: 89) explains as the three basic elements of individual power in the cyber world, namely identity fluidity, renovated hierarchies, and information as reality. Identity fluidity means an online or virtual identity formation process and the identity that is formed does not have to be the same or close to such identity in the real world (offline identity). Renovated hierarchies are the process in which hierarchies that occur in the real world (offline hierarchies) are reconstructed into online hierarchies. In practice, Jordan's Team defines this term as anti-hierarchical. The final result of identity fluidity and renovated hierarchies then becomes informational space, which is information that describes a reality that only applies in the virtual world.

## Teen Motivation to Create a Fake Identity on Instagram

Identity has become a contentious term in social and cultural theory, at least in part as a result of transformative processes such as globalization and post modernization. And, in terms of cyberculture, the transformative effects of new information and communication technologies have also reshaped identity at the individual and collective levels. According to Bell (2001: 113), the lack of face to face interaction in computer-mediated communication is seen by some commentators as liberating a person from identity restrictions and the real-life body which presents an infinitely different self in different online environments to experiment with who we are and become who we are.

Update status activity on Instagram carried out by teenagers in particular is one form of creating self-identity in cyberspace. The self-identities mostly created in such culture are more refer to social class identities. This can be seen from their various reasons and motivations for updating the status and the objects or symbols they upload.

Efforts to create virtual identities, especially social class, can be seen from the motivations for status updates, including wanting to look contemporary, to be more hits, to be seen hanging out often and keeping up with the times. The motivation to create judgments of frequent hanging out shows that people are intended to increase their social class by creating the impression that they are spending money on time and pleasure.

Baudrillard has affirmed that the contemporary world is a simulacrum, where reality has been replaced by a false image, in such a way that one cannot distinguish between what is real and what is not. In the case of updating the status of eating activity, we can see two phases of the four historical phases of the sign or "symbol" which is the essence of Baudrillard's theory of hyper-reality, namely the existence of reality that exists but is distorted in representation; and a reality that does not exist, but this fact is hidden through representation that pretend to be reality.

According to Astar (in Astuti, 2015: 19-20) with the sophistication of internet technology, limitations are not a problem, because it is possible for humans to live in a mixture context of the past, present and future, between human subjects and objects, between natural and artificial, in both electronic simulations and virtual spaces. In this case, the status update on Instagram performed by teenagers showed several objects that they uploaded, all of which looked beautiful, starting from beautiful and luxurious food, their fashionable way of dressing, unique and beautiful places and their own photos that showed happiness and joy.

Posted photos of teenagers having fun with their friends who seem to show how happy their lives are not really present themselves who are full of happiness. It could be that on the other hand their lives are lonely or are facing problems and they upload photos on social media as if to hide the real facts about them. The results of a study conducted by Deters and Mehl (2013: 580) showed a relationship between status update activity and loneliness. Deters and Mehl's study also showed that such activity could reduce solitude and decrease loneliness because people felt more connected to their friends every day. Furthermore, it was shown that actually those who were actively updating their status were mostly lonely people who then wanted to show their existence in cyberspace and wanted to connect with their virtual friends. This is so called hyper-reality since often the reality they present in cyberspace is different than even very different from the reality. Astuti (2015: 21) argues that the stage where they play is the back stage, there are no friends as viewers on social media, they perform a different role from what they show on the front stage.

## **Methods**

### **Study Methods**

This was a descriptive study with a qualitative approach. According to Sutopo (in Azahari, dkk 2021), the data can be directly collected from the source, wherein the researcher becomes part of the main instrument of analysis. Second, data to be analyzed can be in the form of words in sentences or pictures that have meaning. This study used a case study method. Case study method allows researchers to get a complete and integrated understanding of the interaction of various facts and dimensions of the special case (Poerwandari, 2007: 108). Case study research suggests to use data from multiple sources (Wulandari, 2021: 61). Case study research is also used in human-related research.

According to Yin (2009: 13) case study approach can be used by considering that (a) the focus of the study is to answer the questions of "how" and "why"; (b) the researcher cannot manipulate the behavior of those involved in the study; (c) the researcher desires to cover the contextual condition because he believes it is relevant to the topic under study; (d) unclear boundary between phenomenon and context.

### **Study Subject**

Researchers conducted interviews with the study subjects as the competent sources to be asked for information related to the study. To support this study, researchers completed the data to obtain valid and accurate data. To complete the data under study, researchers obtained data from sources who were able to provide an explanation on the motivation of the social media account owners of creating fake identity on Instagram. The subjects in this study were teens of productive age of 18-24 years, who actively used Instagram social media. This study involved informants who were willing to share experiences in using Instagram social media, as well as how they created self-identity according to the impression they want to form and share to their followers on Instagram social media.

### **Data Collection Technique**

#### **Primary Data**

According to Mahi & M. Hikmat (2011: 71-72) primary data can be obtained by researchers by conducting in-depth interviews with source-persons who are considered as people who are related to the study material. The technique used in primary data collection in this study was by interviews. An interview is a study conducted by asking a series of questions orally to parties that are directly related to the object under study.

#### **Secondary Data**

Secondary data were obtained by researchers from supporting sources. Secondary data is data available through publications and information from various individuals. Secondary data can be obtained by means of documentation, namely by collecting various data and information that are printed, recorded or stored so that they can be used as data sources, such as journals and photographs (Sugiyono, 2016: 137) .

### **Data Validity Assessment Technique**

In this study, researchers used triangulation validity technique to assess the validity of the data using something other than words for the purpose of data checking and comparison. According to (Moleong, 2017: 330), Triangulation is a s a technique of examining the validity of data that utilizes



something else outside the data for the purposes of the check or as a comparison of the data obtained. Triangulation can be done using different techniques, namely observation and document interviews. This triangulation is not only applied to check the correctness of the data, but also to enrich the data.

## ***Results and Discussion***

From the results of interviews with all informants, the development of technology, especially the Internet, has provided another alternative for informants in conducting social activities. Informants could conduct socialization activities more easily and broadly through social media, especially Instagram. Instagram allowed informants to socialize in the form of sharing pictures or videos on their Instagram account. This way of interacting then became an attraction for audiences to have an Instagram account. Instagram provided a place for users to be able to search for various kinds of information, increase knowledge, share photos and videos, and many other things that informants could get and do by using the features available on Instagram social media. The textual description described the combination of each interview result from each informant's different and unique experiences. In this case, having an Instagram account affected their motivation and desire to present themselves as best as possible. However, there were also those who felt insecure so they created fake accounts on their Instagram social. Thus, the social environment also had an effect on informants' decision to use and have Instagram social media accounts.

### **Motivation to Create Self-Identity**

All informants had a high enough need to socialize with their environment. They explained that through Instagram social media, the socialization process was easier, and they had a wider network, they couldn't reach areas far from where they live to expand their relationships. With the need to socialize, each informant had a different way of presenting himself in his social environment. Informants I and III were people who really paid attention to the appearance in front of the public, but informants I and III did not really care about judgement of others towards them. Informant I chose to present himself according to what he wanted, not what the people around him wanted. Informant I accepted one's assessment of himself, and was ready to improve himself if there were things that need to be improved regarding the way he performed in socialization with the environment. Informant III explained that although he was a cool person in appearance and tended to be what he is, for him it was only natural that someone always wants to be seen and judged as a good figure by his surroundings.

Informant IV was a person who openly admitted that he deliberately created identity on Instagram social media. Informant IV explained that the reason to create the figure as he expected on Instagram social media was to get recognition and to be well accepted by his social media environment, since he felt that he was not accepted as he is in his daily life. Such fact motivated him to form self-identity on Instagram social media. In contrast, informant V felt that he was very well accepted by his environment. Informant V paid attention to his performance on social media, especially Instagram. He intended to maintain people's good assessments of him. Informant V was very concerned about how he presented himself on social media, especially Instagram.

### **Teens Constructed their Identity on Instagram**

Basically, Instagram social media offers media in interacting and socializing with other people through the internet. Based on the informants' experience in using Instagram social media, on average all informants constructed their identity on Instagram social media accounts. Informants I, II, III, IV and V, constructed their own identity on Instagram social media with different reasons and motivations. But in essence, the aim of all informants in constructing their own identity was to create a self-image as they expected to be assessed well by their social media environment. Informants I and IV had different reasons from other informants. They perceived that they were not well accepted by the people around them, and it

encouraged them to create a self-image that was contrastly different from the conditions in the real world, with the aim of getting good assessment and acceptance by the community of Instagram social media.

This interaction in the end may lead to some consequences that individuals in the online world are individuals who have two possibilities, namely that they can be the same or different from their offline identities. Furthermore, individuals is possible to not only have one identity, otherwise, they may have various kinds of identities with different characteristics in the online world. "When all that people know about you is the words you type and when some of those words are your name and your description, then virtual communities can never really be certain that you are who you say you are. To be certain, the virtual must become real and people have to meet face to face"(Jordan, 1999: 65).

### **Creation of Fake Identities on Instagram**

David Holmes (2005: 55) asserts that one of the important points in this computer-mediated communication is "By ignoring the various forms of social interaction that might support this perspective". This perspective focuses on the integration of information where communication that occurs via a computer medium is based on information processing that can be found in various forms". This was later called by the Jordan's Team that the operationalization of identity in the virtual world became identity fluidity, renovated hierarchies, and information as reality. Identity fluidity means an online or virtual identity formation process and the identity formed does not have to be the same or close to such identity in the real world (offline identity). Renovated hierarchies are the process in which hierarchies that occur in the real world (offline hierarchies) are reconstructed into online hierarchies. Even in practice, Jordan' Team (1999: 62-87) defines this term as anti-hierarchical. The final result of identity fluidity and renovated hierarchies then becomes informational space, namely information that describes a reality that only applies in the virtual world.

An action can be said to be identity fluidity depending on the informant's motivation and experience in using Instagram social media. Instagram is a social media that offers features and facilities for its users to interact and socialize widely to those around them, by sharing content in the form of short photos or videos. The content on Instagram come from the content uploaded by Instagram users around the world, which have a variety of themes and information. The number of Instagram users becomes a factor that attracts someone to be an active user with an existance in the social media environment on Instagram. There were various motivations that arose from Instagram users in forming their self-identity. This depended on how the informants experienced daily life in the real world, which was then presented on their Instagram social media. Before motivation arose among the informants, they would interpret what facilities Instagram provides, and how other users use their Instagram social media and then compared it with their daily life.

Teen self-identity on Instagram was performed text level in material objects such as account names, profile pictures, and status. Teenagers fake identity games against Instagram account names included: (1) blind name, namely the name of the account that is not based on the real name, or even using the name of someone they like other than the real name, (2) blur name, namely the name of the account indicated by names that are mixed or combined their original identities or nicknames with the impression of self-performance, and (3) bright name, namely account names that are deliberately shown as they are without any additions, or adding name other than their original identities.

The further material object is a Profile Picture in the form of (1) masking, namely a profile picture that is depicted with a desired identity, but by hiding the original image of the account owner, or tends to show an image of the account owner together with something they like, (2) mature, namely the profile a picture that is deliberately shown in an adult style, or even something that is really different with the original state based on the attributes attached to it, and (3) dissemble, which is a profile picture that is

hidden and replaced with an image or writing that confirms the wishes of the account owner. The difference with masking is that a dissemble tends to not show the invisible image of someone who owns the account.

The further material object is information on the account owner where the identity game is carried out using the method of (1) excessive information, namely information that is shown by exaggerating the condition of the account owner either by showing information on employment or residence, or even education, (2) pretend information, namely information that is confirmed by something pretending, either in terms of favorites or even relationship status. Furthermore, it is the place and date of birth that are deliberately made younger or even older, and (3) hidden information or hidden information level which refers to an image with no written information, be it in terms of work, residence, or whatever is on the Instagram account.

### Conclusions

In general, based on the results of the in-depth interview, it was found that Instagram with all of its the features and facilities was used by teenagers as a medium to find their self-identity. In forming self-identity, teens are strongly influenced by the experiences and motivations of each individual. Definitely, each individual has different experiences and motivations. Such experience arises from various individual interactions with the environment. Teens who used Instagram social media actively tended to take action to construct themselves based on the perceptions of the people around them towards themselves. Teenagers were very critical in creating self-image through Instagram social media. Teens always thought about how to create a self-image that would have a good impact on their social life in cyberspace. The self-identity formed by teens in the social media Instagram was not always the same as their image in daily life. This was influenced by their experience of interaction with the surrounding environment, as well as their orientation for the future.

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