



Self Potential Development Through Computer Mediated Communication on Instagram Application

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Abstract

Communication technology and the internet have developed quite rapidly from time to time. The development of communication technology and the internet has changed the way human's communication. Human interaction is no longer limited to face-to-face meetings, but has now shifted to interaction or communication using computer and internet media which are not limited to space and time. This mediated communication is known as Computer Mediated Communication (CMC). Communication through the CMC was developed by various application providers to facilitate internet users in communicating, one of which is through the Instagram application. Text, images and videos are included in the type of computer mediated communication (CMC) interaction. The CMC interaction is used by internet users from various circles, including millennial mothers. This research was conducted to find out how the role of CMC in developing self-potential among millennial mothers. This research is a qualitative research using semi-structured interviews as a data collection method. The findings in this study indicate that informants are selective in presenting themselves through the selection of images, videos and descriptions before uploading on the Instagram page so that they are able to display their potential.

Keywords: *Computer Mediation Communication; Self Potential; Self Presentation*

Introduction

The development of communication technology brings changes in communication patterns in human life. Interacting between humans is not limited to face-to-face meetings. Interaction becomes easier without the limitations of space and time through communication mediated by computers and the internet. This computer-mediated interaction is known as Computer Mediated Communication, which is facilitated by the birth of various internet-based social interaction applications. Communication mediated by computers and the internet is not limited to the use of personal computers (PCs) to access various social networking applications that are connected via an internet connection, but the convergence of technology and access to social media are now directly connected to smartphone devices. The sophistication in computer-mediated communication (CMC) and mobile nature makes it very easy for users to communicate and interact freely through smartphone devices that can be accessed and taken anywhere.

Internet users in Indonesia also continue to increase from time to time, this is shown by data from the Association of Indonesian Internet Service Providers (APJII), in the period 2019 to the second quarter of 2020, the number of internet users in Indonesia rose to 73.7% of the population. 196.7 million internet service users (APJII Bulletin, 2020).

The APJII Bulletin also states that 95.4% of internet users choose smartphones as a medium for accessing the internet, while 19.7% of users choose laptops or tablets and 9.7% of users choose to use computers or PCs.

The Instagram application is one of the social networking media that is widely used by internet users in the virtual world. Instagram provides many features that facilitate users in sharing photos, videos, live Instagram, including editor and filter features to beautify the uploads on the Instagram page. Based on the release from the Katadata website in 2020 about social media ratings that are widely used in Indonesia, the Instagram application ranks fourth (Jayani, 2020). Meanwhile, data from Napoleoncat shows that women dominate the use of the Instagram application in Indonesia, as many as 50.8% are slightly ahead of Instagram users from 49.2% of men (Pertwi, 2019).

Users of the Instagram application are dominated by women, including users from among mothers. Napoleoncat data also states that the dominance of women as active users of Instagram is based on seven reasons behind it, namely: women need chat rooms, like stalking, care for others, narcissism, need attention, like shopping, work as social media account managers (Iman, 2020).

As a new interaction space, Instagram is also a medium for presenting themselves virtually. Self-presentation in the virtual world through the use of various social networking media such as Instagram can be done in several ways, for example, writing quotes, captions accompanied by uploads of images and videos displayed on the Instagram page. Instagram users from millennial mothers also have a high interest in using Instagram as a medium for self-presentation. The role and activities of a mother are no longer limited to taking care of the household, educating children and the work they usually do. But now mothers are able to use a new interaction space to show and share activities, interests, and hobbies not only in the real world but also through a virtual world that can be reached and seen by many people who are already connected as followers and the public. Millennial mothers also realize that the audience on their Instagram account page does not only consist of one or two people but can also be a group of people (masses), so arranging an Instagram account page with a good self-presentation is very important to get an impression from the audience. Millennial mothers are married women who have an age range from 20 years to 40 years. Instagram and self-presentation are evidence that the involvement of technology in human communication activities is able to shift communication patterns from face-to-face to computer-mediated communication and the internet.

John December (1997) states that Computer Mediated Communication (CMC) is a process of human communication through computers, which involves people and exists in certain contexts and is involved in forming media for various interests (Crispin Thurlow, 2004). The perspective of the relationship developed in computer mediated communication (Computer mediated communication) is a hyperpersonal relationship. In this hyperpersonal relationship, there are four media effects produced, namely (Griffin, 2012): a) The sender selectively presents himself to create a positive impression b) The receiver interprets the message received from others. Interpretive bias is the basis for assuming that the specific action we see reflects the personality of the person performing it. c) Mediating channels allow us to exercise greater control over the creation of a message. d) Feedback that forms a mutually beneficial impression.

Based on a certain context as a message conveyed in CMC, Instagram application users upload images, videos accompanied by text as a way to present themselves and get a virtual identity. Erving Goffman argues that life is like a stage show and everyone acts as an actor who must be able to impress the audience (Impression Management) (Littlejohn, A. Foss, & Oetzel, 2017). As a stage show, it certainly displays the dramatization of the actors who play a role in order to be able to impress the audience. The roles played by each actor are displayed on different stages, namely Front Stage and Back Stage.

Self-presentation basically aims to impress the audience. Self-presentation is an act of presenting oneself by each individual to achieve the expected self-image. There are five strategies carried out in forming self-presentation, (Jones, 1982), namely: a) Ingratiation is an action taken to present oneself as a warm figure, looks attractive so that it can be liked by others, for example praising oneself, praising others. , cover up weaknesses by showing strengths b) Intimidation is a strategy that wants to present oneself as a strong and dangerous figure for others c) Self Promotion, namely this is related to a behavior that aims to seek recognition of one's abilities d) Exemplification is a strategy self-presentation intended to project

integrity and good morals, for example wanting to appear honest, merciful and generous e) Supplication is a social behavior that is intended as a form of loss of self-ability, for example, as a person who is weak, helpless, confused, dependent on others, so that they can get help and sympathy from others.

A well-constructed self-presentation strategy is able to unlock one's potential. This self-potential can be imposed by oneself as well as potential that may be discovered by others. In simple terms, potential can be interpreted as something that we can develop (Majdi, 2007). Humans have various potentials including the following (Nashori, 2003:89): thinking potential, physical potential, social potential, and emotional potential. There are several ways that can be done in developing self-potential as stated by Stephen R Covey in (Hamdan, 2003): Be proactive, begin with the end of mind, Put the first things first, think win/win, seek first to understand then to be understood, Synergize, Sharpen the saw.

Methodology

This research is a qualitative research, namely research that is used to understand holistic phenomenon such as behavior, perception, motivation and action by describing them through language and words (Moleong L. J., 2014). and using an exploratory approach, namely research that aims to explore broadly about the causes or things that influence the occurrence of something (Arikunto, 2006).

The research method used is the cyber media analysis method. Cyber media analysis is a new research technique that is used to unravel reality both online and offline, parse what is visible and invisible at the macro and micro levels, and as a guide to see how cyber media tools are used (Rulli Nasrullah, 2016). Cyber media analysis is part of virtual ethnography. Virtual ethnography is widely used in qualitative research to identify patterns of life, behavior patterns, social relations in the virtual world or the world of social media.

Informants in this study are women who carry out the role of a mother and are included in the Millennial category, such as: Housewives aged 20 to 40 years with different work and activity backgrounds, they have a main and secondary Instagram account, Active on the Instagram page and they have more than 1000 followers. Informants in this study are not in the same domicile. Sources of data were obtained through interviews via smartphones, observations of the activities of informants on the Instagram page, as well as through several literature studies.

Results and Discussion

Interaction through Instagram is one of the Computer Mediated Communications (CMC) which is applied in the form of text, images and videos. Apart from her activities as a wife, mother or career woman in the real world, millennial mothers also need interaction space in the virtual world (virtual) that is not limited by space and time.

Instagram is not only used as a medium of communication, a source of information and entertainment, but also as a medium to present oneself in a virtual space. The following are the results of research in a review of cyber media analysis based on the level of cyber media analysis.

1. Media Space: Media device structure and appearance

- a. Informants in this study generally have more than one Instagram account, which aim to distinguish accounts that are used personally, hobbies, interests or those related to work.
- b. Informants have used the Instagram application for 5 to 8 years.
- c. The purpose of using Instagram other than as a medium of interaction is to share photos, videos, find information and entertainment, develop self-potential, and store photos and videos virtually.
- d. Some Instagram accounts owned by informants are private, this is because the informants want to be more selective in establishing relationships in the virtual world through Instagram. While other Instagram accounts are public, usually these accounts are business accounts or those based on the interests of informants.

- e. The dominance of Instagram accounts followed by informants, namely accounts that match the interests and needs of the informants

2. Media Document (Media Archive): Content, meaning aspect of text or graphics

- a. Informants in this study have 2 or more accounts on the Instagram network, this is done so that informants can sort out what uploads are included in the personal realm and what uploads are general, business or hobby.
- b. Uploads on the Instagram page in general are to store memory virtually and can provide benefits for the followers of the Instagram account.
- c. One of the accounts of research informants routinely uploads text and graphics on the Instagram page, but some of them do not regularly upload text or graphics on the Instagram page.

3. Media Objects: Interactions that occur in cyber media

- a. Each upload made by the informants are received various responses from his followers, but uploads with attractive graphics and accompanied by text or captions as meaning reinforcement were able to bring in many responses from followers, either by commenting, liking icons, sharing uploads or viewing video shows in the upload.
- b. Informants routinely reply to incoming messages through the comments column or direct message
- c. When faced with negative comments, informants tend to act normal

4. Experimental stories: Motives, effects, benefits or realities connected online

- a. The content displayed on the Instagram page is able to show self-presentation among millennial mothers.
- b. The benefit of using Instagram is to interact with other people, develop their potential and share various sizes of photos.
- c. Informants are more likely to use smartphone devices in interacting with other people face-to-face

Based on the results of this study, it can be seen that each informant (Millennial Mother) has more than one Instagram account. Informants create several accounts to separate what is shown to the public and what is private. This shows that although the use of social media is not only for virtual communication or as a medium for self-presentation, the informants still choose to carry out their roles as actors in the virtual or real world wisely.

Instagram has been chosen as a virtual social interaction media because the application is widely used by internet users. Not only user friendly but Instagram also provides interesting features in its application, this is in accordance with one of the characteristics of CMC, namely editabe. This means that before uploading messages in the form of images, videos or text, users can make selections and edits first.

Uploads of photos, videos and texts are messages conveyed to the audience from the accounts belonging to the informants. Through the upload on the Instagram page, the account owner wants to present himself in front of his audience. The informants' self-presentation is not only in selfie photos, videos of narcissism but self-presentation can also be seen from uploaded photos or videos featuring family, friends, activities, hobbies and even creative ideas of millennial mothers. The results of observations and interviews conducted by researchers, millennial mothers use self-presentation on the Instagram page to find and develop their potential, it is proven that through uploads on the Instagram page, millennial mothers are able to develop their thinking potential, namely showing creative ideas in form of craft, design, painting and cooking.

Even through discovering their potential, informants develop themselves using other social media such as Youtube and Tiktok to increase the impression of others. Social potential is realized by forming a virtual community based on the same interests and hobbies as the main account owner and the number of followers or followers has grown from time to time.

Conclusion

Changes in communication patterns from face to face to communication patterns using computer and internet media certainly have a major impact on the development of human communication. Computer mediated communication is able to bridge communication between humans and technology.

The positive benefit of using CMC is that humans can interact without limitations of space and time and present themselves not only face to face. Self-presentation through the use of social media becomes more flexible. The linked relationship is hyperpersonal that occurs at the level of asynchronous communication through editable CMC messages. Constructing the appearance of oneself to get the impression of others can also be used as a way to develop the potential of each individual.

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