THE SELF – PRESENTATION OF MOM INFLUENCERS ON *SHARENTING* PRACTICE ON INSTAGRAM

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ABSTRAK

Dellaneira Nadira Sea. 2020. *Presentasi Diri dari Influencer Ibu Pada Praktek Sharenting Di Instagram*. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Pesatnya perkembangan Instagram sebagai platform media sosial belakangan ini diikuti oleh fenomena praktik *sharenting*. *Sharenting*, cara baru mengasuh secara digital, adalah tempat orang tua, terutama influencer ibu, untuk membagikan gambar anak-anak mereka secara online. Dengan mengadopsi proses presentasi diri berdasarkan manajemen kesan dan kinerja Erving Goffman, dan melalui analisis teks tertulis dan visual yang detail dari gambar-gambar influencer ibu di Instagram, penelitian ini diambil dari perspektif Semiotika Sosial Kress & van Leeuwen dan Linguistik Fungsional Sistemik M.A.K Halliday dengan fokus transitivitas untuk menyelidiki bagaimana influencer ibu berpartisipasi dalam pembangunan presentasi diri yang menghasilkan identitas, makna, dan nilai-nilai tertentu dalam keadaan tertentu yang mengelilingi praktek *sharenting*. Sebagai hasilnya, penelitian ini berpendapat bahwa influencer ibu di Instagram terkait erat dengan *sharenting* sebagai agensi presentasi digital mereka dalam peristiwa terbaik atau paling positif di kehidupan mereka dengan menggambarkan narasi 'ibu yang baik' dan 'keluarga ideal yang sempurna' dalam keintiman yang penuh kasih sayang. Selain itu, mereka menampilkan diri dengan penampilan cantik, seksi, dan terawat dengan baik juga dengan gaya hidup mewah dan kelas atas sebagai standar kebahagiaan.

Kata kunci: presentasi diri, *sharenting*, influencer ibu, Instagram, semiotika sosial

ABSTRACT

Dellaneira Nadira Sea. 2020. *The Self-presentation of Mom Influencers On Sharenting Practice On Instagram*. Thesis: Jakarta, English Literature Study Program, Faculty of Languages and Arts, State University of Jakarta.

The rapid development of Instagram as a social media platform is lately followed by the phenomenon of *sharenting* practice. *Sharenting*, the new way of parenting digitally, is where parents, particularly mom influencers, feel driven to share their children's images online. By adopting a processual of self-presentation based upon impression management and performance of Erving Goffman, and through a detailed visual and written texts analysis of mom influencer Instagram pictures, this study drew from the perspectives of Kress & van Leeuwen's Social Semiotics and Systemic Functional Linguistics of M.A.K Halliday with transitivity focus to investigate how mom influencers participate in the construction of self-presentation that generates certain identities, meanings, and values in the staged circumstances that surround *sharenting* practice. As a result, this study argues that mom influencers on Instagram are inextricably tied to *sharenting* practice as their agency of digital self-presentation in the best or most positive life events through depicting 'good mother' and 'perfect ideal family' narrations in an affectionate, loving, and intimate way. Furthermore, they present themselves in beautiful, sexy, and well-maintained appearances along with the luxurious and high-class lifestyles as a standard of happiness.

Keywords: self-presentation, *sharenting*, mom influencers, Instagram, social semiotics

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