

## TABLE OF CONTENTS

<b>CHAPTER I</b> .....	<b>10</b>
1.1 Background.....	10
1.2 Research Question .....	15
1.3 Purpose of Research.....	15
1.4 Benefits of Research .....	16
1.5 Research Novelty .....	16
<b>CHAPTER II</b> .....	<b>20</b>
2.1 Theoretical Framework.....	20
2.1.1 Secondary Accounts and Identity Management .....	20
2.1.2 Authenticity and Performativity in Social Media .....	22
2.1.3 Collectivism and Indonesian Influencers.....	25
2.2 Conceptual Framework.....	26
<b>CHAPTER III</b> .....	<b>28</b>
3.1 Methodology .....	28
3.2 Research Approach .....	28
3.3 Research Method .....	29
3.4 Research Object .....	29
3.5 Data Collecting Technique .....	30
3.6 Analytical Framework: Thematic Analysis .....	33
3.7 Data Validation .....	35
3.8 Limitation.....	35
<b>CHAPTER IV</b> .....	<b>36</b>



4.1	Introduction.....	36
4.2	Goffman Theory.....	38
4.2.1	Front Stage Behavior: Constructing a Digital Persona.....	39
4.2.2	Backstage Behavior: Unfiltered and Authentic .....	41
4.2.3	Self Visibility Labor: The Emotional Cost of Digital Presence .....	43
4.2.4	The Indonesian Cultural Context.....	46
4.3	Themes and Findings .....	48
4.3.1	Public vs. Private Identity: Navigating Dual Online Spaces .....	48
4.3.2	Content Curation and Strategic Self-Presentation .....	52
4.2.3	Audience Engagement: Structured vs. Organic Interactions .....	55
4.2.4	Cultural Context: The Influence of Indonesian Values on Digital Identity.....	57
4.4	Discussions .....	60
	<b>CHAPTER V .....</b>	<b>64</b>
5.1	Conclusion .....	64
5.2	Suggestion.....	64
	<b>BIBLIOGRAPHY .....</b>	<b>67</b>

## LIST OF FIGURES

Figure 1.1 The social media most frequently used by users in Indonesia (We Are Social) .....	12
Figure 1 2 Concept Operationalization .....	27