

Abstrak

Penelitian ini mengkaji transformasi identitas gaya dan praktik *self-presentation* pada dua *nano-influencer* berkebaya di Instagram, @ayurianna dan @arbidanila, yang sebelumnya dikenal bergaya kasual retro modern. Penelitian ini berlandaskan beberapa teori dan konsep utama. Pertama, teori *self-presentation* Goffman (1959) mengenai pertunjukan dramaturgi dengan mengelola kesan melalui wilayah *front stage* dan *back stage*. Kedua, konsep *fashion identity* Kaiser (2013) yang mengonseptualisasikan fashion sebagai sistem komunikasi simbolik melalui dua lapisan. Ketiga, konsep transformasi identitas Giddens (1991) yang menjelaskan pergeseran identitas seseorang sebagai respon terhadap perubahan sosial, budaya, maupun teknologi. Keempat, tipologi *self-presentation* daring Cheung (2014) yang mengidentifikasi tiga strategi presentasi diri yaitu *ingratiation*, *supplication*, dan *enhancement*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus melalui wawancara mendalam, observasi Instagram, dan dokumentasi digital. Temuan menunjukkan transformasi berlangsung dalam tiga tahap, yaitu eksperimen yang dimulai dari hal sekecil membeli satu kebaya bekas seharga tiga puluh ribu rupiah, hingga konsolidasi ketika kebaya mencapai 95% dan 70% di dalam keseharian masing-masing subjek yang berakar pada pencarian autentisitas, motivasi personal, reposisi identitas digital, serta konteks sosial dan digital. Dalam praktik *self-presentation*, @ayurianna menerapkan kurasi visual natural, sementara @arbidanila menerapkan kurasi visual yang lebih terstruktur baik dalam narasi maupun konten digital. Keduanya mendominasi strategi *ingratiation* dan *enhancement*, namun keduanya tidak menerapkan strategi *supplication* demi mempertahankan citra inspiratif, dengan batas *front stage* dan *back stage* yang terbukti semakin menipis di era digital.

Kata kunci: *self-presentation*, transformasi identitas gaya, *nano-influencer*, kebaya, Instagram.

Abstract

This study examines the transformation of style identity and self-presentation practices of two kebaya-wearing nano-influencers on Instagram, @ayurianna and @arbidanila, who were previously known for their casual retro-modern style. This research is grounded in several key theories and concepts. First, Goffman's (1959) theory of self-presentation, which frames social interaction as a dramaturgical performance involving impression management across front stage and back stage regions. Second, Kaiser's (2013) concept of fashion identity, which conceptualizes fashion as a symbolic communication system operating on two layers. Third, Giddens' (1991) concept of identity transformation, which explains shifts in individual identity as responses to social, cultural, and technological changes. Fourth, Cheung's (2014) typology of online self-presentation, which identifies three strategies: ingratiation, supplication, and enhancement. This study employs a qualitative approach using a case study method, involving in-depth interviews, Instagram content analysis, and digital documentation. The findings reveal that the transformation occurs in three stages, beginning with experimentation, starting from something as simple as purchasing a second-hand kebaya for thirty thousand rupiah, to consolidation, where kebaya constitutes 95% and 70% of the subjects' daily attire, respectively. This transformation is rooted in the search for authenticity, personal motivation, digital identity repositioning, and broader social and digital contexts. In terms of self-presentation practices, @ayurianna applies a natural visual curation, while @arbidanila adopts a more structured visual curation in both narrative and digital content. Both predominantly employ ingratiation and enhancement strategies, while avoiding supplication in order to maintain an inspirational image. Furthermore, the boundaries between front stage and back stage are shown to be increasingly blurred in the digital era.

Keywords: *self-presentation, style identity transformation, nano-influencers, kebaya, Instagram.*