

ABSTRAKSI

Evolusi teknologi informasi dan komunikasi di era modernisasi berdampak pada banyak aspek kehidupan manusia termasuk pada cara mereka melakukan presentasi diri. Trend *video blogging* di Indonesia, khususnya di media sosial YouTube, mendapat sambutan baik dengan mayoritas pengguna dan pengaksesnya adalah anak muda. *Video blog* dipandang mampu menjadi salah satu medium bagi anak muda melakukan presentasi diri di dunia maya. Peneliti pun tertarik untuk melihat bagaimana Bayu dan Tasha sebagai anak muda mempresentasikan diri mereka melalui *video blog*nya dalam kanal YouTube “BayuSkak” dan “NatashaFarani”. Penelitian ini dilakukan dengan wawancara mendalam dan observasi sebagai teknik pengumpulan datanya. Penelitian ini berangkat dari teori Bauimeister dan Hutton yang mengatakan bahwa terdapat dua tipe presentasi diri dilihat dari motif individu melakukannya, yakni motif menyenangkan audiens dan motif konstruksi diri. Penelitian ini kemudian menemukan bahwa meski sama-sama tergolong anak muda, ternyata presentasi diri Bayu dan Tasha berbeda satu sama lain. Presentasi diri Bayu termasuk presentasi diri berbasis motif menyenangkan audiens sedangkan presentasi diri Tasha termasuk presentasi diri berbasis motif konstruksi diri. Hal ini disebabkan perbedaan orientasi keduanya mengunggah *video blog* di kanal YouTube mereka. Selain itu fitur dalam media sosial, khususnya YouTube juga berpengaruh terhadap presentasi diri mereka. Untuk penelitian selanjutnya, peneliti menyarankan adanya studi komparasi antara presentasi diri pria dan wanita di media sosial lain. Atau studi komparasi antara presentasi diri remaja di dunia maya dan di dunia nyata.

Kata kunci: *video blog*, presentasi diri, anak muda, YouTube

ABSTRACT

The evolution of information and communication technology during the modernization era have a role on many aspects of human life, including the way they present themselves. Video blogging trend in Indonesia, especially in YouTube, are well received by the majority of users and most of them are youth. Video blog is viewed to be one of the best platform for youth to present themselves in cyberspace. The researcher was interested to see how Bayu and Tasha as youth, present themselves via video blog on YouTube channel as "BayuSkak" and "NatashaFarani". This study was conducted by in-depth interviews and observations as data collection techniques. This study begins from Bauimeister and Hutton theory that said there are two types of self presentation seen from individual motive to do it, audience-pleasing motive and self-construction motive. The study found that even though both of interviewees belong to the same age group, it turns out their self-presentation are different from each other. Bayu's self-presentation, intend to audience-pleasing motive, while Tasha's self presentation intend to self-construction motive. This difference is due to the motive why they upload their video on their YouTube channel. In addition to the features in the social media, especially YouTube also affect their self-presentation. For future studies, the researchers suggest the existence of a comparative study between self-presentation of men and women in other social media. Or a comparative study between youth's self-presentation in cyberspace and real world.

Keywords: video blog, self-presentation, youth, YouTube