

ABSTRAK

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Impression Management Gen Z dalam Fenomena Pick Me di Instagram Notes sebagai Media Ekspresi Diri.

Perkembangan fitur *Notes* Instagram menghadirkan pola interaksi baru dari fitur lainnya sehingga banyak digunakan Generasi Z untuk membangun kesan tertentu di hadapan pengikutnya. Penggunaan Instagram *Notes* berpotensi memunculkan fenomena *pick me*, yaitu kecenderungan individu untuk menampilkan sisi yang berbeda guna memperoleh validasi dan perhatian sosial dari penonton. Tujuan penelitian ini untuk mengetahui bagaimana Generasi Z melakukan *impression management* dalam fenomena *pick me* melalui Instagram *Notes* sebagai media ekspresi diri.

Penelitian ini menggunakan metode kualitatif, pendekatan fenomenologi dan paradigma interpretatif. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi pada sepuluh mahasiswa Universitas Trunodjoyo Madura yang dipilih melalui *purposive sampling*. Hasil tersebut dianalisis menggunakan *Interpretative Phenomenological Analysis* (IPA) dengan teori dramaturgi Erving Goffman sebagai kerangka analisis.

Hasil penelitian menunjukkan bahwa motivasi penggunaan Instagram *Notes* dipengaruhi oleh kemudahan fitur, pengaruh lingkungan pertemanan, kebutuhan berinteraksi, sarana mengisi waktu luang, dan media ekspresi diri. Berdasarkan perspektif dramaturgi, pada panggung depan, informan membangun kesan *easy going*, eksistensi, dan *emotional side*. Sedangkan di panggung belakang terdapat perasaan, perbedaan diri di Instagram *Notes* dan kehidupan nyata, serta proses seleksi dan pertimbangan sebelum melakukan unggahan *Notes* yang tidak ditunjukkan di panggung depan. Jadi ditemukan adanya perbedaan antara panggung depan dan panggung belakang yang menunjukkan unggahan *Notes* merupakan hasil pengelolaan diri untuk membentuk kesan yang diinginkan. Strategi *impression management* yang ditemukan meliputi *ingratiation* sebagai strategi yang dominan, *self-promotion*, *exemplification*, dan *supplication*. Sedangkan fenomena *pick me* ditemukan pada sebagian informan, tetapi tidak menjadi kecenderungan utama karena mayoritas informan menggunakan Instagram *Notes* untuk berinteraksi, mengekspresikan diri, dan menjaga keterhubungan dengan lingkungan sosialnya.

Kata Kunci: *Impression Management*, Instagram *Notes*, Generasi Z, Fenomena *Pick Me*, Ekspresi Diri.

ABSTRACT

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Gen Z Impression Management in the Pick Me Phenomenon on Instagram Notes as a Medium of Self-Expression.

The development of Instagram Notes has introduced a new pattern of interaction distinct from other features, leading Gen Z to widely use it to create a specific impression among their followers. The use of Instagram Notes has the potential to give rise to the “pick me” phenomenon—the tendency for individuals to present a different side of themselves to gain social validation and attention from their audience. The purpose of this study is to examine how Gen Z engages in impression management within the “pick me” phenomenon through Instagram Notes as a medium for self-expression.

This study employs a qualitative method, using a phenomenological approach and an interpretive paradigm. Data were collected through observation, in-depth interviews, and documentation from ten students at Trunodjoyo University in Madura, selected via purposive sampling. The results were analyzed using Interpretative Phenomenological Analysis (IPA) with Erving Goffman’s dramaturgical theory as the analytical framework.

The results indicate that the motivation for using Instagram Notes is influenced by the ease of use of the feature, peer group influence, the need for interaction, a means of filling free time, and a medium for self-expression. From a dramaturgical perspective, on the “front stage,” participants project an “easy-going,” “existential,” and “emotional” image. Meanwhile, on the “back stage,” there are underlying feelings and discrepancies between their personas on Instagram Notes and in real life. Thus, a distinction was found between the “front stage” and the “back stage,” indicating that Notes posts are the result of self-management aimed at creating a desired impression. The impression management strategies identified include ingratiation as the dominant strategy, as well as self-promotion, exemplification, and supplication. Meanwhile, the “pick me” phenomenon was observed among some informants but did not emerge as a primary trend, as the majority of informants used Instagram Notes to interact, express themselves, and maintain connections with their social circles.

Keywords: *Impression Management, Instagram Notes, Generation Z, “Pick Me” Phenomenon, Self-Expression.*