

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Selfie is a self-portrait photo taken by oneself using a digital camera or camera phone (Ayuma, 2016). Most users of selfies are young people. Youth is the right time for them who still find for their identity (Putri, 2018). WHO (2011) explains that the definition of youth is for those who are 10-24 years old. According to Lobo & Gowda (2016) selfie is popular nowadays following the development of technology. The acts of doing selfies can be found everywhere and done by people of all ages from teenagers to elders. One evidence of selfie popularity can be seen on *Instagram* where the arrays of selfies from people with different backgrounds can be easily found.

Studies on selfie have been done by Kasenda (2017), Engkus, Hikmat, & Saminnurahmat, (2017), and Purwati (2015). Kasenda (2017) who studies *Tanda V Pada Fotografi Portrait Dalam Koleksi Foto 2017: Shutterstock* explains that selfie can convey impressions, messages and characteristics through the facial expressions and gestures. Selfie itself is part of non-verbal communications as it displays faces with various expressions. Selfie can create thought pieces and communication ideas so the message can be delivered.

Engkus, Hikmat, & Saminnurahmat (2017) in their study "*Perilaku Narsis pada Media Sosial di Kalangan Remaja dan Upaya Penanggulangannya*" state that selfie can be categorized as narcissism and a self-love behavior. The narcissist has more confidence and the desire to be admired. Many youths usually show off their identity by uploading their photos on social media such as *Instagram*. They like to demonstrate what they possess either physical appearance or personal items such as jewelry, bag, clothes, makeup and many more. Selfie can also be

categorized as self-existence. When they capture and upload photos on *Instagram*, for example, they are showing the existence and the identity of the users. This kind of self-existence is used to show someone's existence and to prove something to other people (Caniago, 2017). Therefore, they will feel accepted in the social environment.

In addition to the studies above, Purwati (2015) in her study entitled *Fenomena Selfie Kalangan Remaja Perempuan di Instagram* describes that selfie is a necessity among youth because they want to get attention from the other people. Selfie cannot be separated from youth because it is something fun for them.

Selfie is interesting for the writer because nowadays people live in an era where the price of the gadget with a good quality camera is low. This feature is successful to make people fall in love with a selfie. It seems that selfie is an activity which is more popular than reading magazine, playing games, or doing sports. From my personal observation on my friends' *Instagram*, some people upload their selfies in different poses many times a day.

The desire to be famous and popular make social media especially *Instagram*, the most popular social media today are used by many people. Selfie is one of the styles of photos that people usually upload on *Instagram*. Based on the data from <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2019/> *Indonesian Digital Report 2019*, around 3.5 billion people around the world and 150 million Indonesian people use social media. *Instagram* occupies the third position as social media that is most widely used after *YouTube* and *Facebook* in Indonesia and the world. That is why teenagers especially tend to always appear on *Instagram*. They crave to upload their photos or selfies of their activities to *Instagram*; hoping to get a lot of thumbs up or likes.

As product of gender-biased society, there is a probability that selfie can be stereotypical (Reif, Poeschl, & Nicola, 2016). According to their study, they explain that people often display the differences gestures and expressions between male and female. For example, many people assume that selfie is done by women only, so men are considered effeminate when they do selfie. This opinion is commonly believed by society. Also, the poses of women in their selfies are believed to be stereotypical beauty such as gentle, soft, or sensual. A study on gender stereotypes in advertisement images has been done by Goffman (1979) who researches gender stereotypes in advertisements. He states that the traditional gender stereotypes in advertisement can be seen in the subtle visual aspects of self-presentation, such as emotional expressions, body language and positions. Goffman explains that men are traditionally stereotyped as someone who shows authority and assertiveness while women are dependent and submissive.

To Goffman, advertisements play an important role in building gender stereotypes about behaviors and attitudes of men and women in society. He states that the ways in which men and women, especially women are pictured in advertisements are “manipulated representations of recognizable scenes from real life” (Goffman, 1979). This means that the messages conveyed in advertisements are unreal and might influence the system of values and social role of women in real life.

Selfie and advertisement are different. Each of them has different kind of picture and it has different purpose. In general, selfie is an activity of taking picture by oneself which camera directs to oneself also. People usually do it for the sake of pleasure or just for fun. They can see their face in camera directly and express their emotion, gesture and expression they want spontaneously. Different from selfie, in advertisement images are done in pre-arranged pose. The photographer usually decide to arrange how poses and expressions are. It is made to create the message that they

want to convey because advertisement images are also used for business purpose. Although the advertisement images and selfie are different, their picture contain male and female figure which is display stereotypes also. It can be seen from their position, gestures and expressions. This study is made because of these reasons. Although the theory of Goffman is used to advertisement images, selfie also displays stereotypes between men and women.

Overall, this study is going to focus on gender stereotype and gender differences in the youth's selfie poses uploaded on *Instagram*. The writer uses Erving Goffman's framework on images in gender advertisement to analyze the selfies. The decision to use Goffman's framework which was published several years back in 1979 is based on the consideration that Goffman's framework provides the clearest framework to serve the writer's purpose to see gender stereotypes in selfies. When people have their own judgement and standard in their mind, indirectly it is called stereotypes. Gender stereotype can be judged because it is influenced by false belief from many people and it builds the stereotype in society. While Goffman's study is on the advertisement, my study is on the selfies. It is true that some scholars have written journals on selfies, however, as shown earlier in the background, those studies focus on self-representation and narcissism in selfies. The previous studies on selfies provide information on what selfies are and people's perception of selfies, while the writer expects to reveal gender stereotypes in the selfies.

1.2 Field of the Study

The field of this study is related to the field of literature, particularly in Gender Studies.

1.3 Scope of the Study

The scope of the study is youth's selfies on *Instagram* based on Erving Goffman's framework proposed in his book *Gender Advertisement* (Goffman, 1979). It focuses on gender stereotypes and gender differences in every selfie.

1.4 Problem Formulation

To help the writer to analyze the selfies, the writer formulates the question as: "What are gender stereotypes found in the youth's selfie based on Erving Goffman's framework?"

1.5 Objectives of the Study

From the problem mentioned above, this research has the purpose to find out gender stereotypes in youth's selfies based on Erving Goffman's framework.

1.6 Significance of the Study

The results of this study are expected to provide information for the readers on gender stereotypes in *Instagram* youth's selfie based on Goffman's framework. The writer hopes that the findings of her study can add information on how gender stereotypes are applied in the selfies.

1.7 Definition of Terms

a. Selfie

Selfie is a self-portrait using a smartphone, gadget or web came that shoots a face to the entire body (Purwati, 2015).

b. Poses

The pose is a portrait from many gestures or position of body which is displayed in the picture (Gunawan, 2017).

c. Gender Stereotype

A gender stereotype is judgment of someone based on perception of people's beliefs (Benda, 2012).

d. Youth

Youth is a time when someone is 10 until 24 years old (WHO, 2011).

