

**GOFFMAN'S GENDER STEREOTYPES FOUND IN THE
YOUTH'S SELFIE POSES ON *INSTAGRAM***

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
Bachelor Degree in the English Study Program**



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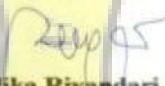
Goffman's Gender Stereotypes Found in The Youth's Selfie Poses on *Instagram*

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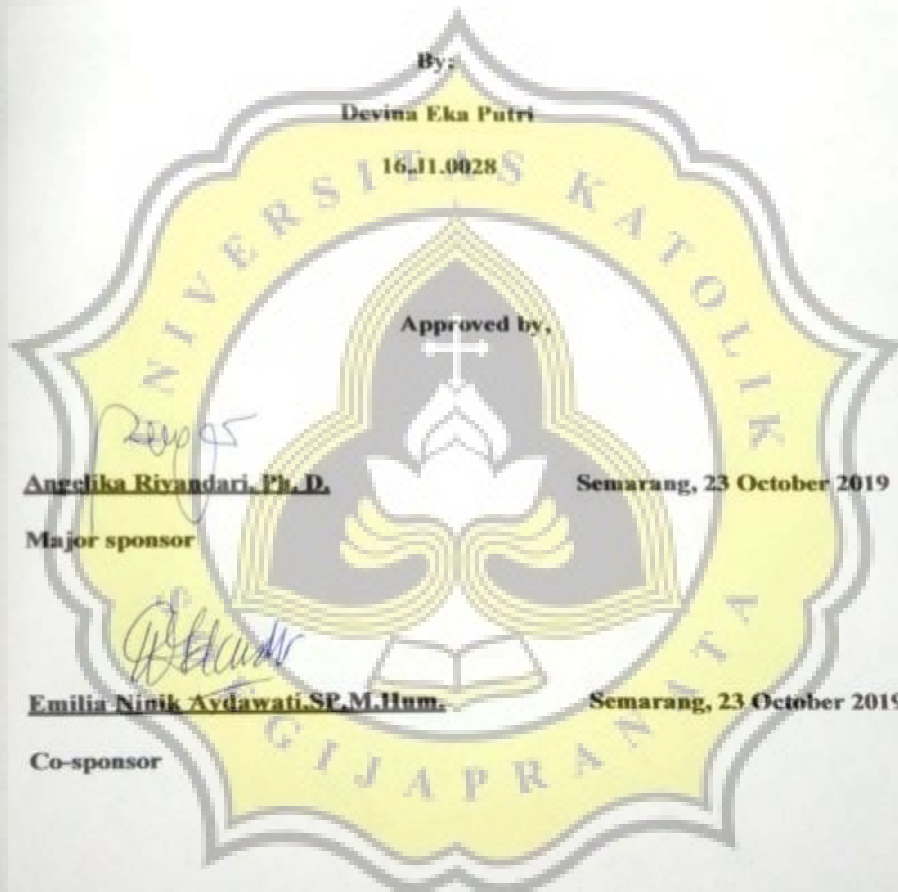
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ABSTRACT

Selfie is a self-portrait photo taken by a person himself/herself using a digital camera or camera phone. Previous researchers revealed that *selfie* was often associated with narcissism and self-existence. This study aims to find out gender stereotypes represented in *selfie* poses of the youth in *Instagram* because the writer assumes that gender differences affect the way the youth poses for their *Instagram*. The type of the research is qualitative research. The objects of the study were poses done by both male and female FLA students of batch 2016 uploaded into their *Instagram* between August and October 2019. There were 53 *Instagram* accounts analyzed. Erving Goffman's theory is used to assist the analysis of *selfie* poses based on gender differences. Goffman's framework consists of five categories: Relative Size, The Feminine Touch, Function Ranking, The Ritualization of Subordination and Licensed Withdrawal. The study showed that thirty-three pictures containing gender stereotypes found in youth's selfie. The result is dominated by the ritualization of subordination (39.3%). In that framework, most of the users show pouting lips and duck face expressions which are often categorized as narcissism as well. The least percentage is showed by licensed withdrawal category with 3%. The nature of selfie is that people are captured in ready expressions so licensed withdrawal cannot be found. The rest are relative size (12.1%) where men are still portrayed in superior position, the feminine touch (33.3%) where the object indeed touches part of their faces or their hair, and function ranking (12.1%) where men are often in the center of a group.

Keywords: *Selfie*, gender stereotype, Erving Goffman's theory.

ABSTRAK

Swafoto adalah foto potret diri yang diambil oleh seseorang diri menggunakan kamera digital atau ponsel kamera. Peneliti sebelumnya mengungkapkan bahwa swafoto sering dikaitkan dengan narsisme dan eksistensi diri. Penelitian ini bertujuan untuk mengetahui stereotip gender pada pose swafoto kaum muda di *Instagram* karena penulis berpendapat bahwa perbedaan gender mempengaruhi cara kaum muda berpose di *Instagram* mereka. Jenis penelitian ini menggunakan penelitian kualitatif. Objek pada penelitian ini adalah pose yang dilakukan oleh pria dan wanita siswa FBS angkatan 2016 yang diunggah ke *Instagram* mereka antara bulan Agustus dan Oktober 2019. Terdapat 53 akun *Instagram* yang digunakan. Teori Erving Goffman digunakan untuk membantu menganalisis pose dalam swafoto berdasarkan perbedaan gender. Hasil pada analisis ini didominasi oleh kategori *the ritualization of subordination* yang mana memiliki 39.3%. Dalam kerangka kerja tersebut, pengguna banyak menunjukkan ekspresi mencemburutkan bibir (*poutts lips*) dan wajah bebek (*duck face*) yang sering dikategorikan sebagai narsis. Presentasi persen paling sedikit ditunjukkan oleh kategori *licensed withdrawal* yang mana mendapatkan 3% karena dipengaruhi oleh sifat swafoto yang mana pengguna menangkap foto dalam ekspresi yang siap. Goffman terdiri dari lima kategori: *Relative Size*, *The Feminine Touch*, *Function Ranking*, *The Ritualization of Subordination and Licensed Withdrawal*. Studi ini menunjukkan terdapat 33 swafoto kaum muda yang mengandung stereotip pada gender. Hasil yang ditemukan; *relative size is 12.1%*, *the feminine touch is 33.3%*, *function ranking is 12.1%* | *the ritualization of subordination is 39.3%* and *licensed withdrawal is 3%*.

Kata kunci: Swafoto, stereotipe gender, teori Erving Goffman