ABSTRACT

IDENTITY MANAGEMENT IN SOCIAL CLIMBING PHENOMENON THROUGH RETWEET IN GENERATION Z

Iftikareen Rayhane Soeyatno [1], Isti Purwi Tyas Utami, A.Md., S.Sos, M.I.Kom [2]

[1] Student of Communication Science Department, Universitas Pembangunan Jaya
[2] Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Generation Z as a generation that was born in the midst of digital culture. Since they were teenagers, they already have a dual identity, which identity in the real world and digital identity. Social climbing is a familiar phenomenon in Generation Z where they actively manage social media including Twitter. Retweeting a trending message or a message from a certain public figure is often done regarding the self-image that they want to build. This study aims to see how identity management is in the social climbing phenomenon through retweets among Generation Z in Jakarta. This study uses a constructivist paradigm with qualitative research types and in-depth interview methods. The results of the study involving four informants showed that the main motivation for Gen Z in consistently retweeting activities was for personal branding. The choice of retweet messages and the public figures chosen to choose their messages are closely related to the self-image that you want to build. There are three informants who build a digital identity that is different from the real identity, because that is a culture of cyber accounts on Twitter. Informant who choose to use the same identity because of the type of information that he considered is formal. The next research can focus on the utilization of twitter features by Generation Z and the phenomenon of hyperreality.

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