

# Tiktok and Online Selective Self-Presentation

Thomas Putro STH<sup>1</sup>, Palupi Palupi<sup>2\*</sup>

<sup>1,2</sup> *Communication Science Department, Universitas Muhammadiyah Surakarta*

\* *Corresponding author. Email: palupi@ums.ac.id*

## ABSTRACT

Communication on social media is classified as Computer Mediated Communication (CMC) since the interaction does not occur directly. Tiktok is one of the social media that is widely used for many purposes. By utilizing video share feature, users can post everything they want. The purpose of this study was to investigate a form of self-presentation that was selected by students of Communication Studies at Universitas Muhammadiyah Surakarta (UMS) with a hyperpersonal approach. The research method used is qualitative, comprising semi-structured interviews and non-participant observation of Tik Tok informants. The subject of this research involved students of communication studies class 2016-2018 who actively use Tiktok. The results of the research obtained are types of online self-presentation which were selected by the informants as follows: determining the center of the content, changing some aspects using internal and external features of Tiktok in improving the content, and adding non-verbal messages to strengthen meaning and broaden the reach so that the impression shown is better and according to expectation.

**Keywords:** *Hyperpersonal, Selective Self-Presentation, Tiktok*

## 1. INTRODUCTION

The current phenomena can be observed, such as people can choose to express themselves freely through online media. Direct communication has more opportunities to demean individuals and has tension in the form of distress and anxiety between communicators in interaction [1]. This is in line with the presence of the concept of Computer Mediated Communication (CMC) which ultimately reduces direct communication because users can communicate without explicitly exhibiting nonverbal communication, physical contact, speech tone, body position, gesture, touch, distance, and smell [2].

With advances in communication technology combined with the internet, the interaction between human beings continues to grow, from text-based to video-based CMC. As a result, it has affected human relationships at the impersonal, interpersonal, and hyperpersonal levels [3]. In the interaction process that occurs, individuals have control to monopolize the meaning conveyed so differences in online and direct communication realities [4].

The presence of online media in communication can be observed in everyday life, especially among the young generation who display the image of each individual. The result is researchers are eager to investigate a self-presentation exhibited by students of Communication Studies at the Muhammadiyah University of Surakarta in form of a hyperpersonal model. Communication that is established online

becomes an interesting feature when viewed in the face of social discourse rather than communication that occurs conversationally [5]. Hyperpersonal communication entails more power than direct communication if regarded based on the level of interaction and socialization intimacy [6].

Internet-based communication generates types of digital media in terms of communication, and social networking is the most popular online platform among public users, especially the young generation. Social networking is a form of web-based service that gives individuals the freedom to construct their profile within a bound and interconnected system [5]. In its development, social media has become one of the most frequently used communication tools. Several platforms to choose from, such as Instagram, Tiktok, Twitter, and many more. Nonetheless, there is a new trend that the Tiktok is now being used as a means of expressing oneself. The implementation can also be noticed and used by UMS Communication Science students to express themselves through interesting and unique content. The uniqueness of the Tiktok has its own perks in the communication process that takes place. Shared content pivots on rather long videos that are broadcasted directly to the user's profile. Unlike other social media, Tiktok allows young people to express themselves without following the visual style, narrative, and previous online culture using audiovisual options and effects [7]. The video concept

is contrary social media. Instagram, Facebook, and Twitter build a feature called story or feed that accommodate users to share short videos and Youtube videos with longer duration [8].

Tiktok as a very large meme source will leave you a bigger impression and facilitate in order to share with other social media platforms [8]. A big impression is an advantage of this platform, effortlessly without having to follow other accounts, videos will be distributed on the homepage of each user due to the Tiktok algorithm (hyper-personalized algorithm) which will recommend videos based on view history, rewatches, likes, comments, and postviews activities. [9]. Other than that, the "for you" page feature will cater to every creator for the opportunity to obtain a wider reach, making the impression grow [9].

When people are trying to express themselves, they feel anxious about how other people view them based on what is shown during interaction. In this case, communication online in social media requires individuals to choose what image they want to display to get a positive impression and avoid negative judgments from those who watch them [6].

As a form of user impression management, they take advantage of all the features available in Tiktok. By creating content gradually and consistently so that they are recognized according to their liking. In the online communication process, all visual cues can be edited and selected before being broadcasted, allowing users to give their best work before the upload process [3].

Users can express themselves openly through video content that they have selected to form the self-presentation they expect, however, the process of giving meaning that occurs will vary according to their respective backgrounds [4].

In the research "New Media and Online Selective Self-Presentation (Qualitative Study of Selective Self-Presentation through a Hyperpersonal Approach on Students of the Communication Study Program, Universitas Muhammadiyah Surakarta)" Monita Sheila Andiani (2017) discusses Online SSP that happens among Instagram users by establishing hyperpersonal theory as an analysis model. The result showed that users manipulated their Instagram posts in order to leave a good impression by using certain words or photo editing. The research method applied qualitative and the data collection was completed through semi-structured interviews and non-participant observation.

The second research entitles "Selective Self-Presentation Through Video-Mediated Communication: A Study of Hyperpersonal Communication" (Palupi, 2019). The result concluded that participants used selective self-

presentation to friends, colleagues, or acquaintances for an identical reason; they used it when nonverbal cues were presented. In addition, participants made presentations selectively through video-mediated communication. This study employed a qualitative method and semi-structured interview.

Based on the description above, the researchers attempt to explore the form of self-expression used by Communication Science students at the Universitas Muhammadiyah Surakarta (UMS) in connection to the formation of the selected self-presentation. As one of the main target groups of Tiktok, they operate this application as a medium to express themselves boundlessly [8]. How communication science students shape their image through online media is also associated with online self-disclosure in which during the process a person will be able to communicate better to anyone according to their target (breadth), and they are free to choose the topics to be discussed, either specific or general (depth) [10]. Diminishing the physical presence during communication will require less social skills to communicate, therefore allowing for an intensifying sense of control over the interactions that are being performed by individuals [1].

Referring to research by Sheila (2017), the construction of Online SSP in terms of a hyperpersonal model was carried out by subjects through photos and videos selection according to the set criteria then manipulated them to get feedback as expected. The process of creating Online SSP will raise a question about how users use their social media as a form of self-expression to shape an online self-presentation that is chosen according to their desires. Moreover, the anonymity of social media assists people to express themselves without no bound when it is not possible in direct communication [4]. By considering the phenomenon of social media as an inseparable part of the lives of young generation, it will be essential to see how they communicate and build an image in online communication.

### ***1.1. Social Networking as Computer Mediated Communication (CMC)***

The concept of CMC is rather intriguing – interaction in cyberspace can replace direct interaction or face-to-face communication. An important attribute that must be taken into account in the concept of online and offline needs to be emphasized. In this case is how users utilize Tiktok as a medium for self-expression to build self-presentation online. Sometimes what they present in cyberspace may not necessarily exist in reality. Various phenomena prevail, such as what users display on their social media is a substitution of what

they display in direct communication or is an ideal image formation according to personal desires [11].

Communication between individuals through CMC has different purposes with the network as a connector [2]. Exposing content to social networking sites (SNS) has become a common event that many people have done. The abilities displayed by SNS form and manage impressions resembling most computer-mediated communications. Users can actively expose themselves to others in order to get positive feedback [12].

In the process of interaction between individuals, CMC comprises five media systems that support the message delivery, be it verbally or non-verbally, including: (1) Text, containing punctuation marks, sentences, numbers, special characters, and control, (2) Graphics, in form of lines, colors, etc., (3) Photos, in form of paintings or images, (4) Audio, such as sound, special effects or music, and (5) Video, constituting images that are created sequentially [13].

Some of the CMC characteristics that benefit the communication process in message conveyance, encompassing; first is editable, in which the user can edit the messages to the others so that there is manipulation therein; second, the sender in the communication process can change the message that has been sent without any time limit; third, the message delivery process is conducted without any direct interaction; fourth, CMC is another form in the environment as well as a non-verbal message formation process [6].

## ***1.2. Hyperpersonal in Computer Mediated Communication***

Baldwin suggests that hyperpersonal communication in interactions that occur online incites to socialize and has a higher level of intimacy than direct communication (face-to-face) [5]. In the process of offline communication, oftentimes individuals possess weaknesses they cannot express freely due to certain reasons, but it is inversely proportional if the communication changes to online. When someone communicates online, they control what they want to present to others, what they can and cannot share with others so that there is a higher level of intimacy compared to offline communication [14].

Referring to research by Sheila (2017) many people, especially Communication Science students use Instagram as a medium in the formation of self-presentation through a hyperpersonal model. As a form of social networking site or SNS, Tiktok is an adept medium in shaping the self-presentation due to the high opportunity allowed to get an impression, thus the feedback will be much greater [8].

Wood and Smith assert that there are four factors or attributes in hyperpersonal communication, [5]: (1) Sender, the controller in the formation of personal impressions that one wants to display to others. Senders can selectively choose what to show others about themselves; (2) Receiver, a person will interpret the message or assess what is seen using on the basis of prejudices; (3) Channel, the media used in the online communication process. When communication between users occurs simultaneously, a synchronous communication process will take place. Walther reveals that the communication within CMC is a synchronous form, in which the process does not require attention from the parties in the process [2]; (4) Feedback, how the response between users can strengthen each other's behavior. The sender forms an impression according to his wishes, while the receiver responds or interprets the impression made by the sender through the media.

## ***1.3. Selective Self-Presentation in Computer Mediated Communication (CMC)***

Communication that runs asynchronously and the reduction in the use of visual cues allows a process referred to as selective self-presentation. This provides more opportunities for each individual to display a positive individual impression. Users attempt to exhibit which part of themselves they want to be presented to earn a certain image as their representation according to what they share [15].

Given the process of impression establishment incorporated in the selection of selective self-presentation, individuals show the best part of themselves to others. CMC which serves as a communication channel provides a medium through which senders can manage and edit what they want to share to guide the opinion of the receivers [6]. In Tiktok, content management can be utilized further than other social media due to the concept of posts that can be viewed by other non-followers accounts so the impression will be wider [8].

In addition, the anonymity of CMC accommodates its users more freedom to express themselves. Users can show themselves boundlessly compared to offline (face-to-face communication). CMC users do not meet directly face or anonymous, which allows them to form their image, then it will be visualized by other parties who act as communicants. However, a difference prevails – individuals who cannot express their attributes in direct communication can do the opposite in online communication [4]. Anonymity in the formation of selective self-presentation online provides convenience in shaping their impressions during interaction so they can broadcast personal characteristics freely compared to direct

communication [3]. What users display is a stage that has been selected because essentially individuals do not only reflect themselves but also fulfill their purpose as a means to show what they have to others [16].

Self-disclosure online may implicitly have dishonesty or manipulation. Yet, in line with the anonymity in CMC, it will foster users to experiment about their different self-representation from reality [15].

**2. RESEARCH METHOD**

This study applied a qualitative method. This method aims to understand the phenomena that occur to research subjects, such as perception, motivation, action, and others in form of descriptions with certain contexts that utilize natural methods in research [17]. In this study, the deeper the data acquired, the higher the quality of the research conducted [18].

In this study, the data source was UMS Communication Science students. The sampling technique administered purposive sampling so that the determination of the subject is adjusted to certain requirements of the researcher by adjusting the objectives of the study [18]. The requirements of informants in this study include (1) Active students of the 2016-2018 Communication Study Program, (2) Active Tiktok users (access Tiktok, checking fyp once a day at minimum), (3) Make content at least 2 times a week, and (4) Actively create content from January - May 2021. The following Table 1.1 is a list of data from informants as the subjects of this research.

**Table 1.** Informant Data

Informant (initial)	Information (Gender, Age)	Period using Tiktok (Month)
R	(L, 23)	12
N	(P, 22)	10
S	(P, 22)	36
NH	(P, 22)	24
A	(P, 21)	24

Data collection techniques used semi-structured interviews. This interview was included in the in-depth interview category to find problems more openly [19]. In the process, some guidelines should have been followed in preparing questions so that they can be adapted to existing conditions [20]. The questions prepared were adjusted to pre-determined categorizations and adjusted based on a hyperpersonal approach, consisting of sender, receiver, channel, and feedback. Besides, non-participant observations were

conducted to explore additional data from the informant's TikTok account [6].

In testing the data credibility, data triangulation was employed which is collecting data by combining various data collection techniques and existing sources [19]. This study administered source triangulation by comparing and re-checking the information validity obtained from different sources [18].

**3. RESULTS**

The interview was conducted by interviewing five active students of the Faculty of Communication Studies (FKI) of class 2016 to 2018 classes who have been actively using Tiktok. From the interview data, they are classified into several categories that show how the use of TikTok in the formation of online selective-self presentation informants, including:

**3.1. Reasons for Using TikTok**

From the results of interviews conducted by researchers, there are several reasons informants use Tiktok social media as a form of self-expression, such as:

*"Maybe it's the way I can express myself freely, showing my true self, you know"* (Informant 5, Class 2018, Female)

Informant 5 disclosed that the reason for using TikTok was as a tool to show her true self. During interview, it was noticed that informant 5 was a very active person in conveying all answers with gestures and so on to support her answers. However, the researchers observed that there was a lack of confidence from informant 5 in certain aspects. The answers from other informants are also different, they appeared to be confident and quite sure of what they said as shown by the excerpt of informant 4:

*"The presentation that is instilled... it is syar'I indeed, but still looks cool, not mother-like and doesn't look like boarding school students... like it's cool"* (Informant 4, Class 2017, Female)

During the interview, informant 4 was very firm with her answer and positive about what was broadcasted. With the content she focused on, informant 4 attempted to provide an education to the audience with content that is easy to understand. From the results of observations on the informant's account, it was found that there was a symmetrical statement of the informant that all published videos focused on one segmentation in the fashion category only.

Several answers from interviews with other informants revealed the reasons for using Tiktok, among others, informant 1 revealed that he wanted to show his hobby on social media. More importantly,

informant 2 disclosed that Tiktok is a means of self-branding; informant 3 wanted to highlight her appearance to make it more attractive.

### ***3.2. Content Constructed in The Formation of Self-Presentation***

Some of the findings during interviews with informants obtained that they described their focus on the content uploaded on their social media. They formed the presentation of themselves unconfined; highlighting the parts that they have chosen to have an image they want:

"Almost 70-80% of my content are about Vespa (brand) and motorbikes." (Informant 1, Class 2016, Male)

From the excerpt of informant 1, most of the content shown is about Vespa motorcycle. Informant 1 focused on building his image around the motorcycle context by consistently creating content about the matic Vespa. The researchers observed the account of the informant to validate his answers and, in fact, most of the videos uploaded in his account were Vespas related and other random videos as an intermission to create variation in the informant's account. Meanwhile, the answer is slightly different from the previous informant, informant 4 focused only on publishing content on certain fields:

"In terms of fashion, my Tiktok account is all about lifestyle and fashion, it's mix and match, about fashion tips, tutorials, how-to." (Informant 4, Class 2017, Female)

According to Informant 4, consistency in building an image to be acknowledged based on preference depends on the type of content uploaded. Informant 4 focuses on mix and match content so that every time the audience sees the content, videos embedded that their social media account will be fashion-related. The researchers also observed the account of informant 4 and found corresponding evidence as what the informant admitted.

Meanwhile, from other informants' answers, they uploaded content randomly. Even, one informant uploaded content whenever he wanted to publish one. Another informant sometimes posted his video or photoshoot but it was still inserted with random content.

Researchers observed unique findings in the process of forming good content according to informants who have different characters and techniques, including:

"Ohh, I prefer to create content using a mirrorless camera or a professional camera and edit it using a laptop or an application that supports it instead of using TikTok application. I edited it twice actually, using a laptop and handphone to perfect the content. I

use a laptop to edit the video, so I use handphone to perfect it." (Informant 1, Class 2016, Male)

Based on the excerpt of informant 1, it can be inferred that he is comfortable when the uploaded post uses a professional camera so that the results are more enhanced and the impressions will be better. The researchers assume that informant 1 is someone who wants to always appear better in every content. Informant always wants to get perfect content with a slightly complicated process, however, the results will be more optimal and the self-presentation built will be better.

### ***3.3. The Use of Video Editor in Content Creation***

Before uploading content to their account, it is necessary to polish through the refinement so that the content can be attractive to the audience. One thing that informants did in improving their content is the use of video editors as Tiktok feature or outside application, including the following:

"In TikTok, the features are more of songs that have been mixed and are ready-to-use, I prefer something like that, at least the sound effects are changeable." (Informant 2, Class 2017, Female)

In the observations, informant 2 does not make up the content she has published. She prefers the content as it is without any editing. Informant 2 applied external applications to edit in order to make content pleasing to the eyes of the audience. According to informant 2, if the content was too detailed, people would doubt and in the end, the informant postponed the content due to hesitance.

Tiktok has several features in it, such as available mixed music or editing features to help content creators make their videos. The following is the excerpt of informant 4 that supports this statement.

"To make it more interesting, I use the feature of the most updated song and many people use it... but I adjust the content... the point is to go hand in hand, then I edit the content in Tiktok." (Informant 4, Class 2017, Female)

In her statement, informant 4 revealed that creating content on Tiktok is way simpler when she used the features on Tiktok. This allows her to create content because what the researchers noted during the interview process, informant 4 did not enjoy the complex process and preferred to create simple content. Informant 4 made videos that had been conceptualized but in an effective way. According to the informant, simple content is more acceptable since the main idea of the video is to be accepted by the audience easily.

From the results of interviews conducted with other informants, it was found that they used external

applications in the form of Capcut and VN to help the editing process.

### **3.3.1 Aspect Altered in Content**

Altering some content aspects on many occasions has a rather good impact in alluring the attention of the audience, the more interesting the video is, the higher the impression one gets. Several things were changed by informants before uploading their videos, including:

"I changed the color tone", so that my audience or followers are more comfortable to see the content I share" (Informant 1, Class 2016, Male)

From the statement above, the informant wanted to make those who saw the video feel comfortable. One way to do solve this is to change the color tone according to the selected theme. According to informant 1, when the published content has a strong concept, automatically more appreciation will come. However, it is rather different from informant 4 who prefers basic:

"There's nothing like that, that's what it is... the important thing is that it's well-ordered, it's good." (Informant 4, Female, Class 2017)

Informant 4 expressed that in the published content the criteria that must be met are good-looking and neat. From the findings of the researchers in the interview process, informant 4 is not a perfectionist person in making content. As long as the informant appears good and the content created is appropriate and is accepted by the audience, the content will be included in her profile.

Some of the answers from other informants the researchers obtained, they changed the video, including finding the right angle and changing the lighting. There was also a direct upload without any alteration. As long as the informants' appearances were adequate, they would be published immediately.

### **3.3.2 Adding Non-Verbal Messages**

In supporting the meaning delivery to the audience, several informants have opinions about the use of non-verbal messages in completing the meaning of the messages they want to convey because the Tiktok concept focuses on visuals, below are some opinions from informants.

"Important, very important because I like fashion... so fashion also goes into non-verbal messages, so that's it... actually the point of my video is the non-verbal messages of clothes" (Informant 4, Class 2017, Female)

According to informant 4, non-verbal messages are an important thing in the theme brought in each content. Because the concept conveyed by informant

4 through the video is a non-verbal message so that it becomes a separate force in shaping the informant's self-presentation. With the addition of text or other non-verbal messages, the meaning conveyed will be stronger.

One form of non-verbal message use is caption and hashtag. This is done in order to get a wider reach and other purposes. Some of the things that were revealed by the informants related to the captions were as follows.

"Actually it's necessary, the function of the caption is to clarify the video and image, for example our photo caption will clarify what the photo is about... sometimes people don't misunderstand the video, even though the video maker has explained it in the caption... people still focus on video even though the caption is really important." (Informant 5, Class 2018, Female)

Informant 5 said that captions have an important role in forming messages in the content. According to the informant, the caption completes the conveyance through the video content on TikTok. Informant 5 assumed that when the uploaded video entails flaws in delivering meaning, then the caption here functions as an explanation of the content so that the meaning can be well received by the audience. From other answers obtained from informants, some consider captions not important because the messages they convey are already represented through videos made by informants. Some consider that captions are important, but not that necessary.

In publishing a video, user may include hashtags to increase traffic or reach of content to increase impressions. Here are some of the differences in the informants' responses regarding the use of hashtags.

"First when I started using Tiktok, but for now I don't need hashtags anymore" (Informant 1, Class 2016, Male)

Informant 1 used hashtags conditionally because too many words in the text column will distract the audiences' convenience when they see the content. In contrast, informant 5 stated the use of hashtags.

"Always.", "Heeh, but if we don't use hashtags, we'll just be stuck there."

Informant 5 assumed hashtags are very helpful in increasing traffic in a post because informant 5 has experienced this. In using hashtag, the number of viewers in the informant's account increased. The researchers observed the account of informant 5 and found the fact that the use of hashtags had a fairly visible impact in increasing the impression of the informant's account. By looking at the simple Tiktok algorithm, it is not impossible that users' videos will get a lot of reach if they exploit the features (including hashtag). This is in line with the statement of Informant 4.

“Eeemm, yesterday when there was an event... Tiktok often manages events, yesterday there was an event, we both learned together, so we took the chance because it was good to increase the number”

Utilizing hashtags from an event with high traffic, according to informant 4, will be very helpful in increasing the opportunity for the video to be seen by many people. If the informant has a broad reach, the impression of the account will be higher so it will be easier to form a self-presentation and attract the attention of the audience.

While answers from other informants also revealed that they often used hashtags, but sometimes they did not use them when it was not deemed necessary.

### ***3.4 Self Presentation You Want to Build Through Tiktok***

Each content creation that has been done by informants has a different purpose. Their self-presentation is determined by what they publish on their social media. The process that informants perform is a stage that has been selected to get their respective goals by showing the part of themselves that they want to highlight to others. The following are the results of interviews conducted by researchers with informants.

"I want to show that Solo also has a cool Vespa too. As a content creator about Vespa modifications, you could say that I am the content creator of Vespa in Solo" (Informant 1, Class 2016, Male)

Informant 1 revealed that he wanted to be known as a Vespa content creator in Solo, in addition to the interview conducted by the researchers, another motivation from the informant is that he wanted to make Solo to be known (Vespa-related) by other cities. Informant 1 desired to make name of the Vespa in Solo because he is a member of a Vespa community in Solo Raya.

Furthermore, it was found rather unique answers from other informants.

"I'm actually more of a model, man, I'm a model and sometimes I introduce other brands to people, that's it all." (Informant 2, Class 2017, Female)

Informant 2 utilized Tiktok as a means to form a presentation of herself as a model. In the interview and direct observation, informant 2 appeared to act as usual and create a simple posting. The researchers also noticed that the informant tried to act like herself without pretentiousness regardless of the self-presentation she wanted to form as a model. Consistently, the informant always published content of photoshoots or videos she had selected to promote and others, but sometimes informant 2 also uploaded content outside of the image to be formed (random).

An interesting thing the researchers observed from informant 4 can be seen as follows.

"The impression is from the content I made... I want to give a message that if we, women, want to wear syar'i and clothes that cover our chests, we can still look cool, not like mothers, not old-fashioned, not old school."

Informant 4 tried to make the image of people with syari'i clothes look fashionable and cool because, in her opinion, many people think that when people wear syar'i clothes they will look constrained, mother-like, or boarding school student-like. Through social media, informant 4 attempted to instill different values in syar'i clothing through mix and match the content. The concept brought by informant 4 is peculiar. With her fashion videos, she attracted the audience's attention using a good hijab style, however not in a strict one yet it is accepted according to Islamic law. Informant 4 wanted to build a covered style with an appearance that is acceptable to the young generation. Also, informant 4 used her social media as a channel to sell hijab which corresponds to her goal, popularizing syar'i clothing.

Meanwhile, other informants expressed that they wanted to be known as their respective personalities on Tiktok. Besides entertaining, they try to provide something useful for others through their posts. One of the informants asserted that she wanted to be known as herself.

At this stage, informants feel that what they present to others is acceptable or otherwise. Opinion sometimes influences the way they form their self-presentation when they see feedback from the audience:

"I'm happy, I will be like "who like this my content", so I'm even more excited to post when people say that when you see a lot of people, you're excited" (informant 2, Class 2017, Female)

Informant 2 perceived that with positive feedback there is additional energy to create content. Because informant 2 considered feedback as payment for a content creator. The same thing came from informant 1 who was happy whenever someone appreciated the content, informant 1 called it booster. With the feedback, informant 1 felt appreciated, especially for his Tiktok audience. Other informants also expressed the same thing regarding positive feedback that it made them happy.

However, there are slight differences when informants face negative comments:

“When I get critics comments, I am motivated to create even more perfect content because I think that it is a constructive idea” (informant 1, Class 2016, Male)

Informant 1 responds to negative feedback by making the next content more perfect than before, the

informant considers it as a reference for better work. According to informant 1, if it is too emotional, it will impede him to produce future content. The same thing was conveyed by informant 3 who considered negative comments as contemplation bases in improving future content.

However, it is different from informant 2 in encountering negative comments.

"It's sad, of course, but it's okay, there are many people who give me good feedback and so far, no one on Tiktok has given negative comments." (informant 2, Class 2017, Female)

Informant 2 considered negative comments as normal. Informant 2 was indifferent and thought when there were more positive comments, the rest should be ignored. Informants 4 and 5 have the same opinion as informant 2, they considered it natural and should be neglected.

#### **4. DISCUSSION**

As stated by Whitty and Joinson (in Palupi, 2019) the establishment of Online SSP provides convenience in forming impressions and users can express their attributes more freely [3]. Each individual has the opportunity to show themselves through certain stages so that their image looks good by showing which part of themselves they want to be exposed to get the desired presentation [15]. Each informant has their own focus and purpose from the content created by focusing on aspects that are considered interesting and then they distribute it in the form of a long video.

Researchers divide 4 categorizations based on Wood and Smith (in Pramiyanti et al., 2014) in the formation of selected online self-presentations [5]:

##### **4.1. Sender as Transmitter and Content Producer**

From the results of interviews that have been conducted with informants, interesting findings were found. For some reason, each informant uses their social media as a forum for the formation of the selected self-presentation. Each informant brings different characteristics so that they are known according to what is delivered. By presenting a unique topic, one of which is trying to popularize *syar'i* fashion so that it looks fashionable using a unique method and the creation of content that is simply understood by the audience. This is supported by the concept promoted by Tiktok, which is emphasizing the video aspect, making the message conveyed to the audience stronger [13]. The utilization of message composition becomes a vital aspect in forming

attractiveness to the audience, especially the young audience, in hyperpersonal communication [16].

Researchers found that every content uploaded by informants has certain characteristics by highlighting one aspect that is considered to have entertainment value or as their self-satisfaction. Several aspects that are used consistently to attract the attention of the audience under the findings of the researchers comprise hobbies with artistic value or expression of feelings that are considered capable of being a special attraction in gaining a wider reach. Informants actively present the audience intending to get positive feedback [12].

##### **4.2. Receiver As The Main Target in The Formation of The Selective Self-Presentation**

The results of the self-presentation built by the informants in their social media are what the image they want the audience to acknowledge. Whitty and Joinson (in Palupi, 2019) suggest that the formation of a person's online self-presentation facilitates the formation of impression, they can express their own attributes freely compared to direct communication [3]. The researcher found that each informant wanted to be known according to their content, such as a Vespa creator, a model, or a fashion enthusiast with a different style from the others.

Meanwhile, other informants only use their Tiktok as a medium for expressing their feelings, entertainment, as well as their means of conveying something informative.

##### **4.3. Channel As a Tool in Forming The Selective Self-Presentation**

In building their self-presentation, the informant took advantage of several aspects outside and inside Tiktok to form the perfect content in order to obtain a good impression. Self-presentation can be edited in various aspects, especially visuals as well as appearance/personality to be displayed, there is a process that has been carefully designed [21]. The researchers noted that some of the informants were very perfectionists in every content they created. The use of external applications also greatly influences informants in shaping their content, to create maximum results, video editing applications are a must-item so that the content created is more interesting and can be of added value to get a wider reach. They used several tools, such as mirrorless or professional cameras as well as editing using cellphones and laptops to improve content.

Some aspects such as lighting, angle, yet they also uploaded content without any additional editing in the content.

The use of non-verbal messages in completing meaning was used by several informants for certain reasons, as expressed by Kriyantono (in Kusumawati, 2016) who suggested that non-verbal messages have five functions, one of which is to enrich and complete the meaning of non-verbal messages. When the informant includes a description in the video, the message conveyed will be more complete [22]. From the findings of the researchers, most of the informants thought that captions are important and become a justification or complement to the uploaded video. However, some thought that the caption is not important because the message has been represented by video.

Tolentino explains that Tiktok is a huge meme maker, it allows one to search for the widest possible impressions. In reaching a wider audience, most informants used hashtags in their content. Some of them use it at the beginning of the post and some use it today. They benefit from high traffic to get many profile visits so that the impression of the account is getting higher [8].

#### **4.4 Feedback As A Form Of Expected Reciprocity**

Feedback is a result of what they do, sometimes users adjust the feedback they get to shape their presentation [23]. The researchers conclude from the answers of the informants that all informants have the same response regarding positive feedback; they feel happy when they get positive feedback and feel motivated to create other content. Feedback is deemed a reward or satisfaction as a content creator. When they see positive feedback, they feel appreciated for the effort they put into creating their best image through Tiktok.

In contrast, the informants responded to negative feedback, two out of five informants perceived it as a reference in improving the content so that they could produce even better content to get different feedback. However, other informants felt that negative feedback is natural and not considered important because they thought it is natural. They do not think too much about negative feedback and focus on what they share regarding their self-presentation.

### **5. CONCLUSION**

Based on the results of the research, it is concluded that the online self-presentation form selected by students of the Faculty of Communication Sciences

class 2016-2018 is by highlighting aspects that are considered attractive or conveying their thoughts. They use tools such as professional cameras and video editors to form the best image of themselves so that they get the perfect content with different focuses and goals. They use non-verbal messages in strengthening the messages delivered so that their presentations are stronger and get a wider reach.

This study describes findings related to online selective self-presentation with a relatively narrow sample. Future research should take a variety of samples to get a broader picture of selective self-presentation online. In its development model, the hyperpersonal has not been able to widely accommodate online CNS in video-mediated communication. In the future, it is necessary to conduct online SSP research on video-mediated communication platforms.

### **AUTHORS' CONTRIBUTIONS**

In this study, the first author played a role in retrieving data and then analyzing the data obtained which in the end became a complete manuscript. The first author wrote the script from start to finish.

The second writer acted as a script editor so it became a good transcription. In addition, the second author is to understand and design the analysis so as to create the right composition so that the transcript made is according to the original purpose.

### **ACKNOWLEDGMENTS**

The authors would like to dedicate this research to their parents and guardians who have given support to the authors. Praise Allah who has bestowed the authors so they could complete this research well. The authors would like to thank the informants who have participated in this research. Furthermore, the authors would like to thank the Universitas Muhammadiyah Surakarta, especially the Faculty of Communication and Informatics that has supported this research until the completion stage.

### **REFERENCES**

- [1] Croes, E. A. J., Antheunis, M. L., Schouten, A. P., & Kraemer, E. J. (2019). Social attraction in video-mediated communication: The role of nonverbal affiliative behavior. *Journal of Social and Personal Relationships*, 36(4), 1210–1232. <https://doi.org/10.1177/0265407518757382>
- [2] Griffin, E. (2012). *A First Look at Communication Theory* (8th ed., Vol. 4, Issue 3).

- McGraw-Hill Companies.  
<http://marefateadyan.nashriyat.ir/node/150>
- [3] Palupi, P. (2019). Selective Self-Presentation on Video-Mediated Communication: A Study of Hyperpersonal Communication. *Mediator: Jurnal Komunikasi*, 12(1), 102–112.
- [4] Sheilla, M. (2017). Media Baru dan Online Self Presentation (Studi Kualitatif Selective Self-Presentation melalui Pendekatan Hyperpersonal terhadap Mahasiswa Program Studi Ilmu Komunikasi Universitas Muhammadiyah Surakarta). In *Universitas Muhammadiyah Surakarta* (pp. 5–18).
- [5] Pramiyanti, A., Putri, I. P., & Nureni, R. (2014). Motif remaja dalam menggunakan media baru (studi pada Remaja di Daerah Sub-Urban Kota Bandung). *KomuniTi*, 6(2), 95–103. <http://journals.ums.ac.id/index.php/komuniti/article/download/2783/1776>
- [6] Walther, J. B. (2007). Selective self-presentation in computer-mediated communication: Hyperpersonal dimensions of technology, language, and cognition. *Computers in Human Behavior*, 23(5), 2538–2557. <https://doi.org/10.1016/j.chb.2006.05.002>
- [7] Bresnick, E. (2019). Intensified Play: Cinematic study of TikTok mobile app. *University of Southern California*, 4(4), 1–12. [https://www.researchgate.net/publication/335570557\\_Intensified\\_Play\\_Cinematic\\_study\\_of\\_TikTok\\_mobile\\_app](https://www.researchgate.net/publication/335570557_Intensified_Play_Cinematic_study_of_TikTok_mobile_app)
- [8] Anderson, K. E. (2020). Getting acquainted with social networks and apps: it is time to talk about TikTok. *Library Hi Tech News*, 37(4), 7–12. <https://doi.org/10.1108/LHTN-01-2020-0001>
- [9] Feldkamp, J. (2021). *The Rise of Tiktok: The Evolution of Social Media Platform During COVID-19*. [https://doi.org/10.1007/978-3-030-66611-8\\_6](https://doi.org/10.1007/978-3-030-66611-8_6)
- [10] Gainau, M. B. (2012). Keterbukaan Diri. *Sekolah Tinggi Agama Kristen Protestan Negeri (STAKPN) Papua*, 12–36.
- [11] Agus Suparno, B., Arief Sosiawan, E., & Sigit Tripambudi, D. (2012). *Computer Mediated Communication Situs Jejaring Sosial dan Identitas Diri Remaja*. 85–102.
- [12] Fox, J., & Vendemia, M. A. (2016). Selective Self-Presentation and Social Comparison Through Photographs on Social Networking Sites. *Cyberpsychology, Behavior, and Social Networking*, 19(10), 593–600. <https://doi.org/10.1089/cyber.2016.0248>
- [13] Maryani, A. (2006). Karakteristik “Hyperpersonal Communication” dalam “Internet Relay Chat” sebagai Bagian dari “Computer Mediated Communication.” *Mediator: Jurnal Komunikasi*, 7(1), 95–102. <https://doi.org/10.29313/mediator.v7i1.1216>
- [14] Walther, J. B., Liang, Y., Deandrea, D. C., Tong, S. T., Carr, C. T., Spottswood, E. L., & Amichai-Hamburger, Y. (2011). The effect of feedback on identity shift in computer-mediated communication. *Media Psychology*, 14(1), 1–26. <https://doi.org/10.1080/15213269.2010.547832>
- [15] Gibbs, J. L., Ellison, N. B., & Heino, R. D. (2006). Self-Presentation in Online Personals. *Communication Research*, 33(2), 152–177. <https://doi.org/10.1177/0093650205285368>
- [16] Walther, J. B., & Whitty, M. T. (2021). Language, Psychology, and New New Media: The Hyperpersonal Model of Mediated Communication at Twenty-Five Years. *Journal of Language and Social Psychology*, 40(1), 120–135. <https://doi.org/10.1177/0261927X20967703>
- [17] Moleong, L. J. (2021). *Metodologi Penelitian Kualitatif*. PT REMAJA ROSDAKARYA. <https://doi.org/10.29313/mediator.v12i1.4509>
- [18] Kriyantono, R. (2010). *Teknik Praktis Riset Komunikasi*. Jakarta Kencana.
- [19] Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung alfabeta.
- [20] Poerwandari, E. K. (2007). *Pendekatan kualitatif untuk penelitian perilaku manusia*. Jakarta: LPSP3.
- [21] Juditha, C. (2015). Communication Patterns in Cybercrime (Love Scams Case). *Jurnal Penelitian Dan Pengembangan Komunikasi dan Informatika*, 6(2), 122582.
- [22] Kusumawati, T. I. (2016). Komunikasi Verbal dan Nonverbal. *Jurnal Pendidikan dan Konseling*, 6(2).
- [23] Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Running Head: Defining, Developing, & Divining Social Media*, 23(2015), 43. <http://doi.org/10.1080/15456870.2015.972282>