

The Construction of Buzzer Identity on Social Media

(A Descriptive Study of Buzzer Identity in Twitter)

Rismi Juliadi

Podomoro University,
Jakarta 11470, Indonesia
rismijuliadi@yahoo.com

Abstract— The aim of this study is to describe the construction of buzzer identity on social media. Buzzer is one of the actor in social media who has the role as an influencer who persuades the followers on a particular topic in Twitter. Buzzer sometimes provides Twitter's biography (bio) in order to describe the simplest user identity. The common user never realizes the existence of a buzzer if just identify based on the short biography, status updates or tweets on social media. Researcher examines the buzzer identity by using the descriptive approach and symbolic interaction theory draws on George Herbert Mead through interaction and self-presentation in Twitter. There are five informans who have been interviewed and explored with any related information to buzzer's identity in Social Media. The result shows that buzzer who used to build a good self-presentation in order to gaining the enthusiastic and attractive response from followers. The ability of buzzer about self-concept will give a great chance to build sustainable relationship. The followers will respond to buzzer which is based on the construction of buzzer identity who would be able to come up to their expectations in Twitter.

Keywords— *Symbolic Interactionism, Identity Construction, Buzzer, Social Media, Twitter*

I. INTRODUCTION

In a dynamic flux of online social media, people are overwhelmed every day with various types of information related to activities both online and off. One of the impacts to Indonesian community is about the usage of many varieties of social media within last ten years. The social media booming in Indonesia was started since the presence of Bloggers in 1999, followed by Friendster in 2002, Facebook in 2003 and Twitter in 2006. Beside the social media said above, Indonesian people have begun to use any kind of social media applications such as: Instagram, Path, Foursquare, Pinterest, LinkedIn, and others. According to the survey of the Indonesia Internet Service Provider Association or APJII said that the social media which frequently visited in Indonesia is dominated by Facebook (54%), Instagram (15%), Youtube (11%), Google+ (6%) and Twitter (5,5%) (APJII, 2016).

The usage of social media comes up with the community in changing of the behavior. This change tends to create an egalitarian communication, out of the cultural context, and never known about the limitation of time and space. The

emergence of a media is always followed by the changes way of people to communicate and associated with the emergence of a new culture which is also applied to Indonesian people.

For instance, Twitter has given a lot of contributions to people about how to create an easier communication and interaction with other users. Twitter is a micro-blogging platform that having a high growth among others social media. Its growth is more than 100% from year to year. People said it functions as a virtual social club here people can meet, know each other, socialize, find new friends and also maintain the existing friends (Diamond, 2010, p.4). Twitter provides the fitures about update information instantly which is helpful to know the situations in the real world and allows them to spontaneously express their opinions. Twitter occupies with some fitures such as retweets, replies, comments, and mentions with further boosts the information propagation, spread various ideas and synchronize it into the collective attention of the masses and might create the ultimately result in social media trends or trending topics (Zhang, 2016).

Although Twitter is having the low percentage of users among other social media, but the usage of Twitter still attract buzzers and brand owners to utilize it. Since each social media platform has the uniqueness and different purpose for the user. Twitter is the most powerful source of the updated information from all over the world. It has specialties in providing the information which helps people to receive the newest information.

Buzzer either micro-celebrity can be understood as a mindset and set of practices in which audience is viewed as a fan base; popularity is maintained through ongoing fan management; and self-presentation is carefully constructed to be consumed by others. Just as we see 'regular or ordinary' people adopting micro-celebrity tactics to gain status online, we also see famous people using similar techniques on social media sites to maintain popularity and image (Marwick, 2011). Most of people are like to read the instant information; buzzer is an actor in Twitter who would be expected to share information and also to influence followers. We can find several buzzers' account; some of them are rarely to describe their identity as a buzzer. In Indonesia, a buzzer could be originating from an artist or ordinary person who has the great

followers. Buzzer always updates the favorable tweets and be able to build a good self-presentation in Twitter.

For the reseacher, twitter as one of social media has a big challenge to research the emerging of buzzer's phenomenon in Indonesia. This study selected the location in Jakarta as the capital city of Republic Indonesia. Because it is one of the most active "Twitter City" in the world and having the significant growth social media user at tremendous speed. This study examines the buzzers identity construction, which is how they describe their self-presentation, self-concept, identity in the interaction with followers, and some significant others describe about them.

II. BACKGROUND TO THE STUDY

Buzzer as an actor in Twitter who receives offering from brand owner to update tweets related to a certain product or service and get benefit from it. The buzzer in this study emerges from an ordinary people. The followers will read the buzzer's tweets and retweet it to others. The main objective of buzzing is to create word of mouth in social media. From the perspective of brand owner, buzzer is an appropriate actor in social media who will be able to enhance the consumer awareness about their products, services, or events. Being a buzzer, someone must exist in Twitter. A successful buzzer will receive the compensation from a company for every tweet updating which usually depends on some factors, such as campaign objective, compatibility, engagement, number of followers, type of influence, area, budget, and buzzer's rates and track of records (Febriawan, 2013). Therefore, the existence of a buzzer depends on followers which need to be nurtured and maintained, like as a community (Edwin, 2012).

In Twitter, buzzer speaks with daily jargon and easy to understand among audience. Actually Twitter is considered as the free social media, easy to use, and express opinions, but on the other hand it does not have many advertisements. Every user is free to update the expressions via tweets and to widely construct the user identity. For instance, a user can construct identity as a brave person but in the real life actually someone is not a brave person indeed. You never feel having official or expert pour your mind. It is intended to indicate the nature of the social network conversation (Kelsey, 2010: 5).

It's usual for buzzer to spreads the up-to-date information, pursues new ideas and innovative updates products or services on social media. Buzzer could build the awareness of new product or service among followers. The phenomenon of buzzer is very interesting to investigate since Twitter is categorized as a new social media compared to conventional media, such as radio, news paper, magazines or television which can raise a media of celebrity in a short time. According to Shafiq Pontoh as the Head of Social Affair Event Media Festival 2011 said that the jargons "kultwit" and "buzzer" is not too familiar in United State or Europe. In this case Shafiq said that Indonesian people is more creative with the content meanwhile the American is in yhe inventing social media applications (Pontoh, 2011).

Identity construction is an important task, therefore it is not surprised that investigations of identity construction have continued for more than a decade. The explosion of

information and communication technology has sparked interest in online identity construction. This idea was further fueled by the belief that the internet culture allows people to leave behind their physical body and appearance and to create a new and different identity (Wright, 2016). Thus, many of these earlier investigations focused on the portrayal of identity in anonymous, digital environment such as the ones created by textual-based online role-playing games, chat rooms, and discussion boards. Findings from this study revealed that buzzer as an actor in Twitter who persuade followers to received related information of brand owner. In the their online activities, buzzers acted like someone else or were not buzzing the information from other parties as if they only update the common information to share.

III. THEORETICAL BACKGROUND

This article uses the symbolic interaction perspective with basic concept of self, mind and society which coined by George Herbert Mead (1934). The symbolic interactionst perspective seeks to understand human behavior from the subject point of view. Symbolic interactionists suggests that human conduct is to be seen as a process in which individuals shape and govern their conduct by taking into account the expectation of other with whom they interact (cited in Mulyana, 2012:114).

According to George Herbert Mead (1934:140) said that the self, as that which can be an object to itself, is essentially a social structure, and it arises in social experience. After a self has arisen, it in a certain sense provides for itself its social experiences, and so we can conceive of an absolutely solitary self. But it is impossible to conceive of a self arising outside of social experience. Since the concept of identity, viewed from symbolic interactionism, rest of theories of the self, particularly George Herbert Mead's, the explication of self-theory is necessary at this theoretical background.

The theory of the looking-glass self, Charles Horton Cooley contends that people's self-concept is significantly determined by what they think others think of them, thus emphasizing the significance of subjectively interpreted others' responses as a primary source of data about the self. Simply put, what ones internalize as one's own derives from information one receives from others (cited in Mulyana, 2012:117). The concept of the looking glass-self, states that a person's self grows out of a person's social interactions with others. The view of ourselves comes from the contemplation of personal qualities and impressions of how others perceive us. Actually, how we see ourselves does not come from who we really are, but rather from how we believe others see us. The concept of the looking glass self-offers insight not only into our own thinking, but also to how we form our identity based on how others see us. As long as we are interacting with others we are vulnerable for changing our own self-image, a process that will continue throughout our lives (Isaksen, 2013).

Platform owners have a vested interest in pushing the need for a uniform online identity to attain maximum transparency, not only because they want to know who their users are, but also because advertisers want users 'truthful' data. However,

the interest of owners may run counter to users' need to differentiate between their various online personas. For most users, there is a distinct difference between one's professional persona, addressed mainly to co-workers and employers, and one's self-communication towards 'friends'. Long before the emergence of online communication, Erving Goffman (1959) theorized self-presentation as a performance; the need for a multiple, composite self has only increased since public communication moved to an online space. Online self-presentation consists of the front stage on social media and the back stage on the real world (Dicjk, 2013).

Identity is a key element of subjective reality and, like all subjective reality, stands in a dialectical relationship with society. Identity is formed by social processes. Once crystallized, it is maintained, modified, or even reshaped by social relations. The social processes involved in both the formation and the maintenance of identity are determined by the social structure. Conversely, the identities produced by the interplay of organism, individual consciousness and social structure react upon the given social structure, maintaining it, modifying it, or even reshaping it (Berger, 1966: 194)

Identity theory focuses on role-related choice behavior, which develops from symbolic interactionism (Stryker, 2000). According to this theory, people are actors who recognize the possibility of choice in their lives, and their identity is shaped by their interactions and others' responses to them during these interactions. The number of possible identities is set by the number of roles the person occupies. In the digital environment, identity theory suggests that online identity is created through social interactions. People can choose the specific identity they want to share with those individuals they meet in the digital environment. Friends and family members are not likely to let someone they know get away with creating false representations of their identity in the digital environment. Further, people do act in similar ways in both their online and their offline interactions and choose to represent themselves through an online identity that is congruent with their offline identity. However, some people might choose to construct an identity that is not aligned with their actual one (cited in Wright, 2016).

It is clear from Cooley, Berger and Stryker definitions above that identity is like a person's self grows out of a person's social interaction with others; identities produced by the interplay of organism, individual consciousness and social structure react upon the given social structure, maintaining it, modifying it, or even reshaping it; and people are actors who recognize the possibility of choice in their lives, and their identity is shaped by their interactions and others' responses to them during these interactions. Thus, the buzzer's identity is constructed by interaction via social media with their followers, and then buzzer has a specific role-related in their whole online activities.

IV. METHODOLOGY AND ANALYSIS

This study used the descriptive qualitative method that begins with assumptions and the use of interpretive/theoretical frameworks that inform the study of research problems addressing the meaning individuals or groups ascribe to a

social or human problem. To study this problem, qualitative researchers use an emerging qualitative approach to inquiry, the collection of data in natural setting sensitive to the people and places under establishes patterns or themes. The final written report or presentation includes the voices of participants, the reflexivity of the researcher, a complex description and interpretation of the problem, and its contribution to the literature or a call for change (Creswell, 2013: 44).

This research method is a descriptive study which describes the identity construction of buzzer in social media. The activities of buzzers in social media carry out some activities with the self-concept and constructed identity through the interaction between buzzers and their followers. Since identity is produced by the interaction among others, individual consciousness and social structure which react upon the given social structure, maintaining it, modifying it, or even reshaping it. In this case the interaction between buzzer and followers will create the awareness of identity construction. These informans are identified as "ordinary people" who have a large number of followers at least 10 thousand accounts. Informans are the famous person in Twitter which frequently called the "selebtwit".

These are five research informans which consist of:

Table 1. Informan Profile

No	Informan name	Initial name	Sex/ Age	Twitter account	Job
1	Jonathan End	JE	Male/ 31	@jonathanend	Digital Media Agency
2	Inne Nathalia	IN	Female /32	@innath	Social Media Specialist
3	Driana R. Hayani	DRH	Female /47	@venustweets	Freelance
4	Rama J. Baskoro	RJB	Male /34	@supermomom	Digital Marketing Communication
5	Lolita Lavietha	LL	Female /26	@lavivrie	Freelance

Source: Compile from the interviews with informans (Januari to October 2016)

This interview does not require a long list of questions but researcher needs to explore about the informans' experience and how its relevance to the topic of research (Given, 2008: 472). The researcher has conducted the interview with the informans in order to obtain the raw data in accordance to the purpose of this research. It was conducted an unstructured interview with the informans to gain answer. The interviews were held in the coffee shop near to informans' office either in the office of themselves. The interviews lasted between 60 and 120 minutes, with an average duration of 90 minutes per interview. All interviews were fully transcribed.

Since this study employs the descriptive qualitative method and only uses a very small informan, the result cannot be generalized for all of the Twitter buzzer lifestyle in Indonesia. Future study might strengthen this topic with a broader informans and data.

V. FINDINGS

5.1. Buzzer's self-presentation on social media

The interaction between buzzer and follower has created the buzzer's self-presentation on social media. Self-presentation encompasses various ways in which people present themselves to others. In some of these interactions, like those occurring through social networking sites, personal information is readily available, whereas in other media, for instance in chat rooms and online games, it is not. However, it is argued that online self-presentation is important no matter what aspects of the self the person chooses to reveal. It is further explained that people might also choose to highlight certain aspects of themselves at the expense of the others, which they may find undesirable or may choose not to express at that time (Wright, 2016).

The self-presentation which occurs in the interaction with followers are as following.

Frankly speaking, I always tell me that I am singles and often rejected by girl. Actually, the most interesting topic in Twitter is the matter of heart. It is varied from heart troubled, sadness, love, and all of things related to heart. *(Secara sadar atau tidak sadar, saya itu bilang kalau saya jomblo, dan sering ditolak oleh cewek. Sebetulnya, topik yang paling menarik di Twitter menurut saya adalah soal situasi hati. Dari mulai hati yang galau, sedih, jatuh cinta, pokoknya semua yang berhubungan dengan hati).* - JE

I am an informative person. So I feel, if I send broadcast information to others people, so that it should *have any benefits to others. I promise that I would not buzz the tweets related to alcohol, cigarettes or sex-tools. (Aku orangnya lebih informatif. Jadi aku ngerasa, kalo aku nyebarin sesuatu harus ada nilai infonya buat orang lain, maksudnya dia harus mendapat manfaat dari situ. Saya pokoknya berjanji tidak akan buzzing produk yang terkait dengan alcohol, rokok atau peralatan seksual).* - IN

I always put them (followers) as friend in the interaction and socialization. As a friend, I can talk any topics. In order to keep my tweets always uptodate, I have to read as much as possible and socialize with my friends. For

reading material resources are not only from books, but it could be from articles or news, so I know what happened in the latest information. If someone invites me to talk about one topic, I can answer it. *(Saya selalu memposisikan diri saya sebagai temannya mereka (follower) dalam berinteraksi dan bersosialisasi dengan mereka. Sebagai teman yang bisa diajak ngobrol dengan topik apa saja. Agar tweet saya tetap hidup, saya harus banyak baca dan banyak bergaul dengan teman-teman. Baca-baca tersebut tidak harus buku, dapat berupa artikel atau berita-berita sehingga kita tahu tentang hal-hal terbaru apa yang sedang terjadi. Sehingga, jika ada orang lain yang mengajak ngobrol tentang suatu topik, kita bisa menjawabnya).* - DRH

I can say that I am "family guy", everything I do in my MNlife is for my family. *(Saya itu bisa dibidang sebagai "family guy", apapun yang saya lakukan itu adalah untuk keluarga).* - RBJ

I am a "to the point" person. I am originally from Jakarta. I am also an independence girl since I am just the one and only child in my family. I always present the important things which needed to increase my personal-branding. *(Saya adalah orang yang "to the point" dan tidak bisa basa-basi. Saya adalah orang Jakarta banget. Saya juga sosok anak yang mandiri karena anak tunggal di keluarga saya. Dan saya tampilkan hal-hal yang memang diperlukan untuk personal branding).* - LL

The opinions about self-presentation among informans, JE identifies that his followers have responsive reaction when he has the self-presentation as a single male and still trying to make an engagement with a girl. Then, IN said that she constructs her identity as an informative person who always shares the valuable information to others. As a buzzer, she is a selective person who chooses the suitable product or service to followers. Since DRH said that being a buzzer, she treats followers as friend and they can discuss any topics as well. RBJ also said he is a family-guy which is like to discuss everything related to the family's issues. The last LL said she always presenting the important things which needed to increase her personal branding.

Since buzzer has the role to create trending topic in social media and to persuade the followers about daily activities especially in the lifestyle. The informans' opinions about the roles of buzzer in Twitter are as following.

Buzzer has the role to create a topic of discussion. *When I updated the particular topic to timeline, people can respond it or not. The more response I get, for instance: my follower will do Reply, Retweet or Favorite, it is a better quality of buzzer. (Buzzer itu bertugas melempar topik. Ketika kamu melempar topik ke linimasa*

apakah direspon atau tidak. Orang kemungkinan akan merespon atau tidak. Makin tinggi tingkat orang merespon melalui Reply, ReTweet atau Favorite, makin bagus kualitas Buzzer tersebut)
– JE

Buzzer should be a consistent person in updating content; also have to think over about our audience. You should give the valueable things to followers in Twitter. *(Kalau jadi buzzer itu harus konsisten dengan konten, juga kadang-kadang kita mikirin audiens kita. Dia mau dikasih apa, jadinya sisi bagusnya kayak tetap berpikir mau ngasi apa buat follower di Twitter).*
– IN

Being a buzzer, I feel that I could do the job and create something usefull for the followers. I am more confident, stronger and more seriously in handling the buzzing activity. *(Setelah menjadi buzzer, saya merasa saya bisa bekerja dan menghasilkan sesuatu yang bermanfaat. Dan saya pun menjadi lebih percaya diri, lebih kuat dan lebih dianggap serius dalam urusan buzzing).*
- DRH

I create something or content which is really attractive. Since I have the way of thinking as communication person and I was as marketing communication before. So, I have to create something as unique as possible, create the content and most *importance it would be interesting. (Saya bikin sesuatu atau konten yang bener-bener menarik, orang jadi tertarik. Mungkin karena jiwa saya, maksudnya saya punya gaya pikir orang komunikasi karena saya dulu emang di markom. Jadi udah di lingkungan itu mesti menciptakan sesuatu yang unik, kaya gitu aja, itu nanti kebawa di konten, saya bikin konten yang menarik gitu).* – RJB

A buzzer is not just only to accept the offering for “selling” promotion. Nowadays buzzer should keep in mind about better quality of contents which can change the community’s behavior. Thus, it is not only to get the tweets’ monetization as income for buzzer. *(Menjadi buzzer tidak semata-mata menerima tawaran "sell" promo saja. Semakin ke sini seharusnya buzzer memperhatikan konten yang memberikan informasi yang mengubah masyarakat menjadi lebih baik. Jadi tidak semata-mata memonetisasi tweet menjadi pendapatan buzzer).* – LL

The informans’s statements about the role of buzzer in social media, JE said that buzzer has responsibility to create an interested topic of discussions in his time line. Although it depends on the follower’s response by using the Twitter figures such as: reply, retweet or favorite it. According to IN, the buzzer who interacts with followers is a consistent person

who always thinks about the valuable information and has to share information which is usefull and sincere. DRH said that the role of buzzer is to create something usefull for the followers. RJB also said that he will create something or content which is really attractive for followers. And according LL that buzzer is about how to provide the better quality of contents which can change the community’s behavior.

Buzzer have to build a good self-presentation on social media in order to gaining the enthusiastically and attractive respons from the followers. According to above statements, the informans are majority agreed to show their self-presentation based on the individual background and willing to share information to the followers. Self-presentation which coined by Goffman, aims to produce a definition of the situation and social identity of the actors and the definition of the situation affecting the interaction decent variety and was not feasible for actors in the given situation (Mulyana, 2008: 110). As mentioned by the informans that they are trying to expose the natural side in their online self-presentation. Their ultimate goal in the self-presentation is to have large amount of followers.

5.2. The Buzzer’s Description of about the self-concept

According to Mead (in Griffin), explained that the self is a process of continuous combination between “I” and “Me”. Where “I” is spontaneous unpredictable compared to “Me” is seen as an object. The self-concept is the implication of others reaction to ourselves. According to Mead that someone as if drawing a self-portrait with a brush and it’s inspired the other roles and also imagine how we are perceived by others (Griffin, 2006: 60).

The following are the informans’ opinion about the self-concept of buzzer in the social media.

I have no difference between online and offline world, and there is no discrepancy at all. I am not a different person, but I am trying to select which one is appropriate to be updated into twitter or not. I will share everything that I have ever done and experienced, and sometimes I do not show off something which is too privacy in my personal life... For instance, if I hanged out at one place, then its place is recommended. I have a good will to recommend to my followers that there is a good place to visit because it has good quality. I feel it's not fair since a good place but having less exposure. (Kalau saya sih perbedaan antara saya di online dan offline itu tidak jauh. Saya bukan membedakan, saya hanya menyaring apa yang bisa diupdate di Twitter atau tidak. Saya mau share apa yang saya lakukan dan apa yang saya alami, dan kadang saya gak mau terlalu privat ke kehidupan pribadi... Tapi misalnya lagi nongkrong yaudah bilang aja lagi nongkrong di sini, ini tempatnya bagus gitu... Jadi saya juga pengen ngasih rekomendasi tempat tempat bagus seperti apa sih, tempat

nongkrong di mana sih, karena ada tempat tempat yang bagus tapi kurang exposure, terkadang saya rasa gak adil). – JE

I think I am the same person in the real world or Twitter. I am a person who would like to talk every thing that I like. So, I am a talk-active woman in the real world and more talk-active in Twitter. *(Kalau konsep diri aku sama saja antara dunia nyata dan di Twitter. Terus aku suka ngomong hal-hal yang aku suka. Jadi aku sih di dunia nyatanya orang berisik dan kalau di Twitter lebih berisik lagi).* – IN

I am a hard worker. I have to achieve what I want. If I can realize it, I will not stop my efforts. Usually, my desire is always rise-up and all related to to the job order in the office. I have no job previously, just an ordinary wife at home. Now, I am being a buzzer which my ultimate job in my career. Beside hard worker, I am also a loyal person and trying to devote something I like. *(Saya pekerja keras. Saya harus mendapatkan apa yang saya inginkan. Kalau belum mendapatkannya, saya gak akan berhenti. Biasanya keinginan itu selalu muncul tentang pekerjaan. Karena saya dulu tidak bekerja, hanya seorang ibu rumah tangga, dan ini merupakan pekerjaan saya sekarang. Selain pekerja keras, saya juga loyal. Saya akan memperjuangkan sesuatu yang saya suka).* –

DRH

I always try to develop my character (in Twitter), the latest character is the finished one. The character development is starting from the most attractive things in Twitter. From a strategic thinking, I search the topic which is very interesting to discuss among the followers. *(Saya coba bangun karakter, karakter yang ada sekarang ini merupakan akhirnya. Pengembangan karakter dari apa yang dibikin sehingga menjadi sesuatu yang menarik di Twitter. Dari suatu pemikiran, saya cari topik, topik apa nih yang kira kira menarik untuk dibahas oleh follower).* – RBJ

I describe my identity as natural as possible in Twitter. I disclose my profile with clear picture, real name and correct date of birth. *(Saya memberikan identitas sealami mungkin di Twitter. Saya tampilkan profile picture yang jelas, nama sebenarnya, tanggal lahir yang benar).*

The informants's statements about self-concept in social media, JE said that he has no different between online *and* offline world. JE explores the construction of his identity being stable and coherent. With the proliferation of internet technology and social media, he can pretend to be someone

else with different online personae but he is always providing the frankly tweets to the followers. IN acknowledged she is a same self-concept in both virtual and real world which is a talk-active person. DRH said she is a hard worker, trying to achieve what she wants. She never says word "surrender" and will never stop her efforts. From RBJ said he I always try to develop the character (in Twitter), which is the most attractive. And the last LL said that she is an honest buzzer who describes identity with clear picture, real name and correct date of birth. The buzzer identity is influenced by self-concept in the daily life. Thus, the social media has an opportunity to construct online identity for buzzer.

5.3 The Buzzer Activity in Social Media According to Significant Others

As homo-social, human could not be separated to the communication. The interaction between buzzer and followers is inseparable from the daily activities. It happens in a particular context. The communication through the online media is related with creating relations and interactions, for instance personal affairs, social events in community or social changes in the national and international levels.

In the real life, buzzer is an actor who is surrounded by people as significant other. Buzzer has the role to influence the followers on social media. The buzzer interaction with significant other is a naturally process with a certain role and actions. The buzzer ability to interact through social media was starting from the interaction capabilities from the closest family members or significant other. The following are the statements of informans about the buzzer activity from the significant others.

My family said I am a good and calm-down person. I feel to be a lucky child compared to both of my brohers, in terms of quality of life and getting supports from my parents. I am still single but as if the head of family since my income is higher than others. Sometimes my parents and brothers are depended upon me. I wish I could make my parents be happy. *(Keluarga menilai saya, baik baik aja sih, kalem, dan saya kan sebenarnya oke. Mungkin saya yang lebih beruntung dibanding kedua kakak saya, dari segi kehidupannya, dan dari segi support orang tua. Sementara saya masih single dan kurang lebih sekarang jadi kepala keluarga, mungkin juga karena saya lebih sukses dalam penghasilan, jadi kedua orang tua dan kakak saya lebih bisa mengandalkan saya. Saya ingin membahagiakan orang tua juga).* - JE

My parents assume me as a common child. My sibling never asked me why I wrote my update statuses in social media. I have no different, just as usual how I am. I did not become another person in social media. My sibling and I just follow each other, in Instagram; he gives "like" to my polite photos which have been updating in

my traveling, eating, and shopping. (*Mereka menganggap saya anak yang biasa aja sih. Ya paling kakak aku aja, tapi tidak sampai bahasan yang “ngapain sih lu gitu-gituan?” Enggak ada yang berbeda, biasa aja. Ya mungkin karena aku tidak menjadi orang lain di sosial media. Kita saling follow sih, instagram apa gitu, ngelike-ngelike aja karena foto-fotonya yang menurut dia wajar, jalan-jalan, makan, dan shopping*). –

IN

According to my sons, they are happy with my job as buzzer. But my big family, they really never know about my job. Although I have explained frequently, they still do not understand since they never keep in touch with social media. They do not assume my job as a bad thing. (*Kalau menurut anak-anak, mereka senang-senang saja saya sebagai seorang buzzer. Tetapi kalau keluarga besar, mereka tidak tahu tentang pekerjaan saya. Walaupun saya sudah menjelaskannya berkali-kali, mereka tetap tidak mengerti karena mereka tidak bersentuhan dengan media sosial. Mereka tidak menganggap pekerjaan ini sebagai sesuatu yang buruk. Orang tua saya tinggal di Probolinggo, Jawa Timur. Mereka tahunya saya blogger atau kerja di media*). – DRH

By chance, my wife is also a buzzer, so it is not surprise for my wife. The Twitter’s uniqueness is about the formation of my wife and me relationship which has been created by Twitter until we got married. My father is interested with Twitter since he is impressed with digital media. He wants to know about digital media and learned it, and he browses kaskus’ website then registered as user of it. So, he was eager to learn about digital product. On the other hand, my mother said it was up to me. The most important, I can give her money. (*Kebetulan istri saya juga buzzer, jadi istri saya nggak heran. Uniknyanya adalah twitter itu bisa menemukan saya sama istri saya sampai saya nikah. Kalau orang tua saya, bapak saya tertarik sama apa yang saya jalanin di twitter, karena dia impressed juga ke digital. Bapak saya itu mau mengenal digital, dia mau belajar, sampai dia bikin akun kaskus, dia buka informasi di kaskus, data data di kaskus. Jadi dia tertarik juga pengen tahu. Sedangkan ibu saya malah bilang ya udah terserah deh yang penting ada duit masuk ke rumah*). - RBJ

My parents have already understood and supported my job. They known me as well since I worked at digital advertising agency. My job is related to the internet or Facebook because this is the easy way to explain to them. Indeed, they do

not know exactly if I explain my job as buzzer in social media. (*Mereka memaklumi, dan juga mendukung. Keluarga tahunya ketika saya masih bekerja di digital advertising agency. Saya bekerja yang berhubungan dengan Internet atau Facebook karena ini yang paling mudah untuk menjelaskan kepada mereka. Soalnya mereka tidak paham juga jika saya jelaskan saya bekerja sebagai buzzer di media sosial*) – LL

The informants’s statements about buzzer activity in social media according to the significant others, JE said that his family said he is a good and calm-down person. He feels to be a lucky child compared to both of his brothers, in terms of quality of life and getting supports from his parents. IN said that her parents assume her as a common child. Her sibling never asked about her update statuses in social media. She has no different, just as usual how he is. He also did not become another person in social media. According to DRH said that her sons are happy with her job as buzzer. But her big family really never knows about her job since they never use social media in their daily life. RBJ said that his wife is also a buzzer, so it is not surprise for his wife. Then, Twitter already helped him to engage with his wife. The last from LL said that her parents has already understood and supported her job. They have known me as well since I worked at digital advertising agency. Her job is related to the internet or Facebook.

VI. DISCUSSION AND CONCLUSIONS

Twitter has the fifth rank of social media in Indonesia. Its phenomenon can help user to easily interact with other by using its features such as mention or direct message (DM). Based on the discussion of the results that a buzzers required to build self-presentation in such a way so that buzzers get a response from followers on their activities in order to create a product or service awareness. A buzzer has to build a good self-presentation on social media in order to gaining the enthusiastically and attractive responses from followers. Thus, buzzer has to create an interesting topic in the Twitter’s timeline. Buzzer cannot fulfill all the followers’ needs in one time, but the interesting topics will always get response from followers by using the Twitter’s features, such as: Reply, Retweet, Mentions or Like.

According to the Symbolic Interaction Theory George Herbert Mead, identity consists of self, mind and society. Buzzer has a strategy to deliberately develop self-concept. The self-concept is drawn from the buzzing activity; identities appear inclined to support buzzing activity. Usually digital media agency seeks a buzzer who has a consistent with the character and the products offered. This is aligned with the symbolic interactionism, humans learn to play a variety of roles and assume the identities that are relevant to these roles, involved in the show each other who and what they are. In such a context, they mark each other and the situations merea enter, and behaviors take place in the context of social identity, meaning and definition of the situation (cited in

Mulyana, 2012: 128). A buzzer usually applies criteria in the decision to accept the offering to buzz a product or service. Of course, the criteria will not break buzzer identity in Twitter. Buzzer has the consideration about the self-concept before decides to buzz offering. Buzzer is a selebtwit who can construct an identity which could create an impact on users' attention in Twitter.

Buzzer's tweet has a meaning to disclose the identity to the followers which have the same personality and topic of discussion. Twitter is a mean to share the buzzers' ideas and opinions in Twitter. Buzzer interprets activities in Twitter to disseminate information about a brand of product or service. Furthermore, the audiences give the response about awareness of a product or service. Buzzer is an actor in social media who has the role as influencer who persuades the followers on a particular topic and having many followers who willing to engage with buzzer's updates in Twitter.

When discuss about the identity, we have to coin the theory Erving Goffman (1959) online self-presentation. It consists of the front stage on social media and the back stage on the real world. It's like two sides of a coin that cannot be separated. A buzzer as a human being, he also has the hidden side which never been shown to the followers. Sometime buzzers try to hide their identity as a buzzer on social media. They feel only an ordinary person who has the better communication ability in Twitter. They greet with many followers and increase the number of followers' day-by-day. The buzzer identity does not necessarily appear in its short biography. In accordance with the purpose of interaction according to the symbolic interaction is to create the same meaning. According to Herbert Mead, that meaning can be made if no response is given for behavior that is conscious; then the interaction will create the same interpretation as well (Turner, 2008).

In the daily life, buzzer is an actor who is surrounded by people as significant other. Buzzer constructs the identity which delivers symbols and meaning to the followers. From this study we can see that buzzer shares the trending topic to followers on social media and receives the variety response from followers. It is argued that the followers give the respond based on the construction of buzzer identity and be able to fulfill the expectation of followers. In addition, Twitter allows buzzer to be interacted with significant other who is a naturally process with a certain role and action. Therefore, the interaction between buzzer and followers is reflected to the buzzer identity.

The identity construction of buzzer on social media is related to the self-presentation and the self-concept of buzzer. The Twitter allows buzzers to construct their identity in the interactions occurred between followers and buzzer. The identity is something that can be constructed, managed and changed. The conclusion of this study about the buzzer identity construction as following:

1. Buzzer is an online actor on social media who used to build a good self-presentation in order to gaining the enthusiastically and attractive respons from followers,

and to create an interested topic of discussions in the time line which leads to be the trending topic.

2. The ability of buzzer about self-concept will give a great chance to build the sustainable relationship since buzzer creates a sophisticated social interaction on the social media, especially in Twitter.
3. The followers will give the respond to buzzer which is based on the construction of buzzer identity and be able to fulfill the expectation of followers in Twitter.

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