Indonesian Netizens' Digital Self and Identity Creation on Social Media

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Article Info

ABSTRACT

Users' identity is important in accessing social media and digital platforms. This identity is formed and accessed digitally and can serve to identify fellow users of the platform. Digital identity can be in two forms: partial and social. Identity in social media is important because this is the main thing that needs to be done before users can carry out activities such as uploading and commenting on their own accounts. This study aims to identify how users respond to the creation of a user's digital identity on social media. This study uses a descriptive quantitative method with a survey method involving 218 respondents of various ages, occupations, and forms of access to social media. The data collection process was carried out in August-September 2022. The results of this study indicate that in creating a partial digital identity, most users display personal data that is the same as their identity in the real world. Then on account ownership, most users gave an approval response to the ownership of more than one account on their social media. Finally, users' self-disclosure on social media is carried out through a selection process on activities that are shared publicly and privately through their social media accounts.

Keywords: Digital Identity; Partial and Social Identity; Fake Account; Social Media; Netizen.

ABSTRAK

Identitas merupakan hal yang penting dalam mengakses sosial media maupun platform digital. Identitas ini dibentuk dan diakses secara digital, yang dapat berfungsi sebagai cara untuk mengidentifikasi sesama pengguna platform tersebut. Identitas digital bisa berupa dua hal yakni partial dan sosial. Identitas dalam sosial media menjadi komponen penting karena ini merupakan hal utama yang perlu dilakukan sebelum pengguna dapat melakukan aktivitas seperti mengunggah, memberi komentar di akun yang dimiliki. Penelitian ini bertujuan untuk mengidentifikasi bagaimana tanggapan pengguna terkait pembuatan identitas digital seorang user di sosial media. Penelitian ini menggunakan metode kuantitatif deskriptif dengan metode survei yang melibatkan 218 responden yang memiliki berbagai macam latar belakang usia, pekerjaan dan bentuk sosial media yang diakses. Proses penambilan data dilakukan selama satu bulan Agustus-September 2022. Hasil penelitian ini menujukan bahwa pada pembuatan identitas digital partial, mayoritas pengguna menampilkan data diri yang sama dengan identitas yang dimiliki di dunia nyata. Kemudian pada kepemilikan akun, mayoritas pengguna memberikan respon persetujuan pada kepemilikan akun lebih dari satu pada sosial media yang mereka miliki. Terakhir, pengungkapan diri pengguna pada sosial media dilakukan melalui proses seleksi pada aktivitas yang dibagikan secara umum maupun private melalui akun sosial media yang mereka miliki.

Kata Kunci: Digital Identity; Partial and Social Identity; Fake Account; Social Media; Netizen.

INTRODUCTION

The development of digital world shows rapid development with the presence of various new applications and the emergence of variations in digital technology every day. This global development is shown through a report released by We Are Social regarding digital reports, that the human population has increased by 66 million (0.8%) over the past year. This increase also occurred in the number of mobile users, which grew to 5.34 billion in the third quarter of 2022. The global mobile user population has grown by 93 million since last year, so almost 67% of the world population currently uses mobile phones. cell phone (Kemp, 2022). While in Indonesia, with a total population of 277.7 million, there are as many as 370.1 million internet users, 204.7 million active social media users, and 191.4 million (Dwi, 2022). This number identifies that the population of users on social media is 68.9% compared to the total population in Indonesia.

Social media is an internet-based channel that allows users to interact opportunistically and selectively, presenting themselves either in real-time or asynchronously, with a wide and narrow audience that derives value from user-generated content and the perception of interaction with other users (Carr & Hayes, 2015). One of the important components of social media is the presence of users. Social media plays an important role as a means of self-expression or self-actualization for its users. Social media can change how people socialize and communicate by providing opportunities to express themselves and express their opinions. Social media is where people meet in cyberspace to discuss various topics, share information, and exchange ideas (Ramanigopal, 2012).

The use of social media requires users to register their personal data, and it will be used as a profile that will represent themselves on the platforms accessed. Identity is often understood as a form of permanence, fixed and seemingly unchanging (Gultom et al., 2019). Meanwhile, identity in the digital world is created to make it easier for users to identify other users. Murray & Male (2005) emphasizes the difference between substance and a person's situation. Self-substance is rooted in beliefs and becomes the core that defines values in oneself. In contrast, self-situational identity enters into the context of "who we are" when faced with expectations from others. With the emergence of differences regarding the meaning of identity attached to a person (name, age, gender) and identity that is seen as a member of a social group (ethnicity, religion, sexual orientation, fandom), identity can be seen as a result of negotiations between the inherent identity and roles and social structures in different situations (Cho & Jimerson, 2016).

The concept of identity has become an important part of the digital world because the internet has brought another dimension of identity that has been present in the real world. However, identity in the real world has similarities with virtual or virtual identities. Also, the internet has brought about major changes in terms of defining and building identity. The internet era has driven changes related to the meaning of building and managing human identity when in cyberspace (Iksandy, 2022). This change occurs at three different levels (Piliang, 2012). First level. At the individual level, there is a fundamental change in the human understanding of the concept of self (self) and identity (identity). The digital space opens a new understanding for humans to create artificial self-concepts and identities. At this level, acceptance or rejection is also determined by the impact when someone uses technology in their work (Febriani & Avicenna, 2022).

The second level is the order of interaction between individuals (users). Cyberspace is an intermediate world that contains bits of information that can create virtual relationships and social relations. This relationship is created but has a different concept from the relationship understood in the real world. These relationships and interactions occur in cyberspace without the limitations of space and time. The last level is at the community level. The digital space creates a model that opens up a new space called an imaginary community (Rheingold, 2000). Imaginary communities on social media are formed imaginatively about the concept of place, preferences, references, and similarities to one idea. Based on the effects of the three levels, the first level change is the concept of digital identity, which the author wants to analyze in more detail and depth.

The use of identity on social media, or what can be referred to as digital identity, is the conversion of human identity into machine-readable digital data (Masiero & Bailur, 2021). The digital identity scheme has three functions, namely identification, authentication, and authorization, all done digitally (Nyst et al., 2016). This process must be done when a new user wants to register an account on one social media platform. As an illustration, if a user wants to register on an Instagram account, then in the identification process, the user will be asked to write down his name, username, gender reveals

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(pronouns), and bio and add a profile photo. The authentication and authorization process is then carried out in several stages.

Digital identities, which were originally used as user identities, have now shifted to more serious issues related to personal identity security and several other issues, such as hoaxes, hacking, cyberbullying, and various issues related to online platforms (Adjei et al., 2020). The ease of accessing social media and the addition of multiple account features in one application has the potential to cause the problems previously mentioned. Users can hide behind fake accounts that are intentionally created for criminal purposes. In 2020 in digital reputation research involving 1,240 respondents in the Asia Pacific region, anonymous accounts were most widely used in Southeast Asia at 35%, South Asia by 28%, and Australia at 20%. The note also states that at least 3 out of 10 social media users claim to have social media without real names, photos, and personal identity information, also known as fake accounts. Almost half of all respondents, 49%, stated that they use anonymous accounts to speak freely without compromising their reputation (VOI, 2022).

According to the KBBI, anonymous accounts, often called pseudonyms in second accounts, are accounts that use pseudonyms or can be said to use false identities (Kemendikbud, 2016). The advantage of using a pseudonym account is that it provides freedom of expression while reducing fear or anxiety, and a pseudonym account also protects the privacy and becomes a place for stalking. One of the functions of the pseudonym in the second account is to open oneself or self-disclosure.

The greater and wider effect of the current use of social media is in line with the concepts introduced by Jean Baudrilard, the simulacrum and simulacra, which emphasize that there has been a considerable change in the relationship between the real and the simulacra in contemporary society. This condition brings people through the third level of simulacra, namely hyper-reality related to digital(Habib, 2018). A user's tendency to be trapped in a virtual space produced by technology makes humans drift and be interrupted from their reality space. Hyperreality can also cause a person to be in a state of being unable to distinguish between reality and fantasy. The relationship between social media and hyperreality can be interpreted as front stage and backstage. Through the internet and social media, a user can expand opportunities called (Goffman, 2002) as front-stage self-making and with the emergence and popularization of various web-based images and identity creation by manipulation (Baulch & Pramiyanti, 2018).

Several studies on digital identity have been carried out, one of which is the influence of fake accounts in sentiment analysis related to Covid-19 in Indonesia, which results in the influence of fake accounts that can reduce sentiment classification performance.(Pratama & Tjahyanto, 2021). Subsequent research suggested that online users could creatively and strategically explore the affordability of platforms and technologies for building and accumulating identities. In forming a functional social identity, society needs to emphasize the relevance of community development, norm, and emotional consensus as a dynamic and recursive process (Lüders et al., 2022).

The development of social media in the future is unlikely to experience a decline. Problems and challenges will be more complex if the community as users is not prepared to deal with them. The focus of studies on digital culture has been widely carried out to support one of the three new types of literacy, namely data literacy, technological literacy, and human literacy. This new literacy focus should be a major concern in regulating forms of self-expression in the digital world, activism, violence, and the spread of hoaxes and false information. These problems can be seen in user activities on social media and digital platforms that represent and represent the identity of their users. Therefore, through this article, research findings will be presented to see the public's response to the formation of digital identity for netizens in Indonesia.

METHODS

This study uses descriptive quantitative to describe a situation or a phenomenon (Sidel et al., 2018). Through this quantitative descriptive method, detailed and actual information collection is carried out that can describe symptoms in the field and identify problems related to users' creation of social media digital identities. The object of this research is active users on social media who use various platforms Facebook, Instagram, Twitter, TikTok, and other platforms. Data was collected through surveys distributed through various media such as social networks, chat groups, and the internet. The questionnaires were distributed for approximately one month, starting from August to September, and collected 218 respondents. The distributed questionnaire consisted of several question components that contained the concept of partial identity formation of social media users. Therefore, each criterion/question is represented in one statement, and the respondent will rate the statement on a

Likert scale. There are five scales to follow, 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree. After the data is collected, the details of the identification of 218 respondents are as follows,

Table 1. Respondents' Results Based on Age and Occupational Criteria

No	Criteria	Percentage
1.	Age	
	14-18	12.8%
	19-34	86.7%
	35-54	0.5%
2.	Work	
	Student/Student	85%
	Other	15%

The data's validity and reliability were measured using the formula Alpha and Cronbach to determine the instrument's consistency as a measuring tool (Imron, 2019). Based on the validity and reliability tests that have been carried out with 218 respondents and a margin of error of 5% (0.05) r table, then the r table is 0.1329 with the following table of results:

Table 2. Questionnaire Validity Test Results

Statement items	r- count	r-table	Information
Partial identity formation			
1	0.3154	0.1329	Valid
2	0.2416	0.1329	Valid
3	0.2358	0.1329	Valid
Account ownership			
1	0.5075	0.1329	Valid
2	0.4916	0.1329	Valid
3	0.5089	0.1329	Valid
Self-disclosure			
1	0.2806	0.1329	Valid
2	0.4638	0.1329	Valid
3	0.2264	0.1329	Valid

Data analysis was carried out using descriptive statistical methods to describe the data that had been collected. The form of data presentation is in the form of a frequency distribution, which is then processed into data ready to be presented and interpreted.

RESULT AND DISCUSSION

The digital identity created by users in accessing social media platforms consists of partial identity and substance identity. With 218 respondents, this study resulted in various answers that the author will analyze further. Based on the survey that has been distributed, the majority of respondents in this study are between 19 and 34 years old; 86.7% of them are students. The domicile of the respondents is spread across various cities in Indonesia. Instagram is the most used social media at 93.1%. This questionnaire is divided into several questions whose answers have been grouped by the researcher and will be analyzed further.

The Creation of Partial Identity

Identity and self-description contain psychological dimensions such as a sense of self as part of a larger body, including an emotional side or a sense of security belonging to a social, political group,

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or community and having effective bonds of solidarity (Gündüz, 2017). Identity also refers to differences. Identity allows a person to transfer photos (images), videos, and information that can be accessed widely and openly. Creating a digital identity means that a user gives permission to the platform to publicly publish photos, posts, profiles, and even friends or follower lists to other users. In short, neither the user nor the platform can collect, analyze and share other users' personal information (Kang, 2020).

One of the important issues in accessing social media is the formation of accounts that become social identities on the platforms that are accessed. This identity consists of a set of information that contains a specific entity and is usually a reflection of what is generally known by other interacting users (Wilton, 2008). To form an identity on social media platforms, users need to enter partial data related to name, date of birth, and domicile. The study was conducted to determine the condition of the user in forming a partial identity related to the correctness of providing information on personal data, which includes giving the name, date of birth, domicile address and so on. The following data were obtained:

Table 3. Indicators of partial identity formation

Item no	Statement	Percentage				
		SA	A	N	D	SD
1.	I fill in demographic info honestly and correctly	62%	23%	12%	2%	1%
2.	I uploaded a real profile photo using a photo of myself	52%	20%	20%	5%	3%
3.	I wrote my true self profile	49%	24%	19%	7%	1%

Based on the indicator of partial identity formation regarding demographic information, which includes name, date of birth, and domicile honestly and in accordance with actual conditions, 62% of respondents responded strongly agree (SA), and 23% responded agree (A). As many as 12% answered neutral (N), and only 2% answered disagree (D) and 1% strongly disagreed (SD). This is possible with stipulated conditions requiring a user to fill in personal data such as writing a name or username, birth date, and other demographic information. The next statement relates to using personal photos as profile photos posted on social media accounts. 52% of respondents stated that they strongly agree with the use of personal photos as profiles on their social media accounts. Interestingly, 20% of respondents each agreed and were neutral on this statement item. Furthermore, 5% say they disagree, and 3% strongly disagree. Profile photos are the most crucial item for platforms whose main base is visuals like Instagram. Visual texts are becoming important in contemporary culture because of the urgent need for greater attention to images in forming online identities (Highfield & Leaver, 2016). In addition, images also offer different qualities in forming digital identities(Marwick, 2015). In addition to the majority agreeing with the original profile photo upload, some respondents may upload other types of photos to represent their online identity.

There was a significant change in the next statement item regarding the correctness of writing a profile. 49% of respondents answered strongly agree. It differs by 13% from the first statement item, while the neutral response increases by 6%. Interestingly, as many as 7% of respondents responded that they disagreed with the profile filling form with the actual data. The process of dividing identity into front stage and backstage allows users to choose social media as their front stage and the real world as backstage. In other words, users can display everything they allow the crowd to see in front of the stage while others hide behind the stage. In hyperreality theory (Habib, 2018), humans are in simulacra, which are pseudo-realities. It is difficult for the user to distinguish between what is real and what is not. Simulacra space traps humans into believing that the pseudo is real.

Hyperreality in user identity also allows users to create pseudo profiles through identities created by not providing correct information according to conditions in the real world. A digital identity in the digital world is a digital record representing a user stored and maintained in a standard format by the entity that provides information regarding his or her identity. Identity in the digital world is important because it will be the basis for every platform used to interact with one another, including name

identification to log in with a real name or a pseudonym. This identity provides personalization with unique features, attributes, and preferences to the user (Bertino, 2012). Tweets, uploads, likes, and tags will generate a digital footprint that can be continuously connected to the user's identity (Linn et al., 2017).

Awareness in creating social media accounts is an important component that all users need to have. This identity will be used by users in accessing all features such as uploading photos/videos, writing captions, liking other people's uploads, writing comments and so on. In the relationship and interaction between identity users, it will be useful to identify one user with another. Social media offers the construction of identity politics which is essentially a continuous process and demands the negotiation of self-determined terms on values in relationships in the spaces that influence them (Goehring, 2019). The discussion space in which this negotiation process takes place is as important as the identity formed through the internet and social media, especially as a platform for self-expression and reflection that offers a space for identity negotiations to occur.

Ownership of Social Media Accounts

Based on data released by We Are Social Indonesia (Dwi, 2022), the number of social media users in Indonesia is 191.4 million, spread across various platforms and applications. Whatsapp is the most used platform, with 88.7% of respondents using Whatsapp and followed by Instagram as much as 84.8% (Kemp, 2022a). In this study, Instagram is the social media owned by the respondents, as many as 93.1%. Tiktok is the second most accessed application at 55%. Respondents accessed Twitter 41.3% and Facebook 36.7%. The distribution of this data becomes the basis for researchers to find out the number of accounts owned by a user on one social media platform and other platforms. This statement directs the researcher to the next category, namely the respondents' views regarding ownership of social media accounts, and produces the following data:

Table 4. Indicators of social media account ownership

No	Statement	Percentage				
		SA	A	N	D	SD
1.	I have more than one account on one social media	31%	29%	19%	7%	14%
2.	I have a fake account on one of my social media	18%	14%	12%	16%	40%
3.	I have more than 1 fake account (fake account) on my social media	10%	6%	12%	22%	50%

On the second indicator of ownership of social media accounts, 31% of respondents strongly agree, and 29% agree about ownership of more than one social media account. Interestingly, only 14% stated strongly disagree, and 7% disagree, meaning that most respondents agree on the ownership of the second account after the main account. This answer could respond to Instagram's policy and privacy as a platform that can facilitate the policy that one user can add multiple account features without having to log out and log back in (Instagram, 2022). This additional feature allows users to add accounts in the same application, thus potentially presenting Finstagram (fake Instagram), a secondary account (second account) that usually only has a few followers (Emeraldien et al., 2019) which, for example, is close to the account owner. This account can be a real or fake account. Users use multi-account ownership on social media to display different identities from one account to another.

Having more than one account makes it look like they have more than one identity. In the real world, administratively, it is very unlikely for someone to have more than one identity because there is a regulated system such as the Population Identification Number (NIK), which is made specifically for each citizen to contain information related to demographic data. While on social media, no special code can be used to identify one identity. Multiple accounts on social media can be set according to the user's desired profile preferences. For example, ownership of multiple public figure accounts. Some of them are used to distinguish between their identities as public figures and their identities as

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ordinary social media users. These multiple accounts affect multiple identities of users. Users are often wrong in uploading photos or stories on their accounts. These uploads can affect even on a severe level and damage the image that was built before. This phenomenon also results in the ownership of fake accounts used for harmful activities.

To get answers regarding respondents' views regarding the ownership of fake accounts, 40% stated that they strongly disagreed, and 16% did not agree with having fake accounts on the social media they accessed. Moreover, as much as 18% strongly agree, and 14% agree on the ownership of fake accounts. Respondents' views regarding accounts are pretty consistent if they look at the following statement, which relates to ownership of more than one fake account. 50% of respondents expressed disapproval of having more than one fake account. Fake accounts on Instagram are usually used for negative things, such as sending spam comments (Aiyar & Shetty, 2018) and cyberbullying (Akram & Kumar, 2017). These activities can certainly disturb other users. A user will use a fake account to hide from the negative activities they do so that they will not be held responsible if their digital activities cause a loss.

Ownership of social media accounts by one user allows users to have more than one social media account. A study in recent years shows that there is an increase in the number of social media user accounts. At least 8% of Twitter accounts and 5 and 11% of accounts on Facebook are bot accounts (Bialy, 2017). Bot accounts are usually used as a strategy used by various actors on social media to post content automatically or man-made content that is automatically spread through fake accounts using bots and applications. With the various problems that arise due to the use of bots and the proliferation of fake accounts, ownership of social media accounts by displaying the true identity of users can be an effort to minimize the impact of the risks.

Self-disclosure on Social Media

Self-disclosure on social media is related to self-expression. One of them is the dominant culture that expects people to display a positive image of themselves (Xiao et al., 2020). This culture is also carried over on social media, closely related to the number of followers, likes, and exposure. This self-disclosure includes the social identity that a user brings or creates on social media. A user's self-disclosure on social media will impact their activities. For example, the close friend feature in an Instagram account is intended to limit users who can access activities shared by other users (Sihombing & Aninda, 2022). This aims, besides privacy, to strengthen interactions with the closest people. To determine the level of self-disclosure on the user's first account, the researcher provides a statement and produces the following data:

Table 5. Indicators of self-disclosure on social media

No	Statement	Percentage				
		SA	A	N	D	SD
1.	My identity in the real world is different from what I show on social media	7%	16%	21%	23%	33%
2.	I use a different identity on every social media account I use	11%	8%	20%	28%	33%
3.	I present myself as I am on social media	40%	29%	27%	3%	1%

Regarding self-disclosure, there are three statements given. The results show that 33% of respondents strongly disagree with the differences in identity displayed on social media with the real world. In comparison, 16% of respondents agree that the identity they display on Social media is different from real identity in the real world. Respondents are still consistent in expressing their disagreement; as much as 33%. However, 11% of respondents strongly agree on identity differences in each account they use. Moreover, in the statement of presenting themselves as they are on social media, 40% agree with this statement, and only 1% strongly disapprove of presenting themselves as they are on social media.

This data is interesting to be analyzed further, as social media users display the same identity between the digital world and the real world. Furthermore, a group of respondents admits that there is

a difference between the identity displayed on social media and their real identity. Matters relating to the disclosure of identity need to be investigated further. The identity displayed is either partial or social, which includes the depiction of values, views, culture, etc. In the context of social media, the concept of self-disclosure is in line with the concept of spectacle society (Debord, 2012), namely the concept of a new society that shows its life through social media and digital platforms. In society, the spectacle of self-disclosure is a value that is difficult to rule out, even though there is a selection of what content is worthy of being shown to the general public. User awareness in disclosing themselves on social media is important to understand as part of the dynamics of social media use.

Self-disclosure in social media refers to the concept of social media itself as an internet-based channel that provides experiences for users to share between users who rely on user-generated content (Carr & Hayes, 2015). User-generated content often requires some form of self-disclosure in the form of personal information to others online. Users' various details of their lives promote interpersonal connectedness and relationship development, especially during the COVID-19 pandemic, which changed the structure of human life from direct or offline activities to activities mediated by media, computers, and the internet. Many studies on self-disclosure have been carried out on various platforms including online dating sites, instant messaging, discussion forums, and social media. Some of these studies focus on the differences between disclosure behavior or online and offline disclosure (Nabity-Grover et al., 2020).

Identity creation for social media users is a significant thing. Identity itself can be divided into two, namely partial identity, which has to do with demographic information such as name, gender, origin, or domicile of the user. Social identity aslo refers to activities carried out through their social media accounts, for example, uploading photos, videos, captions, and using hashtag to comment that can represent ideas or views on something. In contrast to identities in the real world that are innate and very difficult to manipulate, social media identities are very vulnerable to manipulation. A user can easily change the name or username used for the accessed social media account. In addition, users can also provide false data or information to serve as their identity. Furthermore, users can also have more than one account or identity created on social media, so multiple identities are used differently and alternately by one user to support their needs in accessing the account.

CONCLUSION

The formation of digital identity by Indonesian users is divided into three categories. The first category relates to the formation of partial identities in this study can be concluded that in the formation of partial identities, the majority of users agree to display identities related to the same demographics as their real identities in the real world, including the disclosure of images or photos as markers in the real world. In this section, the use of social media as a front stage of the user profile itself is understood as something they can show users. Users can still hide other parts of their identity backstage because there is a discussion room in the process of forming a digital identity. It is where the user identity negotiation takes place to decide which part can be shown. The second category is ownership of social media accounts. Most users agree on the ownership of more than one account on the social media they access. Having more than one account is indeed legal, considering Instagram as an example of facilitating users to have multiple accounts. However, the emergence of fake accounts is also something that cannot be avoided, so it has the potential to be used for activities that harm other users. Finally, digital identity is related to self-disclosure. Most users agree on using the same identity between social media and the real world. User self-disclosure on social media is a consequence of what is known as the spectacle society, where social media is a place to reveal both partial and social identities through uploads that can be accessed openly by other users.

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