

# **The Representation of Female Workers in Social Media of Instagram**

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## **ABSTRACT**

This research aims to investigating the self-representation, and examining the identity of Universitas Negeri Yogyakarta (UNY) female lecturers in social media of Instagram. This research employs a qualitative method by conducting in-depth interviews with five informants namely, female lecturers who are members of the UNY Center for Woman Studies in 2019. The theories utilized in this research are James Marcia's identity theory, Stuart Hall's representation theory, and Erving Goffman's dramaturgy theory. The conclusion of this research is that the self-representation of the UNY female lecturers who are members of the UNY Center for Woman Studies depicts women who are active in presenting themselves as working women and housewives. Another conclusion is that the informants have undertaken an exploration when posting their public and domestic activities on Instagram and there was a strong commitment when uploading public and domestic activities on Instagram, with a sense of confidence, based on their own initiatives

*Kata Kunci: Self-Representation, Identity, Female Workers, Social Media, and Instagram*