



Construction Of Kompakers Jogja's Identity Through Food Photography Challenge

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Abstract

The gradual evolution of media alters the manner in which humans engage with one another. The media now serves as a tool for constructing one's identity. Instagram is one of the media platforms utilized. Instagram, a social media platform, is no longer solely utilized for personal purposes, but now serves as a community tool for disseminating information to its audience. One community that made use of this amenity is the *Kompakers Jogja*. This study examines the process by which members of the *Kompakers Jogja* develop their identities on the social media platform Instagram. The analysis is based on Gauntlett's theory of identity formation. The research methodology employed is qualitative, specifically utilizing the phenomenological approach to investigate the production of social reality. Through the utilization of observation and interview methodologies. This study utilizes seven informants as sources. The findings of this study indicate that individuals are actively shaping their identities on the social media platform Instagram by posting photos accompanied by captions. Three types of identity constructs are formed: professional and expertise identity, connection identity, and character identity.

Keywords: phenomenology, photography challenge, identity, Kompakers Jogja, Instagram

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INTRODUCTION

The media is experiencing a perpetual development as technology progresses. The number of internet users is increasing rapidly as they explore social media platforms to facilitate connections between individuals across various locations and time periods (Anjani and Widyatama, 2023). The present advancements delineate the progression of technology that has the potential to impact social conduct. Social media is an internet-based platform that allows users to freely communicate and access a wide range of electronic content, including personal information, communities, images, and videos. The rapidly expanding user base of social media in our period is fuelling an ongoing and pervasive trend. Instagram is a popular social media platform that ranks second in terms of usage, following WhatsApp (Noviani and Wijayanti, 2022).

Instagram users in Indonesia rank third as the most often used platform among various demographics. Instagram serves as a global information disseminator (Carla Puspita, Prayudi and Arief Sosiawan, 2024). Instagram serves as an effective means of communication, both for sharing personal stories and for promotional purposes and others. This development has extended to Instagram users, which is now not only used by individuals but also widely used by communities. These are Instagram

accounts created as the official accounts of the respective communities. This expands the reach of the community to be better known by the general public. Additionally, this official account might serve as one of the sources of information that can be conveyed to a wide audience.

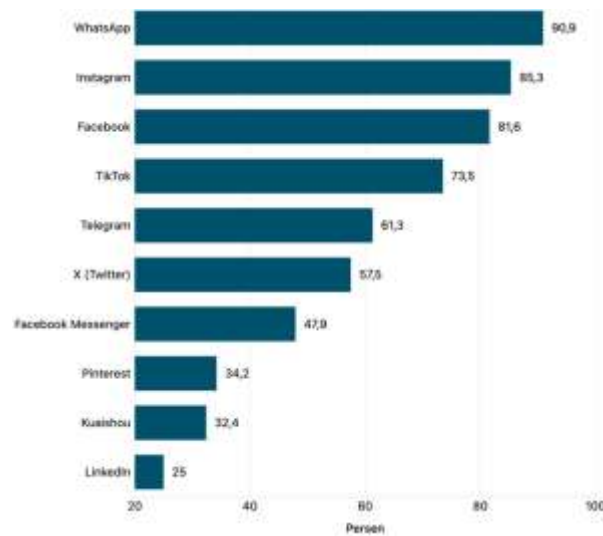


Figure 1. Social Media User Data (percent)
Source: databoks.katadata.co.id

The phenomenon of photographing food photos and spreading them on social media creates visual qualities and different representations especially on Instagram. A phenomenon that continues to prevail in this society as a form of expression expressed through photos uploaded on Instagram. The food photographers have a purpose and to convey a message through food photographs (Rochmawati, 2020; Wibowo, Irawanto and Abrar, 2023). The users on this Instagram are usually individuals who want to reveal themselves on Instagram or just want to upload photos or videos. With the advancement of digital technology along with the development of social media, Instagram, which was originally just an individual, has now evolved into an account that covers the community. Instagram, which is used by individuals or communities, functions as a messenger. The community's Instagram account is used as a medium to convey its message to community members who are followers on the social media Instagram of the community (Noviani and Wijayanti, 2022).

Howard Rheingold on the book *Virtual Community* as a prelude to the birth of an online community by uniting about the values and interests they share (Widyaningrum, 2021). The community that uses the Instagram social media base in Indonesia is growing everywhere. One of the virtual communities that exists is the @uploadkompakan community that has followers reaching 246 thousand. This community that has basics in photography that uses its accounts to share the photographic work produced by its members. The formation of this community was initiated by four individuals, namely Echi Sofwan, Aulia Sari, Novera Gusti, and Teti Muliati. Their common passion for uploading photo to Instagram, featuring various unique themes, caught the attention of Instagram users and after receiving several compliments from Instagram users, Echi and her friends started posting images on Instagram with the hashtag #UploadKompakan on September 9, 2014 as the initial sign of the establishment of this virtual community.

In the community referred to its members as *Kompakers*, now has more than 34 cities across Indonesia and is expanding abroad. A community that has been in existence for almost 10 years, one of which is located in the Yogyakarta, which was established in November 2014. This community dominated by women, come from a wide range of professions, including housekeepers, bank officials, private employees, lecturers, and others. The members discuss online through online groups, discussing photographic techniques and various other aspects of photography. Every month, Yogyakarta's regions usually hold live meetings, which can be training on photography or just taking

photos together. Regarding the @uploadkompakan platform The regional community in Yogyakarta engages in various events such as training sessions, gatherings, and challenges. In this particular challenge, the management team typically selects themes that are relevant to the task. In contrast to the previous challenge, the event in January 2024 in Yogyakarta will feature the theme *FOOD: Tell Your Story*. The Challenge is organized by @uploadkompakan regional Yogyakarta to mark and commemorating the 9th anniversary.

This challenge involves uploading a photo of food accompanied by a caption that tells the story of the food. This challenge has a requirement to publish a photo of a favourite food accompanied by a caption explaining the reason for choosing to upload the photo, either from a technical perspective or in terms of how the photo represents oneself. Subsequently, the uploaded photo may be an old or new photo, with the condition that the maximum time frame for the photo is within the past 2 months. The uploaded photo is accompanied by the hashtags #kjtellyourstoryfood #kompakersjogjanew #gendhiskj #gendhisraketrumaket embedded in the description and must uploaded no later than January 20, 2024. The existing regulations have significant differences due to the fact that this challenge is not just about uploading the photography results, but also requires the upload to be accompanied by a caption about the story behind the photo.



Figure 2 dan 3. Challenge food tell your story and announcement of winners.

Source : <https://www.instagram.com/kompakersjogjanew>

In previous studies, several factors were found to have a correlation with this research. The first study discusses the community of single mothers in Indonesia through netnography, conducted on the the account @singlemomsindonesia. This community use Instagram as a platform to convey messages to marginalized groups and to sustain the community's existence in the digital era (Noviani and Wijayanti, 2022). The second study examines the role of the Srikandi Lintas Iman community using account @srilijogja. This research employs a qualitative method with a literature review approach. This community utilizes the @srilijogja account as a means to disseminate religious modernization through uploaded content. The uploaded content consists of activities including group discussions, training sessions, posters, and IGTV (Mualim, Mardliyah and Zahra, 2022).

The third study focuses on the phenomenon of Instagram food photography on the @rizkianisanti account. This research examines the self-concept, motives, and experiences of the account @rizkianisanti through the food photos posted on the platform. This study employs a qualitative method with a phenomenological approach. The results include self-concept, the phenomenon of food photography on the Instagram account @rizkianisanti, and the experiences gained by Instagram users (Amelianda and Irawary, 2021). A study was conducted on the use of Instagram, as a means for personal branding by an influencer. This study employs a qualitative descriptive research method. The discussion in this research aims to determine the methods employed by social media influencers on

Instagram to establish their personal branding. The research findings indicate that personal branding conducted through the use of Instagram features is aligned with the portrayal of celebrities on Instagram and in their real lives (Feblyania, Nursanti and Lubis Mardiani, 2022). The the fifth study, focuses on Instagram: the construction of virtual cultural identity through the photo uploads of Indonesian influencers. This study employs a qualitative approach utilizing netnography method. Its objective is to ascertain the construction of virtual cultural identities among Indonesian influencers on the Instagram social media platform. The research findings reveal three identities constructed by influencers namely socioeconomic class; religion; and family (Christanti and Cahyani, 2022).

This study is based on previous research and aims to examine the construction of identity among *Kompakers Jogja* members through their food photo uploads on the social media platform Instagram. In the food challenge, participants from *Kompakers Jogja* express their particular identities through the photostory. This research focuses on answering the question of how *Kompakers Jogja* members construct their identity on the social media platform Instagram. Therefore, the outcome of this study will address the aforementioned question.

The theory that will be utilized in this writing is Theory of Identity, which states that media assist us in constructing our identities (Gauntlett, 2008). According to this theory, the media provides with tools and resources that we can utilize to shape our identities. In the past, this media tool was simple; however, as the mediated world has become more complex, we now have a variety of media models and mixture of ideas to choose from. The media provides information as a tool that is available on the internet that can be used to shape identity.

This theory also applied to the social media platform Instagram, where it serves as a tool that can be utilized in daily life. By utilizing the various functions of Instagram, users construct their online identity on this social media platform. The identities of women and men can be distinguished by their representation in the media. The language and socialization are influenced by the ethnic background of its members, particularly in shaping their identity, which ultimately creates a more significant social circle and aids in the formation of a community (Anindya and Defhany, 2019; Lestari and Purnomo, 2024). Gauntlett argues that our exposure to media will influence our behaviour and expectations towards others, and this approach may easily be applied to other aspects of our identity. Social media serves as a platform for individuals to express themselves and reinforce their identity (Anindya, 2016; Media Studies, 2020).

RESEARCH METHOD

This study employs a qualitative research methodology that focuses on phenomenological studies, which investigate the production of social reality. This approach pertains to an individual's subjective encounter and how they ascribe significance to it (Creswell and Creswell, 2018). Cresswell elaborates further on the philosophical phenomenology derived from the ideas of Edmund Husserl, which was subsequently developed by Heidegger, Satre, and Merlau Ponty, then utilized as a foundational framework for conducting research in the fields of social sciences and human behaviour. According to Mulyana, the phenomenological approach is classified as a subjective or interpretive approach. He explains that phenomenology is a qualitative research methodology that focuses on the subjective experiences of individuals in understanding the meaning of certain phenomena (Kuswarno, 2007).

As one of the two perspectives on human behaviour, namely the objective approach and the subjective approach. The phenomenological approach is often referred to as the interpretative paradigm (Mudjia, 2018; Yusanto, 2020). Interpretative paradigms are aligned with qualitative approaches that are basically used in the social sciences and humanities. According to Sukmadinata, qualitative descriptive research is research that describes and describes phenomena that occur, both scientific and human engineering, which pays more attention to the characteristics, qualities and relationships between activities as well as describing a condition that is what it is (Suffi Al-Amin, Suryo and Riyanto, 2024).

This study employed data collection techniques through observation and interviews, which were then interpreted in relation to existing social phenomena. This study selected seven informants who met the required criteria and served as the foundation for gathering information in this research. This information pertains to a member of the *Kompakers Jogja* community who has participated in a challenge organized by the @kompakersjogjanew account. The information provided has fulfilled the established steps in the Food tell your story challenge by uploading a food photo accompanied by a caption, which will serve as the basis for this research.

RESULT AND DISCUSSION

The researchers have monitored the submissions of informants who have participated in the challenge organized by the Instagram account @kompakersnewjogja. The task is named "Food: Tell Your Story". There are a total of 22 members that participate in this challenge. From a pool of 22 breeds, the researchers selected seven birds to serve as the foundation for this study. There were a total of seven informants, three of them were the challenge winners, while the remaining four met the qualifications to be regarded as informants and volunteered for the role. The researchers watched how these informants presented themselves in a photo that was submitted along with a caption.

a. Account @avikarinaaa

The @avikarinaaa account shared a post including a photograph of four food items and one beverage. There exist four distinct categories of food. There are substantial foods and snacks. Once more, this cuisine originates from several countries. There is a cuisine from the Western and the Asian region. @avikarinaaa intended to have a distinct background for each existing element. The account @avikarinaaa observes the friendship that they participate in, although coming from different backgrounds. However, this distinction does not prioritize one over the other. As evident from this posted photo, each aspect is equally significant without any one being the primary focus. Signifying the significance of their friendship to one another without giving preference to any individual. The caption of this post stated that they shared a common interest in indulging in snacks and photography. It is evident that their connection is closely connected by shared interests, despite their varied backgrounds, which allows them to be friends. @avikarinaaa emphasizes that their friendship prioritizes regular meetings that are mutually beneficial. They prioritize quality over number when it comes to meetings.



avikarinaaa Bismillah
Foto ini di ambil beberapa bulan lalu, janji bersama teman-teman, untuk bertemu dan menghabiskan sedikit waktu, mau nya sih kami main seharian namun ya begitulah.

Persahabatan ini di mulai dengan kami yang senang jajan namun berkedok hobi photography, ya itu lah kami, yang terpenting bukan seberapa sering kami bertemu tapi lebih ke seberapa bermanfaatnya pertemuan itu.

Figure 3. Post and caption account @avikarinaaa

Source: <https://www.instagram.com/avikarinaaa>

In the @avikarinaaa account, the identity built in the constructing identity described is a friendship relationship. Where on Instagram account @avikarinaaa this uploaded a photo of several different foods. The photo consists of four foods and one drink, where the food has different backgrounds, both in terms of the ingredients and the origin of the food. The identity construction

built by the @avikarinaa Instagram account is using the social media Instagram. The use of the Instagram account @avikarinaa by uploading a photo with the caption. The caption posted contradicts the background of the uploaded photo, where the photo was taken at the appointment of the @avikarinaa account owner with his friends. This built-in identity about friendship is so clearly depicted from the upload of photos with a caption. By leveraging the photo upload feature with the caption on social media Instagram, the @avikarinaa account can construct an identity that she values her friendships very high.

b. Account @nurdiah75

A photo that tends to have a brown tone is uploaded by @nurdiah75. A photo of a churros that is equated with the supporting elements of the churros. A photo that wants to make her churros as the main focus. This is a photo taken by @nurdiah75 this is a product photo made for her friend. The background told on the caption that @nurdiah75 says that she likes food pictures that tell stories showing the feelings when making a photo. @nurdiah75 is a person who likes to express feelings in the form of work. So the photos that are produced are not just a picture, but a form of feelings. @nurdiah75 shows that these people can appreciate the process of others in creating something. The type of person who has an expulsion but if it doesn't meet her expectations, @nurdiah75 still appreciates the results she gets.



Figure 4. Post and caption account @nurdiah75
Source: <https://www.instagram.com/nurdiah75>

The @nurdiah75 account aims to build an identity as a professional photographer. The @nurdiah75 account suggests that the photography approach employed by the account owner showcases their skills as a photographer, allowing them to convey emotions via their photographic creations. The @nurdiah75 account publishes photographs accompanied by captions that report on photographic techniques. Evidently, the individual behind the @nurdiah75 account has a strong desire to establish themselves as a professional photographer. Through the utilization of Instagram's photo upload capability accompanied by captions, the user with the account @nurdiah75 can establish a distinct persona within the Instagram community.

c. Account @dia_ndipu

This @dia_ndipu account uploads a bunch of simple cooked sausages. A householder who loves her family tells me that this sausage is easy to cook and helps in times of trouble. This can be seen as a person who loves the family because she does so much effort for her children and her husband like preparing breakfast, although at a minimum time she will choose simple materials to make supplies so that the time that is used little but still can bring children and husband supplies. It describes her as a form of love for her son and husband. In this uploaded photo, she pictured a photo surrounded by supporting elements such as a spoon and a fork and a small vase that embellishes the photo. It was only a piece of sausage that remained beautiful because in the photo there was an

element of support. @dia_ndipu showed that she paid attention to the detail of support so that the photo did not look solitary and this photo looked elegant even though it was just a piece for sausage but impressed with expensive food.

The identity constructed by the @dia_ndipu account based on a photo upload accompanied by a caption is a construction of the identity of a mother who has a family soul. By using the features of uploading photos with caption on social media Instagram, the @dia_ndipu account can construct an identity in the audience of Instagram users.



Figure 5. Post and caption account @dia_ndipu
Source: https://www.instagram.com/dia_ndipu

d. Account @dwisulis_09

The @dwisulis_09 account shared an image of an aesthetically pleasing and alluring salad wrap for consumption. The caption provided by @dwisulis_09 describes her intention to create a specific atmosphere in order to resume her photography. Due to a gradual decrease in her interest in photography over time. Although @dwisulis_09 is getting older, her spirit remains unbroken. This is evident in her willingness to step outside her comfort zone and attempt challenging tasks. As part of this event, @dwisulis_09 provides assistance to those around her by participating in this challenge. Limitations do not hinder @dwisulis_09 from creating this exquisite masterpiece. By establishing her own studio at home, @dwisulis_09 is making the most of the resources available to her.



Figure 6. Post and caption account @dwisulis_09
Source: https://www.instagram.com/dwisulis_09

The identity structure built by the @dwisulis_09 account is that is she is a photographer where this is depicted with a technique in taking a photo. The @dwisulis_09 account uploaded a

photo with a caption that describes taking a picture using a flat lay dark mood photographic technique, which describes the expertise of the account owner @dwisulis_09. This is a photography skill that belongs to the photographer. Using the feature of uploading a photo with a caption on Instagram social media, the @dwisulis_09 account can construct an identity in the Instagram that she is an experienced and talented photographer.

e. Account @suryaardalisa

The @suryaardalisa account posted a photograph featuring a hand holding a dish of Katsu cuisine. This photo depicts a bowl of Katsu rice accompanied with veggies as a condiment. The dish is held with one hand, while the other hand holds a sash, which serves as a utensil for consuming the Katsu. It is apparent that @suryardalisa want to provide education on how to consume Katsu with chopsticks. Katsu, who originated from Japan, where the Japanese utilized a sash for nourishment, had the potential to defend it. The next passage pertains to @suryaardalisa's caption, which expresses their preference for photographs that include hand-in-frame aspects.

This shot utilizes the hand-in-frame technique, where the palm of the hand that is engaged in the action is shown alongside the photographed object. @suryaardalisa perceived that the photograph, along with this manual gesture, conveyed greater emotion despite the lack of motion in the image. The desired photograph depicted delicate, flawless, and aesthetically pleasing hands. However, due to limitations, only her husband's hands were suitable for inclusion in the frame. @suryaardalisa is an individual who utilizes existing elements to create aesthetically pleasing photographs, even when the elements do not align with the intended outcome.



Figure 7. Post and caption account @suryaardalisa
Source: <https://www.instagram.com/suryaardalisa>

The @suryaardalisa account in constructing an identity in a photo upload and a caption on his Instagram account depicting a photographer. Where this is mentioned in the caption about the technique used on the photo he uploaded. The identity construction built on the upload of the photo accompanied by the caption is as a photographer. By using the features of uploading photos with caption on social media Instagram, the @suryaardalisa account can construct an identity in the audience of Instagram users.

f. Account @vannydiana

The account @vannydiana, posted a picture of a soup bag filled with several condiments. Beginning with the preceding day's activities, it was mentioned that the individual in question was perceived as alone and introverted based on the images she took. She informed her eldest child about this. As it transpires, the toddler uttered something dissimilar. According to @vannydiana, she has perused an article written by @ichasavitry on the theme of World Introvert Day. Account @vannydiana identifies with certain characteristics that include a preference for working behind the scenes, enjoying conversations in small groups rather than large crowds, being more adept at expressing thoughts and emotions through writing, being a good listener, and favouring text-based communication over telephone. According to @vannydiana's caption, she identifies herself as an

introvert and has certain characteristics that were expressed previously. However, this does not imply that @vannydiana is an anti-social individual. Rather, she expresses that it takes her a longer period of time to **replenish** her social energy after engaging with the external environment. The caption pertains to the photograph she shared, depicting a pair of soups with a blurred grey background, while focusing solely on a bowl of soup. @vannydiana characterizes it as representative of her introverted nature, preferring solitude over crowds.

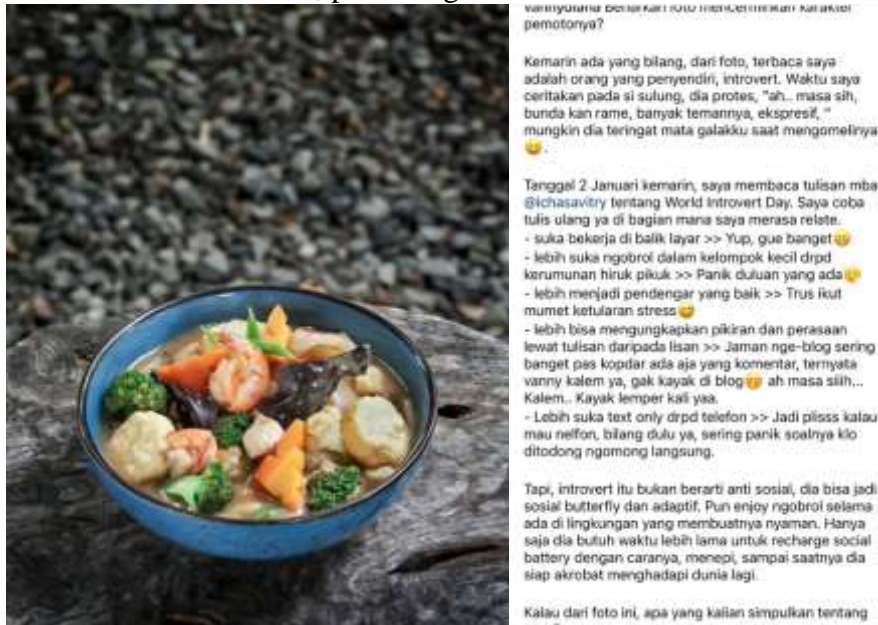


Figure 8. Post and caption account @vannydiana
Source: <https://www.instagram.com/vannydiana>

The @vannydiana account fabricated an identity by posting photographs and captions that portrayed her as introverted yet capable of socializing. The photograph showcases a cup of soup against an grey background, symbolizing the introverted nature of the owner of the @vannydiana account. This idea is emphasized in the caption accompanying the photo. The @vannydiana account has constructed a persona focused around her introverted character. By utilizing the photo uploading features on Instagram, @vannydiana's account may establish a distinct identity among the Instagram audience by adding captions to their photos.

g. Account @aw_arie



Figure 9. Post and caption account @aw_arie
Source: https://www.instagram.com/aw_arie

The traditional culinary images uploaded by the @aw_arie account are visually appealing due to their meticulously arranged theme. This snapshot showcases Nagasari, a traditional delicacy shaped like a shrimp, with an appealing and alluring appearance that arouses one's desire to eat it. It is in line with its goal of being appealingly consumed. In the description, @aw_arie conveyed to researchers that this photograph was carefully and diligently created with the highest level of commitment. Based on the available information, it can be deduced that @aw_arie is a conventional person that has individual's perfectionistic disposition is apparent through her strong focus on obtaining images that are maximally visually attractive. Furthermore, @aw_arie is renowned for her unwavering perseverance and resolute resolve. Although encountering initial obstacles in her photographic pursuits, she persists and remains determined not to surrender. Despite the initial lack of success in producing high-quality shots, she maintains a strong dedication to enhancing her talents and shooting flawless and exquisite images for her Nagasari.

Upon closer examination, @aw_arie has identified other elements inside this photograph. She is particularly drawn to the aesthetics, desiring the resultant image to possess a captivating and alluring quality that entices one's appetite. She possesses a persistent nature, as she continues to make attempts despite encountering failures. This quality is attributed to her creativity, as she is able to adapt and adjust the cuisine she prepares. Referring to the aforementioned photo, @aw_arie possesses a diverse range of skills. In addition to her culinary expertise, she also demonstrates proficiency in photography. Not only does she possess the ability to capture images, but also exhibits a comprehensive awareness of the technical aspects involved in the art of photography. The @aw_arie account established a persona with the photo and caption, showcasing its proficiency in both photography and cookery. The @aw_arie account demonstrated its trademarked identity by providing particular details in the caption that accompanied the photo. The @aw_arie account offers a concise portrayal of self-image as the act of forming one's identity on the Instagram social networking site. By employing the photo upload feature and providing commentary on the social media platform Instagram, the account can build a distinct personality using Instagram.

There is a correlation between the photographs and captions that are uploaded together. Photographs and captions that individuals have posted on social networking platforms. Instagram serves as a platform for shaping one's self-identity. Informants utilize Instagram's photo and video features to express their desired persona, shaping it according to their preferences. According to Gaunlett's theory of identity, the media provides us with a tool that helps us construct and shape our identities. Instagram, a popular social media platform, offers a diverse range of tools that allow users to construct their online identities through the use of photographs and videos. Instagram offers numerous features, but in this study, the caption plays a crucial role as it may be utilized to shape the desired identity of the account owner. A often integrated function is the ability to publish a photograph or video along with a descriptive text, which may be used to strengthen the persona created on Instagram (Antasari and Pratiwi, 2022).

The utilization of food images on Instagram by *Kompakers Jogja* to construct their identity highlights the influence of social media and culinary culture in shaping both individual and group identities. As mentioned in Gauntlett's theory of identity, which states that the media can provide tools as identity formers. It can be implemented by the members of *Kompakers Jogja* in constructing identities using the tool used by Instagram as an identity-building medium. The food images shared by *Kompakers Jogja* serve not only as documentation and culinary advice, but also as a means of expressing identity. The food photos uploaded by each informant contribute to the formation of their identity. Some focus on showcasing their photographic expertise, establishing themselves as photographers. Others emphasize their strong family relationships, positioning themselves as individuals with good family ties. Lastly, some shape their identity around their personal character, allowing the audience to become more familiar with the account owner's traits. The building of the *Kompakers Jogja's* identity involves the utilization of Instagram features such as the feed and caption, as shown by the findings from the seven informants. According to Gauntlett's idea, identity

development is influenced by the use of a practical tool found in accessible media. The *Kompakers Jogja* members using Instagram as a means to establish their individuality by making use of the feeds and caption features.

CONCLUSION

Based on the results of the identity construction conducted on the Instagram social media platform by members of *Kompakers Jogja*, there are three models of identity construction that have been identified. The first aspect is the construction of identity in the form of profession and expertise. This research yields the construction of identity in the field of photography expertise and profession. The construction has been carried out by the Instagram accounts of @nurdiah75, @dwisulis_09, @suryaardalisa, and @aw_arie. On the accounts @nurdiah75, @dwisulis_09, and @suryaardalisa, they showcase their photography skills, while on the account @aw_arie, in addition to showcasing photography skills, @aw_arie also demonstrates expertise in cooking. The second model depicted is the construction of the relational identity that exists in the accounts @avikarinaaa and @dia_ndipu. The account @avikarinaaa depicts the construction of identity in relation to the bonds of friendship. The highlighted depiction pertains to the nature of the relationship between the account owner @avikarinaaa and her friends. The @dia_ndipu account describes family ties. Here the @dia_ndipu account tells of her role as a housewife who prepares food for the family as a form of relationship between mother, child and husband. The next model is the self-characteristics conveyed by the @vannydiana account. The account @vannydiana portrays an introverted identity as a form of self-constructed characteristic. The utilization of media as a means to construct identity is seen by the utilization of tools or features possessed by Instagram media to construct identity, hence ensuring that the audience comprehends the naturally formed identity. The features used by the informants consist of uploading photos accompanied by captions to explain and reinforce the formed character. This aligns with Gauntlett's theory of identity, which states that media can serve as tools for shaping one's identity. For the next study, researchers are advised to explore similar topics to this study, such as investigating how *Kompakers Jogja* interacts with other communities on Instagram. Additionally, researchers examine how the identity of *Kompakers Jogja* on social media influences real-life behaviour.

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