

How I Want to Be Seen: Instagram “Staycation” Presentation of Jakarta’s Entry-Level Employees

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INFORMASI ARTIKEL	ABSTRAK
Kata Kunci: Instagram, Presentasi Diri, Staycation, Industri Pariwisata, Level Awal	<i>Hotel mewah dan agen perjalanan online gencar mempromosikan cara baru menginap di hotel dengan menawarkan promo staycation. Staycation menjadi tren baru mulai dari pandemi global COVID-19 dan tren ini berlanjut hingga sekarang (era pandemi global pasca COVID-19). Strategi ini efektif untuk menarik minat wisatawan lokal, khususnya generasi muda di kalangan karyawan entry level yang tidak mampu menyewa kamar hotel mewah dengan harga normal. Staycation sudah menjadi gaya hidup khususnya di ibu kota Jakarta. Penelitian ini mengeksplorasi bingkai presentasi diri online di Instagram dalam ranah pariwisata. Dengan menggunakan analisis Self Presentation Erving Goffman, dengan pendekatan fenomenologis, hasil penelitian ini menunjukkan self-presentation karyawan entry level di Instagram, dapat dikategorikan menjadi 7 kategori, yaitu Trendsetter, Popularity Seeker, Poetic, Acting Mysterious, Affectionate, Flexing, dan Bluffer. Dengan image yang diinginkan yang ingin mereka tampilkan, yaitu keren, populer, kaya, elegan, gaul, mewah, fun, dan penuh keseruan.</i>
Keywords: Instagram, Self-Presentation, Staycation, Tourism Industry, Entry-Level Employee	<i>Luxury hotels and online travel agents are aggressively promoting new ways to stay at hotels by offering staycation promotions. Staycation has become a new trend starting from the COVID-19 global pandemic and this trend continue until now (the post COVID-19 global pandemic era). This strategy is effective in attracting local tourists, especially young people among entry-level employees who cannot afford to rent the luxury hotel room in normal price. Staycation has become a lifestyle especially in the capital city of Jakarta. This study explores an online self-presentation frame on Instagram in the realm of tourism. Using Erving Goffman's Self Presentation analysis, with a phenomenological approach, this research result shows self-presentation of entry-level employees on Instagram, can be categorized into 7 categories, namely Trendsetter, Popularity Seeker, Poetic, Acting Mysterious, Affectionate, Flexing, and The Bluffer. With the desired image they want to display, which is cool, popular, rich, elegant, sociable, fancy, fun, and full of excitement.</i>
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I. INTRODUCTION

Starting from the COVID-19 pandemic, a new trend emerged among people who were already bored due to the regional restrictions imposed by the government, i.e., staycation. According to Shirley Lesmana, Head of Marketing-Accommodation Traveloka, a staycation is an innovative hotel product that now increasingly excites the hospitality industry (Kumparan.com, 2021).

As an innovative hotel product, staycations are offered at discounted prices as an effort to overcome the drastic decline in the number of hotel occupancy. This discounted staycation offer attracts entry-level employees, who were previously not the target market of this luxury hotel. This staycation offer at this luxury hotel fills the gap between their financial capabilities as entry-level employees and their desired image on social media.

For example, Pegi-Pegi.com collaborated with one of the banks in Indonesia with the theme "Super Flash Sale PSBB". Apart from that, another promo made by Pegi-Pegi.com is the "Safecation" promo which comes from the word Safe Vacation. In the "Super Flash Sale PSBB" promo, hotel discounts are applied up to 50% + 15% with certain bank credit cards. Meanwhile, in the "Safecation" promo, a discount of up to 35% is applied. Another OTA platform, Traveloka is holding another interesting promo entitled "Buy Now Stay Later". With discounts of up to 65%, people can make reservations with dates that can be adjusted at will. This promo is certainly very interesting considering the government often changes regulations for traveling out of the house during the pandemic. Similar to Traveloka, Agoda also carries out a similar promo, namely "Special price now, to stay later" with discounts given up to Rp. 1,000,000. Apart from these promos, Agoda makes huge discounts for 4- & 5-star hotels, with discounts ranging from 30% to 60%. This makes 4- & 5-star hotels reachable by entry-level employees so that they can feel the sensation of staying at five-star luxury hotels both inside and outside the city. The "LDR ("Liburan Dekat Rumah" means Holiday Near Home in English) promo" issued by Tiket.com is no less interesting than offering domestic hotel discounts of up to 30% with free cancellation. So that tourists don't have to worry if they want to change the date or place of stay. This is expected to make tourists feel comfortable in doing a staycation. Not only cheap prices, there are also quite a lot of hotel choices, including 4 & 5 star hotels which is synonymous with high-end brands and is intended for the upper class.

Staycation is a phenomenon that can be interpreted as people who is doing vacation activities at home or around their homes (de Bloom, 2017). The staycation phenomenon is not a phenomenon that has just emerged, because previously this phenomenon has been carried out by people who often travel within the city or just go to attractions and recreation on weekends or holidays (Wong et al., 2021). However, once this phenomenon has become a trend again and has experienced a surge and has strong attention starting from COVID-19 pandemic era.

Hotels in Hong Kong such as the Grand Hyatt and Shangri-La that make staycation offers and promos that have been reviewed and observed with attractive discounts aimed specifically at residents or residents with Hong Kong domicile (Wotton, 2020). Meanwhile Hong Kong Ocean Park Marriott Hotel offers staycation packages that combine a one night stay and dinner which can be said to be quite attractive to local residents (Klook, 2021). Hotels in Singapore also took a similar step, more than 80 hotels in Singapore made special offers of staycation packages to be able to attract local residents to stay at their hotels by using a strategy of having activities that can be done together with family (Ng, 2020). As with South Korea, a new term is put forward "hocance" which means people who spend their holidays in hotels where the city comes from (Bizwire., 2020). Hotels in Korea have issued a variety of room packages and attractive promotions to attract local residents.

Although research on social media presentation has been conducted several times, one that specifically discusses staycation presentations has never been done before, so this research will be able to enrich and contribute to the literature of Erving Goffman's self-presentation theory. For example, in previous research, the researcher has analyzed 50 university student's Facebook personal profiles to investigate how people form their identity on social networks and control the impressions they invoke in their audiences (Slerka, 2019).

According to Escalas and Bettman (2005), consumer self-concept can be built through brand symbolism. Consumers have a tendency to associate human characteristics with a brand and perceive it as a picture of the character of the person who wears it such as warm, authentic, and competent, etc. (Bernritter et al., 2016). Brand symbolism is very important for consumers of luxury brands, because they convey social, cultural, and ideological meanings related to their self-concepts in this way (Escalas and Bettman, 2005). This study proves that the above statement is true. There are values that entry level workers want to convey

that they are competent and classy individuals who are able to consume high-end products which are described by staying in 4- and 5-star hotels. Despite the fact that they have limited income.

Literature Review and Theoretical Background

Staycation

This research explores the lifestyle for getting away during the pandemic by having a short holiday as we called it staycation. Staycation is defined as “a vacation at home, or near the house while creating a traditional holiday environment” (Wixon, 2009, p.2). In staycation activities, the tourists stay at home (their city) and do not travel to other destinations, to explore the local environment (Vackova, 2009). The concept has emerged as a substitute for expensive holiday options (Dixon, 2009, p.23). Staycation is not just a stay, but also includes activities both within the hotel area and outside the area around the hotel. Like enjoying the spa at the hotel, swimming, eating special food, or shopping in the surrounding area near hotel.

Opportunities to promote tourism existentially come when the tourism industry is collapsing (Romagosa, 2020). Opportunities can be exploited to reshape tourism forms that are more sustainable, resilient, and inclusive (Ateljevic, 2020; Benjamin et al., 2020; Cave and Dredge, 2020). By understanding crises, disruption is proven to generate new possibilities. Marketers often overlook local tourism, but when the economy slumps into recession, the middle class is the first group to be targeted by staycation programs because they are economically capable and not far away (Kay & Yawei, 2010). Starting during the pandemic, the staycation trend has now become a lifestyle in Indonesia.

Erving Goffman's Self Presentation

Gilmore and colleagues defined impression management as “a conscious or unconscious attempt to influence images during interactions” (Gilmore, Stevens, Harrell-Cook & Ferris, 1999). Individuals try to manage the impression they display to get a good judgment from the audience (Bolino, Kacmar, Turnley & Gilstrap, 2008). Thus, impression management is based on the assumption that individuals have an inherent need to be accepted and included and so act (Leary, 1996). Self-presentation boils down to the goal of impression management (Goffman, 1959). Hence, these two concepts cannot be separated and interchanged (Tedeschi & Riess, 1981). Individuals often use five self-presentation tactics: self-promotion, ingratiation, pleading, intimidation, and example (Jones and Pittman, 1982). Currently, the opportunity to manage impressions has grown with the advancement of communication technology (Walther, 1993). In the Internet age, people can create and remix themselves, choosing the details of online impressions they want (Mnookin, 1996). Individuals can manipulate various online characteristics to present themselves as funnier, friendlier, or more likable than the facts in their everyday lives (Chester, 2004).

Self-presentation, which has been defined as a form of “impression management”, is a process to leave a certain impression, and this will usually be an advantage when communicating with others (Chua and Chang, 2016; DeAndrea and Walther, 2011; Goffman, 1959). In matters relating to self-presentation, individuals tend to control the information they reveal about themselves; for instance, by accentuating or underestimating certain aspects of themselves or using previous social scripts to strategically influence themselves-presentation (DeAndrea and Walther, 2011; Goffman, 1959).

Social media is especially suited for self-presentation, as its functions (e.g., high visibility and the ability to edit content) provide users with new tools for conducting and managing information about themselves (Fox and Moreland, 2015). Users adapt to this feature by posting status updates (e.g., Twitter and/or Facebook), videos (e.g., YouTube), pictures, or “selfies” (e.g., Instagram and/or Snapchat) that highlight positive or appealing features in themselves to gain attention or admiration from others (Ong et al., 2011; Sung et al., 2016).

Instagram as a Self Presentation Medium

The emergence of social network sites (SNS) has changed the way youths interact by expanding the range of friends and conditioning social practices (Livingstone, 2008; Mascheroni and Olafsson, 2014). Instagram is the most popular social media platform for sharing images (Schreiber & Kramer, 2016; Serafinelli, 2018). In 2019, around 1 billion people worldwide used Instagram. Instagram is attractive because of the increasing daily use reach among younger media users. Instagram has a higher usage rate for interaction, co-creation, and engagement compared to other platforms and is perfect for posting hedonic content. It displays three social engagement matrices: (1) number of likes, (2) number of comments, and (3) number of followers. Through likes, you can measure the number of users who appreciate the posts of the profile owner, and through comments, you can observe a deeper engagement rate where followers contribute to posts through their comments and discussions about the content (Coelho, Oliveira, & Almeida, 2016; Virtanen et al., 2017; Bakhshi, Shamma & Gilbert, 2014). Instagram as a medium that provides affordability for self-presentation is one of the major SNS with a strong millennial demographic offering features for strategic presentations and user self-marketing (Statista, 2020).

Unlike Facebook and Twitter, users cannot post the pure text on Instagram. Each post must include at least one photo or one video. Previous research investigating social interactions on Instagram (eg, Lee, Lee, Moon, & Sung, 2015) highlighted that visualization is a unique property of the platform. Indeed, Instagram has the capacity to be considered a rich medium not only because it allows instant communication (e.g., through live stories) and personal focus, but also because visualization facilitates and elicits multiple cues, enhancing the approximation of real-life communication.

The previous study assessed the impact that social media which are increasingly assuming the role of travel agencies have on tourists' behavior. Using London as a case study, it suggests that tourists' behavior is based more on prior knowledge of a destination, and that social media play a role in providing that knowledge (Ramos, C. M., & Hassan, A., 2021). The choice and view of the staycation destination by the informants is likely to be influenced by the role of social media that they use daily.



Picture 1. Interview with BA informant



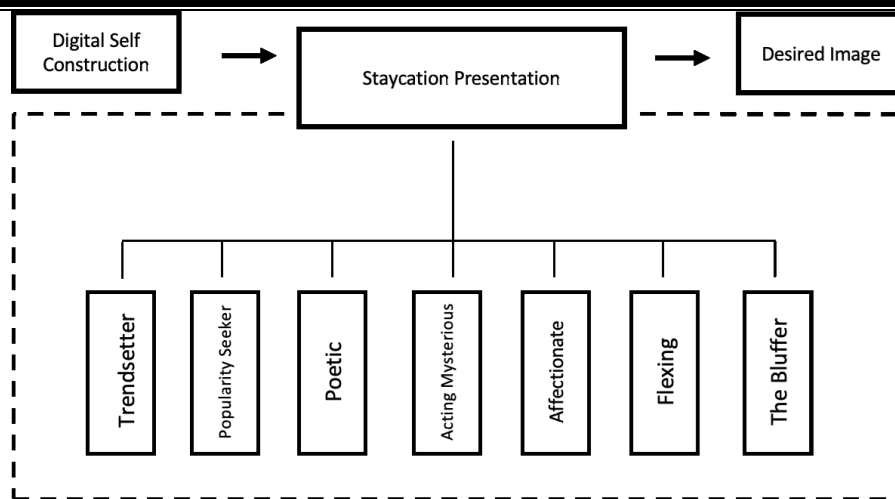
Picture 2. ND Informant Instagram observation result

II. METHODS

Research Model

This research employed descriptive qualitative research. The study aimed at systematically, factually, and accurately explaining the facts and characteristics of a particular population or object. Data is taken from interview texts, field notes, photos, videotapes, personal documents, notes or notes, and other official documents (Carnika W. et al., 2021). Qualitative research is conducted because the researcher wants to explore phenomena that are not quantified and are descriptive (Denzin & S Lincoln, 2009). Qualitative research focuses on explaining how social phenomena are formed and given meaning. In this study, researchers used a phenomenological approach. Phenomenology is an approach that focuses on the concept of a particular phenomenon. The study was conducted to observe and comprehend the meaning of an experience related to a certain phenomenon.

This study utilized data obtained by observing Instagram social media and semi-structured interviews with entry-level employees from Jakarta which categorized by lower middle income in income classification according to Deloitte Southeast Asia (2015) research which divides social class proxies into four levels: higher income (> Rp 120 million per year), upper middle income (Rp 60-120 million per year), lower middle income (Rp 36-60million per year), lower income (< Rp 36 million per year) to determine the percentage of staycations for entry-level Jakarta employees on Instagram. Meanwhile, secondary data in this study support research data, including notes, documentation, and library sources.



Picture 3. Staycation Presentation Model of Jakarta Entry Level Employees

III. RESULTS AND DISCUSSION

This study observed 15 informants (12 females and 3 males) who had a staycation on March 2020 – December 2021) at 4- or 5-star hotels in Jakarta. All of them are entry level employees of private company, in the lower-middle income category (3 up to 5 million rupiah per month, Deloitte Southeast Asia (2015). From the information obtained, it can be stated that all informants rarely had staycations.

The greater number of female informants, as described in the Digital 2020 report, data on trends in Instagram users in Indonesia, which was reported by We Are Social and Hootsuite which stated that Instagram users in Indonesia in 2020 were 63 million people, with the percentage of Instagram users being female 50.8% and the percentage of male Instagram users is 49.2%. These made the female informants are easier to find.

From the results of observations on the Instagram account of the first informant with the initials TN, she uploaded a photo while having a staycation activity in one of the 5-star hotels in Jakarta. The person concerned could be categorized as a “Trendsetter” since she took a group selfie using a bathrobe with her friends and wrote on a mission to make a tv selfie a trend” on the caption. This is unique and can make her become a trendsetter for her followers.

A trendsetter can be defined as the first person to adopt an innovation and communicate it effectively to others (Batinic, 2005). According to Schumpeter (2017), innovators distinguish themselves by their creative performance. Innovators or trendsetters receive innovative information from their environment, process it, and divulge their knowledge to their social environment. By innovating, trendsetters modify the benefits of the new technology by intensifying some characteristics and weakening others. Selfies can attract followers and increase online popularity (Marwick, 2015), making users “microcelebrities” (Senft, 2013) through their consistent online self-presentation. In short, selfies are good for both the selfie taker and the observer who consumes the image. In this research shows that what the TN informant did might potentially increase its popularity, which may also be the goal of the informant.

The second informant is AR, he uploaded two photos to his Instagram account. The photo shows himself against the background of a hotel room. The informant also shows the location of the hotel and wrote a caption “being this lazy on the weekend is normal, right?” as it shows, the informant can be categorized as a “Popularity Seeker” because he is telling the audience where he was stay and make a caption to provoke people to comment on his post. Nevertheless, judging by the number of likes, this method seemed effective. He received hundreds of likes and many comments on his Instagram account.

The next informant is CPC. She uploaded several photos of her staycation. Overall, the photos of this informant look poetic and dramatic. She wrote “many wounds that must be healed alone” on the caption. Refer to the things above, CPC is categorized as “Poetic”. This predicate was also given to the next informant, MA. She went to a 5-star hotel in Bali. She is posing on a hotel terrace chair with the background of the hotel building and the beach and posted it on Instagram. She wrote a poetic caption: “After the first lockdown session, time for a super short vacation. I just sat quietly by the pool, staring at the sky. That makes me feel happy, but the aftereffects actually makes me miss the vacation even more. I really miss the feeling of sitting by the sea, looking at the sky and hearing the waves”. The pandemic situation may affect individuals’ self-presentation tactics since we found that this situation made both informants feel sad and stressed.

Table 1. Research Observational Data

No	Initials of the Informant's Name, Age, and Gender	Online Self Presentation Category	Observation Results
1	TN (24 years, Female)	<i>Trendsetter</i>	According to the Instagram post, she wants to be a trendsetter by doing a Group Selfie using a bathrobe, tagging the hotel name and mirroring the picture to the TV. She wrote “on a mission to make TV selfie a trend” for the caption.
2	AR (23 years, Male)	<i>Popularity Seeker</i>	He deliberately posing with the background of a hotel room, telling the audience where he is staying, and also a caption with a question sentence as if to provoke people to comment so that his account has a high engagement rate. The caption he wrote reads “being this lazy on weekend is normal right?”.
3	CPC (26 years, Female)	<i>Poetic</i>	She puts 2 photos of herself when she was enjoying her time alone at the hotel. In the caption, the CPC informant wrote a poetic sentence that seemed to show his heart to the audience. This sentence reads “many wounds that must be healed alone”.
4	MA (25 years, Female)		Wrote a poetic caption that reads “I just sat quietly by the pool staring at the sky. It's simple but made me feel so happy. The after effect just made me miss vacation even more. I really miss the feeling of sitting on the seafloor while being alone, looking at the sky and hearing the sound of the waves”.
5	ARP (22 years, Female)	<i>Acting Mysterious</i>	Acting like she is a “mysterious person”. She just uploaded an Instagram Story by showing a hotel room with the informant's position in bed, a photo towards the hotel tv.
6	AP (24 years, Female)		She is suspected of deliberately showing interesting photos without showing the location in order to attract her followers to ask her questions about where she is on vacation.
7	ND (24 years, Female)	<i>Affectionate</i>	The ND informant uploaded several photos showing her closeness with her best friend and also various photos of the corner of the room. She wrote a caption that read “pre-nyc with the bday gal a few weeks ago & some of thru-the-years. Happy Mba Acha Day!!! #sistersbyfacebook”.
8	NC (30 years, Female)		She uploaded a photo of herself and her partner while on vacation in Bali during the pandemic. The NC informant uploaded her photo posing by the pool, her partner kissed her cheek and she also tagged her partner's Instagram account. In the caption she gave the emoticon “love”.

9	AM (30 years, Female)	<i>Affectionate</i>	She uploaded a photo with her best friend who is also often seen in her other Instagram uploads. In the photo her best friend and her sitting together on a hotel bed holding a glass of champagne. She seemed to want to show her closeness to her best friend.
		<i>Flexing</i>	The AM informant uploaded her photo in the room of a 5-star hotel in Jakarta with her best friend. The AM informant also provided a caption that reads "Wednesday is usually the day when we miss the weekend, but we still have to go through Thursday and Friday. Think of this photo as a reminder that the holidays are just around the corner. A vote santé!". The sentence seems to indicate that vacation as she does seem to be the ideal way to spend vacation time.
10	LM (23 years, Female)	<i>Flexing</i>	LM informant uploaded an Instagram Story showing her video showing the whole room while greeting her boyfriend. She also marked the location where she did a staycation. In the short video, she walks around her room including showing the hotel bathroom.
11	US (24 years, Female)	<i>Flexing</i>	In one of her uploads, US informant uploaded a video of herself relaxing against the backdrop of the beautiful Sanur beach. The US informant also provided a caption that reads "I wish I could have my morning coffee/breakfast on the beach every weekend".
		<i>Trendsetter</i>	She use the hashtag feature in her uploads. Such as #beachvibes, #sanurbali, #morningvibes, #ootdijabindo, and #purisantrian.
12	JS (25 years, Male)	<i>Flexing</i>	Showing some corners of his very beautiful hotel in Bali. Informant JS, also uploaded the panorama around his hotel. He took vacations in these places when the majority of people were having a hard time taking vacations due to the impact of the pandemic phenomenon. Moreover, informant JS took a vacation on the island of Bali which is famous for its beauty.
13	RDS (24 years, Male)		RDS uploaded a caption that reads "Booked a short stay at the Langham last Saturday. The interior is very breathtaking & well designed". The hotel is a luxury hotel that has just opened in Jakarta and its name is indeed very famous around the world. He took vacations in these places when the majority of people were having a hard time taking vacations due to the impact of the pandemic phenomenon.
14	DM (26 years, Female)		She uploaded the story without showing herself, but showed a photo of the man who seemed to be her boyfriend by also providing information on the location where they were staying, one of the 5-star hotels in Jakarta. In the photo, the man is seen smiling with the typical food of a 5-star hotel in front of her. The DM informant also gave the caption "staycation to feel the sensation of sahur outside".
15	BA (23 years, Female)	<i>The Bluffer</i>	In the photos uploaded to her Instagram account, BA put some photos from an analog camera on the bed and took photos of the photos that had been arranged. The 10 analog photos show BA and her friends on a staycation with the background of the hotel room they occupy. The BA informant gave the caption "mōi career woman" which means "I am a career woman".

Table 2. Data of Research Informants

No	Informants' Initial and Age	Gender	Salary per Month	Hotel Choices	Number of Following	Number of Follower	Number of Post
1	TN (24 years)	Female	Rp 4.100.000	5-star	547	486	72
2	AR (23 years)	Male	Rp 4.400.000	5-star	1219	2370	840
3	CPC (26 years)	Female	Rp 4.400.000	5-star	329	404	22
4	MA (25 years)	Female	Rp 5.000.000	5-star	1261	931	618
5	ARP (22 years)	Female	Rp 4.200.000	5-star	699	1311	23
6	AP (24 years)	Female	Rp 4.500.000	5-star	1103	1111	603
7	ND (24 years)	Female	Rp 4.450.000	4-star	1253	1299	436
8	NC (30 years)	Female	Rp 4.700.000	5-star	993	1591	114
9	AM (30 years)	Female	Rp 5.000.000	5-star	658	862	315
10	LM (23 years)	Female	Rp 4.100.000	5-star	1575	623xx	138
11	US (24 years)	Female	Rp 4.400.000	4-star	1018	2288	391
12	JS (25 years)	Male	Rp 4.500.000	5-star	277	166	151
13	RDS (24 years)	Male	Rp 4.250.000	5-star	1979	2861	117
14	DM (26 years)	Female	Rp 4.000.000	5-star	760	105xx	222
15	BA (23 years)	Female	Rp 4.200.000	4-star	1051	1328	28

The fifth informant is ARP, she only shows a picture of the hotel room and the hotel TV on the Instagram story. However, after the interview, it was revealed that she was staying at a 5-star hotel in Jakarta. This Informant was categorized as a “Acting Mysterious” since the informant seemed to invite people seeing her upload to ask, “Where are you staying? With whom? What are you doing there?”. Truly mysterious people should not upload anything to their social media accounts and do not want others to know about their lives. The next informant who had the same category is AP, overall, the picture that she uploaded shows just a little part of the hotel to make it look Instagrammable, she is suspected of deliberately showing interesting photos without showing the location to attract her followers to ask her questions about where she was on staycation.

The next informant is ND, she did a staycation at a 4-star hotel. ND uploaded several photos showing her closeness with her best friend, they seem so happy and enjoying each other's company. ND tagged her friends and provided information on the hotel they were staying with a caption that she wrote “pre-NYC with the bday gal a few weeks ago & some of the thru-the-years. Happy Mba Acha Day!!! #sistersbyfacebook”. As seen from the caption she shows how close they are and even she wrote that they are sisters on Facebook. With the various considerations above, ND is categorized as “Affectionate”.

Floyd and Voloudakis (1999) defined affectionate communication as expressing feelings of affection for others. In other words, affective communication is an open and intentional act of communicating concern, intimacy, and feelings of admiration for another person. Floyd and Voloudakis (1999) further explained that affectionate communication is an ongoing process in maintaining relationships. The predicate “Affectionate” was also assigned to NC. She uploaded a photo of herself and her partner while on vacation during the pandemic. NC uploaded her photo posing with her partner, kissed her cheek, tagged her partner's Instagram account, she also wrote the emoticon “love.”

Another informant who received the title of “Affectionate” was AM. She uploaded her photo with her best friend who is often seen in her Instagram uploads. With the caption that she wrote “Wednesday is usually the day when we already miss the weekend, but we still must go through Thursday and Friday. Think of this photo as a reminder that the holidays are just around the corner. A votre santé!”. She seems like to show her closeness with her best friend just like informant ND. From the caption, AM could also be categorized as a “Flexing” where she shows her happiness staying in a place where it looks like a place that promises luxury in it.

Turning to the next informant, LM, she carried out a staycation activity at a 5-star hotel in Jakarta. LM uploaded an Instagram story showing her whole room while greeting her boyfriend. She also marked the location where she did a staycation. She walks around her room in the short video, including showing the

hotel bathroom. From the known fact that the informant is a private employee with minimal income, the researcher categorized her as a “Flexing” as the previous informant. The concept of flexing can be interpreted as a common feature of effective communication and impression management. It is performed when they want to reach a certain career level (Linde, 1993) or talk about their experiences in an institution (Gubrium and Holstein, 1998). Flexing can be interpreted as one of the ways that a person can use if she wants to adjust to a particular situation without endangering her reality by appearing inauthentic. The predicate “Flexing” was also given to another informant, US. She uploaded several photos while on vacation in Bali Island. On her picture who was uploaded, she wrote a caption “I wish I could have my morning coffee/breakfast on the beach every weekend” with the beautiful Sanur Beach as a background. She also used a hashtag to make posts easily found and visible to audiences (to increase followers). Different types of hashtags are designed for different audiences. Brand hashtags, which usually contain a brand name or slogan, are designed to promote a product or campaign. Community hashtags, on the other hand, are designed to increase the reach of posts among users who share similar tastes, interests, and opinions. It is the process of creating an online community by connecting like-minded users on a digital platform (Moorley and Chinn, 2014). From this hashtag, US could also be categorized as a “Trendsetter.”

The next “Flexing” predicate given to RDS and JS. Both posted several photos of 5-star hotel corners on their Instagram. Even they are staying at the different city, but both are showing the best view of the hotel where they are staying at. On their Instagram feeds, these two informants also have something in common. They have personalities to fancy taking pictures of various architectural objects. Another informant categorized as a “Flexing” was DM. She uploaded a story by showing a photo of the man who seemed to be her boyfriend with the caption “Staycation to feel the sensation of suhoor outside.” It receives some comments, “Wow, what a luxurious life. To feel the sensation of suhoor outside, she stays in a 5-star hotel” from her followers. Because of these considerations, the title is suitable for her, especially considering her status as a lower income employee.

The last informant, BA, had a staycation at a 4-star hotel in Jakarta. In the photos uploaded to her Instagram account, BA put some photos from an analog camera on the bed and took photos that had been arranged. The analog photos show BA and her friends doing a staycation in the background of the hotel room they were occupying. She also attached several emojis to enliven the photos she uploaded and did not forget to provide information on the location where she was staying. BA captioned “mōi career woman,” which means “I am a career woman.” Seeing some of the things above, we categorized BA as “The Bluffer.” BA is an entry-level employee, but in her Instagram, she seems to be showing that she is a relatively successful career woman, as evidenced by her being able to spend the night in hotels that are quite expensive, surrounded by some friends. People categorized as bluffers will usually try to identify themselves with groups considered superior because of their reputation, arrogant style, or way of bragging. They also separate themselves from groups usually identified as having a lower reputation for maintaining their image (Bourdieu & Wacquant, 2013).

From the observations of the informants' Instagram accounts, it can be seen in the previous uploads that the informants are quite active on Instagram with an average number of uploads of 273 uploads. There are only 4 informants with the number of uploads below 100. Likewise with the number of followers with an average of 1308 followers. Informant JS with the least followers (166 followers) and informant LM with the number (62,300+ followers). So, it is known that LM informants are included in the micro-influencer category, namely someone with a number of followers ranging from 1,000 to 10,000 followers (Ismail, 2018). Meanwhile, the informants followed the accounts with an average of 981 accounts. The interesting thing here is the LM informant with the fact that she is an entry level employee but can package herself into a micro-celebrity with an abundance of informants and with content that is mostly related to lifestyle. The

informants in the previous post mostly uploaded their daily activities on their Instagram accounts. Many of them upload photos while traveling with natural panoramic photos. For AR informants, he seems to be interested in lifestyle content.

From this study it was found that entry-level employees construct their digital self through Caption (on the picture they posted), Status (relationships, job), whether it's real status or desired status, Share location (of the hotels where they stayed), Pictures (spots in the room or around the hotel), Photos of self (use filter to give a better version of themselves, put photos of themselves to be recognized), Searchable hashtags (used in posts, people use hashtags to find images that fit a particular theme, so using hashtags that have a high search rate will increase the chances of the posted image appearing in search results), Foreign Language (use a foreign language to look cool (English, France). All this digital self-construction is used by Jakarta entry level employees to form their staycation presentations on their Instagram social media accounts, which can be grouped into 7 categories, namely, Trendsetter, Popularity Seeker, Poetic, Acting Mysterious, Affectionate, Flexing, and The Bluffer.

The overall appearance of this staycation presentation is intended to create an impression of themselves according to their desired image. Desire to be seen as cool, popular, rich, elegant, sociable, fancy, show fun, full of excitement, to show that they have everything, to cover what they don't have in real. Posted photos in fancy places, or used of foreign languages in captions, are some of the ways to achieve their digital-desired image, used for leveraging themselves in a higher level status. Overall, this process can be described in the staycation presentation model of Jakarta entry level employees below.

IV. CONCLUSION

This study aimed to show a portrait of the social phenomenon related to lifestyle and how the person present themselves on social media. In this study, it must be noted that all the informants were entry-level employees where whose income was only around 3-5 million rupiah per month. Without the discount or staycation promos, staying overnight in 4- and 5-star hotels is something that is difficult for them because the normal rates are high compared to the salary they get. Erving Goffman's book, "The Presentation of Everyday Life," says that individuals can present any "show" to others, but the impression that people get from the show can be different (Goffman, 1959).

The self-presentation displayed on the Instagram account uploaded by the informant found that 6 informants were in the "Flexing" category, 3 informants were in the "Affectionate" category, 2 informants were in the "Poetic" category, "Acting Mysterious" and "Popularity Seeker", 1 informant each falls into the "Trendsetter" and "The Bluffer" categories. The "Flexing Person" category which found the most informants described a situation where staying at a luxury hotel was unusual for the informants, so it had to be shown in order to get validation from the audience. The discussion above can lead to further research on the representation of the lower middle class related to the lifestyle they display on social media in certain situations. It could be developed through further cross-cultural research to facilitate our understanding of the idea. In short, this research explored self-presentation on Instagram social media in the realm of tourism. This research is expected to be a reference for online self-presentation research related to entry-level employees in the tourism sector because this kind of research has never been done before.

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