

## Impression management of buzzer in social media twitter

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**Abstract** This study aimed to find out the Impression Management of buzzers on Twitter social media. The methodology in this research was qualitative net-nography in which data were collected through online observation and interviews as well as literature studies. The subject of the research was the buzzers, and the object was the buzzer impression management, while the location of the research was on Twitter social media. The results of this study provided an overview of how buzzers did impression management on social media twitter. We found that the buzzers did impression management through message content, using other terms replace 'buzzer', emphasising the truth of message content, using social media accounts as self-identity, and reviewing products and events as a form of impression management.

**Keywords:** impression management; buzzer; twitter

### INTRODUCTION

Social media is a group of applications based on the internet and builds upon the framework of ideology and technology innovation of the Web2.0 platform (Kaplan & Haenlein, 2010). This medium can connect people both in small and large scale. It enables users to share and interact online with various features to ease communication, including pictures, files, videos, voice messages, text and various other options. This two-way communication media is now contained in mobile phones, an easy and practical tool in unlimited human mobility.

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Social media, mediated by computer technology, interactively facilitates the creation and sharing of information, ideas, career interests, and other forms of expression through communities and virtual networks. On social media, users can easily participate, share and create content. Based on statistical data, around 2.3 billion social media users in the world (Juzar & Akbar, 2018).

On social media, especially Twitter, there exists a phenomenon called *buzzer*. The *buzzer* is a social media user who influences other users. The *buzzer* is also considered a central point of social media connection. The internet has spread quickly and has become an indispensable medium. It is clear from the fact that 713 million people over the age of 15 used the internet worldwide in June 2006. American youths aged between 18 and 26 spend 12.2 hours online each week, 28% longer than the age groups 27 and 40 (Kim, 2009).

According to Lievrouw and Livingstone, individuals in a virtual community use writing/words through a screen to exchange ideas, discuss intellectually, trade, give emotional support to each other, make plans, gossip, cheat, like, make friends, play games, making art, and of course even other conversations that are not really important. Individuals in virtual communities do almost everything, like in the real world. However, they do not bring their bodies into these activities. They cannot kiss anyone or beat anything in a virtual community, but it produces a similar effect to those two things (Lievrouw et al., 2014).

We live in an era where technology has the potential to blur the line between reality and fantasy, real and virtual. Cyber societies can build their virtual identities, which can be shaped according to their wishes and expectations. They are no longer confined by physical reality and limitations. Virtual environments provide individuals with the opportunity to build the virtual identity they want. According to Kaplan and Haenlin (2009), the boundaries between virtual and real are already getting more and more blurred, and this trend is likely to continue in future (Kaplan & Haenlein, 2009).

The emergence of social media or online media, where users (*users*), through internet-based applications, can share, participate and create content in the form of blogs, wikis, forums, social networks, and virtual world spaces is supported by increasingly sophisticated multimedia technology. Internet, social media and multimedia technology become a unity that is difficult to separate. It also promotes new changes. Currently, the most widely used rapidly growing social media platform is in the form of social networks, blogs, and wikis. The emergence of social media sites benefits many people from various parts of the world. They can interact easily and at low cost rather than using the telephone (Tim Humas, 2014). According to a survey conducted by Kompas Tekno (Kompas.com, 2019), the most popular social media in Indonesia are Instagram, Twitter, and Facebook. Each has different features and functions but often used by *buzzers* to disseminate messages.

Social media is an online media where users can easily participate, share and create content. One of the most widely used social media is Twitter which is currently used by billions of people to interact with others. One phenomenon that can be observed on social media is users who have an influence on other users, commonly called influencers or buzzers. Buzzers are often seen as the focal point for information dissemination. Previous research revealed that social Media allow firms to engage in timely and direct end-consumer contact at relatively low cost and higher efficiency than traditional communication tools. This makes Social Media not only relevant to large multinational firms, but also small and medium-sized companies, or even non-profit and governmental agencies. Using Social Media is not an easy task and may require new ways of thinking, but the potential gains are far from being negligible (Kaplan & Haenlein, 2010).

There have been several previous studies on social media, including research conducted Caliskan (Arzu Ozsozgun, 2018) argues that Twitter is a rich platform for providing sustainable information. According to Caliskan, sustainable companies can use impression management strategies that are defensive or assertive. Companies that use impression management strategies will project reputation through social media so that the audience can feel their sustainable presence. Sustainability disclosure can inform the audience of the organisation's intention to improve social performance and influence audience expectations about company behaviour. The Caliskan study can further explain the interaction between impression management theory and sustainable disclosure.

The research conducted by Yang & Liu (2017) sees impression management theory from the perspective of social psychology, as an emerging theoretical construction. The 2017 research explains the phenomenon of the use of social media by companies for financial communication. Impression management research here is used to examine the role of information in voluntary self-disclosure on social media. The research explores how companies use unique Twitter features such as hyperlinks and hashtags to spread profitable income news. The study also found that manipulation of information dissemination allows positive information to become viral

This research applies impression management theory from the perspective of social psychology, as an emerging theoretical construction, to explain the phenomenon of the use of social media by companies for financial communication. To the best of our knowledge, recent research only examines the role of voluntary disclosure information on social media. The study also found that the accounting narrative explicitly focused on the use of different impression management techniques in each company

Different from the Essen and Yang research, the research conducted by Hughes (Arzu Ozsozgun, 2018) explains the phenomenon of social media communication, about giving and receiving 'Like' on

Facebook. Hong's research is based on the theoretical framework of gift-giving and impression management. In this study, Hong revealed how certain personality traits and demographic features were related to individual behaviour in giving or receiving Facebook likes. The results showed that demographic characteristics such as age and sex were significantly related to the frequency of receiving 'Like' and public self-awareness were found to be significant and positive predictors. In addition, demographic characteristics including age, sex and education were all found to be significantly related to the frequency of giving a 'likes' Ropak Rauniar research (Rauniar et al., 2013) aims to identify some personality characteristics associated with the use of information on social media, especially Facebook and Twitter. Hughes's research found a number of personality factors significantly correlated with the use of social networking services or SNS. Different characters influence in explaining the different uses of Facebook and Twitter social media. Furthermore, significant personality differences occur between those who prefer Facebook and those who prefer Twitter. The results obtained in this study reveal personality to be an influential factor in the search and information dissemination online.

Research on social media was also carried out by Ropak Rauniar (Rauniar et al., 2013), who explained that each social media site tends to serve specific interests. Such as LinkedIn, Visible Path, and Xing serves the needs of professional networks; YouTube is for sharing Care2 video content to help activists meet, MyChurch connects the church with the congregation.

Every social media site tends to serve a certain purpose. The use-value of social media platform is determined by the extent to which this site can serve the needs of its members. If the social media created is about the use and sharing of information, the characteristics of this information must be captured in the respective content that the site supports. Content refers to the characteristics of information that is commonly shared among members of social media user networks on this site. On Facebook, for example, everyone shares more than 30 billion information per month and adds around 100 million new photos every day. According to the results of the 2013 Rauniar research content in traditional information, systems refers to information systems and data generated, whereas in the context of social media it refers to information and data produced by users. Facebook allows users to post text messages on the wall and status updates. Users can also post pictures, videos or hyperlinks. Social media content is a 'currency exchange' between social media user networks. Enabling content that is relevant and important (e.g. text and video chat, photo messages, events and letters) functions as an important social media value-added service for users.

According to Lin's research (Grace Lin & Borengasser, 2013), the use of Twitter has quickly entered the field of education since it was launched in 2006, but few professors have used it to teach. More than

90 per cent of tertiary education faculties in a survey recently reported awareness about Twitter, but only 12 per cent indicated using it for professional purposes than one per cent using it for a class or student work. Commonly raised issues as barriers to the use of social media are Twitter in the classroom, including the time required, privacy and lack of integrity in sending students. While Twitter has often been recommended as a means of increasing collaboration and interconnection among students, Lin's research suggests options regarding use, students who use Twitter tend to be most interested in sharing information, both in terms of resources related to the course and to comment on their personal status.

Whereas in the 2012 Warner study (Warner et al., 2012), it was found that characteristics of people tended to utilise social media for their democratic potential. If people know enough about politics and trust politicians, they can communicate their knowledge and are more likely to participate in using social media. This also happens when they are cynical and do not believe in politicians (cynicism). Furthermore, the effect is consistent whether someone believes his voice can make a difference or not (external efficacy). In other words, if we want young people to use Facebook and Twitter not only as a distraction but also as an entry point to participatory democracy, we must focus on developing the knowledge and skills needed to make them comfortable, confident political speakers. From the research respondents, it is believed that greater political participation through social media.

This finding shows the centrality of communication and information confidence for democratic involvement. This finding emphasises the communication skills needed to give young people the confidence to participate in politics. Ideally, students who study political communication acquire the knowledge and advocacy skills needed to become effective democratic citizens. The research findings show that, when successful, this curriculum can increase participation in political conversation in developing countries social media environments and enrich democracy in the process.

The term *buzzer* on social media is identical to Twitter users who often make a buzz (*buzzing*). At the beginning of 2006, Twitter was born and began to gain popularity in Indonesia. Then, in 2009, the *buzzer* began to work with brands for promotional purposes. In 2012 the DKI Jakarta Governor election, they began to be involved in political activities. In the 2014 presidential election, *buzzers* were widely used for political purposes. In the 2016 DKI Jakarta Governor elections, buzzers were once again used for political purposes.

In a study conducted by Murwani, it was found that the candidates for DKI Jakarta Governor and Deputy Governor, Ahok-Djarot and Anies-Sandi, tried to present themselves by projecting the images they wanted through profiles, photos, videos, and messages delivered to social media accounts. The social media were Twitter and Instagram. Ahok-Djarot used four strategies, namely, credibility, politeness, influence, and self-

deprecation. Meanwhile, Anies-Sandi uses three strategies, namely, the search for affinity and politeness, image matching, and a credibility strategy. As the incumbent, Ahok-Djarot tends to use the credibility strategy by showing competence, achievement, and performance when they were in the office. On the other hand, Anies-Sandi tends to seek closeness and showed politeness to gain recognition. All this was done as an effort to gain popularity and favour of the voters (Murwani, 2018).

Initially, buzzers were commonly used to promote corporates' product. Research conducted by Yang confirms this. He found that companies tend to omit news related to their incomes. Instead, they often post tweets and retweet news about increasing profits and positive information. Companies are more likely to minimise information and disclosures on Twitter if they experience performance degradation. These findings indicated that in order to maintain the best corporate image on social media, the company adopted a defensive impression management strategy to avoid public attention on poor company performances (Yang & Liu, 2017).

The involvement of *buzzers* in Indonesian political events has contributed negatively to the image and meaning of the audience towards the *buzzer*. It has put them in a negative light as a producer of harmful content on social media.

*The Centre for Innovation Policy Government (2017)* proposed that *buzzers* are individuals or accounts that can amplify messages by attracting attention and for building conversations and moving with specific motives. In short, the task of *buzzers* is to make noisy noises, not unlike bees *buzzing*.

Based on statistical data, the number of internet users in Indonesia, known as Indonesia Netizens, has now reached around 74 million people. This figure has increased by 22 per cent compared to 2013. For information, the biggest internet user in China, with 513 million, followed by India with 121 million users, and Japan with 101 million users. Indonesia has 74 million users (Fatanti, 2014).

Data from [kominfo.go.id](http://kominfo.go.id) showed that Twitter users in Indonesia reached 19.5 million from a total of 500 million users worldwide (Kominfo, 2013). Twitter users can group tweets by topic or type by using hashtags of words or phrases that begin with the '#' sign. Whereas the '@' sign, when followed by the username, is used to send or reply to other users' tweets. Retweet feature, which is symbolised by 'RT' is reposting another user's tweet and share it with their followers.

Twitter is a free internet-based microblogging service, where users can send short messages, 140 characters to each other. Its interface is based on the rapid exchange of thoughts and information between friends, acquaintances, and all users of the Twitter platform. Twitter messages are called 'tweets.' These Tweets from a flow of messages in chronological order. They are displayed in both computer or cell phone screens. A type of keyword called 'hashtag' can be added to the tweet

to link the current message with several other messages, making it easier to follow the message (Ardha, 2014).

Twitter can also be used for active political discussion. It can direct users to more detailed content outside the website, through links or other references. However, studies on the use of Twitter for voting on behaviour highlighted only small groups of 'super-users' (Andranik Tumasjan, Timm O. Sprenger, Philipp G. Sandner, 2010)

Interactive functions on Twitter help entrepreneurs uncover the results of impression management on social media. According to a recent study, positive news about corporate earnings receives a higher level of audience involvement than other types of information. This causes revenue-related tweets and positive company news to be displayed more often in larger font sizes, that is, as 'best tweets' (Yang & Liu, 2017).

In addition, the same study also revealed that performance improvement is more successful in building an excellent corporate image on Twitter. They managed to attract the attention of stakeholders and 'seduce' them to participate in financial communication (Yang & Liu, 2017).

The presence of social media, such as Twitter, certainly does not escape the use of various terms such as netizens, followers, influencers, to buzzers. Buzzer comes from the English word, which means 'bell', or 'alarm.' In Oxford Dictionaries, a buzzer is defined as "*An electrical device that makes a buzzing noise and is used for signalling.*"

In general, the *buzzer* has several characters, including having a wide network, and able to produce content is persuasive and having certain motives. A buzzer is formed through two processes, organically and driven by market demand. Two main motives cause a person or a particular account to buzz, commercial motives characterised by funding or voluntary motives driven by a certain ideology or sense of satisfaction with a product or service.

Social media users can rely on a variety of impression management strategies to achieve positive results. They rely on the response they receive. The most commonly used media is multimedia content, including text, images or videos. For example, posting positive photos is a very popular online impression management tactic for gaining social recognition from others. More specifically, users can spend time editing the images they post using photography filters or editing images with software and applications. Impression management strategies also involve how users present themselves on their profile's main page or the types of updates or comments they post (Levashina, 2016).

Images tend to have a more significant impact than textual information on the observer's judgments about user profiles. For example, if the picture shows that the user is an extrovert, adding verbal disclosures that show introversion does not change the observer's evaluation of the user (Mehdizadeh, 2010).

In conducting their *buzzing* tasks on Twitter, buzzers perform impression management. *Impression Management* can also be generally defined as a technique of self-presentation based on the act of controlling the perceptions of others quickly by revealing aspects that can benefit oneself or the team. Another is to give the audience an impression that is consistent with that desired by the actors themselves (Naegele & Goffman, 1956).

'Dramaturgical metaphor' proposed by Goffman provided a means of studying everyday social interaction. The sociological approach to interaction and identity formation is a reaction to both. His thinking can be placed in symbolic interactionism to analyse how people direct their interactions and the way others perceive them. Goffman developed the theory of dramaturgy that offers a conceptual framework where every opportunity for face-to-face interaction can be interpreted as a theatre performance (Tam & Soncu, 2015).

Impression management that is formed to achieve the goals of individual desires based on the desired motivation in themselves also increases identity and self-esteem and facilitates interaction. The motivation for managing impressions usually occurs in situations that involve essential goals. *Impression management* theory was presented in *The Presentation of Self in Everyday Life*. It covers how people apply and communicates the suitability between personal or organisational goals and their actions intended to create public perceptions which are fundamental realities to form assumptions that other people's perceptions about themselves or organisations will become a reality from which they form basic ideas and behaviours (Naegele & Goffman, 1956).

Generally, impressions management leads to caution against unexpected actions, such as unexpected gestures, unfavourable disturbances, speech errors and actions that are not expected to make a scene. Therefore, it is necessary to choose what aspects to display from one situation to another according to its purpose. These aspects chosen are, of course, real identities, and therefore tactics are necessary to achieve these goals.

Previous studies have shown several characteristics of buzzers, including creating mini-stories and cultures with technocratic and academic languages, using an anonymous account, hits and runs so that discourse and issues are temporary, and the discourse presented is often 'testing the water,' to see the actions and reactions of middle-class netizens (Jati, 2017)

In his book "*The Presentation of Self in Everyday Life*," Goffman proposed the term 'self-presentation' as an 'impression management.' According to Goffman, life is like a theatre. Every human being directs his action when interacting with others. Goffman called it dramaturgy. According to Goffman, in the drama stage, there are *front stage* (front stage) and *backstage* (backstage), the team of performers (groups or

teams involved and supporting the staging), and the *audience* (community) (Naegele & Goffman, 1956).

Erving Goffman synthesised that impression management is an individuals' need to present themselves as someone who could be accepted by others. Goffman said that the self as a performer (self as a performer), is not just a social product, but also has a motivational basis. Individuals make an impression of their own when they expect to be accepted as someone who has a self-image and is liked by others (Bolino et al., 2016). Generally, Impression management is used in order to get praise for performances, interviews, seeking feedback, and career success.

Based on the background above, this study intended to find out how impression management is displayed by buzzers Twitter media social.

## **METHODOLOGY**

This study used qualitative research methods. Qualitative research aimed to explain the phenomenon of profusely through data collection (Creswell, 2007). This research used a netnographic approach, which is a way to conduct anthropological research through the internet, using publicly available information where everyone is free to share via social media.

Netnography used social science methods to present a new approach to conducting ethical and comprehensive ethnographic research that combines the work of archive communication, online, participation and observation, with new ones (O'Donohoe, 2010). According to Bakry, the need to use netnography in research has grown in the past decade. Netnography makes it possible to obtain answers needed by observing conversations that occur on web pages and analysing the behaviour and opinions of users. In Indonesia, especially in the environment of communication and marketing (marketing), netnographic methods have been widely used in research (especially research in the context of the preparation of theses and dissertations) (Bakry, 2017).

According to Murthy (Murthy, 2008) covers various online scientific disciplines; such as content analysis, 'extracting text' from anonymous knowledge that has not yet been explored, creating stories by 'word of mouth' ethnography and observational research. Compared to traditional ethnography, netnography tries to bring the human element back into a very delocalised and intangible experience. To carry out netnography, researchers use large amounts of data, not only from the internet and not only based on observations.

Informant data collection was also done through archived data by screening buzzers and following several buzzing schedules. Field data was obtained directly or indirectly by the buzzer. Also, the data was obtained by commenting on buzzer posts, exchanging news, and

conducting interviews via email and voice notes that exist on the WhatsApp application.

The informants of this research were buzzers on Twitter. They did not want their identities to be revealed; thus, this research referred to them as NR, LDL (females) and FA, and IS (males). The informants vary in status, including homemakers, students, content writers, students and writers. The researcher chose informants based on data diversity to see comparisons between male and female informants.

**Table 1.** Categories of background of the informants

Informant	Status
<b>NR</b>	Housewives
<b>LDL</b>	content writer
<b>FA</b>	Students
<b>IS</b>	content creator

Source: researcher analysis and field data (2020)

## **RESULTS AND DISCUSSION**

Interviews were conducted through online observation and online interviews. Each informant has various followers. NR informants have 2619 followers, LDL 18,900 followers, FA has 25,000 followers, and IS has 10,000 followers.

The four informants stated that the reason for being a buzzer was more on the recognition of their existence in social media. IS told various events or experiences and mood on social media. He also made popular Twitter threads. IS also actively interacted with his followers, posted a picture of himself in an account, and replied to comments. Likewise, LDL informants stated that being buzzers originated from writing hobby on blogs. She often takes part in blogging events and cooperated with brands. FA who were students were also much different from LDL. He expressed more interest as a buzzer because of his hobby in making social media content. NR was a former journalist whose hobby was creating content and writing on blogs. She felt that his profession as a buzzer is in line with her background in the previous profession. Aside from hobby, the informants also said that buzzer is a flexible profession considering time, place and creativity.

### **The message content as a form of impression management**

In general, content is divided into two categories of messages. Female informants (NR and LDL) mostly make content according to their interests in product or brand review, travel stories, photos, fashion, parenting issues, household needs, and popular issues. Meanwhile, male informants (FA and IS) often post about travel, photos, product reviews that they are interested with. They also write poetry to write about the moods of young people. The message conveyed by informants is one form of impression management to attract the attention and sympathy of others on social media. The purpose of displaying the content is so

that people are interested, and the message reaches the audience who are their followers.

All began when we made issue or campaign to be trending topic. We became a part of a successful team. We successfully built awareness in the digital arena. So, that was what made us contributing its own as the main topic or trending topics in social media there is an absolute satisfaction when we do buzzing activities (Informant NR,2019)

**Table 2.** Categories of message types

LDL	Beauty, social and culture, personal experience, travel and culinary
FA	Personal travel photos, buzzing activities, sharing blog posts, lifestyle, travelling, and business targeting millennials
IS	Poetry as a form of anxiety for young people

Source: researcher analysis and field data (2020)

### **Buzzers term substitution as a form of impression management**

At the beginning of its appearance, buzzers are used to promote a certain product, with or without certain rewards. However, since the 2014 general election, their services have begun to attract political actors. According to Arbi in Yuliahsari Dwi (Yuliahsari, 2016), 'buzzer' literally means a device that produces a noise that attracts attention. In the world of Twitter, buzzer means accounts that have a significant influence, fanatical followers, popular tweets, active interaction with followers, and certainly having followers.

In this context, the term buzzer often associated with negative connotations. Therefore, the informants in this study used other terms to refer to their profession as buzzers. This can be one strategy in managing impressions on followers and netizens on social media. The terms used to substitute the word buzzers are diverse, such as social media activists, content creators (NR), bloggers (LDL), digital activists, bloggers, influencers (FA), and content creators (IS).

I assume buzzer is the same as the content creator, so including blogging and everything that creates something and is useful to followers. When we make an issue or campaign into a trending topic, so we become part of a successful team that successfully builds awareness on the digital scene. That makes us contributing separately because it becomes a conversation or trending topics on social media; there is a satisfaction when we do buzzing activities. A buzzer is also not only on Twitter (Informant NR,2019)

### **Truth and honesty of message content**

For buzzers, honesty is a big responsibility. Buzzers make message content according to real conditions and not fraudulent. This

shows their credibility as a buzzer. This was revealed from IS informant's statement below:

It was also evidence of actual use and personal use so that followers also believed in what was recommended. So, trust from followers and netizens who at least know that I use or wear the product myself in everyday life (Informant IS, 2019).

This finding is relevant to the results of previous studies which found that social media users are involved in impression management to create positive impressions. However, such tactics can be honest or deceptive. Recent studies have compared user ratings based on their social media with honest and exaggerated self-descriptions and found more who use honest self-descriptions. Although impression management on social media seems to be most honest, some people are still involved in deceptions. People can engage in deceptive online group discussions, for example, to hide their true age, gender, or marital status (Levashina, 2016).

Social media users can build an extensive network of connections, ideally with profiles that match the image you want to make to increase social appeal. In the impression management literature, such self-promotion tactics can be assimilated by telling profitable, positive connections with others (Bolino et al., 2016) because buzzers try to accumulate connections to look fun and extroverted, or to signify social skills. Similarly, they can try to get positive comments or support from their connections, to highlight their knowledge, skills, or abilities that might be needed for future work.

Social media users can post comments about their friends' online activities to create an impression of commonality and gain popularity. According to Roulin, social media users can highlight certain interests, hobbies or beliefs in their profiles through comments, images, etc. to create the impression of similarity to the values they are interested in. This can be done honestly, but it is also deceptive (Levashina, 2016)

### **Accounts as self-identity on social media**

Social media accounts that were initially privately owned with daily activities or uploads carried out in accordance with personal can turn into commercial accounts when performing tasks as a buzzer. This happens when the buzzer does a review of a particular product or event. The impression formed by buzzers in cyberspace or virtual world usually adjusts to their real life. This shows that the self-identity and their appearance in the public sphere do not conflict with self-desires and habits or backgrounds in real life to be able to get sympathy from social media followers. The habits carried out by LDL informants both in the real world and in the virtual world also give such impression and recommend one of the products or services and experience.

For me, there is no difference between everyday life and social media. So I was never a social climbing. For example, they were claiming to have a house as big as Aladdin's. In fact, there are usually

those who sometimes to look perfect, and they edit their pictures. He edited himself in Singapore Airlines business class and going on trips to various places (Informant LDL,2019)

Explanations by LDL informants about the impression that is displayed both as a buzzer and individual users of social media gives a humane affirmation. The informants showed themselves as it is in public. They did not manipulate their ordinary lives into a luxurious one in order to appeal to their followers.

The honest self-presentation and using themselves is also confirmed by FA informants, who explained that he used the products he published and promoted to the public. He introduced those products based on self-recommendations. He has tried to use both product and service services to avoid conflict and manipulation. "Like any other work, buzzers must be honest, in a sense, not lying to the followers and not exaggerating products/services. However, also, we do not point out the shortcomings of the supported products" (FA Informant, 2019).

*"There is no identity creation. Just natural. Just branding yourself so that it is easy for others to remember"* (LDL informant, 2019).

"This is relevant to the results of researches that virtual identity (virtual identity) becomes indistinguishable from 'real' identity, just as 'e-commerce becomes indistinguishable from 'commerce'" (Adrian, 2008).

According to (Adrian, 2008), identity is not just a set of facts in the form of the name, location, occupation, position, age, gender, or only certain online behaviours. Goffman suggested that identity is a series of performances, where we use 'impression management' to describe ourselves precisely in different environments. Individuals control some parts of identity, but most identities are created by the world in which individuals are. We can think of identity as a streaming picture of life in certain contexts where each of us has multiple identities (Naegele & Goffman, 1956).

Reputation is a fundamental part of our virtual self. Conversations in the virtual world can be stored, and who we are is seen from the function of the community's view of our behaviour and contribution to certain parts of the virtual world. As such, online reputation needs to recognise the collective interests of individuals in a way that matches the character of identity built online (Adrian, 2008).

The buzzers identity in cyberspace shows that they are not an 'anonymous' group. According to Roper & Sobel (Grabarek Roper & Sobel, 2012), communication studies literature has explored the concept of anonymity from a broader perspective, namely the general preference for remaining anonymous online.

At the time of publication, truly anonymous online communication was the primary choice for mainstream internet users. Roper & Sobel defined and distinguished the concept of anonymity into two categories, full disguise to maintain identity and confidentiality, or revealing identity

to someone or a small group of trusted individuals (Grabarek Roper & Sobel, 2012).

### **Product Reviews and Events as a Form of Promotion on social media**

With the increasing importance of social media, companies increasingly rely on social media management tools to analyse social media activities and professionalise their social media involvement. In previous studies, social media management as part of a comprehensive social media strategy, which served to help companies positively influence public perception among social media users (Gluesing, 2008).

Showing an impression on the audience is the primary key to the buzzer image. A buzzer trusted by social media users and reviews a product/brand can improve the image of the company or brand. Therefore, the product can become a conversation and enter the timeline of the social media accounts of the general public who are not aware of the existence of buzzer accounts.

Information uploaded to social media has provisions and procedures that must be followed by buzzers to display natural and language impression set by the information provider called 'brief'. It is done in accordance with the provisions relating to the time of publishing information and visuals presented to the audience and the language use, social media distribution, and smooth product introduction obligations. Placement of the impression of information that will be described by the buzzer is also guided by the brand with a positive impression and not offensive to brand competitors. They also apply hashtags on every upload on social media to facilitate searching.

Buzzers often display interesting visuals and audio-visuals that are 'Eyes Catching.' The visualisation displayed by the buzzer provides a stimulus to the public and social media public to see and pay more attention to the uploads with the concept desired by the agency. This is done while remaining within the natural corridor and building on the positive side of the product. The impression processing carried out is combined with sentences and daily activity to support the truthful and believable narrative that is being expressed to netizens on social media.

The description of the products and services by the buzzers were done with interactive sentences so that the message can be received and easily understood by the public. This is in line with Roulin 2016, who stated that promotional tactics refer to self-development, which makes the best characteristics stand out from potential targets. The potential target of buzzers is those who use their services to promote their products or services (Levashina, 2016).

The tasks carried out by individual buzzers are similar to those performed by global companies. In Li's research, it was found that impression management by ten global companies on social media is characterised by job duality. On the one hand, global brands strive to display their personal qualities, functions and corporate values. On the

other hand, they try to build solidarity with their followers through phatic communication actions such as greeting, directing, disclosing, sharing and retweeting on social media. This is a form of company support for their social media followers (Li & Wu, 2018).

Li's 2018 research also proved that Twitter and Weibo, the leading social media platforms in the US and China, have become an interactive space where companies build solidarity and relationships with followers. The social media platform has two roles at once, broadcasting and interactive roles. These two roles are not mutually exclusive. This finding pointed to a more interesting differentiation of the function of corporate social media, which is to build solidarity and interactivity in the platforms available to their corporations. Social media has become a leading public relations tool, and Twitter has surpassed Facebook as the most used social media by public relations practitioners (Li & Wu, 2018)

### **Self-Promotion in Social media**

Social media users can post information or pictures about themselves selectively to increase their popularity. Self-promotion in social media involves the use of positive statements to describe a person's quality, past achievements, or future plans. This is similar to lying, manipulation, beautifying, exaggerating, or creating such qualities or achievements to create (falsehood). These two types are very similar to the impression management strategy used by social media users to present themselves online. Because self-promotion is the most frequent form of impression management in both contexts on social media (Levashina, 2016).

Self-promotion in social media can also be done in the context of sharing bad experiences. Consumers often share emotional experiences on social media, including disappointments with certain brands (Wakefield & Wakefield, 2018).

In his research, Wakefield used bad experiences with certain brands to stimulate the response of individual organisms. Individuals who have bad experiences about a brand tend to share it online (Wakefield & Wakefield, 2018). Other research showed that negative communication online is more common than face to face negative communication. This is because online communication might be considered less risky than offline (Lee & Stapinski, 2012). Electronic messages are also more likely used to express personal thoughts. Electronic messages are also more likely used to express personal thoughts.

The main empirical results from this study are in line with Essen's research which revealed that Twitter is a diverse platform for sustainably presenting information and providing a favourable communication environment (Arzu Ozsozgun, 2018). Sustainable companies can use impression management strategies that can be done either defensively or decisively. The organisation uses this impression management tactic

and projects its reputation for sustainability through messages on social media so that the audience can perceive it as a sustainable entity.

## CONCLUSION

Everyone has certain ways to present themselves to others, including the buzzers on Twitter and other social media. Goffman assumed that when individuals interact, they want to present a picture of themselves that is acceptable by others. Goffman called it 'impression management'," which is a technique used by actors to form certain impressions in certain situations to achieve certain goals. In Goffman's analysis, we 'manage' the information we give to others. We control the influence our clothing, our appearance, and our habits so that others see us as the people we want to show. From this research on impression management conducted by buzzers on Instagram social media, researchers found that buzzers do impression management through message content, replacing buzzer terms, emphasizing truth in their message content, using social media accounts as self-identity, and doing a review of products and events.

Further research should be able to replicate these findings using impression management theory with informants from different circles to get more comprehensive data about Twitter user impression management. Finally, future research should further explore the impression management theory application on other social media platforms. Nevertheless, our findings suggest that no matter the complexities of twitter user in social media usage, it is primarily a communication phenomenon

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