Do Youngsters Reflect the 'Fake or Real' Identity, Personality, and Emotion on Facebook?

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Abstract: The sophisticated technology has the potential to integrate with social media. Hence, online social sites become a medium for youngsters' tendency to express their appearance, identity, and narcissism. Consequently, the current study aimed to investigate the reflection of fake or real identity, personality, and emotion of Indonesian teenagers used on social media Facebook. To attain the objective of the study, qualitative descriptive was used as a research design. The data was obtained from youngsters' posts on Facebook in the range of 2018-2019. The instrument used in gathering the data was Virtual Advertising Operations (VOA). The total data was 1473 posts. In analyzing the data that have been classified based on the three categorizations, we employed AntConc application. The findings show that youngsters express their fake personality, identity, and emotion through Facebook features in terms of style theme with several subthemes followed by spectrums and issues. On the other hand, it could be inferred that youngsters show their identity, personality, and emotion on social media Facebook based on their level of relationship. Further, future research directions on the identity, personality, and emotion of Indonesian youngsters on Facebook are discussed.

Keywords: *Emotion, Facebook, Identity, Personality, Youngster*

INTRODUCTION

Youngsters born in the mid-1990s through the late 2010s have been identified as the internet generation (Bohnert & Gracia, 2021; Bourke, 2019). With readily accessible of internet connection that integrated with the advanced technology such as social media, youngsters have become habituated in interaction and communication virtually (Ilbury, 2022; Pouwels et al., 2021). As the increase of the social media use such as Facebook among youngsters, affected the online self-presentation in virtual world (Mann & Blumberg, 2022).

Recently, the most well-known and widely used social media is Facebook, which has more than 2 billion monthly active users (Dixon, 2022). Further, the tendency to spend time using Facebook showed by teenage users on Facebook (Kowal et al., 2020; Manzi et al., 2018). Thus, it is the most relevant social media for research on online identity, personality, and emotion formation.

The dramatic growth of Facebook use among youngsters has triggered scholars to exploring how internet generation present themselves on Facebook (Akbari et al., 2023; Pavlin et al., 2020). The further research on the use of Facebook among youngsters continuous to grow. For instance, several prior studies stated the youngsters tend to show the ideal virtual identity and depict the standard visual marker in virtual world (Liu et al., 2022; Segev & Hochman, 2019; You & Liu, 2022). However, a contrasting view from scholars emerged about the Facebook use among young people mentions that Facebook is a media to express and communicate the actual personality (Schlosser, 2020). From the previous studies, we highlight the contradictory facts regarding the self-identity, personality, and emotion presented by youngsters on Facebook and in real life. In other words, it could be implied that the previous studies provide inadequate information on appearance, identity, and narcissism to lead the fact related the formation of identity, personality, and emotion of youngsters used in social media Facebook.

Hence, in this present study, we investigated style themes that appeared in youngsters' post on Facebook as the preliminary research in an effort to obtain the formation of identity, personality, and emotion of Malaysian and Indonesian teenagers used in social media on Facebook. More specifically, this study was conducted to fill the gaps in the current research on youngsters and Facebook. Therefore, the main purpose of this study was to investigate the reflection of fake or real identity, personality, and emotion of Indonesian youngsters' posts used in social media Facebook.

RESEARCH METHOD

This research employed descriptive qualitative as the research design. Descriptive, as explained by Creswell (2013) is research that aims to present facts, events, and phenomena and research is presented systematically and accurately. The main things explored by researchers are adolescent language patterns on Facebook which consist of aspects of words, meanings of words, phrases, or sentences used by teenagers. Language expressions used by teenagers on Facebook is indirectly able highlight their identity, personality, emotion through use

analysis structure of meaning in their written language. The data was obtained from teenagers' posts on Facebook in the range of 2018-2019.

Further, to acquire source of data, we employed an instrument which is the one of features provided by Facebook termed as Virtual Advertising Operations (VOA) (Din & Isam, 2020). There were four steps in collecting the data through VOA namely; development of advertising page, advertising process, downloading process, and screening process. In this study, we focused on the youngsters' Facebook users. The total data was 1473 posts of style themes (Colman, 2009) with sub-theme namely; appearance (Griffiths et al., 2018), identity (Yang et al., 2022; Zinn et al., 2022), and Narcissistic subtheme (Lyvers et al., 2022). In analyzing the data that have been classified based on the themes, subthemes, and spectrums, we utilized *AntConc* application *to* prove and interpret the lexical issues found in each theme (Isam, 2013).

RESULT AND DISCUSSION

Appearance Subtheme

Appearance is a sub-theme that is often used by teenagers to talk about the physical appearance of an individual and the attributes used by an individual (Sagrera et al., 2022). There are two dominant spectrums or topics that form the core of this sub-theme, each of which manifests a major issue involving the spectrum of physical visualization and insecurity (Mesce et al., 2022). Meanwhile, among the issues that are often manifested through this spectrum are the issue of bullying, insults, and lack of confidence (Wang et al., 2019).

Griffiths et al (2018) stated that exposure to social media causes dissatisfaction with body shape, comparing body shape with other people's bodies, and self-objectivity. The group of teenagers who tend to talk about the appearance sub-theme with the physical visualization spectrum are male teenagers at the high school level who live outside the city (within the district) with posts related to bullying, insults, and distrust. As an example of the appearance sub-theme with a physical visualization spectrum, it can be seen in table 1.

Table 1. Posts of The Physical Visualization Spectrum in The Appearance Subtheme

Posts	Physical Visualization Spectrum
1	Ada org yg badannya dah **ideal** atau **kurus** tp ttp bilang dia **gendutan,** bisa aja dia berasal dari orang **gendut** yg diet trus keserang **body** dismorphia dan anorex ,jd berasa **gemuk** terus tiap ngaca dan gak mau makan. Atau mungkin standard **langsing** dia adalah pinggang sepanjang pencil, bisa jd kan? [/PT/LK/20/40]
2	Kalian yg **gemuk** kalau di hina **gemuk** ngamok ngamok,tp suka cari positivitas dengan ngejek orang **kurus** dengan alibi tulang. Kalian yg **tepos** kalau di hina ngamok ngamok, tapi suka nyari positivitas dengan judge cewe **curvy** dengan sebutan lonte. Kalian kalau di sebut gak menarik kesinggung, tapi nyinggung orang yang menurut kalian **fisiknya** di bawah kalian dengan nyebut jelek aja fakgurl. Maaflah aku ga suka org

	yg judge bentuk **fisik** orang. Aku mau bersih bersih fl so sorry [P/PT/LK/20/45]
3	Jika kamu cari yang **ganteng** ,aku **mundur** Tapi jika kamu cari yang **mundur**, aku **ganteng** 😂 #kuy [L/SMA/K/17/50]
4	Ada orang yg sebenernya menurut kita **cantik**, tapi dia sering bilang di caption "aku **jelek**". Kali aja dia bisa **secantik** sekarang karena berusaha, dulunya dia di anggap **jelek** dan jadi bahan bullyan, kebayang dong mental yg udh di bangun bertahun tahun dari masalalu kelam ga akan bisa di ubah secepet itu. Atau dia memang berasal dari lingkungan yg toxic, yg menerapkan **beauty** standard begitu ketat dan standardnya ga sesuai sm dia [P/PT/LK/20/60]

Table 1 describes several youth broadcasts that talk about style themes with appearance subthemes which can be proven through the use of lexical derived from AntConc and translated into English such as [ideal], [thin], [fatter], [slim], [fat], [bony ass], [curvy], [handsome], [gorgeous], and [ugly]. Every use of words that can manifest the appearance subtheme and evidenced by lexical evidence in the form of the use of words that can describe the spectrum of physical visualization such as the use of the words [body], [physique], [surrender], and [beauty] with the issues discussed revolves around issues related to physical appearance such as body shaming and insecurity issues. Appearance sub-themes with physical visualization spectrum can be seen in table 2.

Table 2. Lexical Evidences of The Appearance of the physical Visualization Spectrum

Posts	Respondent	Lexical Evidence		Issue
		Appearance Subtheme	**Physical Visualization Spectrum**	
1	[P/PT/LK/20]	[ideal], [thin], [fatter], [slim]	[Body]	Body Shaming
2	[P/PT/LK/20]	[fat], [bony ass], [curvy]	[physique]	Body Shaming
3	[L/SMA/K/17]	[handsome]	[surrender]	Insecurity
4	[P/PT/LK/20]	[gorgeous], [ugly]	[beauty]	Insecurity

In Facebook, posting related to body shape or body visualization is one of the frequent conversations in adolescence. The conversation sometimes describes the body shape that is not ideal for other teenagers so that exposure on Facebook forms self-definition and self-invention (post 1 and post 2). As a result of the body shaming activity is the emergence of a teenager's self-confidence because he feels his body or physical shape does not meet the standards of weight and beauty (post 3 and post 4). Consequently, it can be said that Facebook is a platform used by teenagers to show or compare the ideal side of a teenager in terms of physical appearance.

This finding is in line with the several previous studies. Austin et al. (2022) mentioned that the indirect association between Facebook use and self-perception through negative social comparison was weaker in happier individuals. With regard to feedback, positive feedback on profiles increases youngsters' self-esteem and social well-being, while negative feedback reduces their self-esteem and well-being (Acar et al., 2022; Rash & Gainsbury, 2019). Likewise, Another study reveals that there is a positive association between social comparison and having negative feelings from comparison with others (Büttner et al., 2023; Samari et al., 2022). In the same way, the previous studies support the current finding about the issues such as body shaming and insecurity appearing in the appearance subtheme with physical visualization spectrum.

Identity Subtheme

Adolescence is a period of transition from children to adults, where they are still looking for their identity and want to form their identity to the community, making them admired and trying to actualize themselves in order to get recognition from the community (Yang et al., 2022). There are main topics that tend to show the identity of a teenager in social interactions in cyberspace, one of which is identity. Issues that arise from the main topics in the sub-theme of identity are insults, personality, puberty, and achievement (Huang et al., 2021).

In the concept of identity fluidity, virtual interactions on social media can trigger teenagers to open up their identity or close their true identity (Zinn et al., 2022). The group of teenagers with a high frequency of talking about identity are high school and college teenagers who live outside the city (district level) with posts related to insults, personality, puberty, and achievement. For example, the sub-theme of identity with the spectrum of identity can be seen in table 3.

Table 3. Posts of Identity Spectrum in the Identity Subtheme

Posts	Identity Spectrum
1	Tapi gua emg penasaran sama klaim "kalau kita kalem, tertutup pasti ga akan di ganggu." Gua coba pake baju lbh ketutup dari biasanya hari ini,bahkan **berhijab** tapi gua bukan **muslim**, maaf. Faktanya gua ttp di catcalling. Ttp aja **status** gua di sosial menjadi **objek seksual**, atau **boneka** pajangan yang valuenya di nilai dari luaran atau **tampilan**, bukan dari apa yg ada di otak gua. Bahkan hari ini catcalling yg gua dapat lbh parah dari biasanya saat **baju** gua ga **tertutup**. Dari sini gua berkesimpulan, baju bukanlah bagian dari tindakan pencegahan , baju cuma kain. Otoritas kalian buat memilih apa yg ingin kalian pakai apa yg ingin kalian tanggalkan. Kalian akan terus menjadi objek seksual,bukan hanya di organ seksual bahkan helaan nafas kalian akan ttp di anggap sebagai godaan seksual. Itu semua terjadi bukan karena apa yang kalian pakai, tapi apa yg mereka pikir.[P/PT/LK/20]
2	☆ _Dari **Kecil Gw** DiAjari Untuk **Menghitung** Bukan **Menikung**_ ☆ **Jadilah** Diri **Sendiri** 🫶 ☆ IzinTag ☆ 😊 [P/SMA/LK/16]

Posts	Identity Spectrum
3	Saya**Cantik** ?? AhahItuTergantung**Kamera**Saja !! :(SayaSoleh ?? **Jilbab**AjaMsih**BungkarPasang** !! :(JauhDriKataSolehah !! :) Sya**Pintar** ?? HeheMsih**Nyontek**SmaTmnSebangkuKu 😁😁 SyaKaya !! UangSjaMsihMntaSmaOrgTua:)!! LntasMengapaKwIriDgnApaYgKuLakukan [P/SMA/LK/16]
4	tujuh tahun bersama...
	Tahun **pertama** bersama,, masih agak **jaim-jaim,,** masih ada yang belum move on dari **jiwa2 anak** SD nya,, masih kayak **anak2,,** ada yang masih **"kerong"** belum bisa bergaya,, ada yang masih **culun,** ada yang masih sok jadi ketua,, ada yang masih malu. Ada yang masih belum akrab satu sama lain. Tahun kedua,, Udah mulai ada yang saling jatuh **cinta** kek cinta **monyet,,,** udah mulai akrab,, udah mulai tidak jaim jaim,, udah mulai bisa **dandan,,** dri culun udah jadi **badboy** (versi **syari,,** Tahun ketiga Tahun tersedih,, karna ada yang udah keluar dari sekolah.. [P/SMA/LK/16]
5	Alhamdulillah, best of the best putri muslimah 😊 "Lihatlah **seseorang** dari apa yang dapat mereka capai dengan **prestasinya** bukan malah berfikir bahwa yang paling **pintar** mendapatkan segalanya.. Karna (dia) yang memiliki **kemauan,** berusaha dan berani mencoba hal baru dengan mengambil resiko itulah yg disebut pintar sebenarnya" jgn pernah menganologikan seseorang jika (kau) tidak mengerti apa2. [P/PT/LK/18]

Table 3 describes several youth broadcasts that discuss the theme of style with the sub-theme of identity which can be proven through the use of lexical derived from AntConc and translated into English such as [veiled], [status], [doll], [cloth], [tiny], [I], [clever], [beautiful], [veil], [first], [second], [soul], [love], [grooming], and [someone]. Every use of words that can manifest the sub-theme of identity and is evidenced by the existence of lexical evidence in the form of the use of words that can describe the spectrum of identity such as the use of the words [moslem], [sexual object], [appearance], [covered], [count], [corner], [camera], [fickle], [cheat], [to keep up with the jones], [childish], [nerd], [puppy love], [badboy], [syar'i], [desire], and [his achievement] with the issues discussed revolved around issues related to identity such as issues of humiliation, personality, puberty, and achievement. Appearance sub-themes with identity spectrum can be seen in table 4.

Table 4. Lexical Evidences of the Sub-theme Identity of the Identity Spectrum

| Posts | Respondent | Lexical Evidence | | Issue |
		Identity Subtheme	Identity Spectrum	
1	[P/PT/LK/20]	[veiled], [status], [doll], [cloth]	[moslem], [sexual object], [appearance], [covered]	Humiliation
2	[P/SMA/LK/16]	[tiny], [I]	[count], [corner]	Personality
3	[P/SMA/LK/16]	[clever], [beautiful], [veil]	[camera], [fickle], [cheat]	Personality
4	[P/SMA/LK/16]	[first], [second], [soul], [love], [grooming]	[to keep up with the jones], [childish], [nerd], [puppy love], [badboy], [syar'i]	Puberty
5	[P/SMA/LK/16]	[someone]	[desire], [his achievement]	Achievement

Another form of conversation on the Facebook page that teenagers talk about is the subtheme of identity. The conversation shows the identity of adolescents through clothing, appearance, adolescence and achievement. Exposure sometimes reveals the identity of other teenagers through the way they dress (post 1). Identity is also actualized among teenagers through an ideal body shape and a good physique (post 2 and post 3). In line with this, adolescence also tends to make adolescent behavior more expressive on Facebook (post 4). In addition, the achievement was also shown by teenagers in showing themselves as good individuals on Facebook (post 5).

This finding is about the self-idealization. With regard to the identity subtheme, we found that the youngsters make efforts to show the ideal side on their self-Presentation and visualization in online world. This statement is emphasized by the previous study conducted by Papaioannou et al. (2019). According to their studies, youngsters are suggested to provide the self-values associated with other teenagers' perceptions, social relationship, recognition, and own domains through carefully chosen usernames, language, profile pictures in their Facebook profiles are connected in order to promote their online identity. This finding is also strengthened by Hu et al. (2022). In line with the study carried out by Hu et al., people can create and provide their identity in virtual world based on their wishes. In term of communication, a study has proven that virtual interaction re-construct identity through a careful interaction to hide the real identity (Ditchfield, 2020).

Narcissistic Subtheme

Adolescence is the age at which individuals show themselves or self-actualization. Teenagers with narcissistic behavior tend to pride themselves and show off in public (Casale & Banchi, 2020; Errasti et al., 2017; McCain & Campbell, 2018). In line with the abundance of social media access, the tendency of adolescents to show this attitude through social media so as to get recognition from others (Lyvers et al., 2022). There is a spectrum or dominant topic at the core of this subtheme which manifests the main issue involving the spectrum of physical visualization. Meanwhile, among the issues that are often manifested through this spectrum are issues of self-confidence and beauty. For instance, the example of narcissistic subtheme can be seen in table 5.

Table 5. Posts of The Narcissistic Spectrum in The Narcissistic Subtheme

Posts	Narcissistic Spectrum
1	Jgan **merilirik** mo **kecanduan** kau nak 😊😂😳😆🌸 [P/SMA/LK/16]
2	Iyy lohhh **aku**tau kalau **aku maniss** kan😊 ❤️ [P/SMA/LK/16]
3	Knp Hujan Turun Nya Air? Klo TurunNya **Aq** Ntr **Rebutan** 😆❤️ [P/SMP/LK/14]
4	**Berubah** menjadi yang **lebih baik** 😂😂😂😂😂 @ #: 1v .... blh ... kn cuy [L/SMP/LK/13]

Table 5 describes several youth broadcasts that discuss the theme of style with the sub-theme of narcistic which can be proven through the use of lexical derived from AntCont and translated into English such as [addicted], [I], [struggle], and [better]. Every use of words that can manifest the sub-theme of narcistic and is evidenced by the existence of lexical evidence in the form of the use of words that can describe the spectrum of narcissistic such as the use of the words [glanced], [nice], [I], and [changed] with the issues discussed revolved around issues related to narcistic such as issues of beauty and self-confidence. Narcissistic sub-themes with narcistic spectrum can be seen in table 6.

Table 6. Lexical Evidences of the Sub-Theme Narcissistic of The Narcissistic Spectrum

| Posts | Respondent | Lexical Evidence | | Issue |
		Narcissistic Subtheme	Narcissistic Spectrum	
1	[P/SMA/LK/16]	[addicted]	[glanced]	Beauty
2	[P/SMA/LK/16]	[I]	[nice]	Beauty
3	[P/SMP/LK/14]	[struggle]	[I]	Self-confidence
4	[L/SMP/LK/13]	[better]	[changed]	Self-confidence

Narcissistic behavior also often appears in adolescent conversations on Facebook pages by showing an attitude of self-actualization unilaterally (Post 1 and Post 2). In line with the statement, self-confidence also appears in adolescents when they state that they are better and even better than other teenagers (Post 3 and Post 4). This finding is confirmed by the previous studies that mentioned the narcissistic cannot be apart from Facebook activities (Brailovskaia et al., 2020; Brailovskaia & Margraf, 2019; Eşkisu et al., 2017; Ksinan et al., 2021). Likewise, in line with the relevant studies (Casale & Fioravanti, 2018; Ozimek et al., 2018; Singh et al., 2018), they found that the teenagers' tendency posts the best picture to show the best side of personal information.

CONCLUSION

As the purpose of this research is a form of preliminary research in an effort to get the pattern or identity of teenagers used on social media Facebook. We conclude that Indonesian teenagers use Facebook accounts to send posts, pictures, and comments to show their appearance, self-identity, and narcissism. It can be implied that the idealization profile can be examined through Facebook. In this case, the teenagers through Facebook postings present the self-idealization and tend to give negative comments for unknown users. In other words, the contribution of this research leading to the fact about the closer relationship is in the real world, the better impressions or comments that youngsters express or convey through Facebook's features in cyberspace and vice versa. For the future studies should investigate the phenomenon in constructing the formation of personality, identity, and emotion in terms of gender, educational background, and community characteristics not only on Facebook but also on other social media such as Instagram and TikTok. Furthermore, it would be fruitful to have further study in this field in order to bridge the gap between the real individual and online personality.

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