

ABSTRACT

Technological advances and the development of social media have brought many new phenomena into people's lives. Term Alter often found through social media, especially X. Through a social lens, Alter is often considered a negative or unfavorable thing. Alter is defined as an activity where someone creates an anonymous account other than the main account to carry out an activity, without being bound by social norms or boundaries that apply in our social life. Students are often faced with pressure to present themselves positively in front of the general public. Student self-representation on social media is an important substance to understand in the context of increasingly digital developments. Research entitled "Self-Representation Alter on Social Media X" aims to increase public awareness so that they are confident in their potential and talents.

This research uses a qualitative descriptive method with a constructivist paradigm and the dramaturgical theory of Erving Goffman and grand theory George Herbert Mead's symbolic interactions. In this research, the results are explained in the form of a description or picture based on facts and data obtained through interview techniques, observation, documentation and literature study. The research subjects and objects were determined based on the criteria of Pasund University students and X social media users who had accounts Alter starting from the age of 17-25 years.

The results of this research are users Alter managing digital identity on a front stage that is manipulated anonymously through the creation of a profile and the type of content uploaded. The front stage is used to express and explore interests without being bound by social rules and norms. The user's back stage Alter able to adapt their identity according to the social context. User Alter show a freer and more relaxed appearance and behavior without needing to think about the expectations of the audience. Self-representation by users Alter is by modifying the profile formation and uploaded content. When in real life, they have a more calm and closed personality in order to be accepted by the social environment.

Keywords: Dramaturgy, Social Interaction, Self-Representation, Symbolic Interaction, X, Alter.