

**“Staging a Digital Identity on Instagram: A Dramaturgical Analysis of Aries
Lukman’s Personal Branding as a Mobile Photographer”**



by
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Thesis submitted as partial fulfilment of the requirements
for the Bachelor’s Degree in Communications Studies
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Supervised by
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“Staging a Digital Identity on Instagram: A Dramaturgical Analysis of Aries Lukman’s Personal Branding as a Mobile Photographer”

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Most Merciful, for providing me with the strength, health, and happiness that have enabled me to complete my thesis. There were undoubtedly many people who helped and encouraged me while I worked on this thesis. I think that other people's support and encouragement have contributed to my ability to finish this thesis. I want to deeply appreciate the following people on this great occasion: - I am deeply grateful to my thesis advisor, Mr. Abhirama. I want to thank you for being the best thesis advisor, who not only helped me with the thesis but also listened to my mental, physical, and emotional needs throughout the process. I appreciate your unwavering concern for my well-being. Thank you for everything you did from start to finish, Mr. Abhirama. - For my most beloved woman, who is now at peace in the Garden of Heaven. Hiayah, her grandchildren are now bachelor's and have taken various paths. I apologize if I did not have time to express how much I loved Mayah during our most recent time together. I would undoubtedly respond, "I love you, and I always will." I apologize if I still can't let you go and am still bound by my desire for you but thank you for being there for me and loving me for 17 years. I truly, truly love you and will always miss you. I hope to see you again on another journey. - Special thanks and appreciation go to my family, especially my parents. Papa, Mama. I appreciate all the support that has been given to me, both mentally and financially. I am nothing without you, so thank you for always believing in and supporting my decisions. I love you all very much; may happiness always come to us. - To my beloved siblings, Aa and Teteh. Thank you for everything you've done for me, not just in recent years but since the very beginning. For every sacrifice, every word of advice, and every quiet gesture of care that may have gone unspoken I see it, and I feel it. I'm endlessly grateful to have you both in my life. May your days always be filled with happiness, peace, and the kind of joy you so deeply deserve. - Every communication science lecturer. I sincerely appreciate all the knowledge you hav

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FAQs

What is GPTZero?

GPTZero is the leading AI detector for checking whether a document was written by a large language model such as ChatGPT. GPTZero detects AI on sentence, paragraph, and document level. Our model was trained on a large, diverse corpus of human-written and AI-generated text, with a focus on English prose. To date, GPTZero has served over 10 million users around the world, and works with over 100 organizations in education, hiring, publishing, legal, and more.

When should I use GPTZero?

Our users have seen the use of AI-generated text proliferate into education, certification, hiring and recruitment, social writing platforms, disinformation, and beyond. We've created GPTZero as a tool to highlight the possible use of AI in writing text. In particular, we focus on classifying AI use in prose. Overall, our classifier is intended to be used to flag situations in which a conversation can be started (for example, between educators and students) to drive further inquiry and spread awareness of the risks of using AI in written work.

Does GPTZero only detect ChatGPT outputs?

No, GPTZero works robustly across a range of AI language models, including but not limited to ChatGPT, GPT-4, GPT-3, GPT-2, LLaMA, and AI services based on those models.

What are the limitations of the classifier?

The nature of AI-generated content is changing constantly. As such, these results should not be used to punish students. We recommend educators to use our behind-the-scenes [Writing Reports](#) as part of a holistic assessment of student work. There always exist edge cases with both instances where AI is classified as human, and human is classified as AI. Instead, we recommend educators take approaches that give students the opportunity to demonstrate their understanding in a controlled environment and craft assignments that cannot be solved with AI. Our classifier is not trained to identify AI-generated text after it has been heavily modified after generation (although we estimate this is a minority of the uses for AI-generation at the moment). Currently, our classifier can sometimes flag other machine-generated or highly procedural text as AI-generated, and as such, should be used on more descriptive portions of text.

I'm an educator who has found AI-generated text by my students. What do I do?

Firstly, at GPTZero, we don't believe that any AI detector is perfect. There always exist edge cases with both instances where AI is classified as human, and human is classified as AI. Nonetheless, we recommend that educators can do the following when they get a positive detection: Ask students to demonstrate their understanding in a controlled environment, whether that is through an in-person assessment, or through an editor that can track their edit history (for instance, using our [Writing Reports](#) through Google Docs). Check out our list of [several recommendations](#) on types of assignments that are difficult to solve with AI.

Ask the student if they can produce artifacts of their writing process, whether it is drafts, revision histories, or brainstorming notes. For example, if the editor they used to write the text has an edit history (such as Google Docs), and it was typed out with several edits over a reasonable period of time, it is likely the student work is authentic. You can use GPTZero's Writing Reports to replay the student's writing process, and view signals that indicate the authenticity of the work.

See if there is a history of AI-generated text in the student's work. We recommend looking for a long-term pattern of AI use, as opposed to a single instance, in order to determine whether the student is using AI.

ABSTRACT

In the digital era, personal branding has become a crucial element of self-presentation, particularly on visually driven platforms like Instagram. This study explores how Aries Lukman, a prominent mobile photography expert, strategically constructs his digital identity to build a credible and influential online presence. Drawing upon Erving Goffman's dramaturgical theory, which likens social interactions to theatrical performances with distinctions between frontstage and backstage behaviours, the research positions Instagram as a stage where Aries performs a carefully curated version of himself. His frontstage consists of aesthetically consistent posts that showcase his creative expertise and solidify his professional identity within the photography community. Simultaneously, his backstage includes the unseen labour of content planning and business management, reinforcing the credibility of his public persona. Through this dual performance, Aries enhances his visibility and positions himself as a thought leader in both mobile photography and corporate domains. By examining his use of dramaturgical strategies, this study contributes to the broader understanding of how professionals maintain personal brands and manage digital reputations in contemporary social media environments.

Keywords: *personal branding, personal identity, dramaturgy, Instagram*

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First and before anything else, I want to express my sincere gratitude to the All-Powerful Allah SWT, the Most Gracious and the Most Merciful, for providing me with the strength, health, and happiness that have enabled me to complete my thesis. There were undoubtedly many people who helped and encouraged me while I worked on this thesis. I think that other people's support and encouragement have contributed to my ability to finish this thesis. I want to deeply appreciate the following people on this great occasion:

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- Every communication science lecturer. I sincerely appreciate all the knowledge you have given. I appreciate your confidence in me to take on significant responsibilities throughout my time in college, from class captain to project manager. I apologize if that journey hasn't been fulfilling yet. You are the most incredible lecturers ever, Mr. Raudy, Mr. Abhi, Mr. Shihab, Ms. Marin, Mr. Haris, Mr. Sinthu, Mr. Supardi, Ms. Baby, and other communication lecturers. Also, I want to thank Ms. Meri for her assistance and for giving me all the crucial information I needed for the thesis.

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