
Multiple Identity on Nano Celebrity Instagram Account Sidoarjo

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ABSTRACT

Social media, especially Instagram, has become a strategic space for nano celebrities to present and manage multiple identities simultaneously. This study aims to analyze how the concept of multiple identities is presented by nano celebrities in Sidoarjo. Using a qualitative approach through netnography method and identity management theory from Imahori and Cupach, this study found that subjects such as @q_annisa and @siscaks04 actively construct identities as mothers, wives, food vloggers, and complementary social figures. They utilize visual elements such as photos, videos, captions, and Instagram features such as stories, reels, and feeds consistently to strengthen their diverse digital personas. In addition, research shows that the presentation of content that can be connected to the audience's experience, as well as mutual interaction with the audience through comments and stories are key factors in building loyalty and trust among followers. @q_annisa and @siscaks04, present identities as private individuals, professionals, as well as part of a social community, each of which is tailored to the context and expectations of the audience. The results of this study confirm that the representation of multiple identities is done consciously and structurally, making nano celebrities not only as media users, but also as strategic actors in shaping their image.

Keywords: Instagram, Multiple Identity, Nano Celebrity, Identity Management Theory

INTRODUCTION

The existence of new media, according to John Vivian, such as the internet, has the ability to transcend the way traditional media spread messages, the interactivity of the internet blurs geographical boundaries and the ability to interact in real time (Dr. Rulli Nasrullah, n.d.). The proliferation of social media, especially Instagram, has changed the way individuals express identity and build self-image (Ash Shidiqie et al., 2023). Since its launch, Instagram has become a dominant platform that allows its users to share videos and photos, as well as interact with audiences directly. With over a billion active users worldwide, Instagram is not only an entertainment platform, but also an important tool for building social and personal identity (Tobing et al., 2023).

One of the key aspects of Instagram is its visual element. The platform emphasizes the use of images and videos to capture the attention of the audience. Users can choose filters, edit photos, and create visual narratives that reflect their identity. Through engaging visual content, individuals can express themselves in a more powerful way than through text alone (Nurhayati, 2023). Real-time features such as Instagram stories strengthen emotional engagement with audiences and enable quick responses to current trends or issues.

Instagram as a new medium allows direct interaction with audiences and has become a key platform for individuals to build and display their identities, including for nano celebrity users with limited but significant influence in certain communities (Fernando, 2022). This can support nano

celebrities to build multiple identities according to audience needs. With this ability, they can display different sides of their identity according to their followers' preferences.

Nano celebrities are people with a small following on Instagram, usually between one thousand and ten thousand. Nano celebrities are known for their high level of interaction and closer connection with their audience, even though they don't have as many followers as mainstream celebrities or influencers. They are considered more genuine and relatable due to their emotional closeness, trust and strong social power. As a result, many brands and organizations are looking into them to work with them on more specific and productive efforts.

They often come from local backgrounds and have real influence within a particular community, such as in Sidoarjo. They are not only active users of social media, but also represent lifestyles, values or identities that are close to their audiences' daily lives. Nano celebrities utilize the Instagram platform not only to share personal moments, but also as a space to shape a self-image that feels honest and relevant. Through simple but meaningful content such as daily stories, local activities, and clothing styles, they are able to build emotional closeness with their followers, creating a more personalized relationship that is easily associated with the audience's real-life experiences (Idaman & Kencana, 2021).

In managing their identity in the digital world, nano celebrities are faced with challenges that are not simple. They do not only display one role in their digital lives, but must be able to show various sides of themselves simultaneously as ordinary people, professional figures, as well as public figures who are in the spotlight. On platforms like Instagram, they are required to maintain a balance between the personal side that is private, the social life that is open for interaction, and the professional role that requires a certain image.

The challenge arises when they have to divide the portion of each role wisely, so as not to lose their authenticity and still be accepted by the different types of audiences that follow them. Nano celebrities must have strict standards for constructing their self-narratives in these situations so that they can live up to expectations without appearing pretentious or losing their authenticity, which is their main appeal.

With audiences coming from different backgrounds and having different expectations, the challenge is even more pronounced. Close friends may prefer simple, straightforward posts. Meanwhile, less close or intimate followers may be more interested in more artistic, inspirational or informative content.

Multiple identity is a phenomenon when a person has and displays more than one identity in their social life, including in the digital world. On Instagram, nano celebrities often play multiple roles and display different identities depending on the situation, the audience and the purpose of their communication. The phenomenon of multiple identities in Sidoarjo's nano celebrities on Instagram still shows the personal side of their lives to look authentic in the eyes of the audience. But they also show themselves as influencers, business people (Brand Ambassadors) and as members of certain communities.

Research on multiple identities on Instagram accounts of nano celebrities from Sidoarjo has important value, both for theory development and in its application in the real world. Academically, this research contributes to the study of visual culture and the use of social media, especially in revealing how individual identities can be formed and presented dynamically in the digital space. Instagram as a medium that emphasizes visuals, provides space for nano celebrities to explore and display various sides of their identity, according to the situation, audience, and communication goals to be achieved (Suci Indah, 2018).

Through uploads in the form of photos, captions, stories, and reels, they not only share their daily lives, but also subtly build the self-image they want to present to the public. This research provides a new understanding of how the process of identity formation occurs, while showing the role of social media as a crucial space in the process of bargaining for identity in today's digital era.

The selection of research subjects was carried out through a grouping stage based on the number of Instagram followers in the range of one thousand to ten thousand, active engagement with the audience through comments and interactions, and consistency in uploading content that applies various identity roles such as individuals, influencers, business people, and part of the local community. From this grouping, researchers determined two accounts that met the criteria as nano celebrities in Sidoarjo, namely Qhoirun Annisa and Sisca Chika.

Both feature consistent, authentic content that illustrates the dynamics of multiple identities that encompass the personal, professional and social simultaneously through visual elements and structured narratives. Their identities cover a wide range of aspects, from personal to professional life, which must be strategically managed to attract audience attention while meeting the expectations of followers from various backgrounds. Through the use of visual elements, such as photos and videos.

This article uses the netnography method, which does not require direct research with the subject under study. This research uses identity management theory developed by Tadasu Todd Imahori and William R. Cupach. In the book (Littlejohn, 2007), This identity management theory explains how relationships form, maintain, and change identities. In the context of multiple identity nano celebrities, they often present different identities to meet the expectations of various groups. For example, to a general audience they may present themselves as a professional or aesthetic public figure. While among close friends they may show a more personal side.

Previous research written by Ajeng Jastika D.K.C in 2021 with the title "Analysis of Impression Management strategies in Shaping Personal Branding Celebgram through Instagram Social Media" explains how celebgrams utilize Instagram features such as captions, hastags, feed layouts, and IG Stories to increase interaction with audiences and expand their visibility. Although the focus is on celebgrams, the concepts and findings described can be applied to nano celebrities in the context of identity management and Instagram account strategies (Cahyani & Kusuma, 2021).

Furthermore, Shinta Angeline's thesis (2023) entitled "Nano Influencer Beauty Reviewer Information Search Behavior in Creating Beauty Content on Twitter" focuses on nano influencers, specifically in the behavior of individuals with a limited number of followers. Although the platform used is different, namely Twitter, it is the same as Instagram, both have similar basic principles of digital interaction (Angeline, 2023).

In addition, in an article entitled "Analysis of the Role of Social Media in Shaping the National Identity of the Millennial Generation in Indonesia" written by (Ramadhani & Purbasari, 2023) discusses the role of social media in shaping identity. The article examines how social media influences the formation of the millennial generation's national identity. This is relevant to the concept of multiple identities, in which social media serves as a space for expression and description of the nano celebrity identity.

The formulation of the problem in this research is focused on how the multiple identities portrayed by nano celebrities on Instagram. This phenomenon is important because nano celebrities, despite having a relatively small number of followers, are able to influence their local communities through content that reflects various sides of life, such as personal, professional, social and influencer identities. This study aims to identify how nano celebrities in Sidoarjo display multiple identities through visual elements on Instagram, such as photos, videos and captions that reflect various aspects of their lives.

METHOD

The approach used is a qualitative approach using the netnography method to analyze the phenomenon of multiple identity nano celebrity on Instagram. Netnography is a form of qualitative research concerned with understanding digital footprints, practices, and cultural experiences that include and are reflected in online footprint systems (Dr. Eriyanto, n.d.), which allows for in-depth exploration without requiring direct interaction with the research subject.

The data collection technique in this research was carried out by observing digital footprints related to nano celebrity Sidoarjo, through Instagram accounts (Sandi & Febriana, 2023). We observed various forms of posts, interactions with followers, and utilization of features such as Stories and Reels to understand how multiple identities are displayed and managed. Data was obtained by documenting content in the form of posts, captions, hashtags, comments, as well as visual elements such as feed layout, color choices, and photography style. This approach provides an in-depth understanding of the dynamics of account identity in the digital space, without involving direct interaction with the subject. Based on initial observations made on several nano celebrity accounts in Sidoarjo during the pre-research stage, researchers then selected two accounts that were considered the most relevant. This selection was based on the suitability of content, consistency of uploads, and the level of audience engagement that reflects the practice of multiple identities in real life.

This method allows researchers to observe and analyze the activities of nano celebrities through Instagram posts from January 2025 to March 2025. The nano celebrities, such as @q_annisa, and @siscaks04, are part of a virtual community. The choice of this method is based on its relevance in understanding the construction of identity and the strategies they use to build and maintain relationships with their audiences on visual platforms such as Instagram.

During the observation period, account @q_annisa had a total of 30 Instagram Story uploads and 7 posts on feeds and reels, while account @siscaks04 had 35 Instagram Story uploads and 20 posts on feeds and reels. However, not all uploads were analyzed in this study. Researchers only examined some of the uploads that explicitly showed the concept of multiple identities. The selection of some of these uploads aims to maintain the depth of analysis and relevance of the findings, without reducing the scope of understanding of the identity management practices carried out by nano celebrities.

This research will be discussed using the identity management theory developed by Tadasu Todd Imahori and William R. Cupach. Identity management theory will help explain how they organize and maintain different identities in various social contexts (Widyadhana, 2023). *Identity Management Theory consists of three main dimensions, namely: personal identity which reflects self-image and individual characteristics as seen by oneself, relational identity which is formed in interpersonal interactions and reflects how individuals build relationships with others, and communal identity, which is an identity constructed based on membership and affiliation in certain social groups or communities* (Nico Setiawan Susilo, 2018).

These three dimensions interact with each other and can reinforce each other or even cause conflict, especially when individuals have to display different sides of themselves simultaneously in digital spaces such as Instagram. Therefore, this theory is used to examine how nano celebrities in Sidoarjo display multiple identities and the strategies they use to maintain a balance between personal identity, social relationships and engagement in online communities.

RESULTS

This research shows that Instagram nano celebrities in Sidoarjo have different ways of managing their online identities on social media. Digital identity, or online identity, is an image of a person in cyberspace that includes all information and data related to that individual on the internet (Amiruddin & Febriana, 2025). They customize how they communicate and present themselves according to the purpose of each account. Some choose to separate personal and professional identities, while others mix them while maintaining a certain image. Through the analysis of the Instagram accounts of two research subjects, namely @q_annisa and @siscaks04, various patterns in the management of their identities were found. This shows a close relationship with relational identity, which is the dimension of identity formed through interpersonal interactions and social relationships. Relational identity helps explain how nano celebrities adjust their behavior, communication style, and self-image based on the expectations of their followers and social networks on the Instagram platform.

Qhoirun Annisa “Love, Life, and Motherhood”

Owner of the Instagram account @q_annisa, Qhoirun Annisa has built a strong digital identity by focusing on topics that are close to everyday life, such as love, family, and motherhood. Through the content she shares, she not only showcases the warm side of home life, but also shares experiences about her pregnancy journey, as well as the challenges and joys that come with being a mother and wife.

As a mother, Qhoirun Annisa presents herself as a loving and caring figure for her family. She sincerely shares her personal experiences in caring for children on her Instagram stories and provides education about baby care to her followers. The content she uploads not only recounts her daily life, but also provides useful insights and information for parents, especially young mothers who may be facing similar experiences.

In her Instagram stories, Qhoirun Annisa shares education by reposting content from other accounts that provide relevant and useful information. She selectively chooses material that can add value to her followers, especially those who are new to motherhood. By utilizing the advantages of Instagram Story's real time format, Qhoirun Annisa is able to provide quick access to followers, enable direct interaction, and strengthen social bonds within the community that forms, thus creating a space that supports the emotional and educational development of the individuals involved.



Picture 1.1 (Qhoirun Annisa's Instagram Story provides information about babies)

Source: Instagram account @q_annisa

As a wife, Qhoirun Annisa presents her identity by emphasizing romantic relationships and her role in supporting her husband. She builds a narrative that marriage is not just a formal bond, but an emotional journey filled with love, togetherness, and mutual strength. She routinely posts Instagram stories with her husband every day, taking care of their baby and showing their support for each other.

In various posts on her Instagram account, she shares romantic moments that emphasize the closeness and harmony of her household. One such expression can be seen in a feed post uploaded on March 1, 2025, in a maternity photo session like picture 1.2 where she and her husband pose intimately, displaying their happiness in waiting for their baby. Such posts not only show their togetherness as a couple, but also communicate feelings of love and enthusiasm in welcoming a new phase of their lives. In both feeds and reels, @q_annisa rarely uploads a post. She only uploads twice a month.



Picture 1.2 (Qhoirun Annisa's Instagram feed showing a pregnancy photo session)

Source: Instagram account @q_annisa

@q_annisa manages her account by actively and consistently sharing various aspects of her life, more often through Instagram Stories. Not only about her relationship with her husband, @q_annisa also displays her role as a mother by sharing her daily life in caring for her child. She only shares pictures of her baby, but she doesn't show her baby's face clearly. Like someone who just got the role of mother, Annisa looks happy for the presence of her baby.

By consistently sharing these moments, @q_annisa builds an image of a happy woman who enjoys her role as a wife and mother. She presents her daily life in an authentic yet interesting way, thus building an emotional connection with her audience. This strategy not only strengthens her digital identity, but also creates a connection with her followers, especially young mothers who have similar experiences and challenges in family life. This enabled the creation of a virtual community where they could share stories, support and inspiration with each other.

While @q_annisa manages to build emotional closeness and a strong virtual community through her content, there are negative risks that arise from an overly idealized identity strategy. The portrayal of a harmonious and loving home life can create the illusion of a perfect life that does not always reflect reality. This has the potential to put psychological pressure on followers, especially young mothers, who may be struggling in similar roles. When narratives focus only on the positive, such as the joys of motherhood and wifehood without showcasing the more complex challenges, unrealistic social standards can arise. Audiences may feel like they are not good enough or a failure if their lives are not as beautiful or harmonious as those portrayed by figures like Annisa.

In addition, the tendency to consistently share aspects of personal life, such as daily activities with husbands and children, also opens up opportunities for privacy issues and potential exploitation of family identity. Although the baby's face is not shown in full, the presence of the child is still used as part of the content strategy to strengthen closeness with followers. In the long run, the constant use of family content can lead to digital fatigue or even dependence on social validation from social media. It also blurs the line between personal life and digital presence as a public figure. If not managed consciously and reflectively, the digital identity that is built can limit the

private space of individuals and lead to identity conflicts between real life and the online image that has been formed.

Sisca Chika “It’s about me”

It’s about Sisca Chika, Through the Instagram account @siscaks04, we are invited to get to know Sisca Chika, a content creator who builds her digital identity by combining three main elements: food vlogger, selfies, and hangout activities. These three aspects are consistently featured in her posts, creating a distinctive and recognizable image for her followers. She is quite consistent in uploading content on Instagram both feeds and Rels as many as five to six times a month. Not to forget Instagram stories where she always shares moments with her followers in real-time.

Sisca Chika also builds a personal image by sharing photos of herself on various occasions. The distinctive style she displays in each upload not only shows her confidence, but also helps her followers to better recognize her personality. Through a consistent selection of outfits, facial expressions, and photo styles, she creates an authentic character in the digital world. Sisca Chika often wears casual outfits with a pashmina hijab for a simple and elegant feel. This makes her more than just a food vlogger, but also a figure with her own visual and aesthetic appeal.

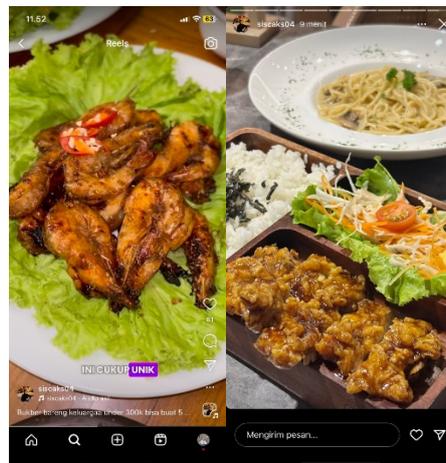
In every food promotional content she uploads, Sisca Chika displays food visuals in a way that is appetizing and captures the audience's attention. In her posts, she uses the close up technique to highlight the texture and details of the food. The lighting used is quite good, making the colors of the food look sharper and more tempting. Coupled with the blur effect on the background, the main focus remains on the dish being promoted. In addition, the caption she uses strengthens the appeal of the content by mentioning that this food remains viral and in high demand, giving viewers a psychological boost to try it out. Relevant hashtags also help reach more people who are interested in food, especially Sidoarjo.

As a food vlogger, Sisca Chika regularly shares appetizing food photos and videos. Not only does she showcase the aesthetic appearance of the food, but she also provides brief reviews of the flavors, textures, and recommendations for places to eat. Interestingly, the food she promotes is generally affordable, so it can be enjoyed by many people without having to spend too much. One of the characteristics that makes her content interesting is the tagline she always says, which is “Wahh heaven of the world”, which becomes a kind of identifier in every culinary upload.



Picture 1.3 (Tagline “Wahh Heaven of the World” which Sisca always says when food promotion content)

Source: Instagram account @siscaks04



Picture 1.4 (Close Up Food Video Style on Rels Sisca Chika Uploads)

Source: Instagram account @siscaks04

Not only about food and personal appearance, hangout activities are also part of her content. Sisca also shares photos of moments when she visits cafes or restaurants favored by young people. Through her feed, she shows a modern and dynamic lifestyle, which is in line with current social trends. This kind of hangout documentation not only serves as a reference for her followers, but also reinforces her image as someone who is active, energetic, and enjoys life.

On his feed page, we will find a variety of tempting culinary portraits, as if inviting us to taste directly every dish he enjoys. Instagram feed is a collection of photos displayed on a user's profile. When someone accesses the profile, they can see the various images that have been uploaded by the account owner (Enanti & Febriana, 2024). Sisca is not just about food. Behind her dining recommendations, she also often shares sweet moments with her partner. Whether it's small talk, visits to interesting places, or just enjoying time together, it's all part of the story she builds.

In addition to sweet moments with her partner, Sisca also often displays her intimacy with her family. The portraits of warm togetherness seem to invite her followers to feel the love of the family she has.

With a relaxed and authentic style, Sisca manages to blend the two sides of her identity on social media as a foodie and as someone who enjoys life with those closest to her. This is what makes her more than just a food vlogger - she is a living story, which makes her followers feel closer and more connected to her.

While Sisca Chika's content on Instagram gives the impression of a fun and authentic life, there are potential negative impacts, especially regarding the consumption patterns and lifestyle promoted. With frequent showcases of delicious food and hangouts at cafes or restaurants, there is a possibility that the content may encourage overconsumption or unrealistic lifestyles for some followers, especially those with economic limitations. The constant promotion of food and places to eat can create social pressure to keep up with culinary trends or spend money to follow the modern lifestyle seen in the content. This can lead to dissatisfaction, financial stress, or even a tendency to negatively compare oneself to the seemingly "perfect" life on social media.

In addition, although Sisca Chika shares moments of togetherness with her partner and family, there is a risk of privacy and the boundaries between private and public life begin to blur. Uploading a lot of content about personal relationships can make followers feel too close, leading to high expectations of Sisca's social and personal life. This can cause psychological distress for both Sisca herself and followers who feel they must emulate or reach the standard of happiness displayed. Excessive openness on social media can also open up opportunities for misuse of personal information, as well as the risk of digital fatigue from constant exposure of personal life to the public.

DISCUSSION

From the analysis, the research subjects display different multiple identities on Instagram. In their personal lives, the nano celebrities share daily moments such as family togetherness, travel, and emotional experiences that make them feel closer to their followers. On the professional side, they utilize their Instagram accounts to shape their self-image, for example as food vloggers, housewives, or influencers in certain fields. On the social aspect, they display interactions with friends, communities, and activities that reflect their lifestyle. The difference in the way their identities are displayed confirms that they apply account management strategies that are tailored to their respective goals.

Visual elements such as photos, videos, captions and stories play an important role in the process of forming and maintaining multiple identities of nano celebrities on Instagram. The uploaded content is not only visually appealing, but also contains implied messages about their lifestyle and digital persona. The story feature is utilized to share moments spontaneously and interactively, allowing them to stay connected with their audience in real-time. Captions are used to clarify the narrative, be it storytelling, invitation to interact, or expression of personality. With consistency in using these elements, they are able to build a strong digital identity that is easily recognizable by their followers.



Picture 1.5 (Instagram Story @q_annisa as a Mother)
Source: Qhoirun Annisa's Instagram account @q_annisa

In picture 1.6 uploaded from @q_annisa's Instagram story shows an emotional interaction with her partner in the context of pregnancy. This visualization highlights aspects of affection and social support in her new role as a mother-to-be. Through the netnography approach, researchers observe the dynamics of self-descriptions displayed visually and narratively in these uploads, as a form of multiple identities, namely as a private individual, wife and prospective mother.

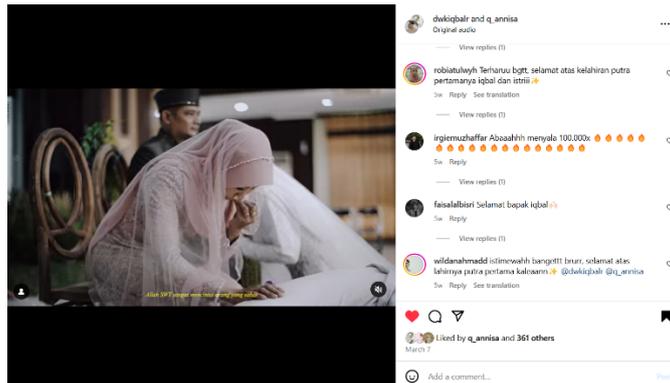
Audience comments such as “Sehat sehat bolo, sehat selalu” and “Gemessss” indicate a positive and empathetic response from followers, reflecting the emotional closeness between the nano celebrity and its virtual community. This kind of audience response is relevant to the netnography method because it is part of the “digital footprint” that is analyzed to understand how identities are constructed and accepted in digital public spaces.



Picture 1.6 (Instagram Rels @q_annisa as a Prospective Mother and Father)
Source: Qhoirun Annisa's Instagram account @q_annisa

The video upload in figure 1.7 shows a flashback moment of Qhoirun Annisa's wedding, where the video is a congratulation from her husband on the birth of her first son. In the context of @q_annisa's Instagram account, she not only presents herself as a public figure or content creator, but also as a wife and mother who is experiencing an important moment in her personal

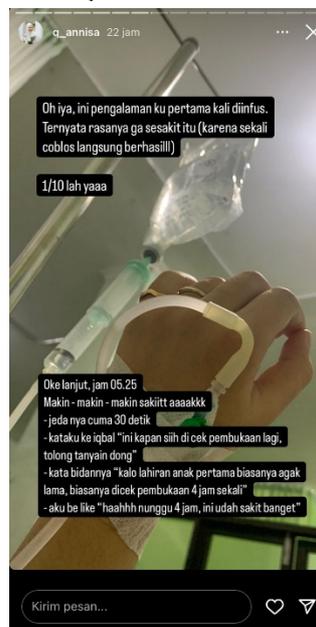
life. This shows the existence of multiple identities, where Annisa shows herself in different social roles simultaneously.



Picture 1.7 (Instagram feed @q_annisa showing wedding flashback moments)
Source: Qhoirun Annisa's Instagram account @q_annisa

Qhoirun Annisa often shares her pregnancy experiences on Instagram as in figure 1.8, showing the journey of becoming a mother in an honest and real way. In her story uploads, she talks about the first time she was infused until she felt the contractions getting stronger, while still trying to stay calm with the support of her husband and medical personnel. Not only does she share her happiness, she also shows the other side of a challenging pregnancy. Through her content, she reinforces her image as a young mother who is authentic and close to her audience.

However, on the other hand, openly sharing personal moments can also pose risks to her privacy and emotional health. Some followers may view such openness as too personal or perceive it as attention-seeking. In addition, publicly displaying the difficult side of pregnancy may cause excessive worry for other young mothers who follow the account. Thus, while content like this reinforces emotional closeness, there are challenges in maintaining a balance between authenticity and privacy boundaries that Qhoirun Annisa should be mindful of.



Picture 1.8 (Instagram Story @q_annisa sharing pregnancy experience)
Source: Qhoirun Annisa's Instagram account @q_annisa

The presence of nano celebrities is also increasingly attracting the attention of brands and businesses. Although they don't have as much reach as mega influencers, the high trust from the audience makes them an attractive option in digital marketing strategies. Many brands are starting to partner with nano celebrities for product promotion as their recommendations are often considered more credible and less commercial. This means that both Instagram accounts are oriented towards strengthening personal image and utilizing emotional relationships with followers as valuable social capital.

This shows that collaboration with brands is not only economical, but also part of strategic digital identity management. As seen in Figure 1.9 of @q_annisa's Instagram content reels, the personal narrative approach is an effective strategy in building a close and professional image. From the perspective of Imahori and Cupach's identity management theory, this shows a negotiation between personal and professional identities.



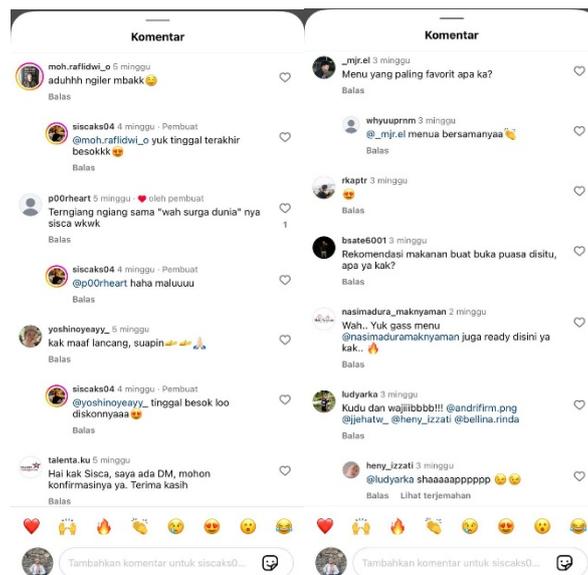
Picture 1.9 (Instagram rels @q_annisa Pepsodent and Halodoc Promotion)
Source: Qhoirun Annisa's Instagram account @q_annisa

The @siscaks04 Instagram account run by Sisca Chika as a food vlogger is indeed focused on building interactions with culinary enthusiasts who are looking for dining recommendations, as shown in figure 1.10. This consistent identity is certainly very influential on opportunities for cooperation with various brands or sponsors, because trust as an endorser will be greater if the digital persona looks authentic and purposeful. In her videos, Sisca manages to inspire her followers to try the food being promoted, especially through her voracious and expressive eating style, making it feel as if the viewers are also enjoying the food.



Picture 1.10 (Rels Instagram @siscaks04 food review)
Source: Sisca Chika's Instagram account @siscaks04

Every post on social media will receive various responses from other users, whether in the form of comments, likes, or other interactions. In the context of this research, these interactions are part of the qualitative data observed through the netnography approach. Through the comments section, researchers can observe a form of direct feedback from the audience to the creator, such as opinions, questions, and emotional support for the shared content. This activity illustrates two-way communication, which is one of the important objects in netnography, because it reflects audience engagement and social dynamics in virtual communities formed on social media (Sandi & Febriana, 2023).



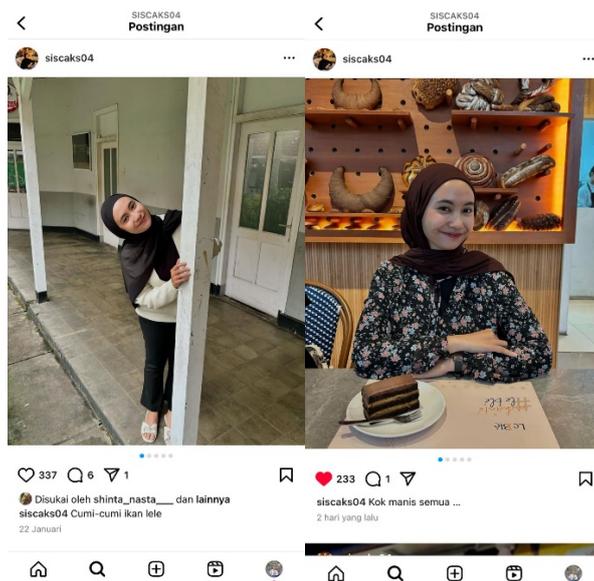
Picture 1.11 (Comments on @siscaks04 Instagram content)
Source: Sisca Chika's Instagram account @siscaks04

The @siscaks04 account shows its identity through various uploads, especially in the aspect of moments with friends and self photos. When sharing moments with friends, she often uploads photos on stories that show her social interactions. The narrative in the story is often shown in a

relaxed and fun style, giving the impression that she is a friendly figure and enjoys the company of those around her. In addition, the self-photos uploaded on the Instagram feed by @siscaks04 are one of the main ways of building her personal identity on Instagram. Through these photos, she displays her distinctive style of dress, expression, and the background chosen to strengthen her self-image. With her distinctive style of wearing a t-shirt pashmina headscarf that looks simple and neat.



Picture 1.12 (Stosy Instagram @siscaks04 moment with friends)
 Source: Sisca Chika's Instagram account @siscaks04



Picture 1.13 (Instagram Feed post of self photo @siscaks)
 Source: Sisca Chika's Instagram account @siscaks04

Not only building an image as a food vlogger, Sisca Chika also shares her moments of togetherness with friends and family through Instagram posts. This image shows the existence of multiple identities, where she constructs a dual role as a public figure in the culinary world as well as a warm individual in social and family life. By displaying the various sides of her identity naturally

and consistently, she forms a strong emotional connection with her followers. This strategy reflects how digital identities are dynamically managed according to the context and expectations of the audience on social media.



Picture 1.14 (Moments with Family)

Source: Sisca Chika's Instagram account @siscaks04

Sisca Chika, as a nano celebrity on Instagram, showcases her personal life by sharing moments of togetherness with her partner, as seen in their birthday celebrations and leisure time posts. By sharing these moments, she not only builds personal branding for her followers, but also implements identity management strategies on social media. The intimacy displayed in her posts creates an emotional closeness with the audience, which in turn strengthens her followers' engagement and loyalty to the digital persona she has built.



Picture 1.15 (Togetherness with Couples)

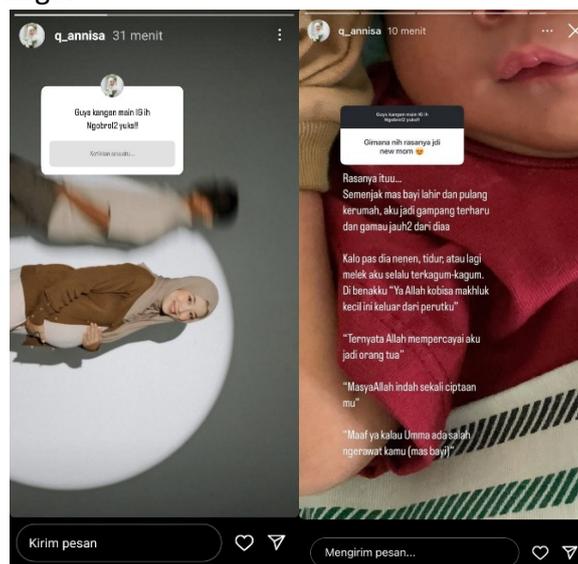
Source: Instagram account @siscaks04

However, being a nano celebrity is not without its challenges. They must consistently produce interesting and relevant content in order to maintain engagement and build a strong image amidst intense digital competition. In addition, maintaining a balance between authenticity and commercial demands is also a dilemma that must be faced. If they accept too many collaborations with brands that do not match their identity, they risk losing the trust of their followers.

The nano celebrity phenomenon shows how social media opens up opportunities for individuals to build their own influence and community. With a more personalized and authentic approach, they can create deeper engagement with their audience, making them an important part of today's digital ecosystem.

Figure 1.16 shows the Instagram Story Question Box feature used by @q_annisa to build two-way communication with her followers. In the post, Annisa features audience responses to her life as a new mother, and answers them with an emotional narrative that describes her personal experience as a mother. This shows how she presents her identity as a soulful and responsible young mother, which is different from her other identities as a wife, content creator, or local celebrity.

However, the use of this feature also has a negative side. Sharing highly emotional personal stories too often can blur the lines between private and public life, potentially causing emotional distress for Annisa herself. Furthermore, intense exposure to personal issues could also trigger criticism or negative comments from followers, which could ultimately affect her mental well-being and overall digital image.



Picture 1.16 (Instagram Story Quation Box)

Source: Qhoirun Annisa Instagram Account @q_annisa

CONCLUSION

Based on the results of the research conducted, it can be concluded that the multiple identities of nano celebrities on Instagram are explained through visual elements such as photos, videos, captions, and stories that are strategically arranged to reflect their various social roles. Both research subjects, @q_annisa and @siscaks04, display identities as private individuals,

professionals, as well as part of a social community, each of which is tailored to the context and expectations of the audience. These identity portrayals show that multiple identities are not only a reflection of real life, but also a social construction that is consciously managed through digital media. Using the netnography approach and identity management theory as the basis of analysis, the results of this study provide strong evidence that the dynamics of digital identity among Sidoarjo nano celebrities are not only complex, but also managed with structured communication strategies. Therefore, it can be emphasized that the discussion in this research has comprehensively answered the formulation of the problem.

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