

ABSTRAK

PENGELOLAAN KESAN DALAM PRAKTIK *GRID ZERO* PADA MEDIA SOSIAL INSTAGRAM DI KALANGAN GENERASI Z

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Perkembangan media sosial Instagram telah menghadirkan perubahan signifikan dalam cara individu menampilkan diri di ruang publik digital. Di kalangan generasi Z muncul fenomena yang disebut *grid zero*, yaitu praktik mengosongkan *feed* Instagram secara sadar meskipun akun tetap aktif digunakan. Praktik *grid zero* pada generasi Z di Instagram menunjukkan adanya perubahan dalam cara mengelola kesan diri di mana pengguna secara sadar mengontrol bagaimana diri mereka dipersepsikan di media sosial. Penelitian ini bertujuan untuk memahami bagaimana generasi Z mengelola kesan melalui praktik *grid zero* dengan menggunakan perspektif manajemen kesan Erving Goffman dan komponen pengelolaan kesan Leary dan Kowalski. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi pada lima informan generasi Z di Bandar Lampung, sedangkan analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa praktik *grid zero* merupakan bentuk pengelolaan kesan yang bersifat reflektif, preventif, dan strategis. Seluruh informan memaknai *feed* Instagram sebagai ruang yang permanen, terbuka, dan rawan penilaian sosial, sehingga mereka melakukan praktik *grid zero*. Dari sisi motivasi, nilai yang paling konsisten dikejar merupakan kenyamanan emosional, rasa aman, dan konsistensi identitas. Dari sisi konstruksi, konsep diri masing-masing informan menjadi pedoman utama dalam menentukan batas representasi diri, di mana kelima informan tetap mengonstruksi identitas secara selektif melalui fitur yang dianggap lebih aman seperti *story*, *highlights*, dan foto profil. Temuan ini memperluas pemahaman bahwa pengelolaan kesan dapat berwujud pengurangan representasi di ruang publik digital.

Kata kunci: *grid zero*, kesan, Instagram

ABSTRACT

IMPRESSION MANAGEMENT IN GRID ZERO PRACTICES ON INSTAGRAM AMONG GENERATION Z

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The rise of Instagram has brought about significant changes in how individuals present themselves in the digital public sphere. Among generation Z a phenomenon known as grid zero has emerged the practice of intentionally clearing one's Instagram feed while still actively using the account. This grid zero practice among Generation Z on Instagram reflects a shift in how users manage their public image, as they consciously control how they are perceived on social media. This study aims to understand how Generation Z manages impressions through the practice of grid zero by applying Erving Goffman's perspective on impression management and the components of impression management proposed by Leary and Kowalski. This study employs a qualitative approach, with data collection conducted through interviews, observations, and documentation of five Generation Z informants in Bandar Lampung, while data analysis involves data reduction, data presentation, and drawing conclusions. The research findings indicate that the grid zero practice is a form of image management that is reflective, preventive, and strategic. All informants perceive Instagram feeds as a permanent, open space that is vulnerable to social judgment, which is why they engage in the grid zero practice. In terms of motivation, the values most consistently pursued are emotional comfort, a sense of security, and identity consistency. From a construction perspective, each informant's self-concept served as the primary guide in determining the boundaries of self-representation, with all five informants continuing to construct their identities selectively through features they considered safer, such as stories, highlights, and profile photos. This finding expands our understanding that impression management can take the form of reduced self-representation in digital public spaces.

Key words: *grid zero, impression, Instagram*