

**Compelled Performances & Personalization: The
Photographing and Instagram Practices of Indonesian Female Travel
Bloggers**

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ABSTRACT

When I saw Trinity's post on Instagram, who is one of famous Indonesia bloggers, I suddenly have a question: How do female travel bloggers create new narratives and present their travel experiences through Instagram photo? I want to know the reason, so I have examined three travel bloggers performance on Instagram. The empirical work is based on netnography, involving the analysis of Instagram posts, images, and comments from the followers.

This research aims to analyze Indonesian female bloggers' online characteristic through Instagram travel photos. Moreover, the research focused on the personalization and the representation of Indonesian female travel blogger which turn them into forms of digital labor. The result of this research shows the performances of the bloggers exhibit personalization form that brings different themes of each bloggers. Marischka, the first blogger case, shows herself as a style conscious creator in the Instagram world. The second blogger, Trinity is a veteran travel expert who adapts her visual composition to Instagram. The last blogger case in my research, Kadekarini send messages of self-improvement and self-reflection in her Instagram post. The three bloggers have authorized themselves to become the successful digital labors among the digital economy.

Keywords: Instagram, Performances, Personalization, Travel Blogger

中文摘要

當我看到一位有名的印尼女性部落客 Trinity 的一篇貼文，腦中突然產生一個疑問：女性旅遊部落客是如何構想她們的文章內容以及將她們的旅遊經驗透過 Instagram 的照片表現出來。為了得知原因，因此我探究三名旅遊部落客在 Instagram 的表現。本研究以網路研究為基礎，包含分析 Instagram 的貼文、圖片，以及粉絲留言。

本研究目的在透過 Instagram 上的旅遊照片來解析印尼女性部落客的特色。此外，本研究的重點是個性化旅遊部落格的代表性，使他們成為數位勞動者。研究的結果顯示：這些部落客的表現展示了個人化形式，為每位部落客帶來了不同主題。第一個案例是 Marischka，如同注重風格的創作者，在 Instagram 世界中展現她自己。第二位是 Trinity，她是一位經驗豐富的旅遊專家，將自己的視覺構圖融入 Instagram 中。最後的 Kadekarini 在她的 Instagram 發文中傳達自我提升和自我反省的訊息。這三位部落格已授權自己成為數位經濟中成功的數位勞動力。

關鍵字：Instagram, 展演，個性化，旅游部落格

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Finally, I realize that all materials of this thesis are out of complete. So, for that, I hope readers could criticize or suggest a response to this thesis. Thank you.

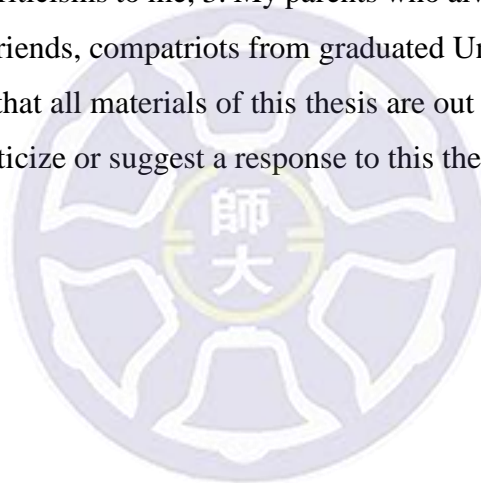


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CHAPTER I INTRODUCTION

Research Background

The rise of social network sites (SNS) has changed contemporary tourism industries. Tourists turn to the social media for travel information and decision. Companies also promote and advertise particular travel destinations on social media.

In recent years, destination marketers and companies started to use image-sharing SNS such as Pinterest and Instagram. Fatanti & Suyadnya's research (2015) found that in Indonesia tourism destination brands use Instagram to promote places. As social media, Instagram embrace visual and user generated content as part of their marketing strategy. Moreover, in other research found that visual/photos play drives more in forming destination image for tourists (Stepchenkova & Zhan, 2012; Walters & Cassel, 2016). Pittman and Reich (2016) also evinced picture is more attractive than text. They compared Instagram and Twitter and concluded that pictures are more appealing than text. They argue SNS make people feel like their friends are right beside them.

In particular, pictures have an authenticating effect; also prove that tourists have been to the place. Larsen and Urry (2011) mentioned tracking down and capturing images can demonstrate to friends and family that they really have been there. Villi (2015) argued that photographs can show someone is present. Moreover, Villi revealed photographs can be a medium for mediation and communication. In other words, a photograph embodies the possibility of the object or person in the photograph being present for the viewer, offering mediated presence (Villi, 2015: 22).

With the growth of technologies, photographs are now widely produced, consumed, and circulated through computers, mobile phones and via internet especially social-networking sites. Digital photography makes photographic images instantaneous, mobile, and instantly consumable on screens (Urry and Larsen, 2011).

Today, there are many social networking sites based on photo application such as Instagram, Snapchat, Flickr and many more. One of the most well-known sites is Instagram. Instagram was launched in October 2010. Until today, over 52 million photos have posted on Instagram each day. In 2012, Facebook bought Instagram. Instagram is an application based on mobile phones. It is simple, and the user can easily take pictures and upload them anytime. Therefore, now there are 700 million users on

Instagram (Instagram Press, 2017). Instagram provides many features such as hashtag, like, comment and geo-tagging, etc.

In the last five years, Indonesia tourism industry sector has contributed much to the nation's GDP, which continues to rise by the year. According to the Indonesia Tourism Bureau, Indonesia tourism sector has supplied US\$ 12,225 billion in comparison with 2011, which shows US\$ 8,554 billion. In 2019, the government estimates the tourism industry will contribute 8% of GDP and 20 million tourists will visit Indonesia. The growth of Indonesia's tourism steadily rises at the rate of 5.1% compared to ASEAN and 4.4% for worldwide. According to Belk and Yeh (2011), the growth of tourism brings a pathway to economic growth especially in the less affluent nation.

Today, in order to promote Indonesia's beautiful potential places, the government designated 10 nationals for promotion. With the tropical climate and thousands of islands, Indonesia is an ideal place travel and explore.

Arguably, those increasing numbers are liked enhanced by travel bloggers. Along with the rapid growth of social media, travel bloggers also play a role in the tourism industry and spread travel information (Hidayat, 2014; Ramadhanny, 2015). They become trendsetters and influence people through their travel experiences.

People trust in social media more and more. Thus, there are more popular media platforms for travelers. It connects to other people and makes it easier to find information from other people. Social media allow people to express more personal experiences.

Thus, the social media have a significant impact on the tourism industry. Bloggers are now more active on Instagram. Prihanani's (2015) research found that people use Instagram as their traveling references. Moreover, the Prihanani's research argues Instagram has made the publication of tourism activities easier. Besides, government or travel companies argue Instagram has become an effective visual platform to promote travel destination. The simple and convenient interface makes Instagram well accepted in Indonesia. It also allows users to explore the pictures from other people around the world. Now, there are 45 million people using Instagram in Indonesia, comparing to the 22 million in early 2016. Indonesia now has the most Instagram users in Asia Pacific (Bohang, 2017).

Given this point, this study will focus on the application of an idea between travel bloggers and Instagram as an influencer. Although they have blogs, nowadays bloggers

like to produce niche content and reach a targeted audience into other platform, make income from it, and become influencer. In all cases, travel bloggers disseminate beautiful destination images on Instagram and attract a lot of followers on Instagram, so I will focus on Instagram's content.

Statement of Problem

However, technology has transformed visualization made visualization a more dominant component. Larsen and Urry (2011) argued that vision is connected to tourism experience. Photography acts as a medium for tourists to extend the gaze. People gaze at the place on photography and circulate images of the distant place. Specifically, photography has significantly changed tourists sightseeing and consuming images. Photography constructs and shapes the way we gaze and travel. In other words, the notion of tourist gaze is both the consumption of places through mobile images and the actual travel to of specific places (Larsen, 2014).

But along with the rapid growth of technology, tourists not only gaze at places but also get involved and participate more. Tourists are connecting, understanding through the sign, and capturing it photographically, which is called “performance turn” (Larsen and Urry, 2011). Performances are more significant than consuming place or gazing at place.

Performance embodies the nature of interaction and social life which include enacting, expressing – through pose, gesticulate and many more. As in Kim's (2016) research, tourists like to re-enact a particular scene on TV drama. The other research shows that tourists changed their photographic performance from traditional, such as smiling in front of Rock Aphrodite, to modern, such as throwing Rock Aphrodite into the sea. Performances are transformed into personalized, fragmented, playful events (Stylianou, 2012). Moreover, photography allows people to share performances of friendship, intimacy, and love. For example, kissing in front of the Eiffel Tower is a display of attention. Tourists experience their travel through bodily engagement, including related choreographed moves like kissing or photographed moments in romantic places.

A popular Indonesia travel blogger by the name of @trintiytraveller has posted a photo of her bicycle amidst a Maldives villa. In the caption section, she jokingly “stole” a bicycle from the Maldives hotel, and she said if there is no Instagram, she wouldn't

take any property and pose with it (shown below). The question is what is the relation between bicycle and Trinity? In addition, what is the meaning of her caption? The addition of the caption adds extra information that intervenes the meaning of the photo. The photo raises the question: is the travel blogger selling the bicycle or the image of the destination? If like Trinity said on the caption it just because Instagram, then why does she like that? And what their followers said about it? Based on the Trinity's case story, the issue of bloggers' performances on the Instagram become the issue of this research. They try experiments with the camera by directing and posing. They would design poses to have a good result. Apparently, there is an imagined audience to whom the travel bloggers are trying to please.



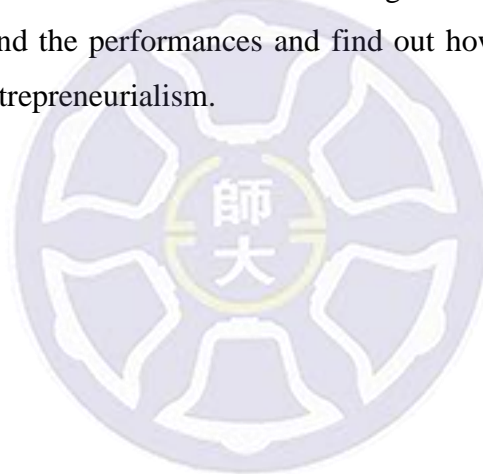
Figure 1.1@trintiytraveller, she jokingly “stole” a bicycle from the Maldives Hotel, source: @trinitytraveler.

How people edit and organize their Instagram feed has become a hot topic among Instagram users. Lo and Mckercher's research (2015) have shown that tourists are engaged in “impression management” to take, edit and share their visual images on social media. Lo also mentioned that tourist care that their performance is shown to their imagined audiences on the photo selection process.

Similarly, Morley (2015) in her Guardian articles revealed that people need to update Instagram look. For instance, she gives many key shots at summer such as knees in the middle of the sun and sea, sunglasses, and phones on the table and so on. She argued these photos that we look at on social media are the art-directed visions.

Based on the description above, it looks like travel bloggers are searching for the photogenic composition from travel. Travel bloggers are busy producing personal and precious photo narratives such as posing for a camera, choreographing photography, and doing memory work at home. Tourists try to build their ongoing personal narratives of images circulated from their existing gaze. Thus, I propose the following research questions: How do female travel bloggers create new narratives and present their travel experiences through Instagram photo? Specifically, what photographic, visual, and performing technique do they use?

In order to understand how travel bloggers perform, this research will examine three popular travel blogger's Instagram posts. This research wants to examine how visual imagery is employed to present the way travel bloggers travel via Instagram photo galleries. We see their Instagram galleries, and how they manage and shape people's performance. The researcher aims to investigate how visual imagery is used to present the gazing and the performances and find out how Instagram has brought them to the aesthetic entrepreneurialism.



CHAPTER II LITERATURE REVIEW

The Performing Turn of Tourist Gaze

In 1990, Urry coined the “tourist gaze” concept as the important way tourists see. “Tourist gaze” refers to how looking is a learned ability and that the pure and innocent eye is a myth (Urry and Larsen, 2011). The notion of gaze is about a visual sense of consuming and photographing places. Since the advent of postmodernism, the vision is mediated through mobile images, representations, and technologies. What people ‘gaze upon’ is an ideal representation of the view from various media and other popular culture forms like movies, television, and social media and so on. These media make tourists daydream and imagine a certain place to gaze upon. Photography also played a role in capturing the gazing moment. Thus, tourists tend to take pictures of what they have already gazed at or seen to prove that they have been there. So, the notion of “tourist gaze” captures both the consumption of places through mobile images and the actual travel to and embodying appreciation of specific places (Larsen, 2014: 306). In Kim’s research (2010), he observed the media production changed tourist experience. Specifically, tourists have re-enacted scenes from the Korean TV drama series (Winter Sonata). Kim took a tourist’s photos where the tourist is re-enacting a bicycle riding scene, kissing a snowman, and snowman scene – and compared them with the original images on TV drama. Kim argued that TV drama engages audience’s involvement such as empathy, identification, etc. through stories. Kim added observation and interview to explain completely. At the end, Kim mentioned actually this re-enactment is part of tourists’ performance and become part of the overall experience.

While today tourism has been part and “standard package” of leisure, tourists want to see rather than show a more accurate view (Belk and Yeh, 2011). Moreover, the tourists no longer just gaze. They perform more than gaze. Urry and Larsen redefines tourist gaze 3.0 as a performance. Urry and Larsen said the tourists are not only limited by seeing but also engage in their activities. It involves embodied practice, interpreting and capturing the sign such as touching, smelling, and other bodily experiences. The performances change into new forms and become playful. In other words, Urry and Larsen said tourists also become more active as performers, while the photographer is a director, and the sites are stages. In addition, these performances are

related to the nature of human interaction and social life such as enacting, expressing, and being emotional and responsive. Then tourists perform through a pose, gestures, wink and much more.

Urry mentioned tourists are not only concerned about 'consuming place' or hegemonic 'place-myths' but also with self-presentation and strategic impression management. And here tourists are creating their impression management through the pose. Tourists try to express their body message and convert it to images.

In other words, poses are the output of tourists' performance. Tourists will start their performance in the most conventional poses and positions inside the frame, such as standing in front of the places or facing the camera and smiling. Edensor (1998) argued that it facilitates and naturalize story-telling and modes of collecting and labeling.

In other instantaneous performances, tourists act, play and cooperate with the photographer to construct beautiful, elegant or even amusing images. Sometimes, they create an illusion in a photo, such as tourists holding up the Taj Mahal between the thumb and forefinger (Edensor, 1998).

Belk and Yeh (2011) also revealed that tourists want to take a photo and act like the photo in the postcard. They mentioned they will not find family and friends on postcards, so they remake the poses in touristic locations. Some of these actions are kind of "family gaze".

In a similar vein, Stylianou's research (2012) has indicated that tourists' performance looks playful and has more poses. Stylianou examined the behavior of tourists with their camera and concluded that they were either the passive consumer of places or active cultural producer of the photo. He analyzed postcards and online photo sharing to find out the reproducing or producing of tourist' performance (photo). The research used visual and textual analysis method. The result shows tourists preferred to reenact and reproduce images of what they have seen. However, tourists also show their performance by creating new or unique images such as picking up the rock of Aphrodite or kicking it into the sea.

For example, the sunset in Bali arouses tourists to take the photo in golden hour (period shortly after sunrise or before sunset). In this case, performances are affected by time and spaces, such as what action should take place at particular places and time. This particular place and time condition the kind of activities that can be enacted. Tourists will gaze at particular place and time that they have been watching, then they

start to perform for that photographic moment.

Since the advent of mobile technology, tourists tried to make their gazing or performances happen through tools such as mobile phone and camera. Urry argued that photography becomes a medium for tourists to extend the gaze. Gazing has constructed what one has to go to see and capture on camera. And of course, here the photography becomes a tool to record moments, through which moment or experience can be converted into an image (Edensor, 1998). Through photography, the tourists have commemorated their travel experiences and their photos become “souvenirs” (read: comes to French for “to remember) of the trip (Urry, 2011; Edensor, 1998; Belk and Yeh, 2011)

Photography shapes the way tourists travel. Now, tourists are busy stopping and capturing all their travel activities. Moreover, places only emerge as tourist places and stage of tourism. Tourists are active to commemorate the images, upload, and share among social media, while at the same time the images could attract another tourist to reproduce the same images. Within this circle of representation, tourists produce images then encourage another tourist to have a homogenous type of photos.

Finally, Belk and Yeh (2011:349) said: “performativity of such photography with its staging and posing of shots means that tourists intend something more than simply experiential documentation.” In other words, it means tourists performance and tourists photography allow tourists to not only capture memories but also create an illustration of self-narrative.

Instagram and the Visual Attraction

Instagram is a photo sharing application and was launched in 2010. It was acquired by Facebook in 2012. In April 2017, there were 700 million users and 400 million daily activities (Instagram press, 2017).

Instagram is based on the mobile phone application. It combines smartphones cameras and the real-time connection of social media. Statista (2017) has examined that 4.77 billion own a mobile phone and forecast to reach 5 billion in 2019. Therefore, with the percentage of usage and convenience of mobile phones, users can quickly use their mobile phone to take a photo, edit and share among social media.

The ‘insta’ refers to ‘instant’; a camera which it provides quickly finished photograph. It refers to instant image making, image-sharing, and image viewing. In

contrast with other photo sharing platforms which have to go from camera to a computer then to the website, Instagram emerged in mobile phones and is also quick and easy to integrate with other platforms (Fallon, 2014).

In other words, Instagram offers a fast, beautiful and fun way to share photo life with friends and family. We can post many kinds of photos on Instagram leisurely and casually. Unlike the other social media photo sharing platform, Flickr, Manovich said that most Flickr users use high-quality photos and more professional photos to share, vice versa with Instagram which shares lower or general quality photos (Manovich, 2016).

Instagram has some distinct features that are particularly useful for us to easily find some related content. The features include hashtags, location tags, biography space, explore, Instagram-story and many more.

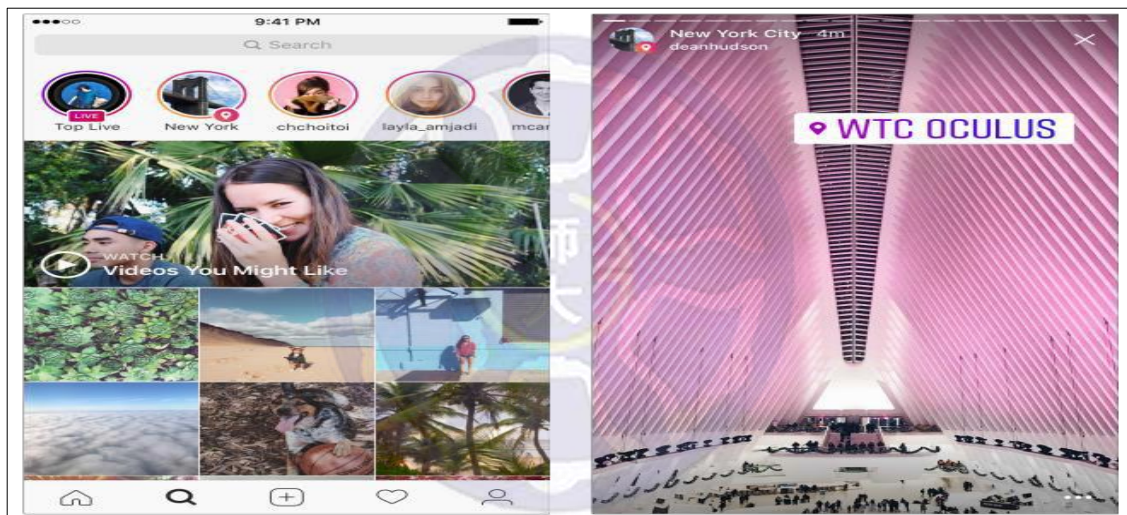


Figure 2.1 Instagram function: Explore, Instagram story, source: Instagram Press blog, 2017

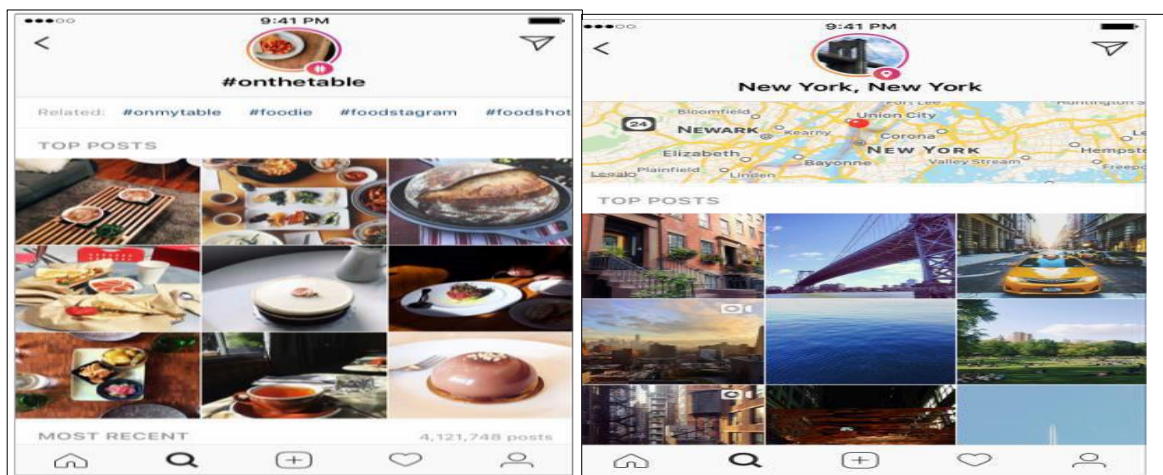


Figure 2.2 Instagram function: hash-tag, geo-tag location, source: Instagram Press blog, 2017

Each user can also have social interaction such as giving “like” or commenting to ask about photo composition and editing to other users on Instagram. Because of these interactions, Fallon (2014) argues that there is an interactive exchange between the “feed and stream” on Instagram which enables users to see other and adopt others image. Consequently, many homogenized aesthetic similar photos are circulating.

More generally, as mentioned before, most people have created their persona and impression management on their photography (Lo and Mckercher, 2015). To create that impression, people decide to put on their own tastes, standards, requirements, attitudes, and preference. And Instagram has fulfilled the needs, with one-stop photo editing, cropping or adding a filter to enhance attractiveness before posting. In addition, these filtered images do not claim “this is how it looked” but rather “how I wanted it to look” or “how I felt it looked” (Fallon, 2014).

In addition, to get a perfect image, people would have the options to choose the specific lenses, use a tripod, and find the best angle. Many websites offer “How to Take Good Photos for Your Instagram”, which said to “increase the exposure”, “find your sweet spot”, and many more. So, users with the best photo will get many likes and followers. Then automatically user starts to compete for their Instagram’s aesthetic look for getting many likes. Hence, I argue the aesthetic of photography is important on social media. Instagram as a social media application required people to share their photos on the networks. It means that technology embodiment was engaged in a creative play of identity and expression with the Instagram technology.

Manovich and Tifentale (2016) call this situation “competitive photography” which is a competition among Instagram users to make their photos more appealing. It is not a professional photography; it is also not a family photography. Vice versa, with the non-competitive photography, users post casual photos without caring about the number of “likes” or followers.

However, both types of photography record author’s experience over time. Manovich and Tifentale (2016) argued Instagram user is a narrator using an Instagram platform to tell a story through images. Moreover, finding one’s own style is an important feature of competitive photography. Marwick (2015) gives an example of Hannah Pixie Snowdon, a tattoo artist with dark hair and big eyes who posts her artwork, tattoos – to inspire her followers and position herself as cutting-edge cool. Marwick noted people who have significant cultural capital as subcultural trendsetters are popular. Those are the example of the most popular stream that is directed by some

people who express interesting styles. They produce content with a specific theme and reach targeted audience. Finally, it all offers aesthetic sensibility.

Impact of Instagram on Tourism

Having talked about tourist gaze and the performances, in this section I would discuss the impact Instagram has on tourism.

Some research reveals that Instagram has altered tourist' photographic practices. Diane (2016:5) argues the tourists' impression of destinations came from the popular culture and social media. It is proved from her research between tourists' photograph and the film. Diane explores the way tourists represent Monument Valley in images. The research took different images sources; fourteen tourists, five hundred images with monument valley hashtag and seven amateur photographers. The tourists and photographers were asked what their motivation are and what they want to capture about Monument Valley (how they represent it). And the result shows the iconic images of the highway, the Mittens and the Artist's Point Vista representing Monument Valley. Diane argues that there is a closed circle of representation in tourists' photography, with visitors capturing the images they have previously seen as representative of the destination (Diane, 2016).

Through tourists' practices, photograph and social media, specific places can be popular. The repetition of the photograph at a specific site of consumption helps tourists mark or give a sign to the places as part of the tourists' experience. Moreover, MacCannell (Rose, 2013) argues there is an empirical relationship between a tourist, a sight, and marker or called "tourist attraction". MacCannell points a marker as a piece of information about a sight can come from any source such as travel guides, postcards, brochures and many more. And these markers play a role to let tourists recognize the sight. Rose (2013) gives an example of picture on Instagram as a marker and part of gazing. Such as tourist holding macaroon from Ladurée in Paris or taking an Instagram picture at an "ice bar" in Barcelona.

Rose also argues that tourist practices, photograph, and social media work together to create the full experience of a specific place. She gives an example of traveling to Munich for the spring festival and traveling to Belgium for the "sensation white" concert. The photos of food which is associated with the place to visit also become popular such as Paris where we can see croissants and chocolate eclairs;

London, fish, and chips.

The other Instagram's research is written by Nina Smit (2017). It also examines the relationship between tourists' photography and tourism. Smit tried to find out the construction of @lovegreatbritain Instagram account through their content during the referendum of Britain which voted to leave the European Union. The research uses multimodal discourse analysis which combines critical discourse analysis and visual semiotic analysis. And it examines the ten most popular and ten least popular photos, hashtags and caption to find the answer. The result shows Britain's image is a city with history, heritage, and nature for tourists. Most of the photos were taken on England, with only five photos of Scottish location and no photos of Wales.

However, there are many studies that focused on the narration of place rather than tourist performance. As mentioned before, now tourists are busier performing rather than gazing because they have to show their performances through photography. Endesor (1998) reveals that tourists said: "the Taj is amazing but boring, come on, let's do the photo so we can get outta here". Tourists are becoming active performers. Moreover, the Dinhopl and Gretzel (2016) research said the presence of selfie made the self the object and focused on the photography than the place or other tourists' attraction. Specifically, the research wants to illustrate how tourists become players in the game of directed viewing and create, produce and circulate some featured gesture/ pose (Dinhopl and Gretzel, 2016). In the end, performances play and give a meaning to the ways that we enact ourselves, individually and collectively and reproduce social formation and norms. The performances allow tourists to make new narratives of their own travel.

CHAPTER III METHODOLOGY

Introduction

In this research, I tried to identify and analyze the representation of three popular travel bloggers. I intended to use mixed method which combines netnography analysis and interview. First, I used netnography as the primary tool to analyze the content in their Instagram including captions, photos, and comments. Next, to make the analysis richer and having more comprehensive understanding, secondary data were used to support the primary data. It is taken from videos that bloggers post as additional information and news articles related to the study which render analysis and discussion complete.

This chapter will include three sections: research method, data collection and analysis, and data sample. I will discuss what analysis tools I used, how I choose travel bloggers as my research subject, and how I intended to sample and analyze the photos to look into what kind of narrative stories that travel bloggers create and how they influence the followers.

Netnography for Understanding the Three Bloggers

Kozinets (2014) explained netnography is a methodology that provides the researcher with the use of computer-mediated communication to understand and ethnographic representation of cultural phenomenon. In this research, netnography allows me to probe into the bloggers' performances in a holistic way and the reasons why they are economically successful. With observational approach, netnography analysis allows researcher to explore and observe the data on the internet efficiently, comprehensively, and systematically. Kozinets (2014) also mentioned netnography emphasizes the shortening of distances between time and space, which means that it is also less costly and streamlined.

Netnography also enables researchers to naturally analyze the interactions between bloggers and followers because followers are one of the factors that influence this analysis. Followers contribute to and assess the fame of the bloggers.

Kozinets (2014) suggested there were some procedures to conduct the netnography methods. (1) Researchers must define research topics or questions. The detailed research field grants the specific identification of research sites. (2) Next, researchers should decide the research sites and data collection. Researcher may become participants of research, or non-participatory while observing the data. It depends on the research needs. (3) Moving on to the data analysis stage, with open coding method, netnography can organize, code, and label many different types of data into same codes. In addition, researchers should be considering the cultural context while interpreting data so that it is easy to conceptualize data. (4) Finally, the output of a netnography offers understanding of cultural phenomena.



Figure 3.1 the step of the research process

Interview

The interview method is adopted to offer deeper information which cannot be gained from the netnography analysis. The interview was conducted to understand the bloggers' making-meaning process of their travel narrative. It is important to know their motivation of the performances. Considering the research ethics, I requested their permission about this research.

Three top bloggers were requested to participate in an interview. I had sent the request by email and the instant direct message on Instagram. Trinity's assistant replied that Trinity accepted my interview. However, the other two bloggers did not response.

The interview was conducted by phone and took 30 minutes. The interview was recorded and ran smoothly. Although the internet call technology can reach the interviewee easily, to avoid some technical call problems such as unstable connection, I called via international roaming call. Before the interview, I had read the background

of the research participant to list questions which correspond to the research questions.

As refer to Detje's question interview list (2017), the questions for the interview in this research were divided into five sections. The first three parts include the motivation and the meaning of being a travel blogger, the process of the shooting, creating, and designing travel photos, and engagement with the followers. Specifically, in the second parts the interview questions include how bloggers travel, what kind of activities they to produce a story through a photo, for example starting from going to one place, taking photo, choreographing the poses and expression then turning them into a photo, and after that, going home to edit and post it on social media. In the last part, the questions also inquire about female travel bloggers paying much of attention to creating impressions.

Data Collection and Analysis

Kozinets (2014) argued when choosing a field site to study, researchers should favor communities that (1) are more "research questions relevant", (2) higher "traffic" of postings, (3) larger numbers of discrete message posters, (4) more detailed or descriptively rich data, and (5) more between-member interaction of the type required by the research question. Therefore, in this research, all the data collection came from three Indonesia female travel bloggers' Instagram accounts and met those criteria, which will be discussed in the following section. The data included caption, images, and the comments. They were collected for purposive sampling and considered if they were significant and relevant to the purposes of the research. Those data were picked for rich meaning and symbolic representation. As Kozinets noted, netnography is based primarily on the observation of varying degree textual discourse. Hence, I sought the connection between caption, text, and the comments, and then I classified them into different contexts of each blogger.

The chosen data were retrieved from January 2016 to January 2019. In recent years, bloggers have been making much effort on setting up, managing, and maintaining their Instagram's content, and some of them even become full time bloggers. They actively travel. They intend to create and upload two to three images per day as their Instagram's contents. They begin post at least one content a day consistently. They aim to engage with their followers as active bloggers, so their followers will not be missed. It is noted that in recent years, some bloggers start to

accept sponsorships from organizations and some companies; while other bloggers constantly do partnership and produce contents. By making a lot of progress and growing up in these years, their followers also increased dramatically.

The Travel Bloggers Under Focus

Many travel bloggers in Indonesia have contributed to the national tourism industry and spread travel information. They became trendsetters and influenced people through their travel writing and photos.

Out of thirty-one Indonesia female travel bloggers recommended from Phinemo.com – I have chosen to focus on the following bloggers. Phinemo.com is Indonesia online travel media. Phinemo.com focused on listing female travel bloggers, while other media list men or celebrity travel bloggers. So, I chose to follow Phinemo.com which mentioned the female travel bloggers who have roles in spreading some traveling information and became the most followed travel bloggers on Instagram. This website also pointed out these female travel bloggers could give inspirations for us to travel by posting on their Instagram. These bloggers who have high followers have Instagram feeds all about travel but fewer photos of daily life or other random photos, and they are not celebrities.

I choose female travel bloggers because the Instagram data shows most Instagram's users are women (68%) (Businessinsider.com, 2014). The top content on Instagram is about fashion, beauty, and travel. On the other hand, Seligson (2016) on her article (Why Are More Women than Men on Instagram) said because Instagram provides power to modify “appearance” while women are more likely to showcase their appearance and put effort into reputation management (Seligson, 2016).

There is another reason why I choose female travel bloggers. Chen (2008) saw the reasons why female travel bloggers like traveling are self-growth, learning and how they reflect on self-challenging. As quoted from Cockburn- Wooten, solo traveler or backpacking means a way for self-discovery by reflecting on “self” and “other”. Female solo travelers and backpackers are compelled to be more sensitive and culturally aware of the local cultures of their destinations.

Chen argued feminism allows a woman to be independent and much freer, and they can do whatever they want to do. This is in line with what one of my research subjects emphasizes on a woman solo traveler, @kadekarini.

In her conclusion, Chen summarized some characteristic of the female travel bloggers: 1. Have a flexible schedule, 2. have a wanderlust life, 3. experience the culture, 4. recognize the identity of others. Chen also concluded about the writing style of female travel bloggers. Bloggers like to create romantic, wandering, and fancy travel space and have a large amount of visual representation. Moreover, the writing style sometimes construct subjectivity and reflect on the travel experience.

The Profile of the Travel Bloggers

Before I analyze their Instagram galleries, first I will introduce and give a description of the three travel bloggers in my study. They are full time travel bloggers. They start from blogging on the website. They like to travel and write. Each travel bloggers characteristic is different. They are from different background, single with high education. The range of the age is between 25-45 years old.

As travel bloggers who have many followers and brands, companies and even government have asked help to promote products through their photos. Actually, all the collaboration system works through an exchange of interest. Companies usually offer free trip (all-in) for travel bloggers, and in return travel bloggers need to create and publish the content on their social media. They usually post pictures with captions and add some hashtags. Some companies allow the bloggers to write freely and unrestricted, but for the photos sometimes some companies direct the bloggers to post in a certain way. For more explanation, we'll discuss more how they give their performances through their posts on Instagram on the chapter four.

My first subject is @marischkaprue. Her full name is Marischka Prudence. She used to be a journalist and became a host of travel TV program. She left her job and focused on full-time travel blogging. As in July 2019, she has up to 110,000 followers on Instagram. On her Instagram bio, she writes she is a happy diver and travel blogger. A "happy diver" is showed from her top content about diving. Her Instagram feeds are filled with underwater views. We can find her diving with sea dwellers, like corals, jellyfishes, sharks, and big whales. Most of her feeds are in nature which sometimes features her. Her stunning photos and clear photos composition make her Instagram photos look aesthetic.

Next, @trinitytraveler is the author of book and blog of "The Naked Traveler". The word "Naked" is a pun word from Indonesian word "nekad" which means

something undisguised or blatant. Her easy and reckless writing style makes her become Indonesia's leading travel writer and travel blogger which inspires other people.

She claimed that her recklessness to travel around the world has made her a famous travel blogger. Now until July 2019, she has up to 102,000 followers on Instagram. Trinity's Instagram content is dominated by nature view. Her photos portray cityscapes and architecture buildings. We can find her photos with her signature pose which is raising her legs above the surface of the water.

Last is @kadekarini, who is an independent and solo travel blogger. She is passionate about solo traveling and shares her thoughts and inspires other people about solo travel. She likes to show her solo traveling photos around the world on Instagram. Now she has up to 134,000 followers on Instagram (also noted until July 2019). Her Instagram feeds look aesthetic, minimal, soft, warm, and has "signature" tone color of the photo like yellowish or sunlight color. She mentioned that she edits the photos with brighter and warmer colors. Her Instagram photo galleries offer warm, sunny and dreamy travel destinations. Her photos exhibit natural, beautiful places and are integrated with nature. Besides the signature tone color, she also has signature photo poses such as her back facing the camera or looking away from the camera. Overall, Marischka and Kadekarini Instagram photo galleries look professional. Manovich (2016) pointed out professional photos are "good photography" with proper composition, focus, greyscale, color balance and interesting subjects. Manovich also argued for years that digital camera has produced "good photography" within the algorithms focus on a detected face, sharpen photo or balance greyscale, and etc. On the other hand, we can also edit and fix the composition manually, so each photo can look different. This is what happened on Marischka and Kadekarini's Instagram content which look more designed and aesthetic than Trinity's Instagram content. They categorized into Instagram class, a typical class that adopt aesthetic by add some of artistic on their feeds.



Figure 3.2 @Marischkaprue's Instagram Profile, source: @Marischkaprue

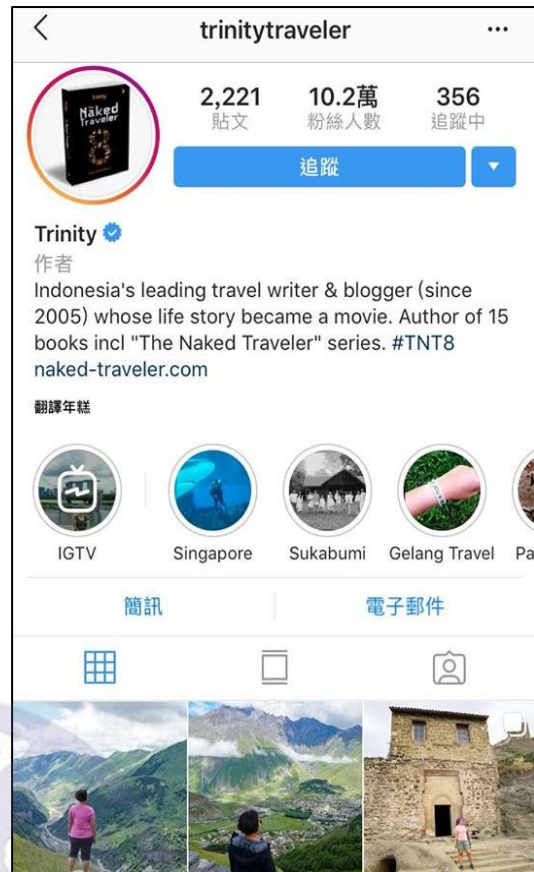


Figure 3.3 @Trinitytraveler's Instagram Profile, source: @trinitytraveler

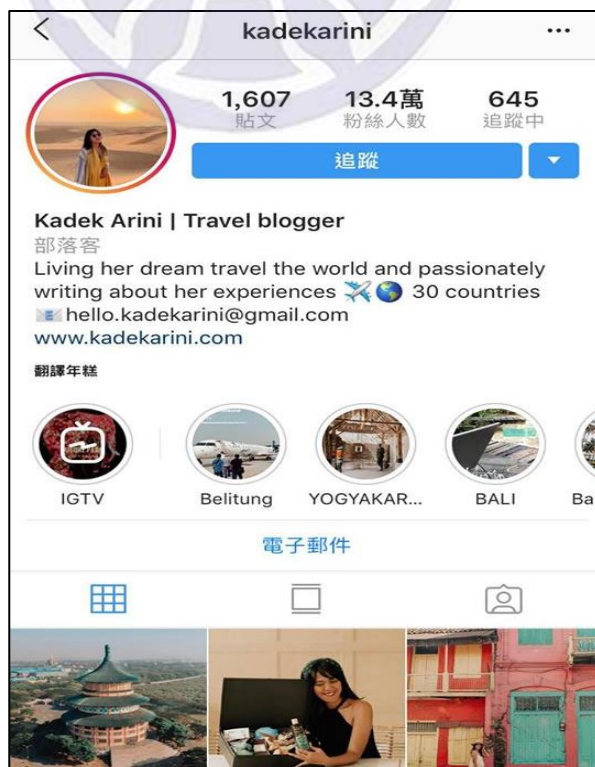


Figure 3.4 @Kadekarini's Instagram Profile, source: @Kadekarini

Principles of Coding

As I mentioned above, each blogger's Instagram content feeds offer photos about landscapes, cultures of Indonesia and other countries and their personal experiences. Moreover, they engage in emotion and aesthetic through storytelling. Over the six-month observation (June 2018 – December 2018), more categories have emerged based on the purpose of the research questions.

First, I compared between landscape and people. The result showed that bloggers mainly took photos of landscape. Then I compared self-photos with group photos. There were more self-photos than group photos.

In accordance with my focus on the bloggers' performances, I divided the photos into three categories: self-photos with landscape, self-photos with activities, and self-photos with product placement. There are more self-photos, or portraits of the self, than landscape photos. It showed that their experiences are more important rather than showing scenery only. This type of photos entailed intimate emotions and bloggers of their own experiences to the followers.

The categorization found that self-photos with scenery oriented was the greater number found from their performances. They embody their action through the narration of places. Self-photos with landscape refer to an image portray of Indonesia or other countries. Bear in mind, these travel bloggers have cooperated with organization tourisms to promote the sightseeing spots. Consequently, the bloggers are likely show those places as product and embed themselves in the frame from a wide angle.

Next, many self-photos serve the purpose of product placement. Some bloggers endorse or recommend the products. People may trust bloggers because of their expertise and engagement. The endorsed product is often placed in self-photos with a scenery; the tourist places may serve as a promoted product. Besides, some bloggers offer travel-related products, such as hotel, accommodation, food, clothes, beauty product and camera.

Last, it is about self-photos with activities, the images only show the action. For example, bloggers take a shot of diving or swimming in the sea. Below is the detail of table categorization. In the next chapter, I will discuss exhaustively about how each blogger performed with illustrations in different categories and their characteristic performances.

Image code	Subject	Marisckha	Trinity	Kadekarini
Self-photos with landscape	Indonesia	53	16	21
	Other countries	32	68	71
Self-photos with product placement	Hotel, accommodation	9	3	4
	Travel related product: travel insurance, coupon, bank	7	0	3
	Food	8	1	12
	Clothes/ beauty	6	8	8
	Camera	5	0	2
Self-photos with activity	Diving	25	4	2
	Cable car, ship	10	2	4
	Other activities	11	6	7

Table 3.1 Subjects in Self-Photos

Creative Process

They have professional team to help them operate their Instagram account. Their Instagram's feeds produce their own travel photos and daily activities photos. As Marischka mentioned on the blog, she has two work partners at her team. Her boyfriend is a photographer who help to capture her activities. And the other partner is responsible for handling the social media contents.

They also gain travel experiences from blog, like Trinity said that she had started blog at 2005, as time goes by, she already has hundreds of thousands of followers and then become the most influential person in social media.

Two bloggers, Marischka and Kadekarini's Instagram like to use filters. Some of cases, they collaborated with camera or edited software company to promote their filter products. The photographic performances show some creativity and artistic sense. For example, concepts such as diagonal composition, which is taking photos from 60 to 90 degrees angle from the below or the above, and more and more were shown on bloggers' Instagram. They try to explore different angles and compositions of the photos. Then on the post-production, they specifically adjust the contrast or add some filters in third

party application. In fact, some photos elements such as filtered photos and the sites are leading to get more likes and followers. Bloggers compete to make beautiful color, light and contrast to attract the followers but still have their own style.

The other type of “artsy” photos is three bloggers doing the same pose which “placid”, standing back and facing away from the camera where they engaged with the sites and looked like finding a breathtaking view that makes them enjoy it. Actually, this kind of performances poses are majorities and are guaranteed to boost likes while the featured poses are unique, personalized, and have distinct effects. It can conclude performances as form of playful ritualized behavior: partly constrained, partly innovative (Haldrup and Larsen, 2010). And here, the photographic performances of poses give different story on how they create impression on the social media. Bloggers do various postures at multiple angles of the sites with different narratives.

For sure, the photographic performances make bloggers take a lot of effort on making photos. They seek beautiful objects, sites, even wait for the sunset to produce the best photos. For example, Kadekarini captioned the best sunset appeared when the boat was late to pick her and her friends. In other instance, Kadekarini, who is a single traveler, took tripod to make it easier to capture her-self. In this photo, she used a chair as her photo prop and sit on the chair with one of her hand lying on the back of the chair. The below is the photo behind-the-scene regarding how she took picture for herself.

It is not only inserting photos into the Instagram posts. Now bloggers have to create good impression on social media. The addition of social media makes bloggers have duty to take and edit photos. It is just mandatory for the bloggers to create visual appearance. For those who give good impression, nice images will become references for people to pick out their next holiday destination.

CHAPTER IV

THE CONSTRUCTION OF PERSONA THROUGH INSTAGRAM

This chapter explores how the three travel bloggers under focus successfully represent their personal stories of traveling by showing their own characteristics which also have become one of the strategic self-branding that make bloggers successful. Hence, these strategies formulate certain “travel imaginaries of female travel blogger” for people to start gazing. Each blogger is recognizable through ideal sign and symbols by their authentic characteristics (Baruah, 2017). The sign of self is also constantly reproduced to show everyday practice and social performances.

This section will be divided into three discussions. First, I will describe bloggers’ representation on Instagram and how they construct the “sign” and the meaning of the “sign”. It will analyze and discuss the narratives that they provide. Secondly, I will concern on the visual technique that bloggers use to compose the visual elements, which relates to the next discussion about sponsorship. This will be explained further in relation these three elements are identified as bloggers’ major practices which also impact bloggers to represent their travel idea. The following findings discuss different followers have been inspired by each blogger’s characteristic, identity, and authenticity.

Marischka: The Conscious Travel Blogger

This section explores the sign that makes Marischka the central focus of her photos. Her pictures make a point about her own style. There was the personalization of style on Marischka’s Instagram feeds. In addition, by doing that, I argued Marischka has taken preferences and produce her personal style. In the discussion, I will comment on her taste and authentic characteristic on hotels, products, and other recommendations for her followers. Besides, by accentuating colorful hair and being well-dressed, she attempts to promote her picture and produce a distinctive style. Marischka provides her own preferences, serves as a tastemaker, and presents her style of traveling an inspiration.

Come with Me and Feel What I Feel...

Photos become a way for Marischka to extend her view and show her travel experience. She defines what “has to be seen” and even what “has to be photographed.” The “comewithme” photo pose is an example Marischka depicts in her personal characteristic, which often produces excitement. On October 10th, 2017, she posted a photo with a frame of her boyfriend’s hand and herself reaching for it with the caption, “Come with me to the fresh natural of Tanggedu waterfall.”



Figure 4.1 The poses of “comewithme” of Marischka’s version

Marischka’s Instagram feeds often reflect her personal interest, perspectives, and experiences. The visual feature centers on her so her followers will focus on her. Besides, using the words “comewithme,” she directly asks followers to join her and to feel what she feels. She personalizes stories with the aesthetic photos and text describing her emotions. The use of words of color and weather is most frequent, such as “a perfect blue day and perfect clouds in Raja Ampat...” Sometimes the use of “color” and “weather” becomes “romanticized” to reinforce the beauty and strip it of unfavorable circumstances of the scenery such as bad weather and polluted sea (Yui and Ip, 2008). Thus, overall, the photos look clearer, brighter, and more appealing.

By doing so, she sets up a way to performing the self. She always appears in the visual frame. It reflects her style and part of her personality. It portrays images of joy,

smiles, and traveling fun. Moreover, on her profile bio, she introduces herself as a happy diver—she defines that clearly enough when we see her Instagram’s photos full of smiles, enjoyment, etc. With the center of self, her photos often feature her, no matter if they are selfies, group photos, or event pictures.

In addition, through the combination of the promotion of personality and product, she acts like a guide of traveling lifestyle. She features on some traveling activities and destinations on her Instagram feeds. Bear in mind that Marischka is the kind of travel bloggers who receive payment from a variety of companies to do commercials. The product examples include the best hotels to accommodate in, things to bring during travel, and many more. She wrapped it with her personal stories, creative and unique in the visual and text aspects. An example is given below from her post on July 5th, 2018.



Figure 4.2 Marischka posed with props to offer and enhances followers’ allure

What I prepare for a fun beach hopping in Belitung, also a gigantic burger to make sure we won't be starving 😊 Will spend a few days here in Billiton Beach Tent, a nice private hut that also feels like glamping with turquoise beach right in front of our "tent", it really feels private but actually not far from the city and the airport, it's a new property of @billitonhotel ❤️ Went to Belitung with @belitungwonder #BelitungWonder #BeachTentBilliton

Using “I” words and some personal taste preference, Marischka refers to herself and uses techniques to attract her followers. She acts like a recommendation for us to use some props as like she does to enjoy activities in Billiton Beach Tent. In addition, on visual element, the choreographies of the object about the activities on the photo engaged more activeness and playfulness. Thus, it prompts her followers to leave comments such as “so fun,” “excited,” and many more.

The other personal taste that Marischka constructs is recognized from the hair and costumes she wears. She coats her hair with color and dresses well, and she successfully fascinated her followers. Followers are impressed with her beautiful face and the cute colorful hair. Her hair becomes a point of interest in the photo. For instance, words like “pretty” and “cute” regularly appear in the comments section. Meanwhile Marischka tries to engage with her followers by replying with thankful words and love emoji to show her love to her followers.

Although Marischka is neither a celebrity nor a model, her beautiful face has attracted followers. She tries to engage images with herself as the center. Thus, she attempts to establish a trendsetter of traveling lifestyle. It is like the replication of television and tabloid magazine, whether or not it looks “realistic” and “authentic.” Thus, by re-presenting herself this way, she has commodified herself as the object of gaze. It aims to personalize travel photos by adding a personal touch. She tries to give the impression of herself.

Overall, she tries to create her performances by showing her full body picture rendering a personalized, dynamic and sexualized image (Uzzel, 1984). The combination of the subject, poses and good photos becomes the salience which entices her followers to gaze at her Instagram’s feeds. By applying those elements on her photos, a playful and attractive Instagram’s feed is created. As result, she tries to serve and distinguish her style from others and stays consistent with it.

Dramatization of Portrait

In this section, I will discuss how Marischka makes her photos desirable and aesthetic. However, I am not going to talk about deeper explanations about some specific technique that bloggers use as I did not get specific information about that. Instead, I found Marischka would mobilize on different camera positions, angle and poses and use photo manipulations that impact what she wants to show.

As mentioned, she likes to place her body in the whole scenery. Thus, the predominant of visualization of her Instagram's photos induce her followers to focus. She shows different shots from extreme long shot, medium to close up according to what she wants to advertise. In most cases, she mostly uses wide shot to depict herself and the landscapes. For example, her photos reveal that she pretends enjoying the view by staring at the scenery rather than face the camera. She wants her followers to know the scene she's taking at. Hence, the exotic locales and herself became great significance in her Instagram's photos. In other words, the background of the places becomes secondary to the faces.

However, when it comes to sponsorship for products, she mostly uses medium shot to show close enough for the things she promotes. In the medium shot, she also manifests part of her faces and body clearly, for example, the commercial of the drinks product that bring the freshness after traveling. It is amazing that after an exhausting traveling, she still looks good in photos. As the posts shown below, she said there's another way to feel cooler and fresher by enjoying the drink TehJavana. So as to advertise the products effectively and represent the relaxing feeling, she needs to keep fresh look while traveling on the hot beach.



Figure 4.3 The close-up shot of the commercial drink's product

For bloggers, it cannot be denied that some photo manipulations are considered to improve appearance. For example, in Marischka's photos, photo manipulations are achieved by some technical retouching, such as adjusting the colors, contrast or white balance. It is unavoidable that there are many obstacles or some technical problems which make the photos not good enough. Especially, taking underwater photos is not easy and needs technical skills. So, she needs to retouch or revise photos to make them more satisfying.

Besides, I also found that Marischka has been using photos editing to create imaginary account through story-telling and powerful emotion of the caption. Moreover, she intends to entice her followers. These additional effects dramatize the photos. On her posts, Marischka enhances followers' interest with adding the special effect of stars on the picture. She wants her followers look at her pictures in unique way with a bit touch of addition of stars and considers them creative and artistic.

Marischka's Powerful Personality Traits

As I have analyzed, Marischka's personality are so influential to her followers that she can monetize it. She successfully creates the image of herself, and the number of her followers is increasing. Thus, in natural manner, her followers feeling amazed and attracted, her followers are greatly influence by her such as being curious with her hair style, swimsuit she wears and her daily travel essentials. In the meantime, she launches her own line to sell swimsuit, float board and all things for travel as utilizes her Instagram account to create brand.

Besides, a lot of brand also sponsor her. Since using bloggers becomes the most effective way marketing, now companies or travel brands are using travel bloggers as their marketing tools. It is proven that bloggers show real images and give reviews of their travel experiences, so people look forward to taking reference from bloggers rather than an advertisement or traditional celebrities. Unlike celebrities, bloggers have a direct relationship with their audience – they have emotional ties, instead of a para-social relationship (Marwick, 2016). The term “micro-celebrity” coined by Marwick can be used to describe the impact of a message from Marischka. It also became the anxiety for the second travel blogger, Trinity. Marischka like to create sponsored posts. A lot of brand such as travel agencies, hotels, beverage business, and even makeup brands have paid her to do advertisement. In addition, her endorsement often shows her

preferences for relaxation and pleasure-seeking. For example, she recommends probiotic spray, which help to moisture skin to her followers in order to keep fresh like her.



Figure 4.4 Marischka gets a sponsor and promotes the product

Trinity: A Travel Expert by Experience

Next, my second case study, Trinity takes steps like an “expert” of traveling and inspires her followers with her trusted experience. Most of the followers refer to Trinity as a role model with brave and impressive travel stories, they wish they could become Trinity to travel around the world.

The bio profile of Trinity’s Instagram presents her as Indonesia's leading travel writer whose life story has been made into a movie. Moreover, she is an author of 14 books including "The Naked Traveler" series. Based on the description above, as a travel writer, she has covered lots of topics about her experiences, information about the places, some tips and trick when she travels. She has travelled to many countries, met new friends and locals, and experienced different cultures. Her rich knowledge of traveling was put into the stories. Meanwhile, all her journeys are written on the blog, in a series of books and in a movie. To Trinity, she doesn’t have to be a model or actress

to be on the magazine cover and wins reputation. Instead, because of her reckless characteristics and her capable of writing, she became a pioneer of female traveler in Indonesia.

When the Photos Replace the Text

I will discuss how Trinity highlights her best travel writing but faces the challenge of using a new medium Instagram. Meanwhile she is well-known as a travel writer, recently she faces the problems that nowadays people are reading less. She has to write a book to earn money (Trinity's blog, 2018). Moreover, she claimed that her followers are not paying attention more to the written text, even the written of the caption on Instagram. Therefore, followers like to see photos more than text. In fact, she needs to post an aesthetic photo to attract the followers and gets high engagement when showing her faces. Trinity must do that to connect and engage with her followers. Hence, her Instagram's travel photos are dominated by "self-portrait".

This imbalance between self-photos and travel photo are represented on her Instagram. It is in line with Dinphol and Gretzel's (2016) research that now tourists are searching for the self. At the beginning, actually Trinity prefer to photograph beautiful places that she has visited rather than herself (like she claimed below). She took photo just for complementary photos on her written blog. Meanwhile, many people visited her blog and said "no pict= hoax", it means there is no evidence of her picture "at the scene" and the truth of articles that she has written is not proved. So, she finally decided to take photos of her and post them. In the portrait, she tended to place herself at the center of the photos. As a matter of fact, she gets many likes if the photos feature her whether she acts silly and funny expressions that we will discuss more on the visual composition. Her followers would look at Trinity's self-pics with interest.

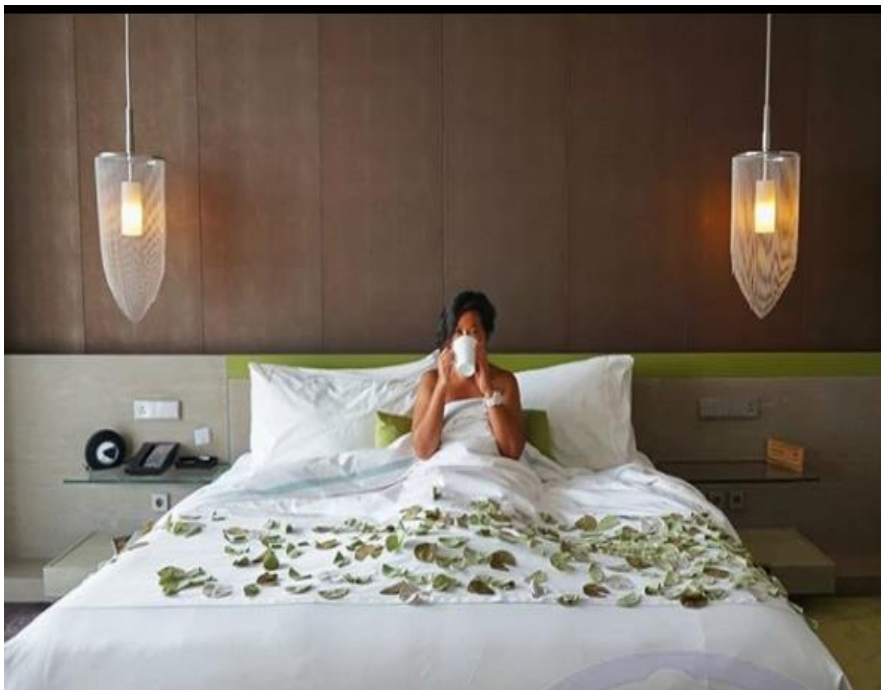


Figure 4.5 Trinity stated she takes picture of her-self

“If it’s not because of Instagram, I would never have a picture like this. I remember in early 2000s when I started my blog at naked-traveler.com, I never posted picture of myself. Then Facebook came, then Twitter came, then many people doubted whether I really travel because I almost never had pictures of myself in any destinations. Until Instagram came, it changes how we take pictures, how we travel, even many establishments deliberately create Instagramable spots or foods. Frankly, I’m still an old school who reluctantly posts self-picture – even too lazy to take pictures when I travel - but apparently the engagement is higher when I’m in the picture and sometimes it becomes something I have to do. Any thought?”

However, but some followers still agree that stories are more important than picture. Her followers respond that they still care about the stories that Trinity made.

“I’m personally enjoying your stories more than your selfie pic. Your stories make who you are today. The selfie pic is just a momentary hype, soon it will be gone, but your stories and writing remain. Just my two cents... and i’m still waiting for your next book with your unique sorta “nyeleneh” way to make a journey way beyond exciting and fun.” (@tien_senga, March 16, 2018)

In case, some argue that people would feel connected by looking at his or her face. Moreover, these kinds of comments reveal that the photos of the faces speak about someone's personality. It is like Marischka's cases which mostly show her faces to build connection with followers.

“Humans crave connections. Seeing a person's face even in the most ordinary setting creates that connection, even more so if that person's quite well-known.”
(@piazee, March 16, 2018)

From this, we can see that in order to take beautiful photos, bloggers intend to set up and attempt to create “aesthetic quality” of the photos.” Like Trinity's Instagram post on March 28, 2018, she captions, “Instagram makes you pose with inflatable flamingo float on the beach.” Moreover, she said, “she needs two guys holding her to sit and pose with flamingo float.”



Figure 4.6 Instagram makes Trinity pose with inflatable flamingo float

This kind of performances on the Instagram platform demand certain types of Instagram's photo style today (as mentioned before – competitive photography). Thus, I argue, the performances of the self also become Trinity's strategy to stand out on her own self. It aims to attract followers. As Trinity admits, the challenge of being travel writer in the Instagram age has made her rethink to be an office lady or an influencer to endorse products and earn more money and fulfill their daily needs and finance for

her traveling needs. That is, she wants to retire.

Visual composition: Distinctive Perspectives

Here as discussed before, Trinity relies on the aesthetic photos to attract her followers and get many likes. Besides, she needs to care about the aesthetic to meet the idea of the companies. For instance, she was invited by sponsoring companies to do her signature pose to increase attraction.

Her signature pose is easily found on her posts, with her legs up in the air. She said the pose was born simply because it was captured in camera by her friends, and it is not intentional that Trinity jumped into the pool and stuck her legs up in the air. Her friends took a photo accidentally but then she felt that it is funny and good, so she makes it as her signature pose. Therefore, sometimes she and her friends like to joke “kaki di atas” and ask Trinity to lift her legs up in the air.



Figure 4.7 Trinity’s signature pose

This kind of narratives was evoked by the construction of a persona in the photos. Moreover, she wants to show she is funny, she acts the she way she is. For example, doing some funny poses like posing in a bathtub with bubble and making beard with the foam.

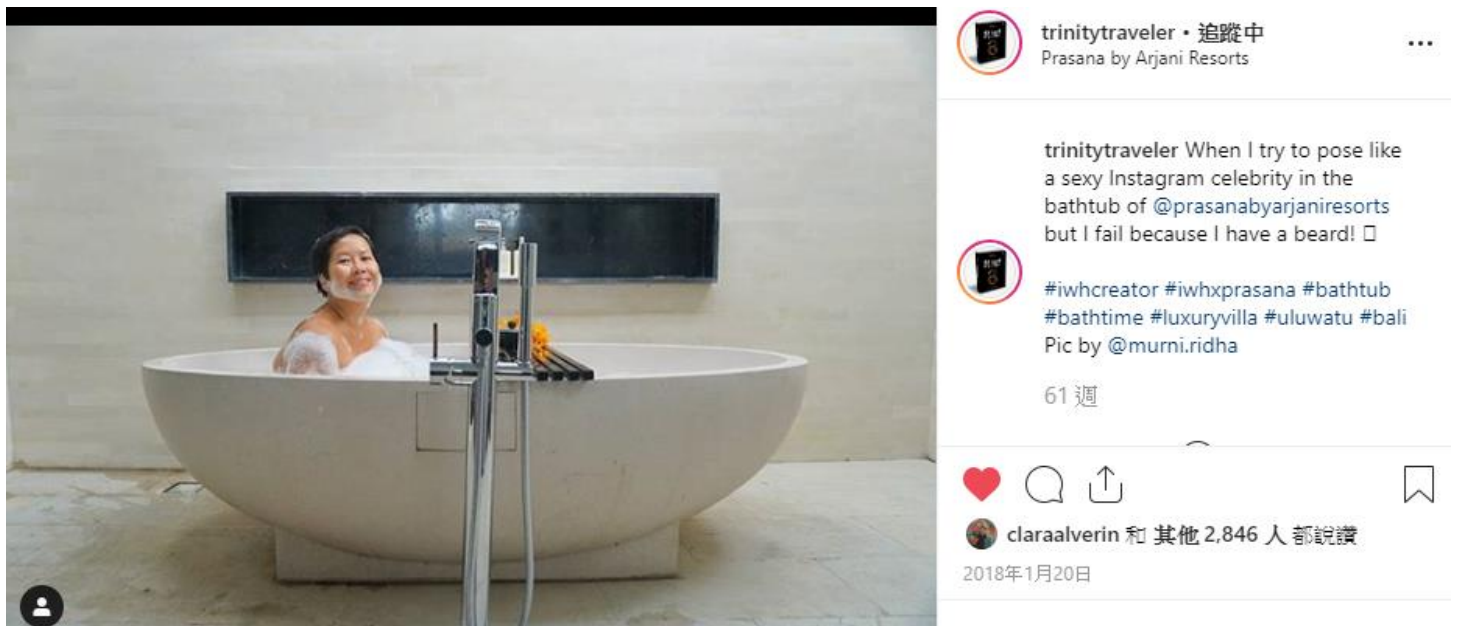


Figure 4.8 Trinity posing in a bathtub

Most of her portrait's photos come from other people who help to capture her. (Trinity, 2017). She uses her DSLR and mirror-less camera to capture herself or the view. Today, digital camera has smart algorithm with auto setting, many features, and provide a good quality. More advanced, it is also equipped with sensor-based autofocus. Therefore, we can see some of her photos with some blurred background which look professional. However, some camera techniques such as a lighting or white balance are also well applicable. Auto exposure allows the light to come in and automatically set by the camera itself. Thus, she can easily get photos with the proper light.

Collaboration by doing Travel Literacy

In Trinity's case, as mentioned, she builds strong content and engages her followers with her written text. Through the interview, Trinity tended to be more selective about working on collaboration with companies. She complied with her persona and chose products that are relevant to herself and gives benefits to her followers. Trinity does not want her followers to be distracted with thousands of sponsorships. She keeps engaging with her stories and her writing text and keeps the quality of her writing. Moreover, she claimed that no makeup ambassador or beauty products will work with her because of the persona that she has built.

Being well known as an Indonesia's leading travel writer, makes her suitable to

represent some literacy campaign. For example, she has collaborated with The Ministry of Education to encourage travel bloggers to engage writing literacy. The literacy campaign includes making content, promoting, and creating awareness about traveling. She gains attention with her opinion, tips, and recommendation of traveling.

“The reason why I come to India this time is attending Nick Jonas & Priyanka Chopra wedding! NOT! 😊 I came here as a media delegate (the only Indonesian) to attend AdventureNext by @adventure.travel_ - an association of travel agents/tour operators/tourism boards/accommodations around the world that specialized in adventure tourism. These past 3 days I went to its marketplace and workshops which held in this beautiful newly renovated Minto Hall in Bhopal. It's an eye-opening event but makes me wonder why no Indonesian was participated? In fact, there are so many things Indonesia can offer as an adventure tourism destination. Any thoughts? Please comment!”

Moreover, she often forms partnership with some tourism organizations to give travel guidance. She gives rich information about the places, the history and even the activities of different landscapes. She engages with the text by giving some knowledge of traveling. With her written works, she educates her followers to travel a lot.

Kadekarini’s Travel and Life Coach – The Spirit of Encouragement

In the Instagram bio’s profile, Kadekarini introduces herself as a girl who fulfills her dream of traveling the world by taking photos and passionately writing about her experiences. After graduating from university, she decided to go traveling. She often shares her travel experiences, her personal life, and thoughts in her Instagram feeds. She tells how traveling has changed her life and other’s life. Like her posts about her travel experience with her boyfriend, they experience new activities, such as hiking to the Lenin Peak basecamp and driving a car overseas. Those new experiences make her learn many things and rely on herself to become independent and brave. It illustrated when there is no possibility, and she has to deal with her-self and struggles to solve any problem by doing herself. So, she has to challenge her-self become brave to do some things. Thus, traveling teaches her to be self-confident, strong, and tough.

By sharing her meaningful travel experiences, she attempts to motivate her

followers to travel as much as possible. She often expresses her thoughts from her reflection experiences and the benefit knowledge of traveling. She convinced her followers that they can gain independence, courage, and a strong desire to know or learn something through traveling. In addition, she also believes traveling helps people understanding of novelty, diversity and many more. Hence, I notice Kadekarini always give her spirit of encouragement for her follower on each of her posts. For example, like one of her post on January 6, 2018.

“Dear young people, always be curious of new things, say yes more to every opportunity, go to places you've never been before, eat those foods if that's gonna be your first time, don't be afraid to spend money of things you believe would become a good investment, keep thinking what will you do next. Bear in mind, don't stay, and always level up yourself. In this age, you're given a privilege to gain more experiences. Change the way you think that this is your quarter life crisis, because now is your golden age.”

She personalized experience by always putting herself in the photos. She confesses it makes the photos a big difference from National Geographies's photos or another internet source photo. Even though she said she is far from a pretty face or body goals, she always provides the origin of her story. For instance, in one of her post, she said she walked for 8 kilometers for seeking locals on the alley of Barcelona. Then she met a cute house and decided to take a photo of herself and behind the scene of her photos, which is a genuine experience.

She shows her imperfection by posting realistic photos and tries to send messages to make her followers: do the same things like her for a better self-improvement, self-growing, self-reflection and other things that we can get on daily life. As she states, the motivation of her traveling isn't just about getting beautiful pictures but encouraging her followers to travel a lot. Thus, her followers commented on “well said” and agree with her statement and keep being inspired. She successfully impressed her followers through her empowering characteristic.

“It's not to get beautiful picture, the reason why I started sharing on social media is to show how beautiful the world is. I want to tell people that this world is amazing with its differences and travel the world is one of the ways to appreciate those diversities, to be more open minded that this world is not only about you, your country, your tribe, your religion and your life. I believe we need to see and

experience more to be a better human.”



Figure 4.9 Kadekarini stated the reason why she started sharing on social media

With this, Kadekarini admit traveling is not about the destination, but it is about experiences. On her post, she felt happier when traveling with the people that she now has been sharing the same dream to travel the world. She appreciates the way she travels with her travel mate, she takes photo and mentioned her travel mate as appreciation being travel together. She keeps encouraging her followers to travel because can meet new people and make new friends. Friendship enable to learn more about empathy and communication as well as turn-taking and sharing. Thus, many of her photos draw dreamy collective gaze. It is producing a friendship relationship goal. Moreover, I will discuss at visual elements.



Figure 4.10 Photos: The Illusion of the daydreaming into the rich travel activities and experiences

Her Instagram’s images offer representation of life travel brochure or magazine. Photos in Kadekarini’s Instagram feeds are dreamy and romanticized. In as much as, she edits and modifies a bit filters on her photos. These tricky effects carry out dreamy travel gazes for the tone color of the photos. Most of her photos are took with warm, she often adds yellowish tone, creating a kind of style. It gives an atmosphere of a warm, bright, and sunny summer. These additional filters enhance the visual story that she wants to tell. It also gives a sense of wonder and artistic sense about perfect places. Moreover, filtered photos are more likely to be viewed and get many likes and comments than unfiltered ones. Compared with Marischka and Trinity, Kadekarini earned a lot between four thousand to seven thousand likes per photo.

Thus, her followers are being blown away by her taking and editing photos skills. She received hundreds of direct messages on Instagram from her followers or comments by asking how and what tools she uses to take and edit photos.

She confesses she is taking effort to make the images as real as she sees with the pure eyes through editing. She can’t apply the same photo editing in every photo, it depends on the condition of the photos. She uses different editing tools and different

filters to dramatize the photos so that they look pleasing and create new atmosphere. For example, the brown color marks out and dramatize the sites on the heritage of a building that have lots of history.



Figure 4.11 the illustration of tone filters that Kadekarini uses

In the same way with taking photos, she finds beautiful objects, sites, even when waiting for the sunset to produce best photos. For example, while doing solo travel, she needs to take tripod and timer to take pictures of her-self or climb high walls to get whole scenery. Hence, most of her photos give the illusion of daydreaming into the rich travel activities and experiences. Some movements like walking away, sitting and having fun with her travel partners @herjourney are covers on her Instagram's feeds. In each case, her action on the photos appear candid, but it is actually planned. She often posed and looked off into the distance. Her photos seem to suggest that followers should have trip by them-selves or with best friend and take photo like her.



Figure 4.12 Kadekarini produces collective gaze photos

Collaboration for Empowerment

As I have analyzed, Kadekarini keeps posting and encouraging her followers with her inspirational stories and sometimes gives life advices, tips and so on. Her contents gain a lot of engagement of her followers. She keeps her followers interested and believe in her. In other words, the contents made herself a strong trusting brand, so that many companies are willing collaborate with her.

For example, she once worked with one of the online ride-hailing company which expands into one-stop business services. The partnership empowers followers to live without limit by giving life advice and sharing guidance.

“Because, sometimes we’ve been working too hard on something, but we forget to notice that time keeps moving, and neglect that work smart is actually what we need in this millennial era. It’s true working hard is one of the keys to success, but why do we have to push everything out if we can work efficiently?

Let’s bury all the fear and walk without limit, because limitation is the end of every dream
#HidupTanpaBatas”

The other instance, she subtly advertised smartphone in her post without mentioning the company first. She reveals her past experiences in India to test the product then shared tips about how to take beautiful photos with it.



Figure 4.13 Kadekarini has partnership with one of smartphone brand

Conclusion

We have discussed about three travel bloggers presents their travel experiences with their characteristic. We also have seen the different ways that bloggers position themselves as they project their image in their own way. Each blogger constitutes specific perspective of their-selves and create particular persona construction to their followers. Travel bloggers' feeds contain some self-images, lifestyle and culture.

Moreover, the package of women with their travel dream has also manipulated their followers. There has been a shift in depicting women in traveling shot from sexy, women achieving her-self with the activity that will be discuss in the next chapter. The women travel gaze also points that women are no longer shy, and women should not be at home. But rather direct their followers' attention to the position that women are more powerful and active. In the past, women were used to staying at home, now, they could go aboard and enjoy themselves through traveling.

Instagram lets us share our life with others. The three famous Indonesian female bloggers — Marischka, Trintiy, and Kadekarini, they are good at using Instagram to show their travel experiences and what they gain from each traveling. They not only create the content, but also professionally teach people to travel in various ways. Bloggers build a small community with followers and deeply connected to them. Thus, they become successful and influential in the digital economy. However, they should promote personal style as a strategy to become one of the effective ways for companies to make a successful marketing. On the other hand, the followers can't blindly trust what they have seen. To get a lot of attraction from followers and brands, some bloggers even make fake photos.

CHAPTER V the Gaze and the Women

Women and Their Travel Life Stories in Post-Modernism: Traveling for Well-Being

This research is about the result of performances which focus on personalization of three female travel bloggers in Indonesia. The analysis has examined visual and written content that specify into the self-context. Instagram serves as the platform for bloggers to present their play into the visual and text forms. The Instagram platform acts as space for presenting the self, the stage of experience, enrichment, and reflection upon their experiences (Bosangit et al, 2015). They actively produce the narrative of self. As the narrator, Marischka, Trintiy, and Kadekarini create and tell their experiences, such as meeting the locals, tasting the local culture, learning new things. They travel off to the beaten track like independent and adventurous female travelers.

They do a lot of traveling, especially solo traveling, for self-growth and learning. In Trinity's stories, she acts like an expert of traveling, experienced and professional. It is the same way with Kadekarini, who tells of her joy and sorrow for traveling. Through traveling, they gain knowledge, learn how to face fear, and become brave. Both of them claimed to have discovered that the world is not as scary as they once thought (Kadekarini, Trinity; 2018). Traveling has opened their eyes to the world. For them, traveling was seen as novelty, a challenge, learning, and growth. In the same way, Marischka became a full-time blogger when she started diving. From that, she loves to travel and explore new places that lavish her with new experiences.

Thus, through their action, these women hope to gain either a femininity or a 'neutral' position unburdened by traditional expectations of gender (Elsurd, 2006). Several centuries ago, few opportunities existed for women to travel. Women were criticized and confined to stereotypes of their gender and capability.

As Kadekarini reveals in her blog, in embracing Asia's culture, nowadays mothers won't allow their daughter to travel, thinking that travel is dangerous, risky or a waste of money. Women are used to being at home.

But in post-modernism, women travel to enjoy self, pursue happiness, and become a better person. The truth is each journey has opened their eyes and given them the courage of stepping outside their comfort zone. Kadekarini has to be fearless to

explore and to experience the things never done. Therefore, her stories have inspired many women to travel alone or travel aboard in her own way.

Moreover, traveling empower women and help them control their own lives. According to my research, traveling not only empowers but also develops entrepreneur characteristic in women. The self-presentation and the self- evaluation have molded them into successful female travel bloggers in the modern century.

Personalization Autonomy for Achieving Digital Economy

All of the bloggers studied in this thesis have expressed how traveling helps them gain diverse experiences, empowerment, and freedom (which makes them outstanding players in the field of travel bloggers) (Harris & Wilson, 20017, Elsurd, 2006).

All these female travel bloggers are doing the same things – they travel a lot and present it into their own stories. Moreover, they share their experiences and bring up the story of the individual, revealing part of their personality in the process. These practices of performances, encompassed with the forms of self-presentation, have impacted the representations of traveling way. Moreover, the performances of the self-have brought aspects of themselves into their work lives and workspaces (Urry, 2001; Gill & Ganesh, 2017). The positions of work and play become blurred. With the combination of the embodied creativity, they become creative work. In other words, the everyday life performances of the traveling have encouraged entrepreneurial and creative work.

Furthermore, at the same time through digital media, these female travel bloggers are producers, as well as the mediators of the tourist gaze (Baruah, 2017). They have produced a set of practices of performances, involving bodies with different roles, script, costume and choreographies and turn it into in photographic images. Therefore, their practices, requiring the creativity and embodied performances, have brought them into aesthetic labor. In some cases, using their personal taste, they manage and control their physical appearance. They have set up their gesture, poses, and movement to create an impression on their followers or to work in partnership with brands. Perhaps, their ability with aesthetic labor enhances the entrepreneurial performances. They have created great content, attracting countless followers and monetize it.

In taking the term of *Instagrammism*, the bloggers use the platform to design photos in concern of the aesthetic. Most of the aesthetic underlying the work of photos

manipulation or alteration. They create and market their own distinct genre and visual identity. The consistency of producing individual preferences, style, stories and other photographic elements – makes them acceptable and easy to recognize. Bloggers do so in the hope that people will emulate their style (Baruah, 2017).

This research is in line with what Larsen (2004) said that bloggers should produce a more personalized version of postcards. The personal styles are translated from the thoughts of a specific person. Not just about the visual, in serving their performances on the Instagram they also care about telling stories with images and the text. As this research has contributed, the furnished text and visual images also reflect the ideologies of bloggers and their creative practices. My research has explored the stylish journeys of three quite different bloggers and shown their style of traveling. In other words, the photographing and Instagram practices of three travel bloggers compelled the personalization of each blogger style.

Like Marischka's stories of "*The Style Conscious Travel Blogger*" who has adopted diaries writing format style and apparently beautifully, using filters and poses. Marischka often serves her followers with the description of what place she has visited, what she done, and what she has eaten. By doing this, she often recommends or gives her personal preferences to her followers. Different case with Trinity's stories of "*An Expert by Experience*" accentuates how Trinity deals with the way she brings the experiences through her writing. Trinity focus on the text are less on the visual. The gaze is expressed in her role as travel writer. She travels and writes much about the experiences and the destination as well as in the form of hints and tips. Lastly, in the construction of "*Kadearini's Travel and Life Coach – The Spirit of Encouragement*", she superimposed on her empowering writing style and the dreamy filter images. The gazes evoke the spirit of travel and empower others by sharing her photos of her and her friends. These photos help to show the idea of "friendship".

The descriptions above, summarize different characteristics of the three different types of bloggers. The characteristic of each blogger signifies personal insights and voice. These strategies have specified the position of each blogger with her own expertise and brought them to the admiration.

It can be said; the idea of performances creates association with the self-presentation for self-impression management. They have mastered the practice of touristic Instagramming to the point where they are able to, in a sense, sell self and personalize the experiences to the brands and audiences (Detje, 2016; Nuenen, 2016;

Baruah, 2017).

They not just create the content, but they also become professional, aspirational, to inspire people to travel in various ways. Followers like their own personality and build a small follower community and deeply connected to them. Therefore, they become successful and influential in the digital economy. By using Instagram platform, they have grown from an everyday live to gain a revenue and fame. Promoting personal style as a strategy has become one of the effective ways for companies to make a successful marketing. They define themselves as tastemaker and empowerment. This idea works much in line with Elias et al (2017) mentioned – “aesthetic entrepreneurialism” a feminized endeavor of styling, adorning, and transforming oneself to create a subject who is autonomous, self-inventing and self-regulating”.

However, as mentioned earlier, in the sense of aesthetic and economy in the digital world, bloggers like to retouch and even manipulate the photos. Some issues of blogger faking their contents are concerned. So that to get a lot of attraction from followers and brands, they have over photoshopped the photos of the place that they never been to. The aesthetic for impression management has become blur and inconspicuous. The question is where is the credibility? Do followers still like them? What is the understanding of the definition of aesthetic and the ethics? On the other hand, Urry and Larsen (2011) argued that people become producers and consumers of digital images. Followers are also players on Instagram platform. How they act, perform, and create “good” photos can be further discussed.

CHAPTER VI TECHNOLOGY AND GAZE

Performances on the Instagram, the way of identity expression and sociability channel to the commodified self

Two of the main issues this research examines are “performances turn” and the “aesthetic entrepreneurialism”. Instagram acts as a digital platform with the concern of aesthetic, and its users manage their accounts and construct favorable impression in order to show their identity. The photography and the social media platform express personal media. Photography is a communication tool with which each blogger has vocalized their personality their performances. The power of images accompanies with the stories that engages in commerce increasingly.

In other word, in the digital performance, Leeker et al (2017) use the term of “techno-social” to explain how social performances affect the expression of self. Technology has changed the behavior and the way we express ourselves and socialize with others.

Moreover, Urry and Larsen (2011) convinced the hypermobility and hyper-tourist consumption on the future, which people are “always on” and might travel often. Besides, Trinity argued that “always on” influencing people deeply and making them desire to keep watching what others doing (Przybylski et al, 2013; Destinasian, 2018; Urry and Larsen, 2011). Therefore, Trinity said it has changed the purpose of traveling nowadays. Millennial travelers only travel for filling their “identity and social” needs. They observe what happening on social media and generate “fear of missing out”, thus people want to imitate it. It is said that people may gaze the “Instagrammable” places (the hyped places) they see on the social media, then people would go to Instagrammable places to experience it, take photo and fill their Instagram feeds with photos. This may affect the photo people take and the way they perform.

Finally, as Lo and McKercher suggested, social media and photography also facilitate social comparison and impact online identity. Electronic and digital images are being used to establish personal identity in multiples ways, so they are becoming a key element not only in the creation of personal identity.

In Instagram We Perform

The production of the camera and the power of social media allow bloggers to create performances of how they travel. They would like to be “busy” in producing narratives of self by doing photoshoot rather than enjoying the essence of trips.

In 2014, the phenomenal slogan “Do it for the gram” has prompted people to do something, so they can take pictures and show off on Instagram (Urban dictionary, 2016). Instagram users spend time and energy in negotiating performances, including the presentation of self and affording the increase of bodily capabilities. Furthermore, with one stop application services from camera, editing on social media is friendly for individual.

The three female bloggers who were mentioned in this research have shown extraordinary ability to manage their appearance with editing tools. Moreover, followers are attracted by the bloggers’ filter. Nowadays, influencers utilize third party editing application like VSCO app, lightroom mobile app selling their custom filter to their followers.

This research’s result has shown three women managing their appearance, in specific, they have put attention on the filters. The photographs show the self-portrait, sharp and high aesthetic quality photos, with beautiful scenery. Therefore, they have mastered the professionalization of the Instagram practices. They utilized the Instagram tool, for example, using the filter, playing the angles and setting contrast. As a result, it triggered the visualization of aesthetic, played a crucial role in stirring perceptions and emotions, and got the likes or comments. Instagram users compete with each other to get “likes” from the followers and money from the company.

In addition, this research explored how the bloggers had choreographed photogenic “places” and desiring bodies (Lester and Scarles, 2016). Bloggers have collaborated with some companies to create and contribute a narrative that can be “special” or existing through media (Larsen, 2011; Dianne, 2015), which is heavily produced and influenced by the technology. Technology gives bloggers opportunities to capture image and circulate the ‘existed’ gaze. Thus, it creates a place that must be visited and things that have to do or even the place just be made to be photographed. Based on this case, it seems the “authentic” photos of the images make it possible for users/ tourists to recreate it in destination they travel to (Baruah, 2017).

The tourist landscape photos have always been heavily reliant on the mediating

bloggers which bond the travel agencies and customers. Because of that, the bloggers manage their blogs with the subject of the landscape and become active performers.

Self-representation and the Self-gaze

As discussed so far, Instagram has created “new tourist imaginaries” through the circular representation of Instagram. Those circulating images become the essential material that lead people to construct self. As I analyzed, bloggers had personalized their style in generating followers’ gaze. Bloggers authorize their-self and conduct business. Hence, the majority of their Instagram photos show clear evidence of self-photos. The bloggers’ performances draw the ideal of self, extract the desirable individual and self-gaze. This reflects what Dinphol and Gretzel (2016) claim that tourist directed toward oneself or itself. The “self-gaze” is viewed as producing/consuming the culture of self.

Photography captures the self and constructs the identity of self. The photographic performance is a way to show and involve personal feeling. Use first person-narrative relaying events from their own point of view. This practice involved in constructing the impression of self. They draw themselves with the perfect shot and package into well product. Moreover, bloggers play role as “ordinary” person and try to sell their experiences, emotion, and personal traits to the followers. In other words, the bloggers allow little personal or intimate detail in the narrative.

Finally, the photos which the bloggers made have their own personality. It also proves that bloggers want to express themselves and construct self-identities. Followers are accustomed to see the daily life of bloggers even though they are deliberately constructed facades. My research showed that bloggers have their personal characteristics, but they have many similar sightseeing spots and poses for photos. As a new media, Instagram has driven users to role-play in infinite selfies and perform creatively in front of touristic sites.

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APPENDIX: INTERVIEW QUESTIONS LIST

1. Travel blogger

- Do you work full time or part-time?
- How did you become a travel blogger? How often do you travel?
- What is your intention to become a travel blogger? Is it because in recent years the popularity of traveling has risen?
- At the beginning are your Instagram posts about traveling? Did you make a special account for your travel contents or just about your daily life posts?

2. The process of the shooting, creating and designing travel photo

- Do you plan a travel trip? How long do you plan for it?
- What kind of activities do you do when traveling?
- How long do you take a shot of photo?
- Have you imagined what will the pose or result be like?
- What kind of photos that your audiences like?
- Why do you set this tone as your signature style?

3. Working with tourism organization

- Have you ever worked for company?
- Did you offer collaboration first to the company? Or company offer collaboration to you?
- What kind of photo style does that company want?

4. Instagram travel account

- Do you employ marketing strategy for your account? As noted, that your followers get increase?
- How do you interact with the audiences? Reply comment, doing 'live' or what else?

5. Female and travel

- As a female who likes to travel, what does travel mean to you?
- As a female, do you create an impression on your audiences?