ABSTRACT

Facebook is one of the famous and popular social network with the largest amount of users around the world. This research is about to capture the kinds of identities and how identities are constructed in Facebook photo profile. Identity in Cyberspace theory used as theoretical lens. The writer conducts a qualitative research using ethnography method to analyze two students in Faculty of Humanities, Airlangga University. Informal conversation interview used to collect data through the students. In this research, the writer discover that uploaded photos can represent or their daily life such as jobs, hobbies or interest, etc. They use their own or another photo that represents what they feel. They also share the feelings with another friend using Facebook photo comments. In addition, the writer found that identity that constructed in Facebook connected with their real life. They build, navigate, and converse identity as they want, otherwise still not far from their real life.

Keywords: identity, construction, cyberspace, Facebook.