

ABSTRACT

As a part of CMC, Facebook has been presenting a new communication pattern. Though not face to face, each individual is expected to be able to understand this situation that will be accessed by presenting a performance as good as possible. This study conducted in order to understand how female students in a religious society present themselves through profile pictures on Facebook with its consistency between virtual and real world. The main theory that is used is dramaturgy.

This research uses the qualitative approach with observation and interview methods. The subject of research is purposively-selected nine female students of MAN Nglawak. The data are collected by *profile picture* observation as well as other supporting features on the informants' Facebook accounts and *in-depth-interview*, so the acquired data are detailed, thorough, and consistent.

The result of the research depicts Facebook as a stage play, where every informant can create various virtual identities. She competes with each other to perform as ideally as possible via *profile pictures* in search of approval by other Facebook users. Starting with managing the style and angle of taking picture, editing and giving a description of adjectives in a photograph that will be uploaded. On the other hand it shows how strong non-verbal messages—profile photo—as a self-promotion tool in facebook. It becomes a magnet to be liked by other facebooker. High number of friends will increase self confidence and create a figure that dominate their peers either virtual or real world. In order to be as ideal as expected, religion is also negotiable, of course with all the unwanted contradictions. It indicates ideological colonization and the presence gender domination. Therefore, as a whole how the students present themselves on facebook closely related to all aspects that are constructed in their real life.

Keywords: *Self concept, self presentation, virtual identity, public sphere*