Abstract

Along with the development of technology massively, allowing for virtual communities which is a set of local communities worldwide. Virtual community made up of a collection of individuals cyberspace that have the same interest against a field. Barstard is a fairly active community use instagram as a medium for spreading information. Photos and videos uploaded is a form of nonverbal communication include verbal communication in the form of captions, comments, location and hashtag. By looking at and understanding the images and videos uploaded Lady Barstard make researchers interested in studying the concept of a person who is shown through photos and videos are perpetuated through media Instagram. In this research study with a qualitative approach. Qualitative research aims to explain the phenomenon with deep through data collection profusely. This research uses research Virtual Ethnography, a research methodology that requires researchers to do research online and offline to get valid data. Based on the research and study be discovered that the self-concept of Lady Barstard physically is judge their cool, physicological feeling confidence and the factor that influences their self-concept is their friends and the community as a generalized others.

Keywords: Self-concept, Virtual Communities, Instagram