

ABSTRACT

Along with changes in the present, many new media (New Media) that appear are currently supported by online-based networks. With the presence of the internet today it makes it easier and faster for audiences to do something new, one of which is social media. One of the social media that has quite a lot of users in Indonesia is social media Twitter. In Twitter social media, one of the phenomena that is now being carried out by users of Twitter accounts is the use of Alter accounts. Alter accounts themselves reveal their personal information in the form of sensual photos of themselves at different levels. Some of the account owners shamelessly show their sensual photos. The purpose of this research is to find out and explain the self-concept of an alter Twitter account user in the city of Bandung who appears confident without thinking about the negative stigma aimed at themselves. This study aims to find out the aspects and factors that shape the self-concept of alter Twitter account users in the city of Bandung and how they are (the self) and the surrounding community (society). Researchers used qualitative methods with descriptive research types with data collection techniques using semi-structured interviews and observations of users of alter Twitter accounts in the city of Bandung. Based on the results of this study, users of alter Twitter accounts in the city of Bandung know very well about their attitudes behind the use of alter accounts which are often judged negatively, they still appear confident and what they are, none other than to achieve self-satisfaction in their lives and expand their friendship. Factors that influence the self-concept of alter Twitter account users in Bandung City are the Reference Group and Significant Others.

Keywords: *New media , Twitter, Alter, Self Concept.*