Self-Presentation Analysis of the K-POP Dance Cover Community Member

by Cek Turnitin

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Abstract

Many communities spread across cities in Indonesia. The K-pop cover dance community is one of them. This becomes a medium where young K-Pop dance cover enthusiasts gather to learn dance choreography performed by South Korean idols. To play roles on stage, a K-pop dance cover member must have a good self-presentation to support his/her performance. The self-presentation does not occur as it is but is influenced by various factors. In this study, we will discuss the influential factors to self-presentation, including body image, popularity, and self-esteem. We will also see how big the impact is. We involved 300 K-pop dance cover members in Indonesia to be research respondents. They were willing to fill out a research questionnaire that had been prepared in advance. After collecting data from 300 respondents, we conducted a correlation and influence analysis. The result indicates a unidirectional (positive) relationship between self-presentation and body image, popularity and self-esteem variables. The results of the influence test show that the self-esteem variable serves as a mediator which mediates body image and popularity with the self-presentation variable. With self-esteem as a mediator variable, the influence given to self-presentation becomes greater. Further research needs to examine the tips or efforts that K-pop dance cover members do to maintain and improve their self-esteem.

Keywords: Self-presentation; Body Image; Popularity; Self-Esteem; Dance Cover

Introduction

Especially in Indonesia, many media lately broadcast products from South Korea, becoming one of the top exporting countries, especially in the entertainment industry (Kemala, 2019). Many people like South Korean entertainment, especially the songs sung by Korean idols who always present energetic, complex, and creative choreography (Shin & Kim, 2013; Asmoro, 2015). This is what attracts young people in Indonesia to learn it and initiate the K-Pop dance cover communities which until now we can find them almost all over Indonesia (Fella & Sair, 2020).

K-Pop dance cover is a community that accommodates young K-Pop dance cover enthusiasts to gather and learn the choreography of K-Pop idols (Jaana, 2017). K-Pop dance cover was first popular in Indonesia through the boyband Super Junior (Suju) with their song "Sorry-Sorry" around 2009, and since

then, young people in Indonesia started to like K-pop dance covers and dig up information on other South Korean girlbands and boybands (Hermawan, 2016). In covering their idol group, each dance cover member has their respective roles according to each member of the idol group (Khiun, 2013).
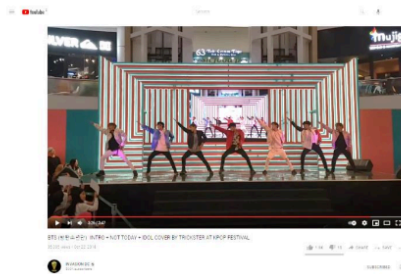
Picture 1. Dance cover BTS "Idol" by Trickster
Source: Invasion, 2018
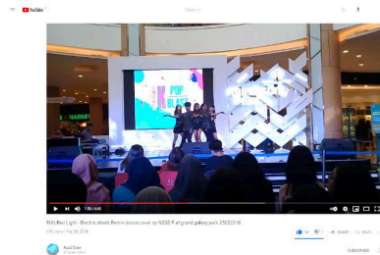
Picture 2. Dance cover F(x) "Red Light" by NSSD F
Source: NSSD Crew, 2018

In Figures 1 and 2, we can see that in performing their roles on stage, dance cover members will prepare many things, including physical performance, personal appearance (costumes, hairstyles, make-up, accessories, etc.), and body gestures (lipsync and freestyle). They set their appearance and attitude to follow the role of each member they cover. This behaviour is not without purpose. By doing this, they expect positive impressions from others in their job as cover dance dancers (Kenzy & Sugandi, 2018). Such actions or behaviours can be defined as self-presentation.

According to Goffman (in Sriwigati, Priyowidodo, & Tjahyana, 2018) self-presentation is a behaviour that one does to manage one's impressions to others. The K-pop cover dance community members need a self-presentation that makes them likeable and gets a positive impression as well. Huang (2014) argues that there are several ways individuals use to improve their self-presentation, namely: 1) Ingratiation, that is paying attention and praising others to show a friendly attitude, 2) Damage Control, that is a strategy that individuals use to reduce negative impressions about themselves and how the individuals apologize to others when they make mistakes, 3) Manipulation, that is giving negative opinions about other people and making rational reasons why others are considered bad, 4) Self Promotion, that is sharing one's positive achievements or positive activities to make one look good, while the other factors are body image, popularity and self-esteem (Rozika & Ramdhani, 2016).

Body image is a term that can refer to the thoughts, feelings, and perceptions of individuals about their bodies (Ricciardelli & Yager, 2016). According to Apsari, Mayangsari, & Erlyani (2017), body image is the perception that individuals have about themselves regarding their physical and physical characteristics to the individual's appearance in general. In supporting their appearance, individuals as members of K-pop dance covers must have a good body image. Self-presentation and body image are interrelated variables (Britton, Martz, Bazzini, Curtin, & LeaShomb, 2006). A good body image will increase the self-presentation (Ferreira, Duarte, Pinto-Guoveia, & Lopes, 2013). In addition to body image, individual popularity can also support good self-presentation (Zook & Russotti, 2013).

What is meant by the term popular is being known and liked by many others (KBBI, 2017). Popularity refers to the status of individual entities in a group (Cillessen, Schwartz, & Mayeux, 2011). Individuals cannot be popular without the presence of a group, that's why group warfare is important in building one's popularity. Popular individuals will generally show qualities liked by others such as being cooperative, forgiving and a man of his words, and generous (De Bruyn & Van Den Boom, 2005). Popularity can directly affect self-presentation, but it can also be through the variable self-esteem as a mediator (Lansu, Cillessen, & Karremans, 2015), so can the body image (Sánchez Arenas & Ruiz Martínez, 2015). A high body image and popularity produce feelings of high self-esteem as well.

In dance activities (dance cover), the self-esteem factor can support a dance performance (Eusanio, Thomson, & Jaque, 2014). With high self-esteem, a dancer can think creatively and be more perfect in performing his/her dance on stage (Chou et al., 2019). Self-esteem can be interpreted as an assessment of an individual's personal value, including an emotional component and a cognitive component (Eromo & Levy, 2017). Self-assessment also includes awareness of one's own weaknesses, self-acceptance, and also the benefits of oneself to others (Nguyen, Ownsworth, Nicol, & Zimmerman, 2020).

Previous research has discussed self-presentation variables in the dance cover community. Firstly, Kang (2014) has conducted a research in Thailand with the transgender dance cover community members as the subject of the discussion. The study found that the transgender group was the most enthusiastic and skilled in dance cover. They feel freer to express themselves as transgender in the dance cover environment. Second, Kenzy & Sugandi (2018) researched a cover dance K-Pop group from Bandung named Sinister. This study uses a qualitative method and the results show that Sinister presents themselves like the idols they cover namely NCT. The next research belongs to Nurhadi, Suseno, & Sujana (2019) who examines the self-presentation communication model in the dance cover group Ex(shit). From the results of this study, the Ex(shit) group indeed made a self-presentation following the aspects proposed by Goffman (1959).

No previous researches have analyzed the self-presentation variable with other variables on members of the dance cover community, only the self-presentation variable as a single variable has been used and with qualitative analysis techniques. Therefore, this study will look at the results of the self-presentation of dance cover members in general (overall) with quantitative techniques. Not only measuring self-presentation but also looking at the relationship between variables that can affect self-presentation.
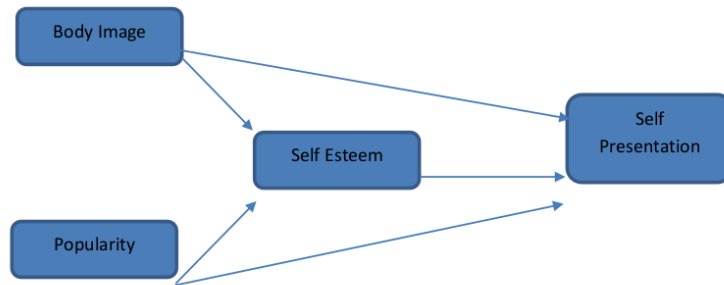
Picture 3. Research Hypothesis Flow

Research Methods

This research involved 300 individuals who are members of K-Pop dance cover communities, both males and females. The total amount of subjects is based on non-probability sampling. This method is used due to limited access and a large research population (Ibrahim, 2020). Data on subjects was obtained by contacting prospective subjects one by one to ask for their willingness to fill out the research questionnaires.

Research data obtained through the distribution of a questionnaire scale measuring instruments that have been tested first. The measuring instrument distributed consists of 4 variables to be measured in this study, namely the self-presentation, self-esteem, body image, and popularity variables. We tested those 30 members, which in this case only those who come from the scope of the NSSD Crew (one of the K-pop cover dance associations). The data is then tested through the discrimination power of the items, which is a statistical analysis by calculating the value of the correlation coefficient between the item scores and the total item scores (Azwar, 2009).

The self-presentation variable measuring instrument (direct) was built based on the aspects of self-presentation initiated by Goffman (1959), namely: propper front, role involvement, idealism, and mystification. The instrument made consists of 11 items. After going through the trial, 3 items were declared invalid and unfit to be used for data collection, so that the remaining 8 items were ready to be used. The trial process produces a reliability value of 0.925 and the validity value ranges from 0.302 to 0.815.

The measuring instrument for the variable of self-esteem uses aspects that Coopersmith initiated (in Hidayat & Bashori, 2016), including power, significance, virtue, and ability. This measuring tool consists of 16 items the first time it is made, but 1 item is declared invalid and unfit for use so that 15 items are remaining. The reliability value is 0.946 while the validity value is in the range of 0.532 – 0.905.

Body image measuring instrument is made based on Thompson's 3 aspects (2011), namely the perception of body parts and overall appearance, comparison with other individuals, and reactions to other people or socio-culture. This instrument initially consist of 8 items, after going through the trial process, 1 item was declared invalid, leaving 7 items. The reliability value is 0.796 and the validity value ranges from 0.306 to 0.700.

The popularity measuring instrument is made based on the aspects that Sigall and Lindzey put forward (in Grinder, 1978), namely physical attractiveness, personal characteristics, and aspects of being active in the social environment. This instrument consists of 12 items, and after the trial process, 1 item is

declared invalid so that 11 items are remaining. The reliability value is 0.944 and the validity value is in the range of 0.667 – 0.886.

We carried out the analysis with a quantitative approach. The quantitative approach is research that uses data analysis techniques in the form of numbers to describe and present data (Suryani & Hendryadi, 2015). The research data obtained will be through descriptive analysis techniques, correlations, and also regression. Descriptive analysis is to see the distribution of subjects in certain groups such as age, domicile, gender and type of cover. The correlation test is to see the nature of the relationship between the 4 variables, plus a regression test to see the effect between variables. We also employ discrimination tests in this study to see the differences in variables for the sex groups and the cover types (cross/no cross). We use the term cross to define individuals who cover idols that do not match their gender, for example, men covering female idols or vice versa (Koesmayadi, 2013). While no cross is a definition given to individuals who cover idols according to their gender, for example, men who cover male idols and women who cover female idols. This is for seeing whether individuals cover idols according to or against their gender.

Data Analysis and Discussion

Several analytical tests were conducted to test the hypothesis. The first is a descriptive difference test analysis, used to see the distribution of descriptive data on subjects in the population of the K-pop dance cover community. Subject groups were divided into two groups, namely the gender group (female or male) and the cover type group (cross or no cross). In addition to looking at the descriptive data of the subject, we use this analysis to see differences in the subject based on the mean value.

Table 1. Frequency and Mean by Gender and Cover Type

		Gender		Cover Type	
		P	L	Cross	No Cross
PD	Frequency	230	70	50	250
	Mean	34,10*	33,71*	34,03	33,90
BI	Frequency	230	70	50	250
	Mean	25,69	26,78	26,09	25,24
P	Frequency	230	70	50	250
	Mean	43,35	43,44	43,14	44,50
HD	Frequency	230	70	50	250
	Mean	58,83	59,10	58,94	58,70

The table above shows the number of subjects by gender group and type of cover. There are 230 female subjects and 70 male subjects. The number of cover cross subjects (men cover female idols or women cover male idols) is 50 people, while no cross subjects (men cover male idols or women cover female idols) is 250 people. The table also explains the differences in self-presentation between female and male subjects. The mean value of the number of female subjects is 34.10 and of male subjects is 33.71. This indicates that female subjects have a higher self-presentation than men (Lee, Quigley, Nesler, Corbett, & Tedeschi, 1999; Haferkamp, Eimler, Papadakis, & Kruck, 2012; Tifferet & Vilnai-Yavetz, 2018).

Descriptive analysis in its discussion reveals differences between female and male self-presentation (Tyler & Feldman, 2004). Women have a higher self-presentation than men because women also communicate more often with other dance cover members than men who communicate only to a few members. Since females are more open, they are active in forming their identity (Kusumasari & Hidayati, 2014). Other variables can also affect differences in self-presentation between individuals, namely

feelings about their own existence (popularity), as well as an assessment of how valuable they are (self-esteem), where self-esteem here can also be used as a mediator between variables.

The discrimination test is followed by the correlation test between variables. The correlation test in this study serves to see the correlation or relationship between the self-presentation variable and three other variables (body image, self-esteem, and popularity). Also to see the relationship between self-esteem variables with body image and popularity variables (since in this study the self-esteem variable acts as a mediator variable).

Table 2. Correlation Test Results Between Variables

		PD	BI	P	HD
PD	Kor	-	0,309**	0,487**	0,421**
	Sig		0,00	0,00	0,00
BI	Kor	0,309**	-	-	0,546**
	Sig	0,00			0,00
P	Kor	0,487**	-	-	0,573**
	Sig	0,00			0,00
HD	Kor	0,421**	0,546**	0,573**	-
	Sig	0,00	0,00	0,00	

Table 2 above shows that the self-presentation variable is positively correlated with the body image variable (0.309**), the popularity variable (0.487**), and the self-esteem variable (0.421**). This means that if the body image, popularity and self-esteem variables are high, the self-presentation variable also increases. The self-esteem variable is also positively correlated with the body image variable (0.546**) and the popularity variable (0.573**). From these results, the hypothesis on variable dynamics may be valid. Influence analysis is needed to find out more.

Influence test analysis in this study was used to see the magnitude of the influence between variables and also to determine whether the self-esteem variable was feasible or not feasible as a mediator variable.

Table 3. Results of Intervariable Influence Test

					Estimate	Z value	p	95% Confident Interval	
								Lower	Upper
BI	→	PD			0,007	0,523	0,601	-0,020	0,035
P	→	PD			0,061	5,772	0,001	0,041	0,082
BI	→	HD	→	PD	0,016	2,802	0,005	0,005	0,028
P	→	HD	→	PD	0,014	2,855	0,004	0,004	0,023

Table 3 indicates that body image cannot affect self-presentation significantly (p= 0.601 > 0.05), but popularity can directly affect self-presentation with a significant value of 0.001. Body image through self-esteem variable can affect self-presentation with a significant value of 0.005, so does the popularity through self-esteem variable (p= 0.004 <0.05).

Table 4. Result of Influence

	R^2
Self Presentation	0.268
Self Esteem	0.426

Table 4 explains that the popularity and self-esteem affect self-presentation variables by 26.8% while the rest is influenced by other variables not examined in this study. Then the body image and popularity variables together affect the self-esteem variable by 42.6%. As the conclusion is given in the following figure.
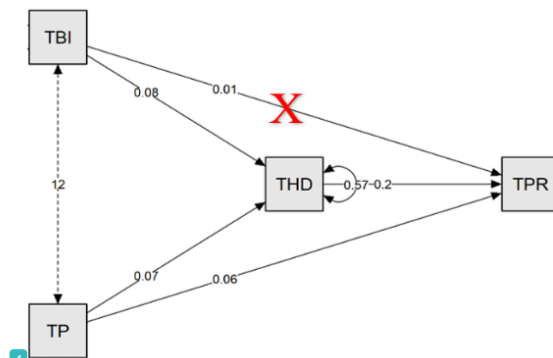
Picture 4. The results of the feasibility test for the variable of self-esteem as a mediator

Figure 4 can explain that body image cannot directly affect self-presentation, but body image must go through the variable of self-esteem as a mediator. It is different from the popularity variable, which both directly and through the self-esteem variable can influence self-presentation. That way we can conclude that the self-esteem variable is successful and deserves to be a mediator variable.

Self-presentation is a must-have for every dancer, including K-pop cover dance dancers (Flett, Nepon, Hewitt, Molnar, & Zhao, 2016). The higher the self-presentation behaviour one has, the more perfect the dance performance one presents (Leary, 2019). Each individual also shows various efforts. K-Pop dance cover members will usually join K-pop events wearing t-shirts or accessories that indicate them as K-poppers. When it's time for them to perform, they will change into costumes they have prepared to look like the idols they cover as well as dress up as attractively as possible, then after performing they will greet and take pictures with other members or audiences (Kenzy & Sugandi, 2018).

Individuals as members of the K-pop dance cover community have a goal to become famous, not just to win the competitions (Thanh, 2014). When they see many other people know them, they will feel popular (Yack, 2001). The K-pop cover dance community is divided into many groups. Lansu & Cillessen (2015) suggest that the role of the group is important in building popularity. K-pop cover dance members will usually expand the network of friends between community members and also fellow K-poppers. A wide network of friends will make them more famous and popular (Closson & Watanabe, 2018). By expanding friendship, it can be said that the dancer has carried out self-promotion (Berglez, 2016). Self-promotion is one of the efforts in building self-presentation (Huang, 2014). By feeling popular, someone will show a more maximal self-presentation and effort (Djafarova & Trofimenko, 2019). Individuals with high popularity will try to maintain it and depend on the community, for the sake of increasing self-esteem and self-presentation (Meeus, Beullens, & Eggermont, 2019). Thus, by increasing feelings of high self-esteem, popularity can increase and self-presentation will grow maximally (Lobel, Slone, & Winch, 1997).

In contrast to popularity which can directly affect self-presentation, body image and self-presentation have a positive relationship in the same direction but not significantly influential, so it is

necessary to mediate the body image variable with the self-esteem variable. A low body image will make individuals feel unworthy to perform dances on stage, then their self-esteem will decrease. The look alike assessment aspect in the K-pop cover dance competition is very important. Here, we need to adjust the assessment of the performance of the dance cover group on stage to the original idols (Andrade, Lui, Palma, & Hefferen, 2015). It includes their hair colour, hair shapes, facial vibes, body shapes, costumes, and footwear. So, it's also important to position the dance cover members according to the idol that suits them. The comparison of their performance to the idol whose dance they are covering creates a significant difference. Rozika & Ramdhani (2016) suggest that individuals are more likely to compare their own body image with others than build their own body image standards. This is what makes them show decreased self-esteem and self-presentation.

Conclusion

This study found that the high self-presentation of K-pop dance cover members does not appear by itself, but influenced by other variables, namely popularity and self-esteem. This study succeeded in finding a positive (parallel) correlation between the four variables, but the body image variable could not affect self-presentation. This variable must go through self-esteem first to be able to influence self-presentation. Individuals with high body image will have increased self-esteem. Likewise his/her self-presentation, through the popularity variable will also produce the same. When one feels to have a high popularity, one's self-esteem will increase and one's self-presentation will get better. In this study, the self-esteem variable succeeded in being a mediator and had a higher influence on self-presentation. This proves that self-esteem plays a very important role in supporting the self-presentation of dance cover members. So, it is necessary to examine in future researches on how members of the K-pop cover dance community make an effort to maintain their self-esteem.

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