

## Self-Disclosure and Management of Feminine Male Personas on The Tiktok Platform

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### KEYWORDS

Dramaturgical Theory,  
Self-Disclosure, Feminine  
Men, Tiktok

### ABSTRACT

Tiktok is a platform for users to be able to carry out the self-disclosure process, especially male users who tend to be feminine. Self-Disclosure as a Disclosure Process: The process of self-disclosure on TikTok is an act in which male individuals express their feminine side through the videos and content they share. This reflects their openness to identity and self-expression which may differ from the gender stereotypes generally expected of men. There are 2 (two) processes that occur during actual self-disclosure on the Tiktok platform, namely on the front stage and back stage and the management of feminine male personas on TikTok involves an understanding of how these individuals build, maintain and manage their image and identity in those platforms. They use elements such as visual effects, background music, and editing to amplify the message they want to convey and create an impact on their audience. TikTok as a platform provides a "stage" for feminine male individuals to perform and interact with followers and other users. They can upload videos with the style and content they choose, take advantage of TikTok's creative features, and manipulate visual and audio settings to create engaging experiences. This study uses identity theory in the process of self-disclosure, and focuses on male research sources. feminist man. This research uses qualitative methods, constructivist paradigms, sociocultural traditions, and digital phenomena approaches.

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### Introduction

Since ancient times, food has been a significant part of Minangkabau society. The phenomenon of the self-disclosure process can be personal information both in the form of privacy to the public. One thing that becomes the main focus is related to the process of self-disclosure on Tiktok social media specifically carried out by male users, namely by revealing themselves to be more feminine in every video view on Tiktok (Butsi, 2019). User dramaturgy refers to the way in which they play a role or create their identity on

social media platforms. It involves content selection, speaking style, and interaction with others online. The process of self-disclosure as a feminist man has an impact on trending or becoming popular so that many of the users are increasingly confident to express themselves as feminist men (Devito, 2011). However, another focus is when feminist male self-disclosure is used by other users to achieve popularity or simply create content for entertainment. Many of the users took advantage of the ongoing trend by behaving like "feminist men". Some of them play roles like feminist men, which affects their identity as a man and the pros and cons of every video they make and upload. Self-disclosure indicates the process of openness to oneself. Judith Butler in Arzil (2022) says that performativity becomes an ongoing activity, both in the form of action and speech, namely a discursive practice that produces or establishes what will be mentioned later as marking constitutive power and discourse production (Firamadhina & Krisnani, 2020). These actions and remarks are a self-disclosure of a Tiktok *creator* that his existence is a feminine man. Over time, the self-disclosure process was also liked by other users, but not a few refused or commented stating that they did not like content that had a feminine direction, because in general the character of a man reflects the masculine character for a content (Hidayah, 2021). Dramaturgical self-disclosure is a concept that refers to the way individuals express themselves in a context similar to a performance or stage performance. This concept comes from the theory of social dramaturgy put forward by Erving Goffman, a famous sociologist. This theory considers that any social interaction is similar to a performance on stage, in which individuals play certain roles according to the situation and audience (Kustiawan et al., 2021). This dramaturgy is triggered by self-disclosure or self-disclosure specifically, namely through self where these users as themselves reveal themselves and or portray themselves as feminist men, where at the next stage they will take advantage of their image management to become trending or popular through Tiktok social media (Kuswarno, 2009).

In the context of self-disclosure can be viewed through the front and back stages, individuals are considered as actors who have several different roles in various situations (Mahardika & Farida, 2019). They act according to certain scenarios to achieve communication goals or to influence other people's perception of themselves. The concept of self-disclosure provides interesting insights into how social interaction and communication occur in everyday life. It asks questions about how we choose roles, manage our impressions, and adapt to various social contexts to achieve certain communication or social goals specifically on the Tiktok platform (Mardiana & Zi'ni, 2020).

Self-disclosure can form a special persona for Tiktok users, especially feminine male users, which is to form femininity into personal expressions and styles. The feminist male Tiktok users mix feminine and masculine styles which can create an interesting dramatic contrast. For example, you can combine graceful dance moves with masculine expressions or use makeup that depicts subtlety but with a rougher appearance. McLuhan (1999) explained that the process of self-disclosure occurs because of people's life patterns, especially in aspects of their social interaction, determined by technological developments and the type of technology they consume. In the process of development, Tiktok users, especially men, have begun to be confident in expressing themselves, especially in expressions that look feminine (Huberman, 2014). As a *creator* on Tiktok social media, especially feminine men feel that the platform is the right platform in the self-disclosure process they do, the process when these users are communicators in creating content, to show their existence in the form of self-openness as feminine men.

Some of them provide self-disclosure in the form of videos both dance and "Chat" content with feminist characteristics (Mujahidin, 2019).

One example of a Tiktok account user is Emil Mario and Gilang as communicators. Both influencers are influencers who have quite a lot of followers on Tiktok social media accounts. Every video they upload, get likes and comments where many followers of the influencer support and like the video content they make (Putri et al., 2022). As for some videos on their Tiktok account, they reflect characters who are feminine as men. Along with the development of the digital world, followers or Tiktok users like the videos they upload because they think they are fun and funny, so as a *creator* and communicator they manage to build a good image of Tiktok users. Tiktok is one of the social media with fast information spread, so that the uploaded posts will quickly spread to other users. In this case, of course, it makes users, especially men with feminine care, tend to choose to use Tiktok social media as a form of fulfilling their self-disclosure needs (Shabrina, 2023).

It can be said that social media is very influential in the process of thinking, feeling, and determining how someone acts to use the media, according to their respective consumption. In the Tiktok social media phenomenon, it can be seen how its users tend to take advantage of existing technology, to be able to follow developments or trends that are running. Over time, the consumption process will form a culture, where especially teenage boys are getting bolder or confident to use Tiktok social media as a place or place of expression with feminine characters to attract the attention of other users, and gain popularity. This influence can also shape the attitudes of Tiktok social media users, especially teenage boys, where with the rise or amount of content with feminine characters tend to get more attention, and this makes users, especially teenage boys, use social media as a forum or means to be able to express femininely, which suits them.

Self-disclosure is the process of revealing, conveying, or sharing information, thoughts, feelings, experiences, or personal identities with others. It involves authentic and transparent self-expression, both through verbal and nonverbal communication. Self-disclosure can occur in a variety of contexts, including personal relationships, social interactions, online communication, or through social media. The purpose of self-disclosure can vary, such as to strengthen interpersonal relationships, build trust, express opinions or beliefs, seek support, or reveal personal identity. Social and cultural norms affect the degree to which a person feels comfortable or allowed to express themselves. Every culture or group has rules and expectations about what can or should be revealed to others. The level of trust between individuals or in relationships greatly influences the extent to which a person feels safe to express themselves. High trust allows a person to be more open and honest in their self-disclosure (Suratnoaji, 2016).

TikTok provides users with a variety of creative tools and features to express themselves. Users can use background music, filters, visual effects, and other editing tools to create unique and interesting videos (Utari, 2011). This allows them to show their personality, interests, talents, or personal stories in an interesting and entertaining way. TikTok limits the length of videos to a few seconds to one minute. This limitation encourages users to convey their messages briefly and concisely. It encourages self-disclosure that is brief, to the point, and often full of creativity in style and content. Content uploaders on TikTok can build an active following and community of fans. With a large number of users, interesting and authentic videos can attract the attention of many people. Followers and comments from the community can provide support, recognition, or interaction that may affect someone's self-disclosure (Wahabi & Febriana, 2022).

TikTok reflects the diversity of cultures, interests, and identities. Users from different backgrounds can use this platform to express and celebrate aspects of their lives. This helps in creating a space where various identities and experiences can be widely represented and recognized. Even though TikTok is a public platform, users still have control over the information they share and the extent to which they want to reveal themselves. The privacy and control settings provided by TikTok allow users to control who can view, comment on, or interact with their content. It provides a certain amount of control in self-disclosure in open digital spaces like TikTok (Yunita, 2019).

TikTok has become a popular platform for feminine men to express themselves and show their identity. Many TikTok users with feminine males feature content that reflects their femininity, including dressing styles, makeup, dance, and personal stories. Feminine men on TikTok often play a role in dismantling traditional gender stereotypes. They show that femininity is not just limited to women, and that men also have the freedom to express their feminine side. The TikTok community is generally inclusive and supportive of feminine men. Many users and viewers gave positive support to those who showed their feminine expressions and voiced the importance of freedom of dress and gender identity. Despite a lot of support, feminine men on TikTok have also faced challenges and controversies. Some users may not fully accept or understand their identity, and there is a risk of insult or condemnation (Yusanto, 2020).

This phenomenon reflects a shift in perceptions and understandings of masculinity and femininity in popular culture. Some reasons may include a drive to overcome rigid gender stereotypes, encourage inclusivity, and celebrate diversity in gender identity and expression. On TikTok, feminine men often feature content focused on activities and interests that aren't always considered "masculine" according to established social norms. They can use clothes, makeup, or accessories that are traditionally associated with femininity. In addition, they can also express themselves in behaviors, facial expressions, dance movements, and speech that portray femininity.

This phenomenon has received various responses from other TikTok users. Some people respond positively and support gender diversity and openness of individuals in expressing themselves. However, it cannot be ignored that some people may have a negative or skeptical attitude towards feminine male content, as they may perceive it as contrary to traditional gender stereotypes or may face discrimination and rejection. The phenomenon also reflects the ability of social media platforms like TikTok to provide space for individuals to express themselves freely and find communities that support them. It also underscores the importance of inclusivity, respect, and a broader understanding of gender diversity in today's digital culture. Tiktok social media was founded by Zhang Yiming which was released in 2016. Along with its development, Tiktok presents a variety of features, where users can choose and use features according to their needs. A feature that is the mainstay and also a hallmark of Tiktok is the video feature, where users can widely express themselves and then share the video so that it can be seen or watched by Tiktok users. The video views shared by users are very diverse, ranging from educational content, venting, to dancing. Tiktok is used by both women and men, as well as almost all ages.

## **Research methods**

This research uses qualitative methods. Denzin and Lincoln explain that qualitative research is research that uses a natural background, the purpose of which is to interpret the phenomena that occur, and is carried out using various methods that exist in

qualitative research. According to Jane Richie, qualitative research is an attempt to present the social world and its views in the world in the form of concepts, behaviors, perceptions, and questions related to the person under study (Mujahidin, 2019).

Virtual ethnography is a research method that involves observation, analysis, and interpretation of human behavior and social interaction in an online environment. Virtual ethnographic researchers use techniques similar to traditional ethnography, where they observe and understand human culture and behavior, but in the context of digital spaces, such as websites, forums, social networks, or online games (Sugiyono, 2019).

## Results and Discussions

Self-disclosure and dramaturgy are two interrelated concepts in sociology and social psychology, especially when it comes to social interaction and how people construct their social identities.

### 1. Self-Disclosure:

Self-disclosure refers to the process by which individuals disclose their personal information, emotions, or thoughts to others. This involves sharing information that can be personal, such as feelings, experiences, worries, or secrets, with others in the context of social interactions. Self-disclosure can occur in a variety of situations, from informal conversations to interactions in more intimate relationships.

### 2. Dramaturgi:

In the context of social dramaturgy (dramaturgy theory), social interaction is considered a theatrical performance in which individuals play their characters in various social situations. People are considered to have a "front stage" where they perform their social roles according to social expectations, and a "back stage" where they can be themselves without social pressure.

Hubungan Antara Self-Disclosure dan Dramaturgi Narasumber:

Front Stage and Self-Disclosure: On the front stage, individuals may choose to disclose certain information about themselves according to the social role they play. For example, a doctor may choose to disclose his knowledge of health. However, the information they choose to disclose may be limited by social norms and expectations.

1. Back Stage and Self-Disclosure: In the back stage, individuals may feel more comfortable practicing self-disclosure freely because they are not bound by the same social expectations. Here, they can express more intimate and personal thoughts, emotions, or experiences.

2. Impression Management and Self-Disclosure: Impression management, which is an effort to manage the impression displayed to others, can influence a person's decision to do self-disclosure. Individuals may choose to disclose information that creates the impression desired by them, be it to build trust, gain support, or create a more intimate relationship.

The aspect of an individual's motivation for a particular behavior in social interaction is understood as the result of an attempt to manage the impression displayed to others. Here are some motivation-related concepts in social dramaturgy:

### 1. Impression Management (Manajemen Impresi):

Impression management is a central concept in social dramaturgy that refers to the conscious efforts of individuals to control and influence the impression they give to others. The motivation for impression management may come from a desire to gain approval, appreciation, or support from others.

### 1. Social Roles:

Individual motivation in social dramaturgy is also related to the social role they play. Individuals have the motivation to play certain roles according to social situations and expectations. For example, a teacher may have the motivation to demonstrate the role of authority and knowledge in front of his students.

2. Perceptions of Social Norms:

Individuals are influenced by social norms that exist in society. The motivation to adhere to these norms may come from a desire to avoid social punishment, such as condemnation or rejection, and to gain respect or praise from the social group.

3. Uncertainty in Social Interaction:

Uncertainty about how others will respond can be a motivation to choose certain behaviors and actions. Individuals may try to manage this uncertainty by choosing roles or actions that will hopefully elicit a positive response from others.

1. Personal Goals and Benefits:

Motivation in social dramaturgy can also come from personal goals and gains. Individuals may choose a particular behavior or action because they believe that it will bring personal benefits, such as getting a job promotion, winning a competition, or gaining support in a political situation.

2. Self-Defense:

In some situations, individuals may have a motivation to maintain or protect their self-image. They can do impression management to avoid criticism or negative judgments from others and maintain a positive image of themselves.

By understanding these motivations, individuals can manage their social interactions more effectively, create desired impressions, and achieve their social or personal goals in a variety of social contexts.

An individual's motivation to become an actor, be it in theater, film, television, or any other medium, can vary depending on each individual's desires, interests, and goals. Here is an in-depth analysis of some aspects of motivation that might motivate the resource person as an actor:

**Creativity and Self-Expression:** Acting gives individuals a platform to express themselves. Actors can create characters and bring them to life through creative expression and interpretation. This activity allows for deep self-expression and a better understanding of different aspects of human beings.

**Passion for Telling Stories:** Actors often have a passion for telling stories. They want to bring life stories, inspire audiences, and make them feel a wide range of emotions. The ability to bring these stories to life is a powerful motivation.

**Influence and Awards:** Many actors seek recognition and appreciation for their acting skills. Awards such as film awards, award nominations, and public recognition can give a sense of accomplishment and carve their name in the industry.

**Creative Challenges:** Acting in different types of roles and characters provides constant creative challenges. Actors often seek emotionally and mentally challenging roles to develop their acting skills.

Motivation in self-disclosure refers to the encouragement or reason that drives individuals to express themselves emotionally, verbally, or through artistic or creative work. Self-disclosure is the way individuals convey their feelings, thoughts, and identity to others. Some motivations that might drive people to reveal themselves include:

**Self-Understanding:** Self-disclosure can help individuals understand themselves better. Through expressing their thoughts, feelings, and experiences, they can reflect and dig deeper into who they are and what they feel.

**Social Acceptance:** Individuals may feel the motivation to express themselves in order to be accepted by others. In cultures that support self-expression, self-disclosure can strengthen social relationships and gain support and recognition from others.

**Releasing Emotions:** Expressing oneself through emotional expression, such as crying, laughing, or speaking openly about feelings, can help individuals ease deep emotions. Disclosure of these emotions can help reduce stress and improve emotional well-being.

**Stress Management:** Self-disclosure can be a way to deal with stress. Talking about problems, writing in a journal, or creating art as a form of expression can help individuals cope with emotional and mental burdens.

**Creativity:** For many, self-disclosure involves creative expression, such as painting, writing, music, or dance. They feel inspired to create something that comes from within them, and this creativity gives them personal satisfaction and achievement.

**Getting Support:** In difficult situations or when facing challenges, a person may feel the motivation to reveal themselves to others in hopes of gaining support and understanding. Talking about their experiences can help them feel heard and supported.

### **Front Stage**

Based on the results of interviews with 4 speakers, the results of data reduction were obtained as follows:

*"It's just exciting, there are a lot of dance content, and many male users have joined the trend which has become fyp on Tiktok, and they join in making flexible dance content that looks feminist"*

The results of the interview with the first speaker with the front stage indicator, namely Personal front, he used his feminine character, namely by presenting dance content. Feminine male dance on TikTok refers to a trend where some men dance with moves that are considered feminine or exhibit styles that are usually identified with feminine stereotypes. These trends can include gentle hand movements, hip movements, or facial expressions that are considered more feminine. He felt that the role he did was in accordance with what was trending at that time.

*"aku sih tetep stay bikin konten dance gitu ya sama pake hastag biar videonya bisa naik & viral. Biasanya video yang interaktif dg Gerakan feminism gitu suka fyp di Tiktok"*

The source stated that he did his image management when the video that had been made became trending. The process of self-disclosure that she did was by playing a feminist male character by utilizing the existing platform, namely through Tiktok. He, also uses a supporting aspect, namely using hashtags which will help to raise the video to become more famous or more viral.

*"Maybe the inclusion of crossdressing content, yes. Because it rarely follows the trends on Tiktok."*

*"The inspiration is because from a young age like to be mistaken for women and then try crossdressing and on Tiktok I just want to share."*

In the interview with the second speaker, namely on the front stage, the source explained that he did or created crossdressing content where the content was to display a woman-like appearance using special makeup and wigs. She explained that the existence of a motive was an inspiration from a childhood experience that thought she was a woman, so it made her interested in trying the crossdressing.

*"As much as possible I know this from people who already know me, tp can be known or famous on this Tiktok, jd maybe still will crossdressing jd still upload this content again"*

The source said that when she was in the process of image management where she tried to maintain her image on social media by playing a woman, but on the one hand she wanted to hide it from people who knew her in reality.

*"The content I make is sometimes makeup/cosplay"*

In an interview with the third speaker, she said that the content she created and shared was makeup or cosplayer content as a female character. In her video upload, she plays a female cosplayer who she thinks she likes and is interesting to share on Tiktok social media.

*"I don't want to adopt this style, just because I see sometimes on fyp Tiktok like viral videos like "feminism boy" so I idly try to make it, and because I like to continue a lot"*

The source said that personally he didn't want to adopt the style, but because he saw an opportunity that by making the video would become popular faster and trending on Tiktok, as well as the support of other users who liked the video.

*"I just make makeup content and girl-style style"*

In the interview with the fourth speaker, she explained that the content she made was makeup and style content like Women.

*"Hmm, I made this content because there is inspiration from other TikTok content creators who create the same content as makeup too, and I myself try to keep updating so that the video can still be FYP or JD trending"*

According to the source, the motives and inspiration from other content creators who make makeup videos make him feel confident to create the same content as those created by the content creator with the aim of gaining popularity that supports his career to become a famous content creator.

### **Back Stage**

Based on the results of interviews with 4 speakers, the results of data reduction were obtained as follows:

*"For hate comments, I'm just normal because this is just for entertainment, it's not me who is feminism, I don't need to be serious"*

*"There is no challenge, yes, I like to be considered rich in girls because of that content, it's just not true"*

*"Just pede, this dance content is just for fun, there is no special purpose or purpose like that. This style doesn't mean it's really feminism, right."*

*"If you have a feminist style, it's just that style, but if you don't... It's better to follow the style like that, msh there is other content that can be made"*

In the interview with the first interviewee, it was obtained backstage analysis that she did the feminist style only for entertainment and only to play her role as a feminist male character. The purpose of creating content is to increase the trend and popularity of its users / she feels that others do not need to imitate or create a feminist style just to go viral, unless indeed from her self-disclosure as a feminist man.

*"Just ignorant. Because this is just an alter ego on Tiktok"*

*"The challenge is hopefully not to meet people who are known in the real world."*

*"Mending nggak usah lah"*

The second speaker reiterated that the male character of feminism that he played was only as an alter ego, not as himself. He only uses the existing platform as a form of entertainment and supports viral videos on social media.

*"I faced it casually, anyway, this is also Just a boongan, not the real me"*

*"The challenge is not there... I'm most afraid of meeting known users/accounts"*



*"If someone adopts such a rich style, so be it, cm if you make fun or just join in, it's better to go"*

The third speaker said that the role he played was only a role on social media. He just followed what was viral at the time. His motive is just to become a famous content creator.

*"I'm ignorant as long as I don't get caught"*

*"When it comes to challenges, it's best to meet people who know you, but it's not a problem because it's just for fun"*

*"Because I personally just made fun and just being an actor jd, I don't think you need to make content like that, just try to make something else"*

The fourth interviewee said that she did not want her identity as a feminist man to be known by people she knew, but that was not a problem because she only made entertainment content. She admits that her social media role is not the same as reality because she only uses feminist male characters as roles for popularity.

**Front Stage:** A front stage is a place where individuals play a particular role or character in front of the public. Here, they present themselves according to social expectations and prevailing norms. Front stage persona management involves presenting the desired self, creating a certain impression, and maintaining the image expected by the audience or observer.

**Back stage:** The back stage is a place where individuals can be in a more relaxed state and not obsess over social expectations. Here, they can relax, express themselves more freely, and may exhibit aspects of themselves that are unusual or outside normative expectations. Backstage persona management involves adjustment, reflection, and preparation for the front stage.

Making yourself an actor in the context of social interaction can have several meanings. Here, "actor" refers to an individual who plays a specific role or presents a desired self-image in social situations. Individuals can intentionally make themselves actors in social interactions for several reasons:

**Managing Expectations:** In some situations, people may choose to play certain roles to meet the expectations of others. They may be aware of social norms and decide to present themselves according to those norms in order to be accepted by society.

**Avoiding Conflict:** In situations where people have different views or values to the majority, they may choose to play a more neutral role or conform to social norms to avoid conflict or criticism.

**Achievement of Specific Goals:** There are situations where playing a certain role can help individuals achieve certain goals. For example, in a business or professional context, a person might play a role that believes can help them clinch a deal or make a profit.

**Gaining Social or Professional Advantage:** Smart social actors can utilize communication and appearance skills to build strong social relationships or achieve professional success.

**Self-Defense:** In challenging or confrontational situations, individuals may play certain roles to protect themselves. This could include choosing words carefully or displaying emotions that are considered more social or acceptable.

**Creativity and Entertainment:** Some people realize that social life is an art form, and they choose to become actors in these social dramas for reasons of entertainment or creative expression.

## Discussion

### The Relationship Between Self-Disclosure and Image Management

Honest and authentic self-disclosure can be a solid foundation for good image management. People who are sincere in their self-disclosure are often more easily trusted by others. However, in the more complex context of image management, sometimes people may choose to highlight the positive aspects of themselves and consider certain ways of presenting themselves to the world. There are 2 aspects that affect:

#### 1. Openness and Interpersonal Relationships:

**Self-Disclosure:** Openness in self-disclosure can deepen interpersonal relationships. In close relationships, a high level of self-disclosure often results in a stronger and more meaningful relationship.

**Image Management:** In the context of image management, strong interpersonal relationships can support a positive image. For example, content creators who build good relationships with fans tend to have a more positive image.

In the interviews with the four speakers, they felt that when they tend to be interactive on social media, they will get a lot of attention from many people, especially the role they do is to be feminine men, where when they play it, there are views or views from many social media users who want and will find out more about what he looks like as a "feminist man".

#### 1. Self-Perception and Perception of Others:

**Self-Disclosure:** Self-disclosure can help a person better understand themselves through the responses and responses of others to the disclosure.

**Image Management:** The image built can affect a person's self-perception. For example, someone who has a positive public image may feel more confident and positive about themselves.

The four interviewees felt that there was a perception that arose that they indirectly needed the recognition of others where the existence of these motives made the interviewees believe that their image would rise or be recognized by other Tiktok social media users.

#### 1. Self

The concept of "self" plays a key role in understanding how individuals understand themselves and interact with the surrounding world. Symbolic interaction theory is a sociological approach that emphasizes the importance of symbols, language, and social interaction in building an individual's understanding of social reality. Self-concept is an individual's mental picture of themselves. This understanding develops through social interaction, where individuals observe and evaluate how others respond to them. In this process, individuals compare themselves to others and build a mental picture of their own character, abilities, and values.

The concept of looking-glass self states that individuals form an image of themselves based on how they believe others perceive them. In other words, people develop an understanding of themselves through reflection on how others react to their behavior and actions.

The resource persons certainly consciously understand who they are and what concept or language they will convey to the audience on Tiktok social media. On the other hand, they want others to believe and perceive the male character of feminism that they bring, so they form that image on the Tiktok platform.

#### 2. Mind (Persona Management)

An identity that an individual or brand builds through online platforms such as personal websites, social media, blogs, and forums. This digital identity reflects the part of a person that wants to be displayed to the online world.

## Conclusion

This research discusses male feminism and persona management on the Tiktok platform. From these results, it can be concluded that Tiktok is one of the platforms that has quite an impact or influence on its users, especially male users. In the process, users, especially male users, take advantage of the situation to be able to freely express themselves as feminist men and maintain their image. However, other users take advantage of Tiktok to become different people in fulfilling personal content, so that between the real world and Tiktok is different. The conclusion of the phenomenon of feminine males on Tiktok is that social media platforms like Tiktok can serve as powerful tools for the expression of diverse gender identities, the organization of solidarity communities, and public education on issues surrounding gender identity.

Self-disclosure, persona management, and dramaturgy are interrelated concepts and can be found in a variety of social contexts.

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