

**PENGALAMAN HIDUP INFLUENCER PEREMPUAN FORMULA 1
DALAM MEMBANGUN IDENTITAS DI MEDIA SOSIAL
(STUDI FENOMENOLOGI AKUN TIKTOK @SHAFAMAZAYA)**

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ABSTRAK

Perkembangan media sosial telah membuka ruang bagi perempuan untuk mengekspresikan minat, membangun identitas, serta memperoleh pengakuan dalam berbagai komunitas yang selama ini didominasi oleh laki-laki. Kehadiran perempuan dalam fandom olahraga yang didominasi laki-laki masih sering dihadapkan pada stereotipe dan keraguan terhadap legitimasi pengetahuan yang dimilikinya. Munculnya *influencer* perempuan Formula 1 di media sosial menjadi fenomena yang menarik karena menunjukkan bagaimana perempuan menegosiasikan identitasnya di tengah budaya olahraga yang identik dengan maskulinitas. Penelitian ini bertujuan untuk memahami pengalaman hidup Shafa Mazaya sebagai *influencer* perempuan Formula 1 dalam membangun identitas di media sosial TikTok. Penelitian ini menggunakan pendekatan kualitatif dengan metodologi fenomenologi dan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi, sedangkan analisis data menggunakan model Miles dan Huberman melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa proses pembentukan identitas Shafa sebagai *influencer* perempuan Formula 1 berlangsung melalui konsep *mind*, *self*, *society* dalam Interaksi Simbolik. Pada konsep *mind* Shafa memaknai pengalamannya sebagai penggemar Formula 1 hingga membangun konten di media sosial. *Self*, identitas Shafa berkembang melalui keterlibatan audiens yang membentuk kepercayaan diri. Sementara konsep *society*, identitas dipengaruhi oleh pengalaman, dukungan, serta tantangan sebagai Perempuan di ranah komunitas Formula 1.

Kata Kunci: Identitas Diri, *Influencer*, Interaksi Simbolik, Perempuan, TikTok.

**THE LIVED EXPERIENCES OF A FEMALE FORMULA 1 INFLUENCER
IN CONSTRUCTING IDENTITY ON SOCIAL MEDIA
(A PEHENOMENOLOGICAL STUDY OF THE TIKTOK ACCOUNT
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ABSTRACT

*The development of social media has provided women with opportunities to express their interests, construct their identities, and gain recognition within communities that have traditionally been dominated by men. However, women in male-dominated sports fandoms continue to face stereotypes and doubts regarding the legitimacy of their knowledge. The emergence of female Formula 1 influencers on social media has become an interesting phenomenon, as it illustrates how women negotiate their identities within a sport closely associated with masculinity. This study aims to understand the lived experience of Shafa Mazaya as a female Formula 1 influencer in constructing her identity on TikTok. This research employed a qualitative approach using a phenomenological methodology within a constructivist paradigm. Data were collected through in-depth interviews, observation, and documentation, while data analysis followed the Miles and Huberman model, including data reduction, data display, and conclusion drawing. The findings reveal that Shafa's identity formation as a female Formula 1 influencer develops through the concepts of **mind, self, and society** in Symbolic Interactionism. Through the concept of **mind**, Shafa interpreted her experience as a Formula 1 fan and transformed it into content creation on social media. Through **self**, her identity developed through audience engagement, which strengthened her self-confidence. Meanwhile, through **society**, her identity was shaped by her experiences, social support, and the challenges she encountered as a woman within the Formula 1 community.*

Keywords: Identity, Influencer, Symbolic Interactionism, Women, TikTok.