



The Authenticity of Freelance Videography in Digital Content @Alphaworks.Id

Muhammad Zainal Muttaqin^{1*}, Siti Khumayah², Aghnia Dian Lestari³

Universitas Swadaya Gunung Jati

DOI:

<https://doi.org/10.47134/interaction.v3i1.5963>

*Correspondence: Muhammad Zainal Muttaqin

Email: muhammad.122100107@ugj.ac.id

Received: 07-06-2026

Accepted: 18-05-2026

Published: 21-06-2026



Copyright: © 2026 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstrak: Perkembangan media baru dan dominasi algoritma platform digital telah mengubah cara kreator membangun dan menampilkan autentisitas dalam produksi konten digital. Dalam konteks videografi freelance, autentisitas tidak lagi dipahami sebagai bentuk ekspresi diri yang spontan, melainkan sebagai praktik performatif yang dibangun secara strategis. Penelitian ini bertujuan untuk menganalisis konstruksi dan penampilan autentisitas pada akun Instagram @alphaworks.id dalam praktik videografi freelance di bawah tekanan algoritma dan komersialisasi platform digital. Penelitian ini menggunakan pendekatan kualitatif deskriptif-analitis dengan teknik pengumpulan data berupa wawancara mendalam, observasi konten digital, dan studi kepustakaan. Analisis data dilakukan melalui analisis tematik dengan menggunakan teori *Authenticity as Performativity* sebagai kerangka analisis utama dan teori media baru untuk memahami dinamika struktural platform digital. Hasil penelitian menunjukkan bahwa autentisitas dibangun melalui fleksibilitas gaya visual dan naratif, konsistensi nilai profesional, transparansi proses kreatif, serta pengelolaan hubungan dengan audiens dan klien secara strategis. Selain itu, autentisitas berfungsi sebagai modal simbolik sekaligus modal ekonomi yang diproduksi secara sadar melalui strategi konten, praktik performatif, dan selektivitas dalam kerja sama komersial. Penelitian ini menyimpulkan bahwa autentisitas dalam

ekosistem media sosial bersifat kontekstual, dinamis, dan terus dinegosiasikan di tengah struktur algoritmik dan komersialisasi platform. Temuan ini menantang pandangan esensialis yang memandang autentisitas sebagai karakteristik bawaan individu dan menunjukkan bahwa autentisitas dalam praktik kreatif digital merupakan performa yang dikelola secara sadar oleh kreator sesuai dengan logika platform, tuntutan pasar, dan identitas profesional. Penelitian ini juga memberikan implikasi bahwa kreator digital perlu mengelola keseimbangan antara identitas profesional, tuntutan algoritma, dan kepentingan komersial untuk mempertahankan kredibilitas di ruang digital.

Kata kunci: Autentisitas Performatif; Konten Digital; Media Baru; Videografi Freelance.

Abstract: The rapid development of new media and the dominance of digital platform algorithms have transformed how creators construct and perform authenticity in digital content production. In freelance videography, authenticity is no longer understood as spontaneous self-expression but as a strategically constructed performative practice. This study aims to analyze how authenticity is constructed and performed on the Instagram account @alphaworks.id amid algorithmic and commercial pressures. This research employed a qualitative descriptive-analytical approach using in-depth interviews, digital content observation, and literature review. Data were analyzed through thematic analysis using Authenticity as Performativity as the primary analytical framework, supported by new media theory to explain the structural dynamics of digital platforms. The findings reveal that authenticity is constructed through the flexibility of visual and narrative styles, consistency in professional values, transparency in the creative process, and strategic relationship management with audiences and clients. Authenticity also functions as symbolic and economic capital produced through content strategies, performative practices, and selective commercial collaborations. This study concludes that authenticity in social media ecosystems is contextual, dynamic, and continuously negotiated within algorithmic and commercial structures. The findings challenge essentialist perspectives that regard authenticity as an inherent personal trait and demonstrate that authenticity in digital creative practices is a consciously managed performance shaped by platform logic, market demands, and professional identity. These findings also imply that digital creators need to balance professional identity, algorithmic demands, and commercial interests to maintain credibility in digital spaces.

Keywords: *Algorithm; Performative Authenticity; Digital Content; New Media; Freelance Videography.*

Introduction

Developments in digital media have fundamentally changed the principles of communication, creativity, and human relationship. The contemporary phase of new media signifies a transition in communication methods from a unidirectional approach to a much more interactive and participatory style, heavily reliant on algorithm-driven systems (McQuail & Deuze, 2022). Various platforms, including Instagram, have evolved beyond simple information sharing sites. These digital environments have evolved into social networks and economic marketplaces where users can build professional identities and develop career opportunities. Social media platforms now play a central role in the creator economy by shaping interactions among creators, audiences, and commercial actors (Bleier et al., 2024). Within this framework, the presence of algorithms that evaluate popularity through audience engagement imposes distinct structural pressures. Content creators feel compelled to regularly generate material that conforms to platform guidelines to sustain visibility, as algorithmic systems strongly influence content distribution and may limit creators' autonomy in digital environments (Arriagada & Ibáñez, 2020; Fahrezi et al., 2022; Hödl & Myrach, 2023). As a result, the concept of authenticity, which was previously linked to transparency and spontaneity, has evolved into a meticulously curated performance. This transformation is especially noticeable in the field of freelance videography (Gemilang et al., 2024).

A creator's authentic representation on the internet does not emerge effortlessly. This form of expression is shaped by at least three essential factors: the algorithmic framework that directs content distribution, audience expectations, and commercial pressures within the digital industry. These pressures are increasingly intertwined with the creator economy, in which digital platforms support creators' professional and economic activities (Rieder et al., 2023). In response to these conditions, creators continuously adapt their strategies and practices to maintain visibility and relevance in an ever-changing platform environment (Meng, 2026). This situation requires a continuous balancing act of personal expression to keep a piece significant while preserving its "genuine" essence. Concurrently, there is a significant urge to uphold artistic integrity and a steady creative persona so that the final product does not just mimic market fads. As a result, conveying authenticity has evolved beyond mere self-expression, it has transformed into a vital tactic for protecting one's professional livelihood from the clutches of algorithms.

The friction between artistic aspirations and compliance with platform frameworks is strongly experienced by freelance videographers in their everyday activities (Aji, 2021). Similar challenges in coordinating creative production processes have also been identified in large-scale digital content projects involving multiple production teams (A. Hakim et al., 2025). This line of work not only necessitates engaging visual outputs but also obliges creators to present a "genuine" and "truthful" persona to their audience. In reality, this feeling of authenticity is seldom the result of luck. Rather, it is developed through a collection of visual choices, narrative techniques, and particular ways of communicating. This dynamic

prompts important inquiries regarding the manner in which authenticity is crafted and staged within a digital environment by algorithms and commercial interest.

Numerous prior studies have emphasized the importance of authenticity on social media, yet they also indicate a need for more investigation. For instance, research conducted by [Jannah et al., \(2025\)](#) pointed out how members of Generation Z assess an influencer's authenticity through their openness and emotional connection. Nevertheless, this research still examined the views of the audience primarily. In contrast, a different study from [Kunmiati, \(2024\)](#) discussed that online personas are a balance between being genuine and meeting performance expectations, although the application of this in creative occupations has not been specifically investigated. Additionally, the results from [Widianti et al., \(2023\)](#) suggest that genuine expression can lead to financial advantages, but they do not elaborate on how creators navigate the balance between artistic aspirations and market demands. This lack of information in the literature indicates that there is a shortage of studies focusing on how authenticity is established from the viewpoint of creators, especially among freelance videographers.

Despite the growing body of research on authenticity in social media, most previous studies have focused on influencers, personal branding, and audience perceptions of online authenticity ([Abidin, 2016](#)). Limited attention has been given to freelance videographers as independent creative professionals who simultaneously negotiate creative identity, client expectations, and platform demands. Unlike influencers whose primary objective is audience engagement, freelance videographers must balance professional autonomy, commercial collaboration, and algorithmic visibility within digital platforms ([Hofstetter & Franziska, 2024](#)). This creates a distinct context in which authenticity is continuously constructed and strategically managed. Therefore, this study addresses a research gap by examining authenticity within freelance videography practices on Instagram through the lens of Authenticity as Performativity. The novelty of this research lies in its exploration of authenticity not merely as a form of self-expression but as a performative practice that functions as both symbolic and economic capital. This study contributes to the development of digital media studies by demonstrating how authenticity is negotiated among professional identity, market demands, and algorithmic structures in the contemporary creator economy.

Therefore, this study aims to analyze how authenticity is constructed and performed in freelance videography practices on the Instagram account @alphaworks.id by examining the interplay between professional identity, market demands, and algorithmic structures within digital platforms. This study focuses on visual aesthetics, narrative strategies, and professional practices employed by the account to maintain authenticity while adapting to the demands of the digital creator economy. The findings are expected to contribute theoretically to digital media and authenticity studies, while also providing practical insights for independent creators in maintaining professional credibility without sacrificing creative identity.

Attention is directed towards identifying, describing and analysing the Instagram account @alphaworks.id. The goal of this study is to find out what "performative authenticity"

strategies was used for this Instagram account. That now platforms are catered into because of how algorithms work and the passage of time where Instagram has grown as a business. It limits the research to examine the aspects of visual aesthetics, narrative flow and professional navigation on the digital videography content uploaded by this account. In theory, the findings from this study will add to the body of knowledge regarding modern media and digital culture. On a practical level, this investigation centering on genuine performance as independent video creators offers valuable understanding on how to maintain a presence in the online market without sacrificing their creative authenticity.

Building upon the previous discussion, it is essential to conduct an empirical study on the content creation practices of a freelance videographer through the perspective performative authenticity. The Instagram handle @alphaworks.id serves as the focal point of this research. The subject was deliberately selected as a self-sufficient videographer who represents individuals navigating platform algorithms in their daily activities while preserving artistic integrity and credibility. Through a comprehensive analysis of various videography works, visual storytelling techniques, and the professional history of the videographer, this research aims to dissect how authenticity is produced. Authenticity is no longer seen as a spontaneous, natural inclination but is understood as a performative strategy closely linked to the principles of digital frameworks. This research conforms authenticity as a unique space within social media, characterized by negotiated conflicts between creative aspirations, consumer demands, and algorithmic dynamics.

The arrival of new media has fundamentally transformed the ways in which social interactions are communicated, engaged with, and understood. New media are characterized by their interactive, decentralized, and participatory nature ([McQuail & Deuze, 2022](#)), signifying a shift toward a more reciprocal and flat mode of communication. Within this framework, the audience transitions from being merely a recipient of information to becoming a participant in the generation and sharing of meaning. The boundaries in the digital communication landscape are becoming increasingly vague, distinguishing content creators from consumers, as this landscape operates on technological frameworks and distribution algorithms.

These features of new media are most explicitly embodied in social media ([Syafaat & Wahyudin, 2020](#)). Instagram also functions as an important source of information dissemination and public engagement within Society 5.0 ([H. I. Hakim et al., 2024](#)). They used to provide interactive space for production, consumption, and circulation of content, time-place permutation ([Erawati & Lestari, 2019](#)). While social media platforms have acted as a vehicle for communication, they are also a source of social and emotional experiences with creators–audience relationship, thus making them an important digital cultural space in day-to-day life ([Nuruzzaman et al., 2024](#)). Thus, social media has now become a battlefield where individuals seek to forge their identity, self image and perceived professional capability ([Edib, 2021](#)). This process is closely related to personal branding practices, where creators strategically present themselves to build credibility and recognition among audiences ([Chang & Sari, 2025](#)).

Digital authenticity no more presumes an intrinsic quality of identity, but the product of a careful performance. This is where authenticity steps in staged actions that are performed in such a way as to appear authentic to the viewer and thus, authenticity occurs within performance and context ([Taylor, 2022](#)). In contemporary platform ecosystems, authenticity is also influenced by governance mechanisms that shape credibility, visibility, and audience engagement ([Lindquist & Weltevrede, 2024](#)).

These dynamics are becoming more important in the field of freelance videography within the digital economy. A freelancer operates independently without formal ties to specific companies but relies heavily on their professionalism and the trust of clients. Therefore, managing one's professional identity should be approached with flexibility and strategy ([Mustofa, 2018](#)). Freelance videography sits at the crossroads of artistic expression and market needs, and thriving in this environment necessitates not only the development of technical abilities but also proficiency in online communication, strategic interaction, and genuine credibility to stand out against competitors or algorithms in a media-rich environment.

The paper lays out the problems with current scientific understanding of authenticity in digital communication as previous research shows that describing these issues has received a large amount of attention although real conceptual gaps remain. Multiple studies have claimed authenticity as a perceptual dimension that triggers audience actions ([Jannah et al., 2025](#); [Susanti & Harto, 2024](#)), but none examined how creators actively or strategically construct authenticity with their aesthetic, narrative and content decisions. While studies have examined the building of online identity and self presentation through social networks, there is no linkage to an analysis on performative authenticity intrinsic in the freelance videography profession which works under the influence of algorithm trends created by a digital market where they constantly are forced to show up ([Kunmiati, 2024](#)). Though other research discusses new media in terms of the creative economy, virality, and reality construction, few have centered on authenticity as symbolic capital purposely produced for the market by professional creators ([Purba & Rinaldo, 2024](#); [Widianti et al., 2023](#)). Therefore, empirical studies investigating authenticity as a practice of performance in the field of freelance social media videography are relatively scarce.

Methodology

This study employed a qualitative descriptive approach to understand the meanings, and social realities constructed by freelance videographers in digital media environments. Qualitative research enables researchers to explore phenomena deeply and interpret social actions from the participant's perspectives ([Somantri, 2005](#)).

New Media have compromise the traditional way of communication, it has changed how people engage and create meaning in the public space. This new media key component mainly comprise of active user involvement, interactivity and decentralized concept replacing one way communication to a equivalent two-way dialogue ([McQuail & Deuze, 2022](#)). In this updated perspective, the viewers are transformed from mere recipients of information into active participants in the creation and sharing of messages. Consequently,

this creates a less distinct separation between those technological frameworks and distribution algorithms are continuously interacting with one another.

Development of Socialmedia which is a great example of the nature of this new media. Different types of social media allow users to simultaneously create, consume and share content in a virtual space without spatial limitations ([Erawati & Lestari, 2019](#); [Wahyuti, 2023](#)). Social media also plays a role in the social and emotional connectivity between the content creators and their audiences, thus acts as an essential digital cultural milieu of everyday life ([Nuruzzaman et al., 2024](#)). As a result, this digital platform became an essential avenue for people to define their persona, polish their brand and establish themselves as experts in the industries they work within.

The idea of authenticity in the digital space is no longer regarded as a quality heretical, pure and untouched- but more like an intentional performance. That sense of originality is constructed in a chain of operations, expressions, and compositions that persuade a public, this idea of authenticity is always performative and contextual ([Taylor, 2022](#)). This sense of authenticity became a tool and culture medium in a world dominated by algorithmic systems and the business-focused nature of social media, allowing it to be used as a cultural resource that serves as symbolic capital for gaining popularity, attracting massed trust again within publics, and connecting creators with their best economic potential ([Taylor, 2022](#)).

The above scenario is very much a part of the freelance videography space and crucial to the digital economy. Freelancers work independently and are not tied to the stringent code of an institution, but in order for them to sustain their career they need a wide range of networks and trust from clients ([Mustofa, 2018](#)). It requires managing a versatile professional persona that is flexible yet deliberate. Freelance videography often finds itself caught between creative aspirations and market realities. Archiving success in this industry is not simply about possessing the skill to operate a camera, but by digital literacy, who can communicate better and how well people can present themselves authentically to win the competition between new media algorithms.

The current body of research indicates that the idea of authenticity within the online realm has garnered significant interest. There are considerable conceptual deficiencies that persist. However, some studies restrict the definition of authenticity for perceptions that shape audience responses ([Jannah et al., 2025](#); [Susanti & Harto, 2024](#)). But these studies have not studied the creator's strategies in designing authenticity itself, either through visual craft, narrative pacing, or production style. There have been investigations of virtual identity formation and self presentation but not explicitly in relation to performative strategies that emerge from the continued pressures placed on freelance videography as a result of existing within an algorithmically conditioned industry that favours business minded logic ([Kunmiati, 2024](#)). Moreover, there are sciences new media in the frame works of creative economy, virality, and reality construction ([Purba & Rinaldo, 2024](#); [Widianti et al., 2023](#)). However, these studies have not deconstructed authenticity as a stylised value intentionally constructed, negotiated and commodified by professional practitioners. Finally, by the end of their introduction, they state that important specific analyses on the

role played by authenticity in the performances of work activities done in social media are still rare.

To ensure the credibility of the findings, data validation was conducted through triangulation by comparing information obtained from interviews, content observations, and supporting literature. This process helped strengthen the consistency and reability of the research findings (Nurfajriani et al., 2024).

Result and Discussion

A Strategy for Performative Authenticity in Freelance Videography on Instagram @alphaworks.id

The results show videography content production practices for the Instagram account (@alphaworks.id, Voice and tone are not based on a single, static visual or narrative style. The auteur, as a videographer working freelance with flexible styling, wanted to integrate stylistic flexibility that allows content to be adapted based on the visual environments, narrative structures, and presentation styles in conjunction with the platforms, what clients want and trending agenda towards Instagram. Professional identity is not set on the aesthetics of sameness but rather a steady work ethic more highlighting agility and an open process that values the authenticity of the experience.

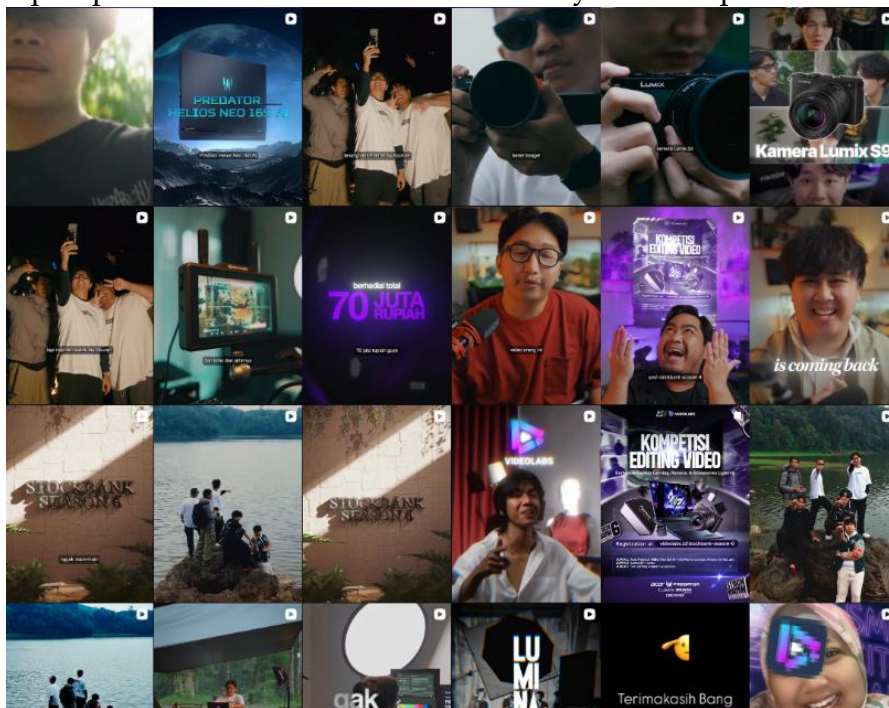


Figure 1. A collection of Instagram posts from @alphaworks.id

Authenticity represented by the Instagram account @alphaworks.id is not created through a monotonous baseline style. Instead, it emerges as we engage with various context. This is illustrated by the variety in its visual content. Furthermore, the creation of authenticity truly results from a blend of the creator's experiences, evolving platform demands, and professional responsibilities. Evidence of these interactions is clearly shown through the diverse formats of their posts, which include personal reflections, brand collaboration

videos, and documentary-style footage showcasing specific stages in the production process.

Yudha emphasized that he does not tie his account's core identity to a single visual approach, particularly because trends constantly shift and the requirements for production change with time. "I mean, I just really wanted I don't want to get pigeonholed. The nature of videography moves extremely fast, so for me identity is not one single style but rather the process of being inextricably linked to continual evolution. Authenticity in the freelance videography space is established on being inflexible within a certain visual style. This, ironically, prove that the true value of authenticity is a result of an ongoing sequence of explorations.

This portrayal of trying and failing in the content is a direct example of how Yudha uses a performative authenticity strategy. And "no work is perfect from the start, which I also want to shine through in the content"

Realization of the production stages not only the final products viewed by Ilyas (supporting informant) as the keys element that creating an honest impression through Yudha content, which means this perception confirms existing findings. He looks authentic," Ilyas said. He talks about his wins and defeats alike so it doesn't seem forced." Thus, the authenticity of @alphaworks.id engages in, what is called a conscious display of honesty as evident in his freelance videography work.

The Pressure of Virality in Designing Performative Intervals in Instagram Digital Content Production @alphaworks.id

Our content has drawn heavily from research on algorithmic logic and the format of virality on Instagram. id structures its video content. This can be observed through the messaging pattern employed by content creators, particularly through the use of hooks at the beginning of the content and follow-up instructions at the end. This strategy responds to the behavior of Instagram users, who prefer content that is easier to digest.



Figure 2. One of videos with high view

Clearly illustrated in the group video by @alphaworks.id, Performative Interval design uses a small-to-large layered hook. Pressure of virality. id and @sofarsabi. The video keeps the curiosity going from its very first syllable with a combination of verbal hints and visual twisters that fall out of line with normal logic. Their scrolling addiction is disrupted with visual effects right before the climax of a non linear sequence, showcasing an open ended loop from the original question left in suspense. This enhances interaction with the audience since allusions to mainstream culture foster a sentimental bond.

The sense of unpredictability in digital media is often shaped by platform design and algorithmic mechanisms rather than occurring entirely naturally. Yudha acknowledges that aspects like structure and framing are not unbiased concepts when he states, "I and recognized that every framing is a deliberate decision. There are advantages and disadvantages to this, so the creators must be prepared for both outcomes." These are not spur of the moment choices he make, they are intentionally decide during the production process.

The organization is designed to maintain the authentic essence of engaging material. In reality, structure is utilized specifically to create those fleeting instances of palpable authenticity for the audience. Additionally, a confirming reference noted that Yudha's creations progress smoothly when observed, despite being so carefully arranged. This lines up with what Ilyas said "If you look at it, it's actually very structured, but when you're watching it just feels so smooth. It is not stiff, it does not look fake."

The virality does not, as these findings imply, negate the existence of authenticity. This pressure does not go simply away but creates an important element, it structures and institutes performative intervals to the producing process of digital content on Instagram.

Authenticity in Navigating the Values of Professional Independence in @alphaworks.id's Instagram Content

@alphaworks.id as a unique piece of freelance videography gear in This study demonstrates. The mixing is avoided both by the intensity of promotion and the storyline itself, and Yudha makes a conscious division between commercial and non-commercial content. The non commercial content is way more informative, relative to commercial content which essentially is constructed through benefits and testimonials.

It was important for Yudha to choose a brand that he trusted in order to keep his audience trusting him. How treats requests for a potential commercial partnership, as his professional independence is entirely dependent on something he has described as a personal odyssey. Warren explains, "I will not recommend it if I have not seen the product with my own eyes or use it myself. Specifically, it's just a matter of credibility to keep that honesty."

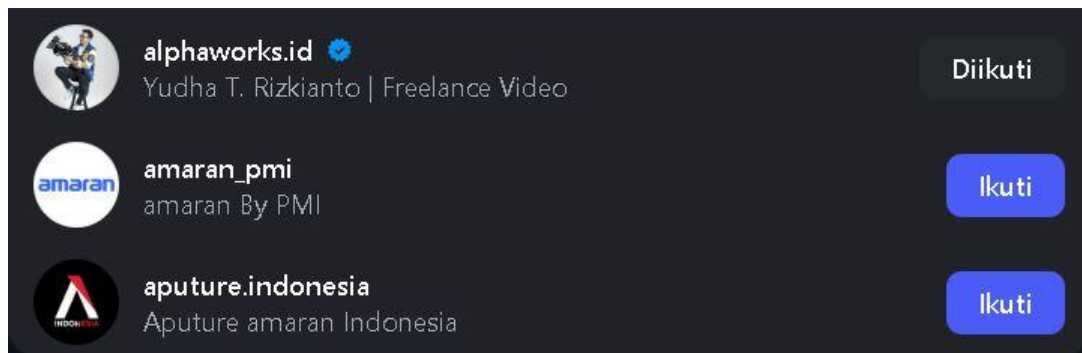


Figure 3. Official collaboration feature (collab post) that highlights professional affiliations

In the image above we can visually see the way Yudha is selective through his professional associations with brands specific to industry (Aputure and Amaran). By filtering through his work experience, a collaborator becomes an endorsement of product over just another social media promoter. As a result, these collaboration “badges” are no longer seen by the audience as paid content, but rather as a quality assurance.

Yudha said their work is trusted by Audiences because of the relevancy between what is immortalized on the content and what he experienced in real life, a sentiment that was echoed by Ilyas. He stressed this by saying, “Mr. Yudha has experience and earns the trust of people. It fits with what he actually does it’s not just talk. This results suggest that authenticity act as a symbolic capital which influence both career persistence and viewers loyalty.”

In the ever-more commercialized world of Instagram, Yudha fosters a sense of genuineness by striking a harmony between his actual life and his online persona. A notable instance of this endeavor is this straightforward and relaxed manner of engaging in two-way dialogue when addressing comments from his audience, even those of a personal nature. Such types of interactive communication are what ultimately strengthen his true and genuine presence.

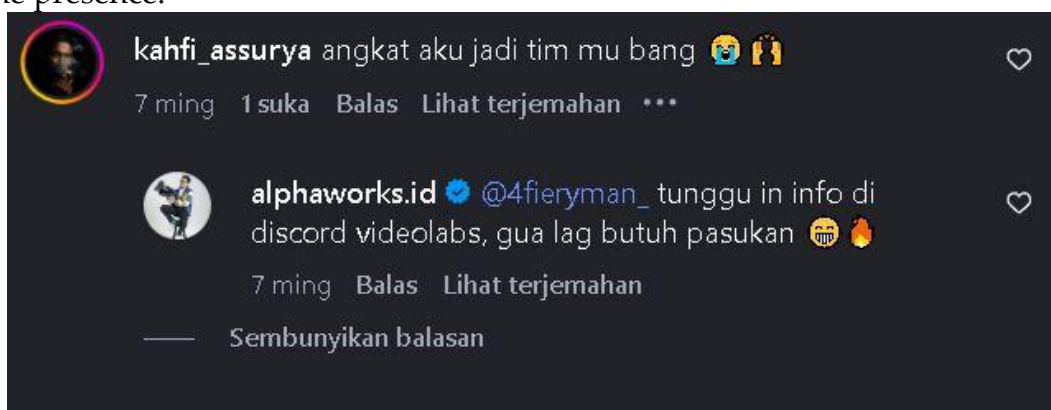


Figure 4. Engagement with affiliate content on Instagram @alphaworks.id

The exchanges happening in the comments area indicated that there is no forced separation between Yudha and his followers. His relaxed replies, along with the inclusion of emojis and the informal term “Gue” when addressing inquiries regarding his job, show that it is possible to uphold a professional demeanor while remaining approachable. Rather

than diminishing his trustworthiness, it is warmth and approachability that fosters a feeling of closeness among the audience, leading to a greater trust in the creator's genuineness.

The limits of professional autonomy are determined through discussions, which, in the operations of Instagram @alphaworks.id, represent more than just a financial exchange, they act as a governing tool. To ensure his credibility and public persona are not overly compromised, Yudha has intentionally developed a systematic approach to his work. He considers the provision of a rate card that outlines value, engagement metrics, and types of deliverables as the first action taken for any endorsement. Subsequently, this is succeeded by negotiations, which he sees as extending beyond simple price discussions. He stresses, "for me, negotiation isn't about a price war, but about finding a middle ground that makes sense for both parties. I consider workload, brand exclusivity, the duration of the collaboration, and even the risk to my personal image." This statement indicates that financial factors are evaluated equally alongside symbolic and reputational concerns. Thus, the genuine capital he has cultivated is safeguarded by placing the negotiation process at the forefront of his strategy.

During the phase of content execution, the challenge of balancing quality with authenticity becomes particularly evident. The struggle arises because the effectiveness of a brand's message relies heavily on the precision of its promotional scripts, and making these scripts too obvious can compromise the harmony of a brand's digital identity. This is the reason why Yudha does not immediately implement the client's brief. The principle behind this is, "I review the brief first, but I adapt it to fit my own communication style to ensure it feels genuine and does not come across as advertisement." Rather than ignoring the directions provided, the instructions are creatively interpreted and narratives are refined to maintain the essence of personal experience while still achieving high visual standards. To put it differently, there is a deliberate management of authenticity to ensure it aligns with the client's goals rather than allowing it to develop on its own.

Management strategies that minimize ambiguity and disputes illustrate that the role of visual directives goes beyond merely ensuring aesthetic consistency in work. This idea is exemplified by Yudha's straightforward method regarding rules for intricate production tasks, where he organizes a vision alignment gathering, "It's preferable to be open from the beginning rather than to amend or face disagreements later." This context further emphasizes that the creation of quality should be regarded as an indication of a well-organized and measurable work regulation system, rather than just a standardized technological measure.

Regulation has also established a conference on Instagram. Rather than merely acting as a videography provider for Yudha, he has transitioned into a specialist in content creation and influencing, utilizing disclosures through the Collab Post feature and ensuring affiliate clarity, which goes beyond straightforward distribution methods. Understanding that Yudha offer access to reach, authority, and trust with the target audience, unlike typical videographers who simply deliver the final product on a hard drive, public perception plays a crucial role in every collaboration. Within an Instagram environment dominated by engagement and algorithms, the demand for certainly substantial. Nonetheless, Yudha has

successfully prevented his online persona from being commercially capitalized on through self-regulation, which is built through a system that negotiates image risk, coupled with narrative adjustments and careful brand choices.

This situation with @alphaworks.id demonstrated that real capital does not merely emerge from historical experiences, it instead operates as a means of regulation and a form of symbolic capital, persistently adjusted, filtered, and carefully managed in every contractual interaction. The connection between quality and authenticity is once again causing more friction than seamless harmony, which is ultimately resolved by adhering to the operational directives of the system, prevailing narrative trends, and grasping the platform algorithms. This scenario then redefines professional autonomy, not as absolute freedom in the market, but as the ability for the creator to self-regulate amidst the chaos of digital capitalization.

Discussion

The authenticity in the freelance videography endeavors of @alphaworks.id is genuinely developed through a sequence of deliberate and repetitive performance techniques. Key elements in achieving this approach include visual and narrative adaptability, transparency in the production journey, and the evasion of a uniform style. As a result, authenticity materializes from adaptive methods that are incessantly tailored to meet client expectations. These findings support the argument presented by [Taylor \(2022\)](#), regarding authenticity as a form of communicative performance perceived by audiences rather than an inherent self-essence.

This approach of adaptability and openness illustrates that genuine representation is not created by chance but is cultivated through intentional management of performance. The exhibition of experimentation and acceptance of technical constraints acts as a demonstration of sincerity that strengthens the perception of authenticity while maintaining a level of professionalism. According to the framework presented by [\(Taylor, 2022\)](#), this approach signifies a thoughtful method of genuine performance, where the aura of spontaneity is derived from calculated choices to reveal processes that are typically kept out of sight. Therefore, at @alphaworks.id, authenticity functions as a product of consistent practice rather than simply visual uniformity.

Virality-driven pressure, along with the logic of Instagram's algorithms, creates structural conditions that shape how authenticity strategies are implemented. These findings support previous studies showing that Instagram and TikTok algorithms significantly influence content visibility and audience reach ([Susanto et al., 2023](#)). It's designed to keep up with the fast paced, selective nature of audience consumption habits @alphaworks. Using appropriate material forms, id relies on the performative spaces of content infrastructures composed of visual hooks, short narratives with climaxes that are managed a priori. So the audience is treated to some authenticity for a time, before being diverted to something else. And authenticity, at this stage, translates into a transient moment that needs to be endlessly re-created in order to survive within the system of algorithm driven content distribution.

This finding reflects the characteristics of new media, where digital technologies integrate participation, connectivity, and technological mediation into communication processes (McQuail & Deuze, 2022). In this ecosystem, creators function not only as content producers but also as managers of audience attention and visibility. The practices of @alphaworks.id demonstrate how authenticity is strategically maintained within algorithm-driven platform environments, where creators continuously adapt their content strategies to sustain visibility while preserving their professional identity.

Authenticity not only serves as a strategy of self-representation but also reflects the values of professional independence, effective content management is essential to maintain consistency between organizational objectives, audience expectations, and platform demands (Rosilah et al., 2025). @alphaworks.id implements a selective commercial collaboration strategy by limiting the number of partnerships and maintaining a clear distinction between commercial and non-commercial content. The account also emphasizes transparency regarding professional affiliations. This strategy shows that independence does not mean anti-commercialism which means being able to handle economic relations without compromising the authenticity of performance. In this sense, authenticity functions as a symbolic capital that reinforces audience credibility whilst simultaneously acting as economic capital that augments professional bargaining power (Maksun et al., 2025).

According to Taylor (2022), this practice reflects neoliberal authenticity, in which authenticity becomes integrated into the logic of the digital marketplace without necessarily losing its perceived value. In the case of @alphaworks.id, authenticity is embedded within platform architectures that blur the boundaries between self-expression, creative work, and economic interests (McQuail & Deuze, 2022). Consequently, authenticity is no longer merely a form of personal expression but also a professional resource that creators strategically manage within digital platform ecosystems.

This can be seen in how Yudha explains the negotiation practices of authenticity within the digital creator economy, which is based on neither pure spontaneity but something more structured and still a form of self regulation. Inside the logic of a platform like Instagram, where attention and visibility must function economically, a creator becomes something to commodify. Hence, the decision whether to assess risks over their personal image, choose brands and adapt the brief to their own way of communication may be seen as a protective measure towards the symbolic capital that has been created. In this context, transparency extends beyond ethical conduct and refers to a professional attribute that is managed through content administration and the regulation of audience participation.

The conflict of authenticity versus quality cannot be treated as perfectly reciprocal. Commercial quality standards often require explicit, structured and conversion optimized messages whereas the consistency of a digital persona involves an impression from natural conversations enabling a personal experience. In the production process, client briefs are not translated directly into audiovisual content through purely technical procedures. Instead, they undergo a process of interpretation in which meanings are adapted to align with the creative vision of the videographer. The challenge of tailoring promotional

messages so that do not appear overly commercial is not merely an aesthetic concern, but also a strategy for maintaining long-term credibility. In this regard, professional standards function as a guiding framework that supports content quality while allowing creators to preserve their distinctive professional identities.

Having professional autonomy in this sense does not mean free of market forces or platform algorithms. Independence comes across as being able to take that pressure and use it strategically. Things like rate cards, detailed quotations, transparency of collaboration and official forms of collaboration are a type of governance that balances economic interests with consistency in identity. Thus, authenticity functions as both a form of distinction and a process of self-commodification control. The creator as such is not free from platform capitalism, but is a partially autonomous subject of it reshaped by its logic, but whose professional fates are ultimately still self-determined to varying degrees.

Conclusion

This study demonstrates that authenticity in the practice of freelance videography on the Instagram account @alphaworks.id does not manifest as a spontaneous or essential form of self-expression, but rather as a performative practice consciously constructed through visual, narrative, and professional strategies. Authenticity is produced through flexibility in visual style, management of the digital persona, and consistency in professional values tailored to the platform's characteristics and audience needs. These findings confirm that authenticity in the context of social media is the result of continuously negotiated strategic practices, as explained in the theory of Authenticity as Performativity proposed by [\(Taylor, 2022\)](#).

Freelance videography does not wholly submit to the dictates of publicity, but stage those moments of performance in which authenticity can reside within the new logical structures presented and locked into place by Instagram's algorithm. Brevity, timing, and structured framing are methods of mediating the need to appeal to an algorithm with a corporate voice. This illustrates the way the performative act of authenticity transpires in media environments that are networked, interactive and characterized by platform power.

This study confirms that authenticity in freelance videography practices on social media cannot be understood as a fixed or purely personal quality, but rather as the result of an ongoing negotiation between creative interests, market demands, and the algorithmic structures of digital platforms. These findings reinforce critiques of essentialist views of authenticity in new media culture, while also demonstrating that authenticity derives its meaning through conscious and contextual performance. Therefore, understanding authenticity as a performative practice is crucial not only for interpreting creators' strategies but also for examining the interplay of power, economics, and identity within an increasingly commercialized digital media ecosystem.

The findings of this study imply that authenticity in digital creative industries should no longer be understood as a fixed personal attribute but as a strategic and dynamic process shaped by algorithmic systems, market demands, and professional identity. For digital creators, particularly freelance videographers, maintaining authenticity requires balancing

creative expression with commercial and platform expectations to preserve professional credibility. Practically, creators are encouraged to develop transparent communication strategies, consistent professional values, and adaptive content practices without sacrificing their creative identity. For future research, broader investigations involving multiple freelance creators across different digital platforms are recommended to provide comparative insights into how authenticity is negotiated within various creator economy contexts.

References

- Abidin, C. (2016). "Aren't These Just Young, Rich Women Doing Vain Things Online?": Influencer Selfies as Subversive Frivolity. *Social Media + Society*, 2(2), 1–17. <https://doi.org/10.1177/2056305116641342>
- Aji, H. K. (2021). Produksi Konten Televisi dan Konten Media Digital. In *Unisri Press*.
- Arriagada, A., & Ibáñez, F. (2020). "You Need At Least One Picture Daily, if Not, You're Dead": Content Creators and Platform Evolution in the Social Media Ecology. *Social Media + Society*, 6(3), 1–12. <https://doi.org/10.1177/2056305120944624>
- Arriagada, A., Fossen, B. L., & Shapira, M. (2024). International Journal of Research in Marketing On the role of social media platforms in the creator economy. *International Journal of Research in Marketing*, 41(3), 411–426. <https://doi.org/10.1016/j.ijresmar.2024.06.006>
- Chang, K. A., & Sari, W. P. (2025). Analisis Pemanfaatan Media Sosial dalam Membangun Personal Branding (Studi Kasus Influencer Edsa Estella). *Jurnal Prologia*, 9(2), 433–441.
- Edib, L. (2021). Menjadi Kreator Konten Di Era Digital. In *DIVA PRESS*.
- Erawati, D., & Lestari, A. D. (2019). Proses Word of Mouth Communications Sebagai Media Promosi Universitas Swadaya Gunung Jati Cirebon. *Jurnal Signal*, 7(2), 224–239.
- Fahrezi, M. A., Mushauwir, A. Al, Rahman, W. N., & Fitroh. (2022). Systematic Literature Review: Peran Hashtag Dalam Meningkatkan Visibilitas Konten Sosial Media (Studi Kasus: Instagram). *Jurnal Sains Pemasaran Indonesia*, 21(2), 142–153.
- Gemilang, K. S., Pramono, B. S., & Ekoputro, W. (2024). Komunikasi Pemasaran Videografer Freelance Gambarbening . Id Dalam Menarik Para Client. *Jurnal Semakom*, 02(02), 431–440.
- Hakim, A., Putra, E. R., Dewantoro, R., Khumayah, S., & Lestari, A. D. (2025). Rewind Indonesia 2023 Production Process: Communication Strategy and Cross-Functional Collaboration. *Greenation International Journal of Tourism and Management*, 3(2), 184–193. <https://doi.org/10.38035/gijtm.v3i2.461>
- Hakim, H. I., Polin, I., & Irwansyah. (2024). Peran Media Sosial Instagram Sebagai Media Informasi Dalam Masyarakat 5.0. 10(23), 287–300.
- Hödl, T., & Myrach, T. (2023). Content Creators Between Platform Control and User Autonomy: The Role of Algorithms and Revenue Sharing. *Business & Information Systems Engineering*, 65(5), 497–519. <https://doi.org/10.1007/s12599-023-00808-9>
- Hofstetter, R., & Franziska, J. (2024). International Journal of Research in Marketing The

- creator ' s dilemma : Resolving tensions between authenticity and monetization in social media. *International Journal of Research in Marketing*, 41(3), 427–435. <https://doi.org/10.1016/j.ijresmar.2024.07.001>
- Jannah, F., Febyan, M., Salam, R. H., & Rusdin, F. R. (2025). Persepsi Generasi Z terhadap Keaslian (Authenticity) dalam Komunikasi Influencer di TikTok. *Tech Talk Journal of Communication*, 1(1), 12–19. <https://techtalkjournal.com/index.php/ttj/article/view/11>
- Kunmiati, M. (2024). Konstruksi Identitas Daring Di Platform Media Sosial Antara Autentisitas Dan Performa Diri. *Jurnal Karomah2*, 1(1).
- Lindquist, J., & Weltevrede, E. (2024). Authenticity Governance and the Market for Social Media Engagements : The Shaping of Disinformation at the Peripheries of Platform Ecosystems. *Social Media + Society*, 10(1), 1–14. <https://doi.org/10.1177/20563051231224721>
- Maksun, T., Sudarsih, Saepudin, A., & Sumarno. (2025). Optimalisasi Konten Promosi Digital melalui Inovasi Sederhana untuk Peningkatan Daya Saing UMKM (Studi Kasus Komunitas Alisa Khadijah ICMI Ranting Tambun Selatan). *Jurnal Visi Manajemen*, 11(2), 338–353. <https://doi.org/10.56910/jvm.v11i2.772>
- McQuail, D., & Deuze, M. (2022). *Mcquail's Media & Mass Comm Theory Seventh Editions*.
- Meng, Z. (2026). Cross-platform sensitivity and algorithmic adaptability : How transnational creators navigate algorithms across Chinese and US-based platforms. *New Media & Society*, 28(3), 1171–1189. <https://doi.org/10.1177/14614448241307578>
- Mustofa. (2018). Pekerja Lepas (Freelancer) Dalam Dunia Bisnis Mustofa1). *Jurnal Mozaik*, 10(1).
- Nurfajriani, W. V., Ilhami, M. W., Mahendra, A., Sirodj, R. A., & Afgani, M. W. (2024). Triangulasi Data Dalam Analisis Data Kualitatif Wiyanda. *Jurnal Ilmiah Wahana Pendidikan*, 10(17), 826–833.
- Nuruzzaman, M., Nurfalah, F., Khumayah, S., Irawan, N., & Santika, R. N. (2024). Digital Public Relations Communication Strategy in Swadaya Gunung Jati University, Indonesia dan Thai Global Bisnis Administration Technological College, Thailand. *European Journal of Communication and Media Studies*, 3(1), 1–6. <https://doi.org/10.24018/ejmedia.2024.3.1.30>
- Purba, H., & Rinaldo, E. (2024). Reality and Virality: Dynamics and Issues in The New Media Era in Indonesia Realitas dan Viralitas: Dinamika dan Isu dalam Era Media Baru di Indonesia. *Jurnal Kinesik*, 11(3), 283–299.
- Rieder, B., Borra, E., Coromina, Ò., & Matamoros-Fernández, A. (2023). Making a Living in the Creator Economy : A Large-Scale Study of Linking on YouTube. *Social Media + Society*, 9(2), 1–20. <https://doi.org/10.1177/20563051231180628>
- Rosilah, R., Witantra, A. P., & Fathony, I. I. (2025). Pengelolaan Konten Instagram di Indonesia Power. *Jurnal Riset Komunikasi Terapan*, 2(01). <https://doi.org/10.62870/jkrt.v2i01.27770>
- Somantri, G. R. (2005). Memahami Metode Kualitatif. *Makara Human Behavior Studies in Asia*, 9(2), 57–56. <https://doi.org/10.7454/mssh.v9i2.122>
- Susanti, & Harto, B. (2024). Pengaruh Autentisitas Storytelling Influencer Instagram

-
- Terhadap Brand Awareness Roti Lokal Bandung. *Jurnal INNOVATIVE*, 4(2), 3600–3616.
- Susanto, G., Evelyn, R., Leo, D., & Felicio, H. (2023). Pemanfaatan Algoritma Tiktok Dan Instagram Untuk Meningkatkan Brand Awareness. *Jurnal Ilmiah Wahana Pendidikan*, 9(22), 483–491.
- Syafaat, M., & Wahyudin, D. (2020). Analisis Implementasi Digital Public Relations Pada Konten Instagram @Alaminuniversal. *Jurnal Pustaka Komunikasi*, 3(1), 1–12. <http://journal.moestopo.ac.id/index.php/pustakom>
- Taylor, A. S. (2022). *Authenticity as Performativity on Social Media*.
- Wahyuti, T. (2023). Produksi Konten Digital. In *PT Rekacipta Proxy Media*.
- Widianti, M. A., Maulidia, A., Amanda, A. F., & Azahra, V. L. (2023). Kreativitas Menjadi Pendapatan: Pemanfaatan TikTok Menjadi Media Penghasilan di Era 5.0. *Jurnal Sinestesia*, 13(2), 781–791. <https://sinestesia.pustaka.my.id/journal/article/view/394>