

ABSTRACT

Instagram had an acting role as a medium for users, especially for teenagers. Impression management or impression management, role play by adolescents in social media Instagram will form the atmosphere and the conditions of interaction which then gives its own meaning. The focus of this study was to determine the appearance of the front stage and back stage and to describe the management of Telkom University student impression in using social media Instagram.

Methodology in this study researchers used constructivism by using qualitative and descriptive format. Researchers make Telkom University students as subjects and Instagram social media as a research object. The unit of analysis consists of impression management and dramaturgy. Informants used are 2 key informants and 2 informant support. The data collected through primary data through observation, interviews, and documentation.

From these results it can be concluded that both informants form the self-image through the dramaturgy and impression management in instagram social media as a stage in the future. Publications on the front stage adapted to idealism and self-image that would be submitted by the two informants who posted the photo on the front of the stage to create the impression of fashionable and stylish profession in accordance with the informant. Selection of clothing can show self-image, as did the informant SR which displays photos from photographers shooting results. Similarly, the background selection, as shown by the informant AB featuring an outdoor setting that cafe, strongly support the image of himself as a radio announcer fashionable and exists, because the scope of radio is very dominant with a cafe.

Keywords: Impression Management, instagram, dramaturgy