

ABSTRACT

Lately, celebrities Ask.fm or commonly called the "selebask" bullying often suffer as a result of the content they upload on social media. It is certainly interesting to be studied more deeply because of the virtual world and the real world has different rules in shaping the image. This study focuses on how selebask in front stage, middle stage and back stage.

The purpose of this study was to determine how the Impression Management of Selebask in social media Ask.fm.

This study uses a study of Impression Management belongs to Erving Goffman and the views from the dramaturgical perspective that aspect of the front stage, center stage and back stage like a theater stage.

The method used is a qualitative method approach to dramaturgy. Results from this study showed that every Selebask perform management in accordance with the Impression that they want to produce a good image before the public. By knowing the Impression Management on Selebask expected that social media users can do with a good Impression Management in order to avoid a negative view of the public.

Keyword : Social media, Ask.fm, Selebask, Impression Management, Dramaturgy