

### **Abstract**

*The development of internet is rapidly, it gets easy to be accessed by people and connect them each other, it is being limitless to communicate that is caused a change in social reality especially in their self presentation, by individuals, groups, team and the organization in virtual reality. (Boyer, 2006 : 4). Self-presentation or often called with impression management is an act of presenting themselves conducted by each individual to achieve an image of himself as their expectation. (Boyer,2006 : 4). Goffman explains the social life into two parts: front stage, and back stage. The front stage is the part of showing the appearance and style. At this stage the actor will build and shows the ideal figure from an identity that will be showed in social interaction. while the back stage is the place of the individual shows their actual identity. The method of this research used qualitative method with dramturgy studies. The Data obtained by interview structured and observations indirectly. Informers in this research are the functionaries Student Executive Board SHINE Cabinet of Communication and Business Faculty of Telkom University. The results of this research showed that the functionaries use the five (5) features of LINE such as LINE Official Account (LINE OA), Group Chat, Personal Chat, Home Timeline, and Display Picture & Header at their front stage to present their self as the part of Student Executive Broad of Communication and Business Faculty. while the management of the impression at the back stage, which is in another social media,they tend to be themselves to be who they really are. In this research, researcher found a significant difference between the management of the impression at the front stage and at the back stage by student executive board functionaries.*

*Keywords: Self Presentation, LINE, Impression Management, Front Stage, Back Stage*