

## **ABSTRACT**

### **SELF PRESENTATION OF ANDROGYNY FIGUR JOVI ADHIGUNA ( DRAMATURGI STUDIES ON JOVI ADHIGUNA HUNTER IN SOCIAL MEDIA YOUTUBE )**

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A psycholog Sandra Bem difined wider about this issue, and she released a journal named “Bem Sex Role Inventory” (1974). This journal explain about the measeyrement of gender is androgini. We can find androgyny gender in Jovi Adhiguna Hunte.

Jovi Adhiguna Hunter is a Youtuber from Indonesia, he showed his self as part of androgyny gender. Androgyny style that he showed got a lot of positive respond from user Youtube because of image management that he used so people still gave him positive respond despite this issue still new in Indonesia. Therefore, there is a self-presentation that is prepared so as to be able to bring about the androgyny as to be known and get a positive response from especially the users of Youtube.

The type of research used in this study is qualitative with dramaturgy approach. Where the data obtained through observation frankly, using interview, an a video documents on Youtube channel Jovi Adhiguna itself. The next result shows there is self-presentation by Jovi Adhiguna Hunter as an androgynous figure who was able to get a positive response from Youtube users.

***Keywords : Androgyny, Self-Presentation, Dramaturgy, Youtube, Qualitative Methode***