

ABSTRACT

Social media is a medium used by local brands to present themselves, one way is through the use of foreign languages. The purpose of this study was to find out how local brands self-present when using foreign languages in their social media activities. This research uses a qualitative approach with Dramaturgy studies to five local brands namely Hijack, Byadeliasafira, Nappa Milano, Eotes and Sch. Data collection was carried out by interviews, observation and literature studies. Technical analysis uses the analysis of Miles and Huberman. The results showed that the five informants used foreign languages in their social media activities to create a global brand impression and had their own advantages by consistently using foreign languages in content and features on social media as a front stage. On the back stage, they perform their original role regardless of the expectations or expectations of the audience. Researchers suggest for future research, to choose brands in more varied fields with a diverse number of followers as a comparison parameter.

Keywords: Foreign Languages, Dramaturgy, Social Media, Self Presentation