

ABSTRACT

The status of an influencer is now not only owned by a top actor and actress, but every individual can have this status as long as they are included in the category of an influencer, namely having followers and having an interesting content on social media. This change is due to the freedom of expression on social media and currently in the world of lectures provides an opportunity for students to get involved and become the face of the campus both already having the status of an influencer and otherwise having the status of an Ambassador. This research aims to see the impression shown by micro influencers when they have the status of SMB Tel-U Ambassador at Telkom University. The research method used is descriptive qualitative, using Goffman's Dramatugi theory.

The selection of key informants in this study are students who are elected as SMB Tel-U Ambassadors and fall into the micro influencer category. There is a selection of supporting informants, namely close relatives of informants determined by key informants. The data collection techniques were carried out by in-depth interviews via Zoom, WhasApp chat, meeting offline and making observations during the content creation process and searching on SMB Telkom's social media. The results of this study indicate that the impression management carried out on the front stage and back stage is not too different. The impression carried on the front stage is a cheerful and expressive student using polite and neat clothes and showing faculty identity and using alma mater and SMB Ambassador Tel-U lanyard. This is done to do promotion in every published on SMB Telkom social media content and in accordance with the brief given by PADMI. The substance of this research found that a Tel-U SMB Ambassador expresses in accordance with the provisions given and is assigned as a talent in the content, and does not interact directly with the audience.

Keywords: *Dramaturgy, SMB Tel-U Ambassador, micro influencer, impression management*