ABSTRAK

PRESENTASI DIRI PRAMURIA DI KALANGAN MAHASISWI DI KOTA BANDUNG
(Studi Dramaturgi mengenai Presentasi Diri Pramuria di kalangan Mahasiswi di kota Bandung)

Oleh :

MARISKA EVALINA
NIM : 41807011

Skripsi ini dibawah bimbingan :
Desayu Eka Surya, S.Sos., M.Si

Tujuan penelitian adalah untuk mengetahui bagaimana Presentasi Diri Seorang Pramuria dikalangan Mahasiswi di Kota Bandung, untuk menjawab masalah penelitian diatas maka diangkat sub fokus Panggung depan dan Panggung belakang untuk mengamati fokus penelitian yaitu Presentasi Diri.

Tipe Penelitian adalah kualitatif dengan pendekatan dramaturgi, Subjek penelitian adalah seorang mahasiswa yang berprofesi sebagai pramuria, dengan teknik sampling *purposive* ditetapkan dua orang, informan utama tiga orang informan pendukung, untuk menguji keabsahan data dilakukan uji keabsahan data menggunakan uji uji *credibility*. Teknik pengumpulan data dengan cara wawancara mendalam, observasi, internet *searching* dan dokumentasi. Teknik analisa data yang dilakukan yaitu dengan pengumpulan data, reduksi data dan penarikan kesimpulan.

Hasil penelitian menunjukan bahwa panggung depan seorang Pramuria mereka hampir semuanya dapat memainkannya dengan baik, mulai dari presentasi diri mereka dari cara berpakaian mereka yang menyerupai mahasiswi pada umumnya namun tetap memakai barang *branded*, lalu cara mereka bersosialisasi dengan temannya yang sedikit tertutup, dan mereka juga menggunakan bahasa yang sopan, berbeda dengan panggung belakang, dan dimana dipanggung belakang ini mereka mengekspresikan diri mereka sesungguhnya, dari mulai cara berpakaian yang minim, berpakaian branded, dan lebih terbuka pada saat mereka berada dilingkungan seprofesi.

Kesimpulan bahwa Presentasi diri seorang Pramuria tidak dapat dilihat secara umum, karena mereka pintar menyembunyikan diri mereka sebenarnya, mereka bermain rapih, pandai menyembunyikan jati diri mereka agar tidak dipandang rendah oleh orang lain.

Saran penelitian diharapkan orangtua lebih mengontrol kegiatan dan merangkul anaknya supaya tidak terjerumus ke hal-hal negatif.

ABSTRACT

HOSTESS'S SELF PRESENTATION AMONG FEMALE COLLEGE STUDENTS IN BANDUNG CITY
(A Study Of Dramaturgi on Hostess's Self-Presentation among Female College Students in Bandung City)

By :
Mariska Evalina
Nim : 41807011

A mini-Thesis under Supervision of :
Desayu Eka Surya, S.Sos,. M.Si

The objective of this research was to find out how is the Self-Presentation of a hostess's problem above, a sub-focus of front stage and back stage was raised in order to observe the focus of research, that is, Self-Presentation.

The type of research was qualitative, by an approach of dramaturgy. The subject of research was a female college student with a profession as hostess. By informants were selected. The data validation was tested by using a credibility test. The data collection techniques used were in-dept interview, observation, searching internet, and documentary. The data analysis technique used was by data collection, data reduction, and conclusion drawing.

The finding of research showed that the front stage of a hostess could generally be played well, beginning from self-presentation, their dressing style that resembled female college students in general but by always wearing some branded items, to their manner in socializing with their rather reserved colleagues, and they usually spoke polite words, differing from the back stage, where they expressed themselves genuinely, from their way of wearing mini clothes, branded clothes, and more open-minded when they were in their professional circle.

The conclusion was that self-presentation could not be seen generally, because they are smart in concealing their genuine self. They played tidily, smart in concealing their self-identity so that they were not underestimated by others.

The suggestion of this research is that parent should control the activities their children so that they don't plunge into negative conditions, and they should also apply religious tenets as soon as possible in order to establish a basic principle in growing a health soul.