ABSTRACT

Impression Management Leader at PT Galamedia Bandung Perkasa (Descriptive Study of Impression Management Leader at PT Bandung Perkasa Galamedia in the formation of a Positive Attitude Employees)

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This research under guidance

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This study aims to determine the Impression Management leader in Galamedia Bandung Perkasa Employees in the Establishment of a Positive Attitude. The purpose of this research is to determine the stage, appearance acting style, and involvement in leadership roles in Galamedia.

This is a qualitative research approach with descriptive methods. The number of informants is 5 (five), with 3 (three) research informants from managers and 2 (two) key informants from the company staff. Data collection techniques are in-depth interviews, observation, documentation, literature, internet searching. Data analysis techniques used are data reduction, data collection, data presentation, drawing conclusions, and evaluation.

The results in terms of impression management is done by a leader here do influence positive attitudes of employees. Where the impression management that is displayed as a stage there are slight differences with employees, to the appearance shown sufficient credible as a leader, from the style shown to behave as a leader is charismatic, as well as for involvement in the role of these managers make the employees at the company's many activities particular with the awareness, excitement, and excitement.

The conclusion that the impression management in Galamedia leader in the formation of positive attitudes of employees are contributing factors such as stage, appearance , and style of behaving of the leader (manager) who could provide motivation to employees to be positive.

Advice for leaders in this Galamedia to pay more attention to some things that can be done to improve the management of a good impression, beginning in terms of stage (setting) is displayed can be further trimmed and well laid out and paint the wall that there could be refurbished to make it look brighter and clean. And the factors supporting the other impression management also needs to be addressed.