ABSTRACT

IMPRESSION MANAGEMENT OF A MALE ANNOUNCER AT A RADIO STATION IN BANDUNG

(Dramaturgy Study of Impression Management in Front Stage and Backstage Lives on a Male Announcer in a Radio Station in Bandung)

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This research under the guidance,
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This research puposed to find out the Impression Management in front stage and backstage lives of a Male Announcer at a Radio Station in Bandun.

This research used a qualitative approach with the dramaturgical method. The informants totaled 6 (six) people. The data obtained through in-depth interview, participatory observation, literature study, internet searching, triangulation data and other library resources. The data analysis techniques used were data reduction, data collection, data presentation, drawing conclusion, evaluation and data triangulation.

The result of this research shows that impression management in the front stage life of a male announcer at radio station in Bandung almost covering all aspects such as appearance and manner which was conducted entirely based on the adjustments to the STP (segmentation, targeting, positioning) of a radio station coping the male announcer. Meanwhile, in the backstage life of a male announcer at a radio station in Bandung, they return to their true identity. In addition, self-image to be achieved by the male announcer at a radio station in Bandung after an impression management is a positive self-image, in order to ease their careers and goals.

The conclusion of this research is that the impression management conducted by a male announcer at a radio station in Bandung is more adjusted to the station radio image, that ultimately can lead to a certain impression which can form a self-image that represents the image of the radio station that copes them.

For suggestions who conduct the impression management, to conduct impression management that does not bring a negative impact to the person like an inherent feminine image which can be seen the impact later. It should be done in accordance to their respective capabilities.