ABSTRACT

The impression management of singers in the city of Bandung (Impression Management Studies Regarding singers dramaturgy Mask In Living His life in the city of Bandung)

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This research *was meant to find out How to* ***Manage Impressions singers Mask In the city of Bandung (Dramaturgy Studies Regarding An impression management Dancer Mask In Living His life in Bandung).*** *To answer the above problems, the appointed every element focus on the following this research is : the next stage, middle stage and back stage. Sub focus is to measure the focus of research, namely is: Impression Management singers Mask In the city of Bandung.*

This is a qualitative ***research*** *approach with the* ***method*** *of dramaturgical studies, research subjects are dancer mask. Informants selected by purposive sampling techniques, to research informants amounted to 3 (three) mask singers, and to clarify and strengthen the data supporting the existence of informants and key informants. The research data obtained through in-depth interviews, observation, documentation, library research and online data retrieval. To test the validity of the data using the technique of data triangulation. The data analysis techniques to reduce data, collect data, present data, draw conclusions, and evaluation.*

The results showed *that the next stage (front stage) singers try to mask it all played a role well, the role of a form of imitation produced the individual against another individual activities are perceived as a figure entertainer. In the middle stage (middle stage) singers and also a mask worn area where singers perform mask brief strong mentally while in front of the stage. On the back of the stage (back stage), singers mask really play an integral role, they do not like being on stage at the front (front stage) that cover their situation.*

Advice research: *For the mask to give up singers performing art that is more acceptable to the community so that the work as busker this mask can have value as a form of entertainment. For people to not always looked at the eyes on the mask, because it has the singer hopes that anyone could give more attention to them.*

Keyword: impression management, Front stage, Middle stage and Back stage