ABSTRACT

IMPRESSION MANAGEMENT OF PUBLIC RELATIONS AT THE ARDJUNA HOTEL BANDUNG

(*Dramaturgical Study about the Impression Management of Public Relations at The Ardjuna Hotel Bandung)*

Editors:

Adi Darmawan

NIM. 41808701

This research is under the guidance of

Drs. Manap Solihat, M.Si

This study aims to determine the impression management in front of life stage and back stage in the life of a public relations at The Ardjuna Hotel Bandung.

This study used a qualitative approach to the methods of dramaturgy. Informants of this study amounted to 5 (five) people. Own data obtained through in-depth interviews, participant observation, literature study, internet searching, triangulation of data and other literature sources. The data analysis techniques used are data reduction, data collection, data presentation, drawing conclusions, evaluation.

The results of this study indicate that impression management on the life stage front of a public relations at The Ardjuna Hotel Bandung almost covering all aspects such as appearance (appearance) and Manner (style). Meanwhile, back at the life stage of a public relations at The Ardjuna Hotel Bandung, they returned to their genuine identity. In addition, self-image to be achieved by a public relations at The Ardjuna Hotel Bandung after making an impression management is a positive self-image, in order to facilitate their careers.

The conclusion is the impression management of public relations at The Ardjuna Hotel Bandung aims to create a certain impression to form a self image that represents the image of the The Ardjuna Hotel Bandung. Suggestion that researcher can provide to public relations at The Ardjuna Hotel Bandung is to improve foreign language skills and the factors supporting the other impression management that need attention.