

ABSTRAK

Nama : Caroline
Program Studi : Magister Komunikasi
Judul : Presentasi Diri *Cosplayer Superhero* Melalui Grup
Facebook Zero Cosplay Indonesia

(xiii + 100 halaman: 31 gambar; 26 tabel)

Seseorang berkembang dengan berkomunikasi menggunakan simbol-simbol untuk menunjukkan identitas diri. Salah satu simbol dalam komunikasi adalah melalui penggunaan kostum animasi atau biasa dikenal dengan istilah *cosplay*. Para pelaku *cosplay* umumnya membentuk suatu komunitas (*group*) dengan memanfaatkan peran *Facebook*. Di dalam *group*, setiap orang ingin membangun kesan yang baik dengan pemilihan kata, kostum, riasan, dll sehingga orang lain menilai kita sebagaimana yang kita inginkan. Tesis ini membahas bagaimana presentasi diri *cosplayer superhero* melalui *Facebook*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian analisis isi, teknik semiotika dari Charles S Peirce yang disebut sebagai teori segitiga, yaitu hubungan antara representamen, objek dan interpretan. Pengumpulan data penelitian dilakukan dengan data primer, yaitu observasi akun keempat *cosplayer superhero*. Data sekunder dilakukan dengan studi kepustakaan dan dokumentasi terkait penelitian.

Hasil penelitian menunjukkan bahwa motivasi *impression management* bagian *goal* dan ketimpangan citra dimiliki oleh keempat pemeran tokoh. Motivasi *impression management* bagian nilai *goal* dimiliki oleh pemeran tokoh Naruto. Konstruksi *impression management* bagian konsep diri dan citra sosial dimiliki oleh keempat pemeran tokoh. Konstruksi *impression management* bagian citra yang diinginkan dimiliki oleh pemeran tokoh Elsa Frozen. Konstruksi *impression management* bagian hambatan peran dimiliki oleh pemeran tokoh Naruto. Konstruksi *impression management* bagian nilai target dimiliki oleh ketiga pemeran tokoh *superhero*. Konstruksi *impression management* bagian citra sosial dimiliki oleh ketiga pemeran tokoh *superhero*.

Kata kunci: *Impression Management, Facebook, Cosplay, Superhero, Semiotika Charles S Peirce*

Referensi: 33 (1959-2017)

ABSTRACT

Nama : **Caroline**
Program Studi : **Magister Komunikasi**
Judul : **Self Presentation Of Cosplayer Superhero Through Facebook Group Zero Cosplay Indonesia**

(xiii + 100 pages: 31 pictures; 26 tables)

Someone develops by communicating using symbols to show their identity. One of the symbols in communication is through the use of an animated costume or commonly known as cosplay. Cosplay actors generally form a community (group) by utilizing the role of Facebook. In the group, everyone wants to build a good impression with the selection of words, costumes, makeup, etc. so that others judge us as we want. This thesis discusses how to present superhero cosplayer through Facebook.

This research uses qualitative approach by methodes of content analysis, semiotic technique of Charles S Peirce who is well known through his concept of triangle of meanings, which explain the relations between representament, object and interpretant. Research data collection conducted by primary data, which is direct observation of fourth member in Facebook Group Zero Cosplay Indonesia. The secondary data in form of literature and document study which have correlation with this research.

This research shows that fourth member in Facebook Group Zero Cosplay Indonesia are doing impression management through Facebook. Motivation impression management part goal dan discrepancy image owned by four cosplayers. Motivation impression management part value of goal owned by cosplayer Naruto. Construction impression management part self concept and current social image owned by four cosplayers. Construction impression management part desired image owned by cosplayer Elsa. Construction impression management part role constraint Construction cosplayer Naruto. Construction impression management part target value owned by three cosplayers. Construction impression management part current social image owned by three cosplayers.

Keywords: Impression Management, Facebook, Cosplay, Superhero, Semiotics of Charles S Peirce

Reference: 33 (1959-2017)