

ABSTRAK

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PRESENTASI DIRI MELALUI FOTO *OUTFIT OF THE DAY* (OOTD) SELEBGRAM JAKARTA

(xvii + 134 halaman: 18 gambar; 4 lampiran)

Kata kunci: *Outfit Of The Day*, *Fashion Communication*, Konsep Diri, Teori Presentasi Diri, Instagram

Penelitian ini bertujuan untuk mendeskripsikan pengalaman selebriti Instagram (selebgram) dalam mempresentasikan dirinya melalui foto *outfit of the day* (OOTD) yang diunggah di Instagram dalam kaitannya dengan fashion. Teori yang digunakan adalah Teori Presentasi Diri karya Erving Goffman.

Penelitian ini menggunakan pendekatan kualitatif, yang data primernya diperoleh dari observasi, wawancara mendalam, dan dokumentasi terhadap informan kunci serta informan pendukung, lalu didukung dengan data olahan *website*, jurnal dan sejenisnya sesuai dengan topik dan objek penelitian. Melalui penelitian ini, peneliti mendapatkan temuan di mana tiga informan penelitian memaknai dan mempresentasikan diri sebaik dan semenarik mungkin melalui berbagai tahap dari mulai mempersiapkan lokasi dan kualitas kamera (*setting*), jenis pakaian yang digunakan (penampilan), peran atau perilaku yang dimainkan (*gaya*) dalam panggung tertentu.

Referensi:| 38 (1969–2022)

ABSTRACT

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SELF-PRESENTATION THROUGH OUTFIT OF THE DAY (OOTD) PHOTO JAKARTA'S INSTAGRAM CELEBRITY

(xvii + 134 pages: 18 images; 4 attachments)

Keywords: Outfit Of The Day, Fashion Communication, Self-Concept, Self-Presentation Theory, Instagram

This study aims to describe the experience of Instagram celebrities (celebgrams) in presenting themselves through outfit of the day (OOTD) photos uploaded on Instagram in relation to fashion. The theory used is the Self-presentation Theory by Erving Goffman.

This study uses a qualitative approach, with primary data obtained from observation, in-depth interviews, and documentation of key informants and supporting informants, then supported by processed data from websites, journals and the like according to the topic and object of research. Through this research, the researcher found that the informants interpreted and presented themselves as best and attractively as possible through the various stages starting from preparing the location and good quality camera (setting), pieces of significant clothing they will be using (appearance), and the roles and behaviour played (manner) in certain theater.

Reference:| 38 (1969–2022)