

## ABSTRAK

Agata Verencia Lie (00000013828)

### **TAKTIK *IMPRESSION MANAGEMENT* PRESIDEN JOKO WIDODO MELALUI AKUN @JOKOWI DALAM MEDIA SOSIAL INSTAGRAM DAN TWITTER**

(xvii + 274 halaman: 25 gambar; 6 tabel; 12 grafik, 153 lampiran)

Kata Kunci: Komunikasi Politik, *Public Relations* Politik, Citra, *Impression Management*, Analisis Isi.

*Impression management* adalah upaya mengatur dan mengendalikan informasi dalam interaksi sosial. Hal ini biasanya digunakan secara sinonim dengan diri-presentasi, di mana seseorang mencoba untuk mempengaruhi persepsi citra mereka. Setiap individu melakukan *impression management*, apalagi jika individu tersebut ada dalam bidang-bidang yang memerlukan publisitas. Contohnya tokoh-tokoh politik. Salah satu tokoh politik yang melakukan *impression management* adalah Presiden Joko Widodo.

Penelitian ini menganalisis *impression management* Presiden Joko Widodo melalui Instagram dan Twitter @jokowi pada Bulan Januari hingga Maret 2019, yang merupakan bagian dari periode kampanye Pemilu 2019. *Impression management* dalam media sosial dilakukan melalui foto, video, atau *caption* yang diunggah dalam sebuah akun media sosial.

Analisis didasari taktik *impression management* oleh Jones & Pittman: *ingratiation* (menyenangkan), *intimidation* (intimidasi), *self-promotion* (promosi diri), *exemplification* (pemberian contoh), dan *supplication* (permohonan). Metodologi yang digunakan dalam penelitian ini adalah analisis isi kuantitatif. Hasilnya, Presiden Joko Widodo hanya menggunakan tiga dari lima dimensi taktik: *ingratiation* (menyenangkan), *self-promotion* (promosi diri), dan *exemplification* (pemberian contoh) dalam mengelola kesanya.

Referensi: 35 (1959-2019)

## ABSTRACT

Agata Verencia Lie (00000013828)

### **IMPRESSION MANAGEMENT TACTICS OF PRESIDENT JOKO WIDODO THROUGH INSTAGRAM AND TWITTER SOCIAL MEDIA ACCOUNT @JOKOWI**

(xvii + 274 pages: 25 pictures; 6 tables; 12 graphics, 153 attachments)

Keywords: Political Communication, Political Public Relations, Image, Impression Management, Content Analysis.

Impression management is the effort to regulate and control information in social interaction. This is usually done through self-presentation in an attempt to influence a perception of one's image. Every individual goes through some sort of impression management, especially if the individual is involved in fields where he/she requires publicity. For example, politicians. One particular politician that exercise impression management is President Joko Widodo.

This Study analyses President Joko Widodo's impression management through Instagram and Twitter @jokowi from the month of January to March 2019 which is a part of his 2019 election campaign. Impression management on social media accounts is done through the photos, videos or captions that are uploaded. Analysis is based on five tactics of impression management by Jones & Pittman: ingratiation, intimidation, self-promotion, exemplification and supplication. The method that is used in this study is quantitative content analysis. As a result, from the five tactics that is mentioned, President Joko Widodo has only used three tactics; ingratiation, self-promotion and exemplification, promotion and exemplification.

Reference: 35 (1959-2019)