

ABSTRACT

Transvestism phenomenon is social reality, which is similar impressments management. As impressments management is always embedded to individual, it becomes concept of efforts to adapt to environment to verify man existence as social being. Self disclosure is related to self concept and self confident.

As social reality, transvestism emerges from interaction and social process. TV becomes one of its catalysts because media constructs image patterns of transvestism doers in the form of interesting, fresh and tremendous show. Thus, public opinions to transvestism are much better than the previous ones, which was minor, unrecognized and negative. There is a significant gap between transvestism doer which has been exposed by the media and his/her social interaction in reality.

Classic issue emerged in media about interesting, fresh and tremendous show has stimulated celebrities to give the up to date concepts for an amusing show. Thus, culture pop is born through image which is delivered to television by public figure.

The whole process and social interaction which entail celebrities, image patterns and media have driven researcher interests **to conduct a research on:** **1.** how are the impressments management of man celebrities delivered transvestism in media. **2.** How are the impressments managements of transvestism doers in perceiving themselves, such as what kind of context they want as part of community. **3.** How do the media construct public opinion related to impressments managements on television and what is the message of the show, which is identical to pop culture.

Critical paradigm has been set as the proper base to analyze impress management findings of male celebrities, the transvestism doers, on television. Van Dijk's discourse analysis is being used to examine and analyze what and how the messages of transvestism are delivered to television and become phenomenal. Therefore, the writer chose Indosiar television and Super Seleb Show as the object of the research.

The results showed that 1. Image patterns of the male celebrities become the basic base to fulfill audience desire and the standard of interesting, fresh and tremendous show, related to the majority of Indonesian audiences' characters which are still weak. **2.** It is an obligatory for male celebrities to do transvestism image patterns as part of their work demands and roles as entertainer. Besides, there is a fact that male celebrities gain advantages from transvestism. They can justify and sustain their identity and entity in social reality, so there is a paradigm change towards the reality. Nevertheless, there are various reasons from male celebrities to deliver transvestism, such as for sensation, controversial, popularity and good self image to avoid trivial and minor. **3.** Discourse and messages behind the transvestism on television are only for business and rating.

In brief, the image patterns of transvestism on TV by male celebrities are part of media construction process to produce interesting, fresh, tremendous and entertaining show. The presentation of image is a reflection of the individual characteristic (celebrity) and the message is the transvestism itself as a minor reality which is delivered in a better way through amusing show.