

ABSTRACT

This research is a qualitative research to examine the management of feminine behavior in conducting personal selling a make up artist case study on Vidi Daniel.) The focus of this study describes the management of feminine behavior in personal selling by using interpersonal communication and management impession approaches. The purpose of this study was to find conclusions about the management of feminine behavior in personal selling of a male make up artist .

This study uses impression management theory with purpose to know about front stage and back stage of a male make up artist. And a qualitative approach to the case study method. The data were analyzed from the results of interviews both face-to-face and online with some male and female make-up artist, as well as direct observations and from the existing documentation.

From this study it was also found that the feminine behavior of a male make-up artist is only as a profession and attempts to interact and wants to present his image as a make-up artist in front of prospective customers, only the front stage is highlighted, physical appearance show through the characteristics of feminine men who become communication tools in their interactions such as fashionable, faces that are always clean, fragrant and so forth. From interpersonal communication between make up artist and prospective customers they are formed symbols through gestures and ways of speaking that give a feminine impression. But actually life outside their profession, they don't think about appearance. And their environmental factors that make them (male make-up artist ts) behave femimin.

Keywords: interpersonal communication, impression management, feminine, personal selling, male make up artist

ABSTRAK

Penelitian ini merupakan penelitian kualitatif untuk meneliti pengelolaan perilaku feminim dalam melakukan personal selling seorang *make up artist* study kasus pada Vidi Daniel) Fokus penelitian ini menjelaskan pengelolaan perilaku feminim dalam melakukan personal selling dengan menggunakan pendekatan komunikasi antarpribadi dan impersi management. Tujuan penelitian ini adalah untuk mencari kesimpulan tentang pengelolaan perilaku feminim dalam personal selling seorang *make up artist* pria.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data di analisis dari hasil wawancara baik tatap muka maupun online dengan beberapa *make up artist pria*, juga pengamatan langsung serta dari dokumentasi yang ada.

Dari penelitian ini juga ditemukan bahwa perilaku feminim seorang *make up artist* pria hanyalah sebagai tuntuan profesi dan berupaya untuk berinteraksi dan ingin menampilkan gambaran dirinya sebagai seorang *make up artist* di depan calon konsumennya, hanyalah panggung depan (*front stage*) yang ditonjolkan, penampilan fisik yang di tunjukkan melalui ciri pria feminim yang menjadi alat komunikasi dalam berinteraksi mereka seperti *fashionable*, wajah yang selalu bersih, wangi dan lain sebagainya. Dari komunikasi antarpribadi antara *make up artist* dan calon konsumen mereka terbentuk simbol melalui gesture dan cara berbicara yang memberikan kesan feminim. Tetapi sesungguhnya kehidupan di luar profesi mereka, mereka tidak memikirkan penampilan. Dan faktor lingkungan mereka yang menjadikan mereka (*make up artist pria*) ini berperilaku femimin.

Kata kunci : *komunikasi antarpribadi, management impresi, feminim, personal selling, make up artist pria*