

## ABSTRAK

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Judul Laporan Skripsi : *Impression Management Anies Baswedan Melalui Akun Instagram @aniesbaswedan (Analisis Isi Kualitatif Pada Periode Juni 2022 – Oktober 2022)*  
Pembimbing : Dr. Nurhayani Saragih, M.Si

Anies Baswedan adalah salah satu pengguna *instagram* yang melakukan pengelolaan kesan melalui media sosial *instagram*. Tujuan dari penelitian ini untuk mengetahui bagaimana strategi *impression management* Anies Baswedan dengan menganalisis menggunakan teori Jones & Pittman dalam lima strategi *impression management* meliputi *ingratiation*, *intimidation*, *self promotion*, *exemplification*, dan *supplication*. Paradigma yang digunakan adalah postpositivisme dengan metode penelitian analisis isi melalui pendekatan penelitian kualitatif. Teknik pengumpulan data yang digunakan dalam penelitian observasi dan studi kepustakaan. Teknik analisis data dalam penelitian ini reduksi data, penyajian data, dan penarikan kesimpulan. Terdapat lima unggahan pada periode waktu Juni 2022 – Oktober 2022 yang dianalisis dalam hasil penelitian ini. Pesan dalam lima unggahan diklasifikasikan dalam bentuk verbal dan nonverbal. Komunikasi verbal berdasarkan *caption* dan komunikasi nonverbal berdasarkan ekspresi, arah pandangan, dan *angle* foto.

Hasil penelitian dari lima unggahan yang dianalisis sebagai *front stage* Anies Baswedan dalam menampilkan dan mengkonstruksi dirinya di ruang publik. Anies Baswedan lebih sering menggunakan strategi *impression management ingratiation* dan *self promotion*. *Ingratiation* ditampilkan Anies Baswedan melalui komunikasi verbal dengan pernyataan pujian kepada orang lain dan nonverbal berupa ekspresi senang dalam bentuk senyuman. *Self promotion* Anies Baswedan ditampilkan melalui komunikasi verbal dengan pernyataan kompetensi dirinya dan nonverbal dengan menampilkan hasil karyanya. Kesimpulannya Anies Baswedan ingin lebih dikenal sebagai individu yang ramah dan berprestasi dengan menggunakan strategi *ingratiation* dan *self promotion* melalui *front stage* unggahan *instagram*.

**Kata Kunci:** *Impression Management, Jones & Pittman, Verbal, Nonverbal*

## ABSTRACT

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*Title Internship Report* : *Anies Baswedan Impression Management via Instagram Account @aniesbaswedan (Qualitative Content Analysis in the Period June 2022 – October 2022)*  
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*Anies Baswedan is an instagram user who manages impressions through instagram sosial media. The purpose of this study is to find out how Anies Baswedan's impression management strategy is by analyzing using Jones & Pittman's theory in five impression management strategies including ingratiation, intimidation, self promotion, exemplification, and supplication. The paradigm used is postpositivism with a content analysis research method through a qualitative research approach. Data collection techniques used in observational research and literature studies. Data analysis techniques in this research are data reduction, data presentation, and conclusion drawing. There are five uploads in the period June 2022 – October 2022 which are analyzed in the results of this study. The messages in the five uploads are classified into verbal and nonverbal forms. Verbal communication based on captions and nonverbal communication based on expression, direction of view, and photo angle.*

*The research results from the five uploads were analyzed as Anies Baswedan's front stage in presenting and constructing himself in public spaces. Anies Baswedan more often uses impression management ingratiation and self promotion strategies. Ingratiation is displayed by Anies Baswedan through verbal communication with statements of praise to other people and non-verbal expressions of joy in the form of smiles. Anies Baswedan's self promotion is displayed through verbal communication by stating his competence and nonverbally by displaying his work. In conclusion, Anies Baswedan want to be known as a friendly and accomplished individual by using ingratiation and self-promotion strategies through the front stage of instagram uploads.*

**Keywords:** *Impression Management, Jones & Pittman, Verbal, Nonverbal*