

ABSTRACT

*Every people use media to convey their messages when communicated with each other and one type of media that people use to communicate is through the music. Music currently has a wide variety of genres and subgenres to give the feel of the contents of the messages that will be given to his audience. No exception to gothic black metal genre that is synonymous with the 'hard' music, sinister performances and appearance and have lyrics that are directly related to Satanism and occultism. One of the gothic black metal band that's well known in Indonesia is Kedjawen from Bogor. This research titled **Satanism Impression Management in Indonesian Black Metal Band (Dramaturgical Study at Kedjawen Band)** which aims to determine the impression management that made by Kedjawen band to the public, especially fans of black metal music in Indonesia through the front stage and the back stage aspects that contained in the dramaturgical theory by Erving Goffman.*

This research use qualitative-descriptive approach with dramaturgical perspective based on constructive paradigm. The focus of this research was to determine the activity of the front stage, back stage, as well as the form of impression management performed by Kedjawen band. The data collecting technique used were in-depth interviews, observation and documentation.

The result showed that the impression management that formed by Kedjawen band through sinister appearance and manner on the front stage are the efforts to get positive impression from the black metal audience in order to be accepted, so that they can proclaim their thought to the audience through their lyrics that against Satanism and occultism.

Key Word: Impression Management, Dramaturgy, Satanism, Black Metal, Music