

ABSTRACT

Instagram become a social media that is loved by teenagers especially students. OOTD Style becomes a trend fashion that continues to evolve with the times by showing the outfit used on that day. Role play is done by students of OOTD Style users through impression management that is made to be able to perform well to get predicates as a fashionable student. The focus of this research is to know the appearance of frontstage and backstage and describe the management of student impression of user of OOTD Style which is reposted by @ootdupi account in social media of Instagram.

This research uses qualitative method with descriptive format through dramaturgy approach based on constructivist paradigm. The informant consisted of three main informants and one supporting informant. Data collection techniques use, are through interviews, observation and documentation.

The results of this research showed that the image built by students of OOTD Style users is through dramaturgy and impression management in Instagram as the front stage. The fashionable impression is shown by the three informants through the selection of outfit used up to various other supporting things so that the outfit of the day photo shown by the three informants in Instagram looks more interesting.

Keywords: Impression Management, Dramaturgy, Instagram, OOTD Style