ABSTRACT

In this era, the rapid development of technology, especially the Internet has affected human's lifestyle. It can be said that the Internet becomes an important necessity for people nowadays. All kinds of information in various forms such as pictures, sounds, texts, and many more can be processed through the Internet. Instagram is one of various social media as the effect of the Internet development, creates new trends and also provides more convenience and easier way for people in processing information, including information about theirselves by doing self-presentation. One of those trends on Instagram is beauty content and the beauty influencer itself. Using qualitative method and dramaturgical approach, this research is trying to find out how Kiara Leswara, an Indonesian beauty influencer does her self-presentation. The author is trying to examine the impression management done by Kiara Leswara to present herself on Instagram account @kiaraleswara as the front stage and how she present herself outside the Instagram account as a backstage. The results of this study show some important things prepared and done by Kiara Leswara that related to setting (stage), appearance, and manner (behavioral style) to support her self-presentation on the front stage. There are no significant differences between the self-presentation of Indonesian beauty influencer Kiara Leswara on the front stage and on the back stage.

Keywords: Self-presentation, dramaturgy, beauty influencer, new media, Instagram