

ABSTRACT

Technology advance makes self-presentation activities are not only limited to offline appearances, but also starting to make prioritize online self-presentation strategies via various platform. A Telemarketing agent must be someone who has good self-presentation to produce a communication strategy that is in line with the company's goals. However, based on the 2023 Telkom University Telemarketing Report, there are still various kinds of similar complaints from consumers. Consumer complaints that are not followed up or handled properly can result in consumer loss. To find the results in this research, researchers used qualitative descriptive. In the research results, it was discovered that the Telemarketing Team of the Directorate of Admissions and Marketing at Telkom University used eight self-presentation strategies created by Erving Goffman to be able to present good impression management to consumers. Apart from that, from the results of research that has been carried out, these eight strategies have different implications for each Telemarketing agent according to the platform used as well as the interpersonal communication and self-presentation skills of the Telemarketing Team of the Admissions and Marketing Directorate at Telkom University.

Key Words: *Telemarketing, Communication, Consumen.*