

ABSTRACT

Youtube is a video sharing website that have almost a third of the Internet users at over one billion. In this website, users can be upload video, watch it, download, and subscribes. In addition, the site also allows users to interact in the comments column listed below the video. Background of this research relates to the attitude that brought the hosts within a social experiment version of zebra cross which is owned by VectroID, where the attitude shown such an attitude that stir emotions and resistance has occurred several times. This research focused on the motives of the host VectroID attitude towards traffic offenders in social experiment zebra cross version by dramaturgy. The purpose of this research to find out how the attitude of host in front stage, rear, and self presentation in video social experiment zebra cross version. The research method used was dramaturgy qualitative with constructivism. Based on the result, the attitude of the hosts in front of the stage is the part that has been drafted in order to get the attention of the audience and can give impact to the watch. The attitude of the hosts at the rear stage is part of the preparation of the concept in order to sensitize the rider that there are rights of pedestrians in zebra cross and make the videos aren't boring. Self presentation shown by the hosts was the use of emotive gesture made to obtain compliance, but the way it is a message to be given isn't up to the rider who interact with the host.

Keyword: Self Presentation, Attitude, Host, Dramaturgy