

ABSTRACT

The phenomenon of new media existence make users left from the old media (conventional) indirectly, the affect of these movement also change the behaviour of users which at the first do not recognize the virtual communication at all become close to the virtual world until it shows a surname of selebgram from various circles, including members of the police. One example of selebgram phenomenon among the police presence is Brida Ismi Aisha and Kom.pol Teuku Arsyah who became famous as a proclamation of those present in the midst of bombings Cicendo MH Thamrin Jakarta and Bandung, others phenomena such as the emergence of handsome and beautiful police on Instagram become interesting facts. That phenomenon becomes interesting to be discuss when a police officer who are also Instagram's user play their role in front of their followers as a cop and as a ordinary person, and from that case it led to the fact that the number of police officer's users is seen less in line with what they are supposed to show as a police and some members of the police sometimes do not realize have violated the ethics of professions as members of the police. Most of them have to organize their image to fit with what is supposed to be displayed on the Instagram's personal account, the problem is how Instagram's user among police officers in West Java Police to organize their image and can foreclose the back stage's side of him in order to enlighten the front stage's side of him as a member of the police as well as personal who works as a police officer. This research discusses how the front stage and back stage of police officer's Instagram media accounts. Are they already match with the professional ethics of the police's terms which is indirectly they are insisted to organize the image to their Instagram's followers both as a cop and as ordinary person. So this research aims to look at from two both sides, front region side and back region side. This research uses the theory of dramaturgy and Impression Management by using qualitative and phenomenological approach, in this research, the researchers tried to assess from various sides of the informant by trying to find informants who are connected with goals to get a good result from all sides. The data is obtained through interview, observation and documentation. Informants in this research is the policeman Instagram's user who worked in the West Java Police. Based on the results of data processing, thus it said there were three of five key informants in this research who have a tendency to manage a good image by impression management in social media (imaging), in this research to three informants showed impression management process, while the two others still choose to be themselves without packing their image in social media so often they get a strike about ethics of professions that should be applied by all members of the police.

Keywords: Dramaturgy, Impression Management, Self presentation, profession Police Ethics