

ABSTRACT

The city of Bandung is a city known as the Paris Van Java, as Paris in France is well known by the world as a fashion city, as well as the city of Bandung. As part of fashion, makeup is now increasingly in demand by the public, especially among teenagers. Make Up or cosmetics according to KBBI is an activity to change the appearance with the help of ingredients and cosmetic tools. The research objective was to find out the self-presentation of androgyny phenomena in students in the city of Bandung. This research is qualitative with a dramaturgy approach. The research subject is a student who uses makeup in daily activities. With the purpose sampling technique, five informants were determined, to examine data collection techniques by interviews and observations. The results of the study indicate that the front stage is intended for the public or the public where an androgynous student presents themselves through the appearance factor, namely makeup. In contrast to the back stage which is intended for his family, where in this case they express themselves who really are like men who do not care about appearance. The conclusion that the environment and comfort show self-presentation built by the five research informants based on the front stage and the back stage by Erving Goffman's Dramaturgy theory resulted in the hopes and goals of the informants as androgyny for the community and family.

Keywords: *Self of Presentation, Androgyny, Dramaturgy.*