

## ABSTRACT

*Korean cover dance is a phenomenon that produced from the spread of Korean popular culture. Korean cover dance is also formed because of the role of the media, one of them is YouTube. The K-pop cover dance community from Bandung that exists in YouTube is Exral Production, as evidenced by the number of subscribers totaling approximately 338,000. In their YouTube channel, Exral Production uploads dance cover videos of 38 members with different group covers. So they present themselves as a certain group presentation on YouTube Exral Production channel. The purpose of this study was to determine how the self-presentation of the five informants using Dramaturgy Theory. Dramaturgi theory proposed by Ervin Goffman discusses the presentation of one's self which is divided into two social lives, namely the front stage and the back stage. This research was conducted with a qualitative approach with the dramaturgy study method to 5 informants namely XP ITZY dance cover team who presented themselves as ITZY girlband in dance cover video on YouTube Exral Production channel. The results showed that the five informants presented themselves like ITZY girlband by forming the impression of following the elements of the personal front in the setting on the front stage, the first was appearance like clothing with crop top, jogger pants and also sneakers, accessories such as chocker necklaces, chain decorations and another jewelries, the hairstyle includes hair models and colors and Korean makeup which is similar to the role covered. The five informants also showed their manner including facial expressions, body gestures, and lypsinc. The impression management was also carried out at the back stage when preparing to perform, including the video editing process by the Exral Production crew so that they received responses in the form of positive comments from the audience. In carrying out their daily activities informants have activities such as work and college, and be themselves*

**Keyword :** *Dramaturgy, K-pop Cover Dance, Self Presentation, YouTube, Qualitative approach*