

ABSTRACT

As one of the internship programs with participants who come from various backgrounds (cultural, college, major, and class year), the ability to show openness in order to adjust to the environment where they study and work is important for internship participants because not all participants have the ability to do so and that can have an impact on their adjustment. This study aims to find out students' openness through self-presentation, their level of social adaptation, and the effect of self-presentation on adaptation during the experience they have in the internship program at Telkom Digital Business Directorate. Through quantitative methods using descriptive statistics and simple regression analysis techniques between self-presentation and social adaptation, the total sample response of 90 internship participants is examined more deeply in this study. Based on the results of the descriptive analysis that has been carried out, it was found that students showed a self-presentation of 72.27% with the dominant aspect of ingratiation. The value of social adaptation is 76.44%. Based on the results of regression analysis, the hypothesis test (t -test) in this study shows that the value of $t_{count} 5.597 > t_{table} 1.987$ and the magnitude of the effect is 26.3%. This may imply that the internship participant students of the Internship Program have openness in showing self-presentation. Also, students have a very adaptive attitude which is characterized by the ability to deal with anxiety and stress. The effect of self-presentation on social adaptation shows a low positive significance. It can be concluded that the self-presentation of internship participants in the Telkom DDB Internship Program in achieving impressions from others is one of the minor aspects that affect the ability to adapt to the place where they study and work. Meanwhile, other aspects were not explored in this study. This research can provide an overview for the institution regarding self-presentation and adaptation made by students in the environment where they study and work.

Key Words: *Interpersonal Communication, Self-presentation, Social Adaptation*