

Manajemen wajah kandidat politik (conversation analysis Foke - Nara dan Jokowi - Ahok dalam debat kandidat pilkada DKI Jakarta 2012 Jakarta memilih the final round live di Metro TV) = Management facial of candidates political (conversation analysis Foke - Nara and Jokowi - Ahok in debate candidates election in DKI Jakarta in 2012 Jakarta memilih the final round live at Metro TV)/ Meiselina Irmayanti

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Abstrak

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Bagi politisi, wajah sebagai image dan aset terpenting karena dapat menyembunyikan karakter asli atau sekedar menyamarkannya. Di dalam image melekat unsur kehormatan, penghormatan, status, hubungan, kesetiaan dan nilai-nilai positif. Penerapan teori negosiasi wajah Ting Toomey (1985) dan dengan perpaduan konsep ekspresi mikro Ekman (2003) menjadi pisau analisis image dalam mengungkapkan manajemen wajah aktor di berbagai panggung depan. Kemudian menjadi satu kesatuan dengan metode analisis percakapan dan paradigma interpretif dalam menggambarkan panggung belakang aktor yang tampil melalui ekspresi wajah pada tayangan Jakarta Memilih "The Final Round".

ABSTRACT

For politicians, the face as self image and the most important asset because it can hide the original character or just mask it. In image self there are elements honor, respect, status, relationships, loyalty and positive values of self. The application of theory of face negotiation, developed by Stella Ting Toomey (1985) and the microexpression concept which developed by Ekman (2003) become knife's analysis to self image in reveals management facial by politician in front stage. Then, become a unity with the conversation analytical methods and interpretive paradigms in describing back stage of the actor which present on their face in Jakarta Memilih "The Final Round".