

**Impression management Prabowo Subianto (Studi kasus: Kampanye politik Prabowo Subianto dalam masa kontestasi pemilu presiden 2019)
= Impression management of Prabowo Subianto (Case study: Political campaign of Prabowo Subianto in 2019 presidential election).**

Dinda Fajria, author

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Abstrak

Tesis ini membahas tentang strategi manajemen (impression management) yang digunakan oleh Prabowo Subianto dalam masa kontestasi pemilihan umum Presiden pada tahun 2019 yang lalu. Konsep utama yang digunakan dalam penelitian ini adalah penerapan strategi manajemen impresi oleh Prabowo Subianto dan tim dengan teori impression management oleh Jones and Pittman yang terdiri dari 5 kategori yaitu; ingratiation, self-promotion, exemplification, intimidation dan supplication. Penelitian ini adalah penelitian qualitative dengan teknik pengumpulan data dilakukan secara partisipasi langsung, observasi, analisis dokumen, dan wawancara dengan tim kampanye Prabowo Subianto dalam Pilpres 2019. Berdasarkan hasil pengolahan data, ditemukan bahwa tim kampanye Prabowo Subianto dapat mengelola pesan dan kesan positif pada Prabowo. Strategi yang dilakukan tim kampanye lebih banyak mengamplifikasi impression asli seorang Prabowo Subianto. Sedangkan strategi impression management yang diterapkan di sosial media antara lain; Ingratiation, Self Promotion, dan Exemplification. Berdasarkan temuan-temuan ini, dapat disimpulkan bahwa strategi utama dalam kemenangan Prabowo Subianto dalam Pilpres 2019 adalah menonjolkan sosok dan karakter asli Prabowo tanpa memfokuskan pada impression management.

.....This thesis discussed about the impression management used by Prabowo Subianto during the presidential election campaign in 2019. The main concept used in this study is the theory of impression management by Jones and Pittman which consists of 5 categories, namely; ingratiation, self-promotion, exemplification, intimidation and supplication. This research is a qualitative research and data collection techniques are carried out by observation, document analysis, and interviews with Prabowo Subianto's campaign team in the 2019 presidential election. Based on the results of data processing, it was found that Prabowo Subianto's campaign team was able to manage positive messages and impressions on Prabowo. The strategy used by the campaign team is to amplify the original impression of Prabowo Subianto. Meanwhile, the impression management strategies applied in social media include; Ingratiation, Self Promotion, and Exemplification. Based on these findings, it can be concluded that the main strategy in winning Prabowo Subianto in the 2019 presidential election is to highlight Prabowo's original figure and character without focusing on impression management.