

ABSTRAK

Rahmi Fadlina 210521100019. Program Studi Sosiologi. Dramaturgi *Self disclosure* Pada Interaksi Selebgram” Studi Netnografi Pada Akun @fachrulhadied. Tujuan dari penelitian ini ialah untuk mengetahui bagaimana dramaturgi *self disclosure* dalam interaksi selebgram mempengaruhi hubungan antara selebgram dengan *followersnya*. Penelitian ini menggunakan teori Dramaturgi Erving Goffman sebagai pisau analisis untuk menjelaskan bagaimana dramaturgi *self disclosure* selebgram mampu mempengaruhi interaksi pengikutnya. Penelitian ini menggunakan metode penelitian kualitatif, dengan pendekatan netnografi. Pengumpulan data dilakukan dengan cara observasi, wawancara, dan dokumentasi. Adapun informan dalam penelitian ini dipilih menggunakan Teknik purposive sampling dengan sasaran informan yaitu 10 pengikut akun Instagram @fachrulhadied dan salah satu akun fanbase @daily.ayung. Kemudian analisis data menggunakan model analisis Miles & Huberman dan diperiksa keabsahannya dengan triangulasi sumber. Hasil dari penelitian ini bahwa dramaurgi *selfdisclosure* interaksi selebgram dengan pengikutnya. Berdasarkan hasil analisis terhadap self-disclosure selebgram Fachrulhadied dalam perspektif dramaturgi dan konsep “I” dan “Me”, dapat disimpulkan bahwa proses pengungkapan diri di media social sosial tidak berlangsung secara spontan semata, melainkan melalui proses seleksi, pengelolaan impresi, serta negosiasi antara identitas personal dan tuntutan sosial. konsep dramaturgi (*front stage* dan *back stage*) dengan *selfdisclosure*, fachrulhadied mampu membangun interaksi yang dalam, emosional,dan berkelanjutan dengan pengikutnya. *Self-disclosure* tidak hanya memperkuat citra personal yang dapat dipercaya di hadapan publik, tetapi juga mengubah pola interaksi yang awalnya sekedar konsumsi konten menjadi hubungan sosial yang berbasis pada kepercayaan, ikatan, dan loyalitas.

Kata Kunci: Dramaturgi, *Self-disclosure*, Interaksi.

ABSTRACT

Rahmi Fadlina's, 210521100019. Sociology study program. Dramatic self-disclosure on selebgram "netnographic studies on @fachrulhadied. The purpose of this study is to find out how the dramaturgy of self-disclosure in selebgrams interactions affects the relationship between selebgrams and his follows. The study USES playaturgi erving goffman theory as an analysis knife to explain how playaturgi sels-discloud-sure selebgram is capable of affecting its followers' interactions. The study USES qualitative research methods, with netnographic approaches. Data collection involves observation, interviews, and documentation. As for the informan in this study, a select sampling was used by the informant target of 10 followers of instagram @fachrulhadied and 1 fanbase account @daily. Then the data analysis used miles & huberman analysis models and checked its validity with source triangulation. The result of this study is that the self-disclosure dramaurgi with its followers. Based on the analysis of the fachrulhadied self-disclosure and concepts of "I" and "me", it can be concluded that the process of self-disclosure in social media does not proceed as spontaneous as possible but through the selection process, the management of the priesthood, and the negotiations between personal identity and social demands. Dramatic concepts with a front stage and back stage. The result of this study is that the self-disclosure dramaurgi with its followers. Based on the analysis of the fachrulhadied self-disclosure and concepts of "I" and "me", it can be concluded that the process of self-disclosure in social media does not proceed as spontaneous as possible but through the selection process, the management of the priesthood, and the negotiations between personal identity and social demands. Dramatic concepts with a front stage and back stage.

Keywords : *dramaturgic, self-disclosure, interaction.*