ABSTRACT

Impression Management of Millennial Officials on Instagram (Qualitative Content Analysis of Reels Posts on the Accounts @Gibran_rakabuming, @Ditoariotedjo, and @Giring for the Period of October 21, 2024 - January 28, 2025)

Rizka Junita Andina [1], Ratna Puspita, S.Sos, M.Si. [2]

[1] Student of communication Studies Department, Pembangunan Jaya University
[2] Lecturer of communication Studies Department, Pembangunan Jaya University

This study aims to analyze the impression management of millennial officials, namely Gibran Rakabuming Raka, Dito Ariotedjo, and Giring Ganesha, through Instagram. Millennial officials are in the spotlight, along with the government's efforts to rejuvenate the bureaucracy, various doubts have emerged regarding the credibility and various responses to the controversies of millennial officials. Therefore, this study is interesting and important to do. The method used is qualitative content analysis, with documentation data collection techniques and literature studies. The results of the study show that each millennial official uses three impression management strategies, namely Ingratiation, Self-promotion, and Exemplification. The most dominant impression management strategy used is Self-promotion. The proportion of the use is influenced by their respective backgrounds and as a strategic response to negative issues or challenges they face in the public sphere. When Gibran and Dito tend to prioritize the ingratiation strategy rather than exemplification, Giring does the opposite. This can happen because of the need for social interaction and Giring's background or career path which is slightly different from Gibran and Dito. The Intimitadion and Supplication strategies were not found, because these two strategies are less effective and can harm the image of the three millennial officials.

Keywords: *Impression Management, Millenials Officials, Instagram, Social Media, Dramaturgy*

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