ABSTRACT

Forms of Self-Presentation Strategy in Television Series Character Based on True Stories (Qualitative Content Analysis in Character Anna Sorokin in the Netflix Series Inventing Anna)

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TV series that tell true stories are more interesting because they tell people with phenomenal stories. "Inventing Anna" is based on the story of a Russian immigrant woman who becomes a fake socialite in New York City. Anna Sorokin is shown as a woman who is rational in managing her impressions. This research aims to determine the forms of self-presentation strategies of the character Anna Sorokin in the Netflix TV Series Inventing Anna. Jones & Pittman's Self Presentation Theory is the main concept that is used as a tool for analysis in research. This concept includes the categories of ingratiation, self-promotion, example, intimidation, and supplication. This research uses a post positivism paradigm and qualitative content analysis methods. The research results showed that 48% of scenes displayed self-presentation strategies with the categories of intimidation and self-promotion being the most dominant. Intimidation has the impact of creating the impression that women have power, with the risk of being cruel. Meanwhile, self-promotion has the impact of creating the impression of a competent woman who being able to build her own business, with the risk of being someone who cheats for her personal interests. The emotion created is that intimidation creates feelings of fear. Meanwhile, self-promotion creates feelings of admiration for Anna. These two categories represent the concept of Dramaturgy which explains that human interaction, is a reflection of a drama stage, like an actor playing a role to create a certain impression.

Keyword: *Self Presentation, Dramaturgy, TV Series, Qualitative Content Analysis.*

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