

"ANALISIS DRAMATURGI PADA *SELF PRESENTATION* PRESENTER PROGRAM OSHOP DI OCHANNEL"

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran *front stage* dan *back stage* terhadap pembentukan *self presentation* presenter *home shopping* di OChannel. *Front stage* dilihat dari aspek *personal front* dan setting ketika presenter menjalankan perannya. Sedangkan *back stage* dilihat dari aspek *the self* dan skenario. Penelitian kualitatif ini menggunakan pendekatan etnometodologi. Subjek dalam penelitian ini adalah Falentina Cotton, salah seorang presenter program Oshop. Hasil dari penelitian ini ialah adanya dua buah panggung depan yang dimiliki presenter, dimana panggung depan sebagai presenter *home shopping* diartikan berbeda dengan area panggung depan lainnya. Hal tersebut dikarenakan adanya aspek panggung belakang yakni *the self* yang dibaur ke dalam aspek *personal front* ketika presenter berada diatas panggung. Kemampuan Falentina Cotton dalam mengimplikasikan *front stage* dan *back stage* membawa dirinya menjadi seorang presenter dengan *self presentation* yang beragam. Dimana memiliki *self presentation* yang baik dan beragam merupakan faktor penting dalam meningkatkan kualitas acara Oshop di OChannel.

Kata kunci : *front stage*, *back stage*, *self presentation*, presenter

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ABSTRACT

This study aims to determine the role of front stage and back stage to formation of self-presentation of OChannel home shopping presenter. Front stage viewed from the aspects of the personal front and setting when presenter perform it's role. Meanwhile, back stage viewed from the aspects of the self and scenarios. This qualitative research approach ethnomethodology. Subjects in this study is Falentina Cotton, one of the presenter of Oshop program. Results from this study is that the existence of two front stage of the presenter, in which the front stage as a presenter home shopping interpreted differently by other front stage area. This is due to stage rear aspect that is the self that is put into personal aspects of front stage when presenter were on Oshop area. Falentina Cotton abilities in front stage and back stage brings herself into a presenter with a diverse self presentation. Where has good and variety self presentation are important factors in improving the quality of the Oshop program in OChannel.

Keywords: front stage, back stage, self presentation, presenter