

**Studi Dramaturgi pada Pengelolaan Kesan Mahasiswa Program Studi Ilmu Komunikasi  
Angkatan 2015 Universitas Telkom dalam Penggunaan Media Sosial Snapchat  
*Dramaturgical Study in Impression Management of Communication Student Telkom  
University 2015 on Social Media Snapchat***

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**ABTRACT**

*Social media connected through the Internet is increasingly evolving according to needs of humans are on the rise. Media that can connect one person to another in the range of distances is the social media. Snapchat is a new innovation from the multitude of social media that has been there since the application uses is unique due to the integration concept from both of photography and video streaming. Indirectly Snapchat users certainly manage the impression. Therefore, the necessary rules of the game or a way to manage the impression well in order to give rise to the impression that the user wants. There is no doubt that Snapchat users were both male and female. Surely there is a difference in the way these users in managing the impression can be found.*

*This type of study is a qualitative research with dramaturgy approach. Data obtained through interviews, indirect structured observations. This research involved six Informants who were students of study the Communication Science of Telkom University 2015. This research result indicates that the user snapchat used multiple features that is in snapchat to manage the impression. To research this is also found some a significant difference between the difference management the impression that done by the user snapchat for male and female.*

*Keywords: Impression Management, Snapchat, Gender Comparison*

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