

ABSTRACT

Effective self-presentation is not only crucial in social interactions but also plays a significant role in opening up job opportunities for people with disabilities. They often face challenges such as being perceived as less competent in the workplace, making it difficult for them to secure employment and leading to discrimination in the workplace. This study aims to understand the self-presentation strategies employed by clients with disabilities in the job training program at PPSGHD (Social Service Center Griya Harapan Difabel). The research is based on Erving Goffman's Impression Management Theory and utilizes a qualitative method with a phenomenological approach, interpretive paradigm, involving in-depth interviews, observations, and documentation. The study involved 9 main informants, consisting of clients with disabilities at PPSGHD, and 3 supporting informants, including PPSGHD alumni, social workers, and PPSGHD instructors. The findings indicate that self-presentation is expressed through appearance aspects such as wearing neat clothing and using accessories. In terms of attitude, self-presentation is reflected in tone of speech (or sign language), positive facial expressions, professional body gestures, and behavior adjusted to the social environment. In the backstage aspect, such as dormitory settings, behavior tends to be more relaxed and spontaneous. This study reveals that self-presentation is not only beneficial in the context of job training but also serves as a part of the process of forming an adaptive self-identity.

Keywords: *Self Presentation, Disability, Impression Management.*