

ABSTRAK

Salma Tamami Sa'adah: *Impression Management* Agensi Desain Gizalab melalui Media Sosial.

Perkembangan media sosial telah mendorong agensi desain tidak hanya berfungsi sebagai penyedia layanan kreatif, tetapi juga sebagai aktor komunikasi yang membentuk kesan, citra, identitas, dan kredibilitas di ruang digital. Dalam konteks industri kreatif yang kompetitif, pengelolaan kesan (*impression management*) menjadi strategi penting untuk membangun kepercayaan dan hubungan dengan audiens.

Penelitian ini bertujuan untuk memahami bagaimana strategi *impression management* yang diterapkan oleh agensi desain Gizalab melalui media sosial dalam membangun citra dan kredibilitas agensi di ruang digital.

Penelitian ini menggunakan tipologi *Impression Management* Jones dan Pittman yang terdiri dari strategi *ingratiation*, *self-promotion*, *exemplification*, *intimidation*, dan *supplication* sebagai landasan teoritis untuk menganalisis strategi pengelolaan kesan yang dilakukan Gizalab melalui media sosial.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus dan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi nonpartisipan, dan dokumentasi, dengan informan yang terlibat langsung dalam pengelolaan media sosial dan strategi komunikasi Gizalab.

Hasil penelitian menunjukkan bahwa Gizalab menerapkan tiga strategi *impression management* berdasarkan tipologi Jones dan Pittman, yaitu *ingratiation*, *self-promotion*, dan *exemplification*. Strategi *ingratiation* diimplementasikan melalui gaya komunikasi humanis, konten interaktif, dan responsivitas terhadap audiens; *self-promotion* dilakukan dengan menampilkan portofolio dan kompetensi profesional; sedangkan *exemplification* ditampilkan melalui keterbukaan proses kreatif, kegiatan kolaboratif, dan konten di balik layar. Temuan penelitian menunjukkan bahwa pengelolaan kesan dilakukan secara terintegrasi melalui berbagai *platform* digital untuk membangun citra agensi yang profesional, kredibel, adaptif, dan mudah didekati (*approachable*).

Kata Kunci: *Impression Management*, Agensi Desain, Media Sosial, Industri Kreatif.

ABSTRACT

Salma Tamami Sa'adah: *Gizalab Design Agency's Impression Management Through Social Media.*

The rise of social media has driven design agencies to function not merely as creative service providers but also as communication actors that shape impressions, image, identity, and credibility within the digital landscape. In the competitive creative industry, impression management has become a crucial strategy for building trust and fostering relationships with audiences.

This study aims to understand the impression management strategies employed by the design agency Gizalab via social media to establish its image and credibility in the digital space.

The research utilizes Jones and Pittman's impression management typology—comprising ingratiation, self-promotion, exemplification, intimidation, and supplication—as a theoretical framework to analyze the strategies Gizalab implements on social media.

Adopting a qualitative approach, the study employs a case study method and a constructivist paradigm. Data collection involved in-depth interviews, non-participant observation, and documentation, engaging informants directly involved in Gizalab's social media management and communication strategies.

The findings reveal that Gizalab employs three impression management strategies based on Jones and Pittman's typology: ingratiation, self-promotion, and exemplification. Ingratiation is implemented through a human-centric communication style, interactive content, and audience responsiveness; self-promotion is achieved by showcasing the agency's portfolio and professional competencies; and exemplification is demonstrated through transparency regarding the creative process, collaborative activities, and behind-the-scenes content. The study concludes that impression management is executed in an integrated manner across various digital platforms to cultivate an agency image that is professional, credible, adaptive, and approachable.

Keywords: *Impression Management, Design Agency, Social Media, Creative Industry.*