

ABSTRAK

Tafiani Rahma Salsabila: *Impression Management* PT Bymanda Creative Production sebagai Jasa Foto Katalog Profesional.

Perkembangan media sosial mendorong perusahaan untuk semakin aktif membangun dan menjaga citra profesional melalui komunikasi digital dan interaksi dengan publik. *Impression management* dalam industri kreatif menjadi strategi penting untuk membangun kepercayaan, kredibilitas, dan loyalitas klien. Penelitian ini bertujuan untuk mengetahui penerapan strategi *ingratiation*, *self-promotion*, dan *exemplification* yang dilakukan PT Bymanda Creative Production sebagai jasa foto katalog profesional. Teori yang digunakan dalam penelitian ini adalah Teori *Impression Management* dengan konsep strategi presentasi diri yang dikembangkan oleh Jones dan Pittman. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif dan teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipatori pasif, dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi *ingratiation* diterapkan melalui komunikasi yang ramah, responsif, dan berorientasi pada kedekatan emosional dengan klien, serta diperkuat melalui komunitas Collabpreneur. Strategi *self-promotion* diwujudkan melalui pembuktian kualitas hasil visual, pengelolaan *talent* internal, pemanfaatan media sosial, serta transparansi proses kerja melalui konten *behind the scenes*. Strategi *exemplification* diterapkan melalui konsistensi perusahaan dalam menunjukkan nilai integritas, tanggung jawab, kedisiplinan, dan profesionalitas kerja dalam setiap proses pelayanan maupun produksi. Penelitian ini menyimpulkan bahwa PT Bymanda Creative Production berhasil membangun citra sebagai jasa foto katalog yang profesional, kompeten, kredibel, dan terpercaya melalui penerapan strategi *impression management* yang terintegrasi.

Kata Kunci: *Impression Management*, Media Sosial, Profesionalitas, Jasa Foto Katalog, Industri Kreatif

ABSTRACT

Tafiani Rahma Salsabila: *Impression Management at PT Bymanda Creative Production, a Professional Catalog Photography Service.*

The development of social media has encouraged companies to increasingly actively build and maintain a professional image through digital communication and publik interaction. Impression management in the creative industry is a crucial strategy for building trust, credibility, and client loyalty. This study aims to examine the implementation of ingratiation, self-promotion, and exemplification strategies by PT Bymanda Creative Production, a professional catalog photography service. The theory used in this study is Impression Management Theory, with the concept of self-presentation strategies developed by Jones and Pittman. The study employed a qualitative approach with descriptive methods, and data collection techniques included in-depth interviews, passive participant observation, and documentation.

The results indicate that the ingratiation strategy is implemented through friendly, responsive, and emotionally close communication with clients, reinforced through the Collabpreneur community. The self-promotion strategy is realized through demonstrating the quality of visual output, managing internal talent, utilizing social media, and transparency of work processes through behind-the-scenes content. The exemplification strategy is implemented through the company's consistency in demonstrating the values of integrity, responsibility, discipline, and professionalism in every service and production process. This study concludes that PT Bymanda Creative Production has succeeded in building an image as a professional, competent, credible, and trusted catalog photo service through the implementation of an integrated impression management strategy.

Keywords: *Impression Management, Social Media, Professionalism, Catalog Photography Services, Creative Industry*