

ABSTRAK

Yara Ummul Umara: Strategi *Impression Management* PT Trifos Internasional Sertifikasi (TRIC) Dalam Membangun Citra Profesional.

PT Trifos Internasional Sertifikasi dipilih sebagai objek penelitian karena merupakan lembaga sertifikasi independen yang aktif memanfaatkan komunikasi, pelayanan, dan inovasi digital dalam membangun citra profesional perusahaan sehingga menarik untuk dikaji melalui perspektif *impression management*. Dalam konteks lembaga sertifikasi, strategi *impression management* menjadi penting untuk membangun citra profesional serta menjaga kredibilitas dan kepercayaan *stakeholder*.

Penelitian ini bertujuan untuk mengetahui strategi *impression management* yang diterapkan PT Trifos Internasional Sertifikasi dalam membangun citra profesional. Penelitian menggunakan Teori *Impression Management* yang dikemukakan oleh Jones dan Pittman (1982), yang terdiri atas strategi *ingratiation*, *self-promotion*, *exemplification*, *supplication*, dan *intimidation*.

Penelitian ini menggunakan metode deskriptif kualitatif dengan paradigma konstruktivistik melalui teknik pengumpulan data berupa wawancara mendalam dan observasi partisipasi pasif.

Hasil penelitian menunjukkan bahwa PT Trifos Internasional Sertifikasi menerapkan strategi *impression management* melalui lima strategi, yaitu: (1) *ingratiation* melalui komunikasi yang ramah, empatik, *customer gathering*, dan pemanfaatan media digital; (2) *self-promotion* melalui publikasi kompetensi, akreditasi, pencapaian perusahaan, serta *core values*; (3) *exemplification* melalui penerapan standar ISO 17065, independensi auditor, *quality control*, dan digitalisasi layanan; (4) *supplication* melalui keterbukaan informasi kepada klien dan *stakeholder*; serta (5) *intimidation* melalui penegasan regulasi, standar sertifikasi, dan pengendalian kualitas. Dengan demikian, penerapan strategi *impression management* menjadi bagian dari upaya PT Trifos Internasional Sertifikasi dalam membangun citra profesional perusahaan.

Penelitian ini dapat disimpulkan bahwa PT Trifos Internasional Sertifikasi membangun citra profesional melalui penerapan strategi *impression management* yang dilakukan melalui komunikasi, digitalisasi, keterbukaan informasi, penegasan regulasi, serta konsistensi dalam menjaga kualitas layanan sertifikasi.

Kata Kunci: *Impression Management*, Citra Profesional, Lembaga Sertifikasi, PT Trifos Internasional Sertifikasi.

ABSTRACT

Yara Ummul Umara: *PT Trifos Internasional Sertifikasi's (TRIC) Impression Management Strategy in Building a Professional Image.*

PT Trifos Internasional Sertifikasi was chosen as the research object because it is an independent certification body that actively utilizes communication, services, and digital innovation to build the company's professional image, making it interesting to study from an impression management perspective. In the context of a certification body, impression management strategies are crucial for building a professional image and maintaining credibility and stakeholder trust.

This study aims to determine the impression management strategies implemented by PT Trifos Internasional Sertifikasi in building a professional image. The study uses the Impression Management Theory proposed by Jones and Pittman (1982), which consists of ingratiation, self-promotion, exemplification, supplication, and intimidation.

This study employed a qualitative descriptive method with a constructivist paradigm, using in-depth interviews and passive participant observation as data collection techniques.

The results show that PT Trifos Internasional Sertifikasi implements impression management strategies through five strategies: (1) ingratiation through friendly, empathetic communication, customer gathering, and the use of digital media; (2) self-promotion through publication of competencies, accreditation, company achievements, and core values; (3) exemplification through the implementation of ISO 17065 standards, auditor independence, quality control, and service digitalization; (4) supplication through information disclosure to clients and stakeholders; and (5) intimidation through regulatory enforcement, certification standards, and quality control. Thus, the implementation of an impression management strategy is part of PT Trifos Internasional Sertifikasi's efforts to build a professional company image.

This study concludes that PT Trifos Internasional Sertifikasi builds a professional image through the implementation of an impression management strategy, which involves communication, digitalization, information disclosure, regulatory enforcement, and consistency in maintaining the quality of certification services.

Keywords: *Impression Management, Professional Image, Certification, Stakeholders, PT Trifos Internasional Sertifikasi.*