



IMPRESSION MANAGEMENT PADA PEMIMPIN WANITA INDONESIA

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana proses dan strategi *impression management* pada pemimpin wanita Indonesia. Melalui wawancara yang mendalam dan observasi, peneliti mencari tahu bagaimana proses dan strategi *impression management* yang dimiliki oleh lima responden yang berprofesi sebagai pemimpin di beberapa instansi dan organisasi di wilayah DIY dan sekitarnya. Penelitian ini menghasilkan gambaran mengenai proses dan strategi *impression management* pada beberapa pemimpin wanita Indonesia. Hasil penelitian yang didapat melalui pendekatan studi kasus menggambarkan bahwa proses *impression management* dari kelima subjek terdiri atas dua komponen. Kedua komponen itu adalah *impression construction* dan *impression motivation*. *Impression construction* dipengaruhi oleh empat faktor, yaitu karakter pribadi, target sebagai pemimpin, ekspektasi, dan kesan dari bawahan. Dua subjek menggunakan strategi *impression management* berupa *exemplification*, sementara tiga subjek yang lain mengkombinasikan *exemplification* dan *intimidation*. Penelitian ini menggunakan triangulasi data untuk mengecek keabsahan informasi-informasi yang didapat.

Kata Kunci: Pemimpinan Wanita; *Impression Management*; *Impression Construction*; *Impression Motivation*.



IMPRESSION MANAGEMENT IN INDONESIAN WOMEN LEADERS

ABSTRACT

The aim of this study was to know how impression management's process and strategy of Indonesian women leaders. Researcher found out impression management's process and strategy of five subjects who were leaders from several instance and organization in DIY and surrounding areas by depth interview and observation. This study had a description about impression management's process and strategy of Indonesian women leaders as the result. This results that gave us descriptions about two components of impression management were gotten from case study approach. That two components were impression construction and impression motivation. Impression construction in this study had four factors affected, there were personal character, leader's target, expectation, and follower's impression. Impression management's strategy that used by two subjects are exemplification meanwhile three others mixed both exemplification and discrimination as their strategy. There were three subjects who mixed their exemplification strategy with intimidation. This study used data triangulation for checking information's validity.

Keywords: Women Leaders; Impression Management; Impression Construction; Impression Motivation.