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TABLE OF CONTENTS

<i>Siti Nur Azizah, Desi Erawati</i> Perilaku Konsumsi Generasi Milenial Terhadap Produk Kosmetik dalam Islam (Studi Pemikiran Monzer Kahf)	129-142
<i>Abu Aman, Achmad As'ad Abd. Aziz, Atiyatus Syarifah</i> Figur Kiai di Madura Perspektif Teori Pemikiran Kekuasaan (Politik) Al-Ghazali	143-162
<i>Septi Yanti Masrika Nindri, Vietha Devia S.S</i> Hubungan Variabel Makroekonomi dan Tingkat Kriminalitas di Indonesia	163-180
<i>Elsa Widia, Sri Mona Octafia</i> Analisis Modal Sosial Terhadap Kinerja dan Produktivitas Bisnis Perempuan:Kajian UMKM di Kota Padang	181-196
<i>Moona Maghfirah, R. M. Syahrial, Lahmuddin</i> Performansi Al-Qur'an Dan Konstruksi Identitas: Tren Rumah Tahfiz Pada Masyarakat Muslim Urban Kota Jambi	197-226
<i>Qudratulah, Rosniar, Wild Ananta</i> Broadcasting Laboratory Impression Management Strategy in Building the Image of IAIN Bone	227-246

**Broadcasting Laboratory Impression
Management Strategy in Building
the Image of IAIN Bone**

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Abstrak:

This research aims to examine the impression management strategy of the Broadcasting Laboratory in building the image of IAIN Bone. This research presents an image or image strategy that shapes IAIN Bone's reputation as an organization with impression management carried out by the organization through social media broadcasts. The research uses descriptive qualitative research methods. This research design uses a case study with a communication scientific approach. Data collection techniques were carried out using observation, interviews, FGD, and documentation. Data analysis techniques are carried out by data reduction, data presentation, and drawing conclusions. The dominance of self-promotion strategies implemented by the Broadcasting Laboratory surpasses four other impression management strategies. Of course, this refers to the way branding image is built by highlighting positive things by mentioning the abilities they have. The ingratiation strategy carried out by the Broadcasting Laboratory further strengthens the characteristics of a humanist campus with an impression of attention from the audience because there are reasons to assess IAIN Bone such as Islamic, up to date, superior, humanist, and so on. Intimidation strategy, the video shown tries to get attention and is expected to give a favorable impression to the audience. The intimidation strategy is not widely implemented by the IAIN Bone Broadcasting Laboratory because it has the opportunity for conflicting arguments in cyberspace. In line with that, the Supplication strategy is also a strategy that is rarely used in the production of IAIN Bone Television and Radio Broadcasting Laboratory programs. The supplication strategy is considered a natural strategy that is rarely used by the "Sky News" production team to give a more natural impression of everything that happens at IAIN Bone.

(Penelitian ini bertujuan mengkaji strategi impression management Laboratorium Penyiaran dalam membangun Citra IAIN Bone. Penelitian ini menyajikan strategi gambaran atau kesan citra yang membentuk reputasi IAIN Bone suatu organisasi dengan *impression management* yang dilakukan oleh organisasi melalui siaran media sosial dengan. Penelitian menggunakan metode penelitian deskriptif kualitatif. Desain penelitian ini menggunakan Studi kasus dengan pendekatan keilmuan Komunikasi. Teknik pengumpulan data dilakukan dengan observasi, wawancara, FGD, dan dokumentasi. penelitian. Teknik analisis data dilakukan dengan reduksi data, penyajian data, dan penarikan kesimpulan. Dominasi strategi self-promotion diterapkan Laboratorium Penyiaran melaempat strategi impression management yang lainnya. Tentu hal ini merujuk sebagaimana branding image dibangun dengan menonjolkan hal-hal yang positif dengan menyebutkan kemampuan-kemampuan yang dimiliki. Strategi ingratiation yang dilakukan Laboratorium Penyiaran semakin memperkuat ciri khas kampus yang humanis dengan kesan yang perhatian dari khalayak karena adanya alasan untuk menilai IAIN Bone seperti Islami, *up to date*, unggul, humanis, dan sebagainya. Strategi intimidation, video yang ditayangkan berupaya mendapat perhatian dan diharapkan mendapat kesan yang disukai oleh khalayak. Strategi intimidation tidak banyak diterapkan oleh Laboratorium Penyiaran IAIN Bone karena memiliki peluang terjadinya konflik pertentangan argumentasi di dunia maya. Sejalan dengan itu, strategi Supplication juga strategi yang jarang dilakukan dalam produksi program Laboratorium Penyiaran Televisi dan Radio IAIN Bone. Strategi supplication dianggap wajar menjadi strategi yang jarang dilakukan oleh tim produksi Sky News untuk memberikan kesan yang lebih natural dari segala hal yang terjadi di IAIN Bone.)

Kata Kunci:

Impression Management; Laboratorium Penyiaran; Branding; IAIN Bone

Introduction

Initially, humans created technology to facilitate human tasks themselves, including facilitating communication. Technology was created that can shorten reach and shorten communication time. With the advancement of technology created, humans ultimately depend on the technology they create for themselves. The discovery of communication technology has had an inevitable impact on humans. The phenomenon of social interaction online is currently one of the characteristics of the information society. Changes in society that only real (face-to-face) social internet makes known. The information society was first introduced by Daniel Bell. The information society is characterized by an increase in the information-based industrial economic sector.¹

The emergence of the internet has greatly facilitated information communication and exchange processes throughout the world, where computers are interconnected in a network to exchange information. The internet is a product of technology that is widely used in society. As a technological material, as a new type of social interaction, the internet is different from before. Where in the past people interacted through face-to-face communication, nowadays people interact through cyberspace or online social interactions. The sophistication of information technology provides different alternatives for people to interact socially.² Social media is a new media that is often related to aspects of communication and levels of communication in it. Social media is growing with the range of access that its users consider actual in various forms such as data, text, images, audio, video, even audio visual.³

The existence of a broadcasting laboratory makes the field of journalism wider, giving higher education institutions the freedom to manage their own media. The Broadcasting Laboratory in the Islamic Communication and Broadcasting Department is a space for expression in developing students' creative ideas in creating a quality broadcast program. They are not only left with imagination in learning in the classroom but can also master the techniques of using broadcasting equipment and master the techniques of producing television and radio broadcasts. Including making setting and procedures for television and radio studios at the production stage in the production process of a program. As stated by Soejitno, one of the functions of the laboratory is to provide completeness for the theoretical lessons that have been received so that theory and practice are not two separate things. The two of them studied each other and looked for each other's basis.⁴

¹ Sukmawati, "Partisipasi Citizen Journalism Terhadap Media Online Tribun Makasar" (Skripsi, Program Sarjana Universitas Islam Negeri Alauddin Makasar, 2017), 1

² Sukmawati, "Partisipasi Citizen Journalism Terhadap Media Online Tribun Makasar, 32

³ Hendro Agus Prakoso, "Personal Branding Prabowo Subianto". *Jurnal Komuniti*: Vol. VII (Issue 1).

⁴ Soejitno, *Laboratorium dan Workshop*. Dalam Zainuddin & Basori, M. (Eds). 1983. Pusat Sumber Belajar Perpustakaan Sebuah Kompilasi. Jakarta: Depdikbud, 1983), 65.

That way, the journalistic processes that students understand can be carried out in the proper manner.

McDougall points out that journalism is the activity of gathering news, finding facts and reporting events. Journalism is essential anytime, anywhere. In a democracy, news is very important. Whatever future changes, whether social, economic, political or otherwise, are irrelevant. It is difficult to imagine a future where someone does not have the ability to find information about what has happened and communicate it to the public.⁵

The strategic function of mass media makes the business prospects of the mass media industry bright. Conveying information in the form of news requires communication channels called media. The term mass media refers to its use as general and general reading. Mass media provides information about change, how it works, and the results it has achieved or will achieve. The main function of mass media is to provide information and promote products to various interests. On the other hand, the media is also a means for individuals, groups and institutions to build an image in wider society. This is one of the uses of broadcasting laboratories owned by universities, one of which is at the Ushuluddin and Da'wah Faculty of IAIN Bone.

In general, news disseminated via YouTube can also be said to be a news portal because it is accommodated on one site, namely YouTube, which contains various types of news. From politics, domestic, foreign, sports news to light news. News portal consists of two words, portal and news. A portal can be understood as a site or web page, while news can be defined as the latest information about what is happening, which is presented to many people through print, broadcast, internet or word of mouth.⁶ The KPI IAIN Bone broadcasting laboratory is one of the laboratories at IAIN Bone as a forum for students to learn to improve their skills in the fields of broadcasting and journalism. As well as being a forum for representing IAIN Bone through news that is disseminated to the public. The IAIN Bone broadcasting laboratory has a YouTube channel called "Laboratorium Penyiaran" which is one of the media for reporting on activities on the IAIN Bone campus.

Previous research conducted by Hanny and Jimi with the title "Challenges and Optimizing the Role of TV Laboratories in Higher Education", focused on studying the optimization of TV laboratories. The research examines in more depth the challenges faced in efforts to optimize the role of television laboratories in universities. This research was developed in this research by examining institutional image building efforts involving television and radio laboratory impression management strategies in building the image of IAIN Bone.

⁵ Curtis D. MacDougall, *Interpretative Reporting*, Macmillan, (Publishing CO., Inc, New York), 1972, 15.

⁶ Asep Syamsul Romli, *Jurnalistik Online Panduan Praktek Mengelola Media Online*, (Bandung: Nuansa Cendekia), 2012, 107.

Therefore, researchers use impression management theory which assumes that in every social interaction individuals try to present their self-image or self-concept in front of other people. This is intentionally using communication to create an impression on an individual or group.⁷ How human resources is related to providing a picture or impression of an image that will shape the reputation of an organization in the future, starting with impression management carried out by the organization.⁸

Research Methods

The research uses descriptive qualitative research methods. The qualitative method is a research procedure that produces descriptive data in the form of words or speech from people and observable behavior.⁹ Qualitative research is used to examine the condition of natural object.¹⁰ Qualitative research is research where data is obtained from observations, including interviews, filming results, document analysis, field notes, and not in the form of numbers.

Research methods are considered in terms of the research topics that future researchers will undertake, and data in qualitative research is obtained through interviews, observations, and recordings, and then explained in terms of findings in the field as the research progresses.¹¹ This research design uses a case study, which is an approach that is carried out intensively, in detail and in depth regarding a matter being researched in the form of programs, events, activities and others to obtain in-depth knowledge/information about that matter.

This research approach consists of two aspects, namely a scientific approach and a methodological approach.¹² The Communication Science approach as a scientific approach used in this research is through the application of impression management theory, and a field approach by collecting data directly at the research location. The research location is located in the Integrated Laboratory Building, Campus 2 of IAIN Bone in Culili, Polewali, Bone Regency, South Sulawesi.

In natural conditions, research is carried out directly at the data source, and emphasizes the meaning behind the observed data.¹³ There are two sources of data in this research, namely primary data will be collected from the IAIN Bone broadcasting

⁷ Erving Goffman, *The Presentation of Self in Everyday Life* (United States: Anchor Books, 1959), 4.

⁸ L'Etang Jacquie, *Public Relations Concepts, Practice and Critique*. (UK: SAGE Publications Ltd, 2008), 55.

⁹ Sandu Siyoto dan Ali Sodik, *Dasar Metodologi Penelitian* (Cet.1; Yogyakarta: Literasi Media Publishing, 2015), 28.

¹⁰ Sugiono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, Cet 1, (Bandung: Alfabeta, 2019), 18

¹¹ Loisari Hoerunnisa, Khoiruddin Muchtar, dan Cecep Suryana, "Kredibilitas Media Online dalam Pandangan Mahasiswa", *Jurna Ilmu Komunikasi*, Vol. 5, No. 1, 2020, 126

¹² Muljono Damopolii, *Guidelines for Writing Scientific Papers; Writing Papers, Theses, Dissertations and Reports* (Cet.I; Makassar: Alauddin Press, 2013), 16.

¹³ Albi Anggito dan Johan Setiawan, *Metodologi Penelitian Kualitatif* (Cet.1; Jawa Barat: Cv Jejak, 2018), 212.

laboratory team which carries out planning, reporting, writing and publication of news. There are 3 informants from the IAIN Bone Broadcasting Laboratory management. Then secondary data taken from various literature and documents further strengthens the research. Secondary data does not provide data directly to researchers, but through other people or documents.¹⁴ The tools used as instruments in collecting research data are voice recorders, cameras and field notes.¹⁵

The data collection technique is carried out by observation, that is, systematically observing and recording the symptoms that are systematically investigated, both directly and indirectly.¹⁶ Interviews, that is conducting questions and answers, making it possible to contribute meaning to a particular topic.¹⁷ Documentation, namely collecting data through sound recording devices, images, screenshot, and others that can support research.¹⁸ Focus Group Discussion, namely a data collection method for qualitative research and the resulting data comes from exploring social interactions that occur during the discussion process carried out by the informants involved.¹⁹ A data collection technique that produces very important records related to the research question. Researchers will of course collect data from documents in the form of text, notes and images found at the research location.

Technique data analysis is efforts carried out by analyzing/researching data, organizing data, selecting and selecting what will be processed, finding and finding patterns, identifying what is important based on research needs, and deciding what can be published. Data reduction, namely the process of sorting, focusing on simplifying and transforming rough data that emerges from written notes in the field. Presentation of data, can be in the form of short descriptions, relationships between categories, diagrams, flowcharts, etc.²⁰ Drawing conclusions. Qualitative research ends with new findings that have never been seen before. A finding can be in the form of a picture or description of an object that was previously undetermined or dark so that it becomes clear after research has been carried out, it can be in the form of a causal or interactive relationship, hypothesis or theory.²¹

¹⁴ Sugiono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, p. 296

¹⁵ Pamela Baxter & Susan Jack, Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers. *The Qualitative Report*, 13(4), 2008, 544-559. <https://doi.org/10.46743/2160-3715/2008.1573>

¹⁶ Sutrisno Hadi, *Metodologi Research II* (Cet. XXIII; Yogyakarta: Gajahmada Press, 1994), 136.

¹⁷ Sugiono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, 304.

¹⁸ Johni Dimiyati, *Metodologi Penelitian Pendidikan dan Aplikasinya pada Pendidikan Anak Usia Dini* (Cet. 1; Jakarta: Kencana Prenada Media Group, 2013), 100.

¹⁹ Lehoux dkk, Focus group research and “the patient’s view.” *Social Science & Medicine*, 63, 2006, 2091-2104

²⁰ Sugiono, *Metode Penelitian Kuantitatif Kualitatif R&D*, (Bandung: Alfabeta, 2019), 325

²¹ Sugiono, *Metode Penelitian Kuantitatif Kualitatif R&D*, 329.

Results and Discussion

Impression Management Strategy of the KPI IAIN Bone Broadcasting Laboratory in Building the Image of IAIN Bone

Rosenfeld, Giacalone, and Riordan (1995) suggest that impression management is a process to influence the image of an individual or group in the eyes of other people.²² Therefore, individuals or groups use a strategy in accordance with the image they want to build and obtain from other people. Five strategies impression management will create images that are also different, but cannot be separated one by one. This is because the combination is simultaneously ongoing and possible to occur in the process of image building efforts. Therefore, this research describes the efforts of the IAIN Bone Television and Radio Broadcasting Laboratory in building the image of IAIN Bone using impression management strategies which also vary to suit IAIN Bone's priorities and the objectives that have been set.

Ingratiation strategy is an internal impression management strategy which is used to obtain a favorable impression by other people.²³ In conveying IAIN Bone's vision, namely "Unggul and Humanis" in the broadcast of the Broadcasting Laboratory's YouTube Channel, there is an ingratiation strategy by featuring several shows that highlight the skills and quality of IAIN Bone's human resources through the programs "Sejukkan Iman" and "Sky News".

"In accordance with IAIN Bone's vision, namely Excellence and Humanism, we strive to represent this vision through our best programs together with the Broadcasting Laboratory team. YouTube is our main means of disseminating information related to the campus with its superior human resources. Moreover, there is the "Sejukkan Iman" program which is a da'wah program, where the chosen preachers are IAIN Bone students and "Sky News" which displays the activities of the IAIN Bone academic community."²⁴

²² Mark C. Bolino & William H. Turnley. Measuring Impression Management in Organizations: A Scale Development Based on the Jones and Pittman Taxonomy. *Organizational Research Methods*. 1999, 187. <https://doi.org/10.1177/109442819922005>

²³ Jones, E. E., & Pittman, T. S. Toward a General Theory of Strategic Self-Presentation. *Psychological Perspectives on the Self*, 1, 1982, 249.

²⁴ Mimi, Producer of the Cool Faith Program, Interview, February 12, 2023.

Figure 1. Sejukkan Iman Thumbnail



Figure 2. Sky News Thumbnail

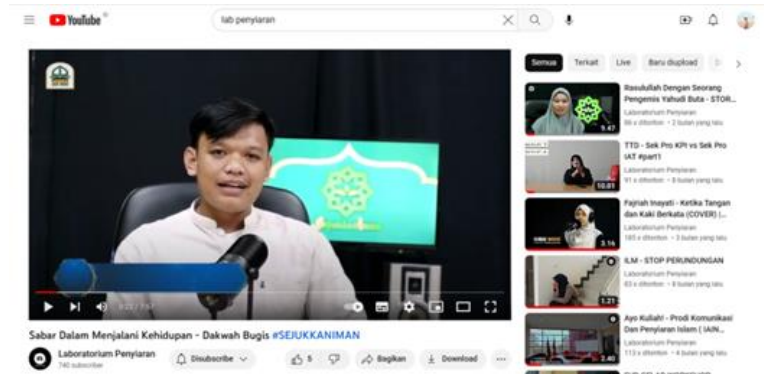


The ingratiation strategy aims to be assessed with warmth, humor, trustworthiness and charm and attractiveness.²⁵ One of the warmth that is often featured is the opening greeting that is often featured in the following "Cool the Faith" Program:

*"Assalamualaikum Warahmatullahi Wabarakatuh. Perkenalkan, nama saya Jumadil Akbar, Prodi Komunikasi Penyiaran Islam angkatan 2020"*²⁶

²⁵ Jones, E. E., & Pittman, T. S. Toward a General Theory of Strategic Self-Presentation. Psychological Perspectives on the Self, 1, 1982, p. 235..

Figure 3. Faith Cool Program "Patience in Living Life"



Sending greetings to the “Sejukkan Iman” Program is often done and has become an obligation to convey it at the beginning and end of the program. Not just greetings, but also introducing himself first before starting to deliver da'wah messages. This shows the desire of the IAIN Bone Broadcasting Laboratory to introduce IAIN Bone human resources who have skills in the field of da'wah. So, through this strategy, it indirectly offers the impression of a campus that has students who are skilled in preaching and public speaking. Thus, the Laboratory displays the impression of a campus that has students who are skilled in preaching and public speaking.

“Sejukkan Iman program is not just about conveying da'wah messages. But it also becomes a forum for IAIN Bone students who have skills in preaching and public speaking to be able to present themselves through digital means. We want the wider community to see the superiority of IAIN Bone in terms of human resources, especially IAIN Bone students who have competencies in various fields. "This is what we want to show that IAIN Bone is not only skilled at preaching from the pulpit, but also in digital spaces.”²⁷

Apart from that, in other programs the Television and Radio Broadcasting Laboratory also includes humor as part of its ingratiation strategy. Humorous and friendly aspects are made more dominant in the program so that it seems to follow developments in social media content and does not seem out of date. The program is called "Tanya-Tanya Lecturer" which is a program of asking questions to IAIN Bone Lecturers on a versus.

²⁶ [Sabar Dalam Menjalani Kehidupan - Dakwah Bugis #SEJUKKANIMAN - YouTube](#)

²⁷ Mimi, Producer of the Cool Faith Program, Interview, February 12, 2023.

Figure 4. Tanya-Tanya Dosen Thumbnail



"The Tanya-Tanya Dosen program was inspired by one of the artist's programs that often trends on YouTube. The aim is not to compare the insights of one lecturer with another lecturer. This program was deliberately created to create the impression that IAIN Bone lecturers are not as rigid as the lecturers that most people think. The questions given are also general and simple questions. "It deliberately gives an exciting and fun impression with the sound of the Laboratory team shouting behind the scenes."²⁸

Humor is made part of the IAIN Bone entity through the Tanya-Tanya Dosen Program. Humor can be a means of familiarity and a more flexible assessment of the IAIN Bone campus, which incidentally is a campus labeled Islamic. However, the Tanya-Tanya Dosen Program does not violate the principles of Islamic teachings.

In promoting something, it requires the ability to attract public interest in accordance with the concept of image formation. Characteristics need to be highlighted to strengthen the impression of the individual or institution. This can be in the form of culture, values and beauty which must be in accordance with the wishes of the audience. The conformity in question is termed "pitch adjustment".²⁹ This is what the IAIN Bone Laboratory does in depicting beauty through the friendliness and flexibility of lecturers in the "Tanya-Tanya Dosen" Program.

"Eastern culture which is inherent in Indonesians cannot be separated from its humorous nature. This is what makes us present the Lecturer Questions Program so that the current framing of lecturers can be shifted with the adjustments made

²⁸ Magfirah, Producer of the Lecturer Questions Program, Interview, March 1 2023.

²⁹ Edmiston, Developing the Perfect Pitch: Creating a Positive First Impression Through Social Media. Marketing Education Review, 26(1), 2016, 3-7.

through this program. We try to give a relaxed impression in this program and show the beauty and closeness between lecturers in the program broadcast."³⁰

This is an effort to attract the attention of the public so that it can have a significant impact on widening the reach of broadcasts and attracting attention from various levels of society. By having a program and description that is different from other programs, it will have the potential to gain attention from the public because there are reasons to assess IAIN Bone as Islamic, up to date, superior, humanist, and so on. The ingratiation strategy carried out by the IAIN Bone Broadcasting Laboratory is a way of conveying an impression by constructing identity, interactions and fans. These three aspects are practice micro celebrity that shares identity information that reflects a person's identity or reflects the desired identity of an individual or group. Then, interaction can be done by responding to the audience through the features provided on the platform used. Visibility capabilities also open up opportunities for individuals or groups to get more attention than before. The goal is to increase audience reach.³¹

Different things are shown through intimidation which has a pressing nature, even giving threats and punishment. This very rarely happens by the Broadcasting Laboratory through the production of programs that are broadcast via You Tube. Even so, several narrations from videos published on the Broadcasting Laboratory's You Tube channel have intimidation messages with emphasis such as in the video "7 Pesan Pencegahan Perkawinan Anak "³² with the following narrative:

"Pastikan memakai toga wisuda sebelum memakai baju pengantin"
"Mama, Papa, izinkan anakmu ini kuliah dulu. Cucu nantilah"
"Pastikan! sekolah tinggi, kerja bagus, baru menikah"
"Menikahlah di usia matang, niscaya hidupmu bahagia"
"Kawin anak menyebabkan hidupmu dalam lingkaran kemiskinan"
"Kami menolak kawin anak demi masa depan"
"Stop! Stop! Stop! Perkawinan anak"

The intimidation strategy in the video is contained in the narrative which invites and asks for public participation through understanding arguments which are mentioned alternately.

"One of our steps to invite and persuade the public is with an invitation video. This video contains an invitation to the public to change their thought patterns and

³⁰ Magfirah, Producer of the Lecturer Questions Program, Interview, March 1 2023.

³¹ Tanupabrungsun, S. Microcelebrity Practices: A Cross-Platform Study Through a Microcelebrity Practices: A Cross-Platform Study Through a Richness Framework Richness Framework. 2018. <https://surface.syr.edu/etd>

³² [7 PESAN PENCEGAHAN PERKAWINAN ANAK MAHASISWA FUD - YouTube](#)

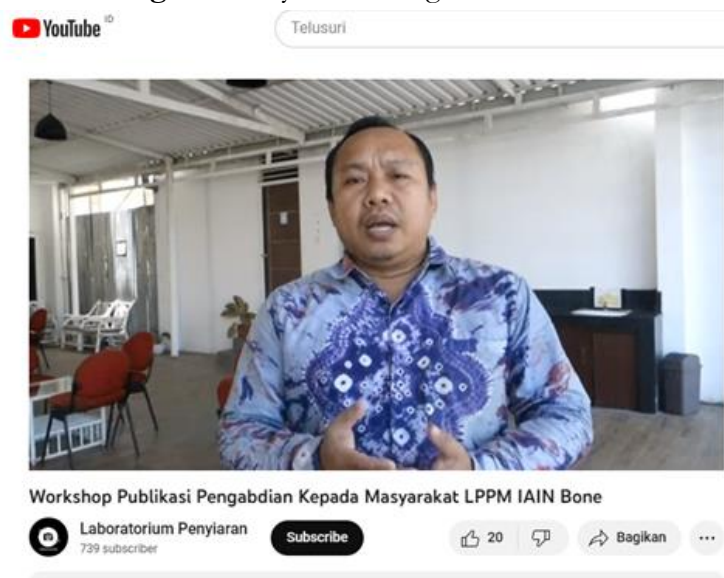
behavior. However, the delivery must also be done in a good manner and be more careful because it could cause conflict and conflict in cyberspace."³³

Body language that suppresses dominance makes the party carrying out the intimidation strategy less attractive and provides a barrier for people to separate.³⁴ Therefore, for videos that try to get attention and hopefully get a favorable impression from the audience, the intimidation strategy is not widely applied by the IAIN Bone Broadcasting Laboratory because it has the potential for conflicting arguments in cyberspace.

Next, a supplication strategy is used, where there is a statement of helplessness, as found on the Sky News Program with the news title "Workshop Publication of Immortalization to the Society of LPPM IAIN Bone". A quote that shows the supplication strategy can be found in the interview excerpt at minute 1:50 as follows:

*"Kegiatan ini sangat berarti untuk para dosen. Di mana kita paham bahwa LAIN Bone masih memiliki kelemahan dalam pengabdian masyarakat sehingga materi yang di sampaikan tadi oleh narasumber sangat luar biasa untuk bermanfaat bagi kita. Dan kami sangat berharap bahwa mudah-mudahan ke depan institusi memberikan pendanaan khusus terkait pengabdian masyarakat karena itu juga bagian dari kesulitan atau kelemahan kita ketika ditanya bagaimana sumber pendanaan itu... paling penting adalah bagaimana melibatkan mahasiswa dalam dalam pengabdian kepada masyarakat."*³⁵

Figure 5. Sky News Program Interview



³³ Ishak, Editor-in-Chief, Interview, March 12, 2023.

³⁴ Jones, E. E., & Pittman, T. S. Toward a General Theory of Strategic Self-Presentation. *Psychological Perspectives on the Self*, 1, 1982, 240.

³⁵ [Workshop Publikasi Pengabdian Kepada Masyarakat LPPM IAIN Bone - YouTube](#)

The supplication strategy is a strategy that is rarely used in the production of IAIN Bone Television and Radio Broadcasting Laboratory programs. The supplication strategy is considered a natural strategy that is rarely used by the "Sky News" production team to give a more natural impression of everything that happens at IAIN Bone. Of course, if this is done excessively it will give a bad impression in the eyes of the public about IAIN Bone.

"News is one of the programs that we present realistically. However, of course, to build IAIN Bone's image, our team will sort out what news is appropriate and which is not appropriate to broadcast. Even though the aim is to build a positive image of IAIN Bone, the news presented is not always full of praise or even depicts good things. A touch of reporting is needed which also illustrates the weaknesses of what is happening at IAIN Bone. However, before showing it on a Sky News program, the risks and future impacts must be looked at. Pointing out weaknesses in the Sky News program is done so that the reporting seems more natural, does not force one's will and of course becomes a benchmark for improving things to be better."³⁶

In contrast to the supplication strategy, the exemplification strategy is an impression management strategy that is always used by the IAIN Bone Broadcasting Laboratory to maximize the formation of IAIN Bone's image in the eyes of the public. The exemplification strategy is almost used in various IAIN Bone Broadcasting Laboratory broadcast programs. This includes the "Sejukkan Iman" program, which never leaves out efforts to encourage people to do good to each other. This program very clearly uses an exemplification strategy with an effort to give the impression of moral integrity to the audience.

Exemplification strategy, this is also clearly seen in the video entitled "Ayo Kuliah! - Prodi Komunikasi dan Penyiaran Islam"³⁷ by representing the various advantages of IAIN Bone's human resources and the facilities obtained by studying at IAIN Bone. Not only verbal explanations, visual appearances are also maximized to give a more convincing impression to the audience.

³⁶ Ishak, Editor-in-Chief, Interview, March 12, 2023.

³⁷ [Ayo Kuliah! - Prodi Komunikasi Dan Penyiaran Islam \(IAIN BONE\) - YouTube](#)

Figure 6. Video of Ayo Kuliah!



"One of the things we maximize in building the image of IAIN Bone is persuading the audience with various programs that display positive invitations and statements, as well as good actions. From there, we think that the public will be shown how superior and humanistic the IAIN Bone campus is, which is also the vision of IAIN Bone. Not only at the verbal level, but also the visual appearance that we maximize. Including shooting angles at the IAIN Bone buildings. Don't forget that the videos published must be in line with the campus vision, of course."³⁸

Strategy strengthening exemplification carried out by making efforts to obtain the impression of integrity and moral worthiness (moral worthiness) from other parties through superior campus facilities with adequate visual appearance and in accordance with the narrative dubbed. Eligibility for higher education is displayed with a narrative that is in line with the visualization in the 2:39 minute video.

"Program studi Komunikasi dan Penyiaran Islam menawarkan studi Ilmu Komunikasi yang terintegrasi dengan penyiaran dan dakwah Islam sebagai wadah untuk Ilmu Komunikasi. Kurikulum di Prodi KPI menjalani dua hal, yakni Islam dan Komunikasi. Mendalami ilmu agama Islam dan keterampilan menyebarkan melalui media"

[Musik..]

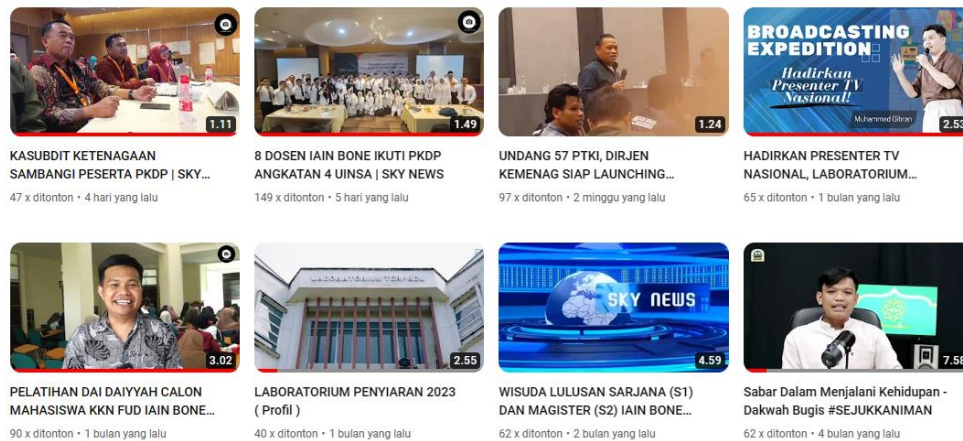
Laboratorium Broadcasting Pertelevisian Komunikasi dan Penyiaran Islam dilengkapi sarana dan prasarana agar mahasiswa dapat mempraktikkan produksi siaran televisi. Mari kita lihat!

³⁸ Ishak, Editor-in-Chief, Interview, March 12, 2023.

The narrative is interspersed with visualizations of the facilities offered by universities in the learning process to students on a daily basis, both theoretically and practically. This can be interpreted as an action carried out for the benefit of society.

Apart from the three impression management strategies discussed previously, self-promotion is also a strategy that is widely implemented by the Broadcasting Laboratory in managing impressions through content on YouTube. This self-promotion strategy is carried out by displaying the competence and superiority of the experience possessed by individuals or groups according to their wishes. This strategy provides an overview of the advantages without forcing the audience through performance claims and performance accounts.³⁹ The self-promotion strategy is featured in the Broadcasting Laboratory through its programs, including Sky News, ILM, and Sejukkan Iman.

Figure 6. Self-Promotion videos



"In the videos that we publish on YouTube, almost all of them are always related to campus promotion with the advantages shown. In various programs, we highlight the campus's capabilities as an investment to develop better and also as an offer to the wider community so that IAIN Bone becomes the choice for continuing higher education. "In the Sky News program, we show things that are conventional and show the campus' capabilities from various aspects, such as news about the LPPM IAIN Bone Product Exhibition in Jakarta."⁴⁰

Campus capabilities are highlighted in various programs owned by the Broadcasting Laboratory. Among other things, when presenting national speakers on various occasions, including being presented on the Sky News program. Then, activities oriented towards

³⁹ Ajeng Jastika, Analisis Strategi Impression Management dalam Membentuk Personal Branding Selebgram Melalui Media Sosial Instagram, *Skrpsi*, (Program Studi Ilmu Komunikasi, Fakultas Ilmu Komunikasi dan Informatika, Universitas Muhammadiyah Surakarta, 2021).

⁴⁰ Ishak, Editor-in-Chief, Interview, March 12, 2023.

campus development cannot be separated from the coverage of the “Sky News” program to show IAIN Bone's efforts and ability to continue to develop. Moreover, in the "Sejukkan Iman" program, the program features promotions of institutions that are synonymous with Islamic studies that are integrated with technological developments.

This shows the dominance of the self-promotion strategy implemented by the Broadcasting Laboratory compared to the other four impression management strategies. Of course, this refers to the branding image being built by highlighting positive things by mentioning the abilities you have, stating supportive past experiences, expressing optimism in work and development, and sharing successes and achievements.

Impression management is a process of impression management tactics carried out by the Broadcasting Laboratory with actions and communications that have the aim of influencing, creating, maintaining and building the image of IAIN Bone. This communication action is carried out digitally and hopes for a good reputation for campus institutions. The actions taken support the vision and achieve the desired goals.⁴¹ Therefore, the impression management strategy carried out by the Broadcasting Laboratory is carried out with various tactics and considerations that are relevant to the goals that IAIN Bone wants to achieve. The most important thing is related to the activities and advantages of the IAIN Bone campus.

Emergence of self-promotion strategy which is often raised by the Broadcasting Laboratory is supported by the reality that occurs within the scope of IAIN Bone. As information can be said to be news, it must fulfill the elements of correct, fast, complete, objective and well structured.⁴² It is not something that is forced to be displayed in the public space in order to get a good impression from the audience, because it is based on the facts that happened.

The ingratiation strategy carried out by the Broadcasting Laboratory further strengthens the characteristics of a humanist campus with a caring impression from the audience because there are reasons to assess IAIN Bone as Islamic, up to date, superior, humanist, and so on. The video broadcast strengthens the identity of the IAIN Bone campus as a humanist campus with Islamic ethics displayed and elements of humor presented to create a more 'friendly' impression with the wider community. The presence of humorous elements creates closeness to the audience who will continue to build good relationships with campus institutions even if only in the digital space.

Digital tools it is also a means for campus institutions to offer innovation and change in campus development by involving the general public to watch and provide feedback through the comments column feature on YouTube. The emergence of social

⁴¹ Jesper Strömbäck & Spiro Kioussis, *Political Public Relations* (New York: Routledge, 2011), p. 8.

⁴² Sedia Wiling Barus, *Jurnalistik; Petunjuk Teknis Menulis Berita* (Jakarta: Erlangga, 2010), p. 32.

media offers communication practices with a reach that can have a positive impact on an institution's branding efforts. Social media has a much greater reach through a network of users to create understanding between organizations and society.⁴³

In the intimidation strategy, the video shown tries to get attention and is expected to give a favorable impression to the audience. The intimidation strategy is not widely implemented by the IAIN Bone Broadcasting Laboratory because it has the potential for conflicting arguments in cyberspace. Body language that suppresses dominance makes the party carrying out the intimidation strategy less attractive and provides a barrier for people to separate and disagree with what is shown in the video. This is not often done by the Broadcasting Laboratory in order to maintain mutual understanding between campus institutions and the public. The Broadcasting Laboratory must create mutual understanding with the audience because it is an inseparable part of efforts to build branding.

In line with the intimidation strategy, the Supplication strategy is also a strategy that is rarely used in the production of the IAIN Bone Television and Radio Broadcasting Laboratory program. The supplication strategy is considered a natural strategy that is rarely used by the "Sky News" production team to give a more natural impression of everything that happens at IAIN Bone. Of course, if this is done excessively it will give a bad impression in the eyes of the public about IAIN Bone.

In contrast to the supplication strategy, the exemplification strategy is an impression management strategy that is always used by the IAIN Bone Broadcasting Laboratory to maximize the formation of IAIN Bone's image in the eyes of the public. The exemplification strategy is almost used in various IAIN Bone Broadcasting Laboratory broadcast programs. This includes the "Sejukkan Iman" program, which never leaves out efforts to encourage people to do good to each other. This program very clearly uses an exemplification strategy with an effort to give the impression of moral integrity to the audience.

Table 1. Overview of Impression Management Strategy Implementation

No.	Ingratiation	Intimidation	Self-Promotion	Exemplification	Supplication
1.	Say greetings.	Force	State their abilities or positions that support their performance	Inviting people to act positively.	Expressing inability/helplessness
2.	Expressing sympathy to the other party, either in the form of	Emphasize	State supportive past experiences.	Stating that the actions taken are for the benefit of the community.	Express requests for help to other parties.

⁴³ Ruli Nasrullah, *Media Sosial Perspektif Komunikasi, Budaya, dan Sosioteknologi* (Bandung: Simbiosis Rekatama Media, 2015), 172.

No.	Ingratiation	Intimidation	Self-Promotion	Exemplification	Supplication
	congratulations, condolences, or through other sympathetic actions.				
3.	Give praise to others.	Express feelings of anger		Show a good attitude	
4.	Expressing gratitude or appreciation to another party for something they have done/given.	Deliver criticism			
5.	Provide motivation or inspiration to others.				

Conclusion

The dominance of self-promotion strategies applied by the Broadcasting Laboratory compared to the other four impression management strategies. Of course, this refers to the branding image being built by highlighting positive things by mentioning the abilities you have, stating supportive past experiences, expressing optimism in work and development, and sharing successes and achievements. The ingratiation strategy carried out by the Broadcasting Laboratory further strengthens the characteristics of a humanist campus with a caring impression from the audience because there are reasons to assess IAIN Bone as Islamic, up to date, superior, humanist, and so on. In the intimidation strategy, the video shown tries to get attention and is expected to give a favorable impression to the audience. The intimidation strategy is not widely implemented by the IAIN Bone Broadcasting Laboratory because it has the potential for conflicting arguments in cyberspace. In line with that, the Supplication strategy is also a strategy that is rarely used in the production of IAIN Bone Television and Radio Broadcasting Laboratory programs. The supplication strategy is considered a natural strategy that is rarely used by the “Sky News” production team to give a more natural impression of everything that happens at IAIN Bone. Of course, if this is done excessively it will give a bad impression in the eyes of

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