



Corresponding Author:

Marchelline Chandra

Email:

marchellchand@gmail.com

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INTRODUCTION

SELF-PRESENTATION OF CAFE SINGER (Dramaturgy Case Study on Singer Revi Swandarini's Self-Presentation)

Marchelline Chandra¹

Deavvy MRY Johassan²

¹ Institut Bisnis dan Informatika Kwik Kian Gie, DKI Jakarta, Indonesia
Jalan Yos Sudarso Kav 85 No.87, Jakarta, marchellchand@gmail.com

² Institut Bisnis dan Informatika Kwik Kian Gie, DKI Jakarta, Indonesia
Jalan Yos Sudarso Kav 85 No.87, Jakarta,
deavvy.johassan@kwikkiangie.ac.id

Abstract

This research aims to find out the Dramaturgy Study of Self-Presentation in Café Singers (Case Study of Dramaturgy Regarding Singer Revi Swandarini's Self-Presentation). The objectives of the research are to identify the front stage and back stage of a singer named Revi Swandarini using the theory of dramaturgy studies.

This research uses Dramaturgy Theory, used to determine the front stage and back stage of a person. The front stage is the front area where the drama is performed by the performer to style or perform his role formally while the back stage is the back area where the performer lives his normal life, being himself and the place to prepare for his role.

The research result that Revi Swandarini has a front stage that displays everything that can convince that she is a singer who has an attractive appearance and is supported by a unique voice. In the front stage, Revi Swandarini uses MOOV as a setting with an elegant yet casual appearance when singing, while in the back stage she is a wife, housewife and student who is studying for a master's degree who looks ordinary.

Furthermore, the conclusion obtained is that on the front stage, Revi Swandarini plays a role by presenting a stunning appearance and style as well as possible so that it can support her appearance when she is on stage as a singer while on the back stage, she has an ordinary role, as it is and is more herself.

Keywords:

Dramaturgy, Self-Presentation, Singer

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Singer is a profession where a person will be required to perform a song by issuing melodic tones through the sound of his mouth either with musical accompaniment or not. Singers can work as solo performers, or in groups, such as bands, choirs, ensembles, orchestras, a cappella, and so on. A singer is also a musician who focuses on singing, but on the other hand a singer is a musician, but a musician is not necessarily a singer. Besides having a beautiful voice and having good singing techniques, singers must also have a good posture, because if the singer is already on stage, the singer can automatically become the center of attention of the audience or the audience.

A singer certainly wants to perform with a beautiful voice accompanied by melodic strains that match and harmonize with the sound of his mouth. On the other hand, from a good performance on stage or appearing in a video clip, a singer also certainly wants to always be considered to have an attractive appearance so that he tries to use attractive and stunning clothes, so that it is good and attractive in the eyes of the audience or audience, besides that the audience will feel entertained and also satisfied with the appearance and performance of the singer.

A singer can play various roles like a play or a stage and assume relevant identities to define something that she wants to highlight about herself. There are certain symbols included in the presentation of himself when created, both in the form of verbal and non-verbal communication that can be used to strengthen the identity of the role played. That self-presentation is what Goffman explains as part of an individual's message as an actor who plays on stage according to the demands of the scenario. On the one hand, a singer is also an ordinary person and has a different background.

The term dramaturgy is closely related to a stage with a series of dramas or fictional performances on stage where an actor plays the character of another human being so that the audience can get a picture of the character's life and be able to follow the storyline of the drama presented. Goffman assumes that when interacting actors want to display a sense of self that can be well received by others.

LITERATURE REVIEW

The research informant that the researcher chose in this study was a Cafe Singer, Revi Swandarani. A singer can play various roles like a play or a stage and assume relevant identities to define what they want to be.

Dramaturgy Theory

According to Goffman (in Tirtawijaya, 2020: 18) introduced the concept of dramaturgy which describes life as a parable of a theatrical performance stage. This means that in dramaturgy every human being will play a role in his lifetime and focus on social life as a series of dramatic performances similar to stage performances.



According to Nur (in Rahayu, 2021: 12) in dramaturgy theory there is the concept of front stage and back stage. In the front stage, Goffman distinguishes between setting and personal front which is then further divided into two, namely appearance and style.

The front stage is a front area that refers to social events that allow an individual to style or display his formal role. In the front stage, Goffman distinguishes between the personal front and the setting. According to Goffman, the personal front consists of tools or equipment that express feelings that will be brought by the actor into the setting (spatial layout) to introduce the audience to the actor. Then setting is a physical situation or scene that must exist when actors play their roles in a performance.

Goffman divides the personal front into two parts, namely appearance and style. Appearance includes various types of items used to support the actor that will introduce the actor's social status to the audience. Then Style is an effort made by the actor to introduce what kind of role the actor is playing in a particular situation to the audience.

The back stage is where the real facts of an actor are hidden. What appears in front of the stage is not necessarily what happens backstage or in the real life of the actors. The back stage is also where actors prepare for the role they are about to play, rehearse, or any other kind of informal action.

Self-Presentation

As stated by Goffman, self-presentation is an activity carried out by an individual in order to produce a definition of the situation and social ideality for the actors and the definition of the situation in order to identify the kinds of interactions that are appropriate and inappropriate for the actors in the existing situation. According to Goffman (in Alvita, 2018: 10), individuals do not simply take other people's thoughts, but rather help others to reveal their self-image. When people interact, they want to present a self-image that others will accept. Goffman refers to this effort as "impression management", which is the techniques used by actors to manipulate their own images in their own situations to achieve their own goals.

Performance Region

In the region of acting, Goffman sees a big difference in acting when an actor is on the front region, the front stage, and the back region, the back stage, in the drama of life. The front region refers to the locations and social events that allow individuals to play a style or perform their formal roles. The back region, on the other hand, refers to the places and events that allow him to prepare for his role in the front region.

According to Goffman (1997, accessed on May 25, 2023) states, "However, dramaturgy
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extends the metaphor of the stage even further, and this is where things get particularly interesting. A key element of dramaturgy is the concept of the front- and backstage. In face-to-face interactions, the front- and backstage are two related but separate areas, where the front is the space in which the performance of self takes place, and the back is where that performance is prepared.

Intrapersonal Communication

According to Effendi (1993, accessed on May 25, 2023), intrapersonal communication is communication that occurs within oneself or communication that runs with one person only, such as talking to oneself, thinking about a problem, considering or making decisions, giving meaning or perception both in intellectual and emotional form to the environment and so on.

In Intrapersonal Communication, an individual will be the sender as well as the receiver of the message, then an individual also provides feedback for himself so that it becomes a message that he can understand and can be given meaning.

Singer

A singer is someone who performs a song by emitting melodic tones through the sound of his/her mouth either with musical accompaniment or not. Singers can work as soloists, or in groups, such as bands, choirs, ensembles, orchestras, a cappella, and so on. A singer is also a musician who focuses on the world of singing, but on the other hand a singer is a musician, but a musician is not necessarily a singer. Besides having a beautiful voice and having good singing techniques, singers must also have good gestures or body attitudes, because if the singer is already on stage automatically the singer can attract the attention of the audience or the audience.

Carrie and David Grant (in Fatmasari, Indah Yulita, 2020: 5) in his book entitled Total Singing Tutor suggests that there are 4 types of performers in singing, namely as an (1) inspirational, (2) activator, (3) challenger and (4) entertainer. An entertainer singer always needs things that make him comfortable with his profession. That comfort includes the way a singer sings according to character, voice color, physical appearance and song genre. Performance is a life demand for a singer where he will perform the song well and beautifully so that the audience can be carried away by the song performed.



RESEARCH METHODS

The research method used in this research is a research method with a qualitative approach and is descriptive in nature. The research informant that the researcher chose in this study was a Cafe Singer, Revi Swandarani. The analysis and discussion in this study were taken from two aspects, namely the front stage and the back stage. The type of data used in the study consists of primary data and secondary data. There are two data collection techniques that researchers used in this study, namely interviews and observations.

In this study, the data analysis technique that researchers used was the data analysis technique proposed by Miles and Huberman (in Sugiyono, 2019: 247), consisting of three steps of activities that occur simultaneously, namely data reduction, data presentation, and conclusion drawing / verification.

RESULTS AND DISCUSSION

This research aims to examine how Revi Swandarini's life as a cafe singer is seen from the front stage and back stage and reviewed by dramaturgical theory. The data collection techniques used in this research are in-depth interviews and observation.

Front Stage

We can see that from the panggung deipan Revi Swandaini imitates a cafe singer who has a unique voice and appearance. While on the deipan stage, Revi prepares her voice and appearance to perform in front of many people. Through interviews and research observations that researchers conducted, it can be found that in determining the appearance to perform when singing Revi has a special outfit or characteristic of her appearance, namely using a dress or top with a long skirt and mostly black, neutral or sometimes white, except when performing at weddings or parties for which she has prepared her appearance. In addition, Revi often always appears with a touch of nude or red lipstick.

In addition to the interesting sound produced, the appearance produced by Revi is also interesting to look at and is very suitable for use when performing in various locations. In the setting, Revi is the lead vocalist in the band MOOV and performs in various locations such as cafes, sports bars, whiskey bars, restaurants, parties, or weddings and so on.

Meanwhile, Revi's style when performing singing is different. The style given by Revi will be adjusted to her elegant, classy appearance, but still looks casual, relaxed and confident. We can see this when she performs at one of the cafes in South Jakarta while wearing elegant or casual products then she will give a style and appearance that is elegant, classy, but still looks relaxed or



casual. The style that Revi creates when presenting herself in front of or on stage tends to be elegant and looks confident.

Back Stage

On the back stage, Revi's family background is that she is the second of three children. Revi Swandarini is of Javanese descent and blood, where her father comes from Yogyakarta while her mother comes from Solo.

Revi used to be a rather tomboyish woman. Because she likes to sing and is interested in entering the world of music, over time she began to change her appearance to be more feminine and elegant, especially when going to gig but not eliminating her casual side. According to the people around Revi, she has the potential to become a singer because of the distinctive voice she has and this job is certainly in accordance with Revi's hobby and favorite, namely singing.

The difference that can be seen in Revi's appearance from the time she became an ordinary woman until she was finally able to become one now is that at first Revi's appearance was only a little tomboyish and a little untidy, but now Revi has experienced a better appearance where she has become more elegant, mature, beautiful and more charismatic. In addition, even though she looks fierce, Revi actually still has a gentle side.

When she is not working or singing, Revi also imitates a housewife and a good wife who can give her love and affection in the form of cooking to Randy Andian as Revi's husband. Revi is also a student who is taking a master's degree or master's degree and is trying to write a thesis at one of the campuses in Jakarta. She took Marketing Communication which we know that Revi's second degree, she took Broadcasting.

Apart from music, Revi also has a culinary hobby and likes to cook. Revi Swandarini also has an ambivert nature, that is, there are times when she wants to take a break or wants to take her own time to just save her energy on the backstage after completing her role on the front stage as a singer, she will become an introvert. While when she is on the front stage and will perform and interact in front of many people, she will be an extrovert.



CONCLUSIONS

Based on the results of the analysis and discussion that has been done in this research, it can be concluded that the setting or spatial layout of Reivi Swandarini is the MOOV band, where Revi herself imitates the main female vocalist of the band, and her peiran as a singer makes MOOV as a seitting of Revi Swandarini, because she almost always performs with the MOOV band.

On the front stage, Revi's performance shows that she has a style that is rather eileigant, classy, but on the one hand she looks casuial. Revi can make the audience who watches her performance feel satisfied not only with the voice she performs but also with her beautiful appearance which is in line with the concept of the songs she performs and the location where she performs with the band, so that not a few audience members who are interested in seeing her sing and sing along with the song she performs.

The style that makes Revi's performance unique is that Revi sings while raising her hands, while jumping, while swaying, or while raising her hands, sometimes Revi also plays the tambourine while singing, this is what makes her cool to watch because she looks eineirgic while singing and can make her audience shake their heads or even dance when she sings.

While on the back stage, Revi said that in fact she was on stage and her daily life was different. Behind the stage Revi is a housewife, a wife and a student who is taking her master's degree in one of the universities in Jakarta. She is also an animal lover, where she is currently a cat lover. In addition, when she is backstage or when she is not performing on stage, Revi usually spends her time relaxing or doing her hobbies. Revi also sometimes has an introverted nature where she enjoys her time alone at home to just relax or gather energy for the next front stage activity, and after that she will perform and interact with many people and that's where she will become an extrovert. From the two traits of Revi above and also based on the results of interviews with Revi, it can be concluded that she has an ambivert nature, which is a combination of extrovert and introvert.



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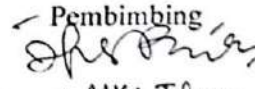
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Judul Karya Akhir : Presentasi Diri Pada Penyanyi Cafe
(Studi Kasus Dramaturgi Mengenai Presentasi Diri
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Jakarta, 23 / 08 20 23

Mahasiswa /

(Marchellkne Chandra...)

Pembimbing

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