

ABSTRAK

Penelitian ini menganalisis konstruksi manajemen impresi digital dan pembentukan *branding* kepemimpinan *digital* pada akun TikTok @sherlytjoanda. Melalui teori manajemen impresi (*self-presentation*) dari Jones & Pittman serta konsep *digital leadership branding* dari Ulrich & Smallwood; Bendisch et al., Penelitian ini bertujuan untuk mengidentifikasi strategi manajemen impresi melalui taksonomi presentasi diri serta dimensi *branding* kepemimpinan yang dibentuk oleh subjek di ruang digital. Metode yang digunakan adalah pendekatan kualitatif dengan model *virtual content analysis* Klaus Krippendorff. Hasil penelitian menunjukkan bahwa strategi manajemen impresi yang paling dominan diterapkan secara simultan adalah *self-promotion* (promosi diri) melalui visualisasi capaian kerja teknokratis, serta *exemplification* (keteladanan moral) melalui pembuktian aksi nyata dan pengorbanan langsung di lapangan. Penerapan strategi dominan ini berhasil memenuhi empat dimensi utama citra kepemimpinan digital, yaitu dimensi kompetensi (*competence*), keaslian (*authenticity*), empati terhadap masyarakat (*empathy*), dan visi kepemimpinan (*visionary*). Kesimpulan penelitian bahwa pengelolaan manajemen impresi digital yang terstruktur pada akun tersebut terbukti efektif berfungsi sebagai teater politik yang mampu mentransformasi interaksi media sosial menjadi basis legitimasi politik dan kepercayaan publik yang sah di dunia nyata.

Kata Kunci: Manajemen Impresi, *Digital Leadership Branding*, TikTok, Sherly Tjoanda, *Virtual Content Analysis*.

ABSTRACT

This study examines the construction of digital impression management and the formation of digital leadership branding on the TikTok account @sherlytjoanda. Utilizing the impression management theory (self-presentation) developed by Jones & Pittman, alongside the digital leadership branding frameworks of Ulrich & Smallwood and Bendisch et al., this research aims to identify impression management strategies through the taxonomy of self-presentation and to determine the dimensions of leadership branding established by the subject within the virtual sphere. A qualitative approach utilizing Klaus Krippendorff's virtual content analysis model was employed as the research methodology. The findings reveal that the most dominant impression management strategies applied simultaneously are self-promotion, manifested through the visualization of technocratic work achievements, and exemplification, demonstrated through concrete actions and direct physical dedication in the field. Furthermore, the implementation of these dominant strategies successfully fulfills four core dimensions of digital leadership branding, namely competence, authenticity, empathy toward the public, and visionary leadership. This study concludes that structured digital impression management on the account effectively functions as a political theater capable of transforming social media interactions into a valid foundation for political legitimacy and public trust in the real world.

Keywords: *Impression Management, Digital Leadership Branding, TikTok, Sherly Tjoanda, Virtual Content Analysis.*