ABSTRAK

Penelitian ini menelaah *impression management* Yayasan india Muslim Selatan Sumut dalam upaya memelihara citra yang bersifat inklusif di tengah masyarakat multikultural kota Medan. Penelitian ini bertujuan untuk mendeskripsikan penerapan impression management yang dilakukan yayasan dalam mempertahankan citra tersebut. Metode penelitian yang digunakan adalah deksriptif kualitatif dengan model *impression management* dari Jones dan Pittman yang mencakup lima strategi, yaitu *ingratiation, self promotion*, *exemplification, intimidation* dan *supplication*. Data dikumpulkan melalui observasi, wawancara semi terstruktur terhadap informan internal dan eksternal, dokumentasi, serta triangulasi data. Temuan penelitian ini menunjukkan bahwa kelima strategi tersebut terdapat dalam berbagai aktivitas yayasan, namun dengan tingkat intensitas yang berbeda. *Ingratiation, self-promotion*, dan *exemplification* merupakan strategi yang paling dominan. *Ingratiation* tampak melalui sikap ramah, keterbukaan, serta kemampuan pengurus dalam membangun kedekatan dengan masyarakat. *Self-promotion* dilakukan melalui sosialisasi kegiatan, pengenalan identitas organisasi, dan pemanfaatan media sosial. *Exemplification* terlihat melalui kegiatan sosial keagamaan, pelayanan kepada masyarakat, pembinaan mualaf, serta transparansi dalam pengelolaan keuangan. Adapun *intimidation* lebih menonjol dalam wujud ketegasan terhadap aturan dan prinsip organisasi, sedangkan *supplication* cenderung lemah karena yayasan berupaya mempertahankan kemandirian melalui pengelolaan aset dan kerja sama yang bertumpu pada kepercayaan. Penelitian ini menyimpulkan bahwa citra inklusif yayasan dipertahankan melalui keterbukaan komunikasi, pelayanan, penyelenggaraan kegiatan, serta relasi sosial, tanpa menghapus identitas India Muslim.

Kata kunci: *Impression Management*, Citra Inklusif, Komunikasi Organisasi, Yayasan India Muslim Selatan Sumut, Multikultural

ABSTRACT

This study examines impression management by the Yayasan (South Indian Muslim Foundation) in South Sumatra, with the aim of preserving an inclusive image within the multicultural society of the city of Medan. The study seeks to describe the impression management practices implemented by the foundation in order to maintain that image. The research method used is descriptive qualitative, guided by the impression management model of Jones and Pittman, which includes five strategies: ingratiation, self-promotion, exemplification, intimidation, and supplication. Data were collected through observation, semi-structured interviews with internal and external informants, documentation, and data triangulation. The findings indicate that all five strategies are present across various foundation activities, although their intensities vary. Ingratiation, self-promotion, and exemplification are the most dominant strategies. Ingratiation is evident in the foundation's friendly attitude, openness, and the ability of its management to build closeness with the community. Self-promotion is carried out through the socialization of activities, the introduction of the organization's identity, and the use of social media. Exemplification is reflected in religious-social activities, services provided to the community, the guidance of new converts, as well as transparency in financial management. Intimidation is more prominent in the form of firmness regarding organizational rules and principles, whereas supplication tends to be weaker because the foundation seeks to maintain independence through asset management and cooperation that relies on trust. This study concludes that the foundation's inclusive image is sustained through open communication, service, the conduct of activities, and social relationships, without erasing the identity of Indian Muslims.

***Keywords**:Impression Management, Inclusive Image, Organization Communicati on, South Indian Muslim North Sumatera Foundation, Multicultural.*