

ABSTRACT

The main subject of this thesis is how outfit as the artifactual communication to the imaging of Management Students of Maranatha Christian University. Not a few students who come to college have a good fashion, it will support their appearance to make it look neat and fashionable because appearance will support in forming the self-image. Unconsciously, the formation of self-image is formed by the outfit which is worn everyday. The outfit of students of Maranatha Christian University is interesting to be reviewed because there are differences in religion and culture that will determine the taste in dressing up.

The theory which is used in this research is the theory of symbolic interaction and self-presentation. This symbolic interaction is looking for the meaning of the symbols which are born of human in any behavior or action which comes from social interaction to the objects around them. Because the social interaction which is built with the social environment consciously or unconsciously will affect human action so that in the process of social interaction will ensue the decision-making and the way how to present a symbol of what they would take, or what they would wear to establish themselves.

The method which is used in this research is qualitative method through symbolic interaction approach. The key informant was chosen because they have the distinctive character in dressing up. Through this artifactual communication will be obtained the observation of social identity in managing the way they dress up and makeup, taking decisions in managing the way they dress and makeup and the meaning of dress symbol to build self-image. The conclusion of this thesis is the four informants are very concerned about the appearance which they show on their social environment. The informants always stressed to dress neatly, nicely and modestly everywhere especially in the campus environment because they know exactly how the appearance will form a social identity and self-image of a person.

Keywords: Symbolic Interaction, Identity, and Image