

ABSTRAK

Penelitian ini dilatar belakangi oleh adanya stigma negatif yang masih melekat pada pengendara motor di masyarakat, seperti anggapan ugal ugalan, arogan, serta identik dengan geng motor dan balap liar, sementara kegiatan Jurig (Jumat Riding) di Purwokerto hadir sebagai ruang sosial yang memperlihatkan nilai solidaritas, kreativitas, dan ekspresi identitas melalui budaya motor *custom*. Penelitian ini bertujuan untuk menganalisis bentuk presentasi diri peserta motor *custom* Jurig melalui simbol dan visual yang ditampilkan, mengkaji strategi pengelolaan kesan (*impression management*) yang dilakukan peserta dalam aktivitas riding, serta mengidentifikasi perbedaan perilaku antara *front stage* dan *back stage* berdasarkan perspektif dramaturgi Erving Goffman. Penelitian menggunakan metode kualitatif deskriptif dengan pendekatan partisipatif. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi terhadap peserta Jurig di Purwokerto yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan model analisis interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa peserta Jurig secara sadar membangun identitas dan citra positif melalui motor *custom*, gaya berpakaian bernuansa retro-vintage (jaket dan celana denim, rantai, serta sepatu boots), dan perilaku sosial yang santun dan tertib (patuh pada keselamatan berkendara serta saling menghormati antar peserta) yang ditampilkan di ruang publik sebagai bentuk manajemen kesan untuk menantang stereotip negatif terhadap budaya anak motor terkhusus anak motor *custom*. Penelitian ini juga mengungkap adanya perbedaan antara perilaku panggung depan dan panggung belakang dalam kehidupan sosial peserta. Temuan penelitian dapat memberikan kontribusi bagi pengembangan kajian ilmu komunikasi, khususnya dalam bidang dramaturgi, komunikasi simbolik, dan pembentukan identitas sosial dalam subkultur motor *custom*.

Kata Kunci: Manajemen Kesan, Dramaturgi, Jurig (Jumat Riding), Motor *Custom*, Identitas Sosial.

ABSTRACT

This research is motivated by the negative stigma that is still often attached to motorcycle rider communities in society, such as being seen as reckless, arrogant, or associated with motorcycle gangs and illegal street racing, while Jurig (Jumat Riding) in Purwokerto serves as a social space that reflects solidarity, creativity, and identity expression through custom motorcycle culture. This study aims to analyze the forms of self-presentation displayed by Jurig custom motorcycle participants through symbols and visual representations, examine the impression management strategies employed during riding activities, and identify differences between front-stage and back stage behaviors based on Erving Goffman's dramaturgical perspective. The research employs a descriptive qualitative method with a participatory approach. Data were collected through observation, in-depth interviews, and documentation involving Jurig participants in Purwokerto selected through purposive sampling. Data analysis will use the interactive model of Miles and Huberman, consisting of data reduction, data display, and conclusion drawing. The expected findings indicate that Jurig participants consciously construct a positive identity and public image through their custom motorcycles, retro-vintage fashion styles (denim jackets and pants, chain accessories, boots), and courteous, orderly social behaviors (complying with riding-safety rules and showing mutual respect among participants) as a form of impression management aimed at challenging negative stereotypes associated with motorcycle communities. The study is also expected to reveal differences between front-stage and back-stage behaviors in the participants' social lives. The findings are anticipated to contribute to the development of communication studies, particularly in the fields of dramaturgy, symbolic communication, and social identity formation within the custom motorcycle subculture.

Keywords: *Impression Management, Dramaturgy, Jurig (Friday Riding), Custom Motorcycles, Social Identity.*