Understanding dramaturgic theory as the key to choosing an ideal leader

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ABSTRACT

The concept of dramaturgy focuses on social life as a dramatic performance with the strategy of creating an appealing image for the public. The purpose of this research is to examine the roles and challenges of using dramaturgy in selecting an ideal leader. This research uses qualitative methods. Informants in this study consist of community figures, traditional leaders, and legislative candidates in Mancani Village. Data collection through observation, interviews, and documentation. Data analysis techniques applied include data collection, data reduction, data presentation, and conclusion. The results show that dramaturgy in leadership selection can reveal aspects of leaders that may not be apparent through their vision and mission, build attractiveness towards leaders in the eyes of the public, and effectively package political messages to create a convincing image. However, challenges in implementing dramaturgy include maintaining the authentic identity of a leader, difficulty in distinguishing between genuine character and constructed imagery, and diverse expectations from the community towards their leaders. Therefore, leaders must maintain their integrity and authentic identity in fulfilling their leadership roles. This helps them meet the expectations of the people they lead and maintain the trust that has been established.

Keywords: dramaturgy, ideal leader, local elections

INTRODUCTION

Human life is inseparable from the goals pursued by individuals or groups in their positions. Life goals exist in the fields of politics, economics, and social spheres, and they are related to the spatial aspects in which communities live. Many people inhabit spaces with diverse desires because the spaces that develop from the level of the environment to the nation require leaders. To realize these desires, leaders with abilities and competencies are needed (Bahri, 2019). Leadership is the ability to respond to the aspirations of those being led.

Talking about leaders has been present throughout human history. The term *primus connect pares* was recognized in preliterate societies, where the focus was on selecting leaders based on their superior attributes. Both physical and non-physical factors in humans are associated with *primus connectpares*. Physically strong individuals were deemed capable of becoming leaders because they could protect the communities they led. Complex lives require leaders who can solve problems. It's not surprising that leaders are synonymous with addressing societal issues (Setyawan et al., 2022). The leader needed by society is an ideal leader who can bring prosperity to the community and assist those they lead, as explained in Islam.

Potential leaders will show their good side and seek the sympathy of all people, they do this through many media such as social media or directly in the community. This shows a dramaturgical indication. Dramaturgy is a theory from Erving Goffman, it can be said to be a theatrical stage, where individuals have different characters when they are on the front stage and the backstage (Fitri, 2015a).

One of the most famous sociologists of the 20th century, Erving Goffman (1959), introduced dramaturgy in his book titled The Presentation of the Self in Everyday Life describing dramaturgy as a theatrical performance (Sifra 2023). It focuses on social life as a series of dramatic events, akin to a play on stage. The focus of the dramaturgical approach is how people act, not what they want or why they do it. For this reason, the research aims to explain the role of dramaturgy in the selection of leaders in the Mancani sub-district, as well as the challenges faced in implementing this dramaturgy theory.

A prospective leader in the research location, namely in Mancani Village, Telluwanua District, Palopo City, will engage in image-building or dramaturgy to influence public opinion in choosing an ideal leader. They do this to attract attention and sympathy so that the community is willing to vote for them. In the context of elections, a prospective leader must be able to create a positive image in the eyes of the public to demonstrate that they are the ideal leader. This image-building can be done through various means, including social media and direct interaction within the community. Image-building is crucial for building trust and gaining support from the community. They do this through various methods, one of which is through social media.

Social media has become a highly effective tool for implementing these dramaturgical strategies and creating as well as maintaining an image. Prospective leaders in Mancani Village, Telluwanua District, Palopo City utilize social media to promote themselves, communicate their visions and missions, and interact directly with residents. Social media also allows prospective leaders to reach a wider and more diverse audience. In addition to social media, direct interaction with the community is also crucial in shaping a leader's image. Through these interactions, prospective leaders can demonstrate empathy and understanding of the needs and aspirations of residents. These interactions also provide an opportunity for prospective leaders to showcase their leadership qualities firsthand. A prospective leader will participate in various community events such as local festivals, weddings, or other social activities. They may speak at these events, help organize them, or simply attend as a guest. This helps to create an image of a leader who is involved in their community. The purpose of this research is to examine the roles and challenges of using dramaturgy in selecting an ideal leader.

RESEARCH METHODS

This research uses qualitative methods because all data obtained is in the form of face-to-face interviews and findings. The qualitative method aims to gain a deep understanding of human and social problems, analyzing how a person chooses a leader and how a person acts if they want to become a leader. Because scientists interpret how subjects derive meaning from their environment and how these meanings

influence their behavior. Research is conducted in a naturalistic environment, not as a result of manipulation of results or manipulation of variables (Fadli, 2021). This research was conducted in Mancani Village, Telluwanua District, Palopo City. The researcher considered it important to analyze this because observations revealed variations in how the community perceives the image of leaders. Informants in this study included community leaders, traditional figures, candidates, and activists residing in the research location. The object of this case research is to analyze the role of dramaturgy in selecting leaders in Mancani sub-district, Telluwanua sub-district, Palopo city and analyze the challenges of applying dramaturgical theory in selecting leaders in Mancani sub-district, Telluwanua sub-district, Palopo City. The sources of data for this research consist of primary and secondary data. Primary data is obtained directly from informants regarding the roles and challenges of dramaturgical theory in selecting leaders, while secondary data comes from literature such as journals, books, websites, and relevant internet sources about the variables studied in the research. The data collection techniques used in this research are observation, interview, and documentation techniques. The data collection techniques used in this research include observation, interviews, and documentation. The researcher conducted direct observation at the research site to facilitate interviews. Data collected through interviews consist of notes, recordings, and documented results from informants regarding how prospective leaders build their public image in society.

FINDING AND DISCUSSION

The Dramaturgy Theory in the Selection of Leaders

The dramaturgy in the process of selecting leaders poses specific challenges for the community. As stated by informant W: Dramaturgy views social life as a theater stage where individuals play specific roles. In the context of leader selection, dramaturgy indicates that candidates need to play roles that align with public expectations to win support. The challenge lies in how candidates can maintain consistency in playing these roles without losing their true identity. This means that while they employ dramaturgical strategies to garner support, they need to remain authentic and not compromise their values or identity in the process (Sinha et al., 2021). Thus, the use of dramaturgical theory in leader selection underscores the importance of balancing playing public roles with maintaining personal integrity. It highlights that successful leaders are those who can manage and integrate their social roles with their identity in a balanced and responsible manner.

In line with Informant W's explanation regarding the challenges of applying dramaturgy in leader selection, informant L also points out that the main hurdle is distinguishing between role-playing for support and one's genuine personality. Pressure to secure support can lead to unethical practices and actions that contradict upheld values. Moreover, differing expectations from various stakeholders can confuse candidates in playing their expected roles.

The pressure to gain support can result in unethical behavior or actions that are contrary to the values that should be upheld. In addition, differing expectations from various stakeholders can confuse candidates in playing the expected role. Another challenge identified by informant F is the diverse expectations from the community. As a leader, this presents a dilemma in meeting these varied expectations while maintaining one's authentic identity. It illustrates the complexity of performing public roles while considering political pressures and social dynamics (Goffman, 2023).

Based on these explanations, informant F identifies that the biggest challenge in applying dramaturgy theory in leadership selection is the diversity of community expectations. People have different backgrounds, values, and expectations of the leaders they seek. This diversity of expectations can pose a

challenge for leaders in meeting all these varied expectations. Each community group has different priorities and demands regarding the leaders they want, so future leaders must be able to understand and manage these diverse expectations effectively.

The Role of Dramaturgy in Selecting Leaders

Dramaturgy plays a crucial role in the process of selecting leaders. As expressed by informant F, Dramaturgy is pivotal in leadership selection because, through it, one can discern aspects of leaders that are otherwise unknown, such as their vision, mission, and unseen personality traits. With dramaturgy, voters can gain a deeper understanding of candidates and make wiser choices. However, the explanation provided by informant F differs from the account of the second informant, subject L, who states dramaturgy holds significance in leadership selection by adding emotional and artistic dimensions to the process. It aids in creating compelling narratives about leaders, thereby influencing public perception and support when individuals perform roles, they implicitly request observers to take seriously the impressions they cultivate (Goffman, 2023). Goffman suggests that in daily interactions, individuals present themselves akin to actors on a stage, striving to create certain impressions that others are expected to believe are genuine and aligned with the character or role being portrayed.

In the context of dramaturgy, individuals play roles in ways that persuade others that the characteristics and actions they display are authentic. This includes the assumption that actions taken have consequences consistent with the role being enacted. In essence, dramaturgy proposes that social reality is often constructed through social interactions where individuals act as actors presenting themselves according to societal expectations and norms.

Based on subject L's explanation, dramaturgy adds emotional and artistic dimensions to the leadership selection process. It suggests that dramaturgy helps create powerful and engaging narratives about leaders, enabling them to influence public perception and support. On the other hand, a differing viewpoint from the third informant, subject W, asserts that Dramaturgy plays a key role in understanding the communication strategies and political branding of candidates. It assists in effectively packaging political messages, thereby creating a convincing image for voters. Candidates can strategically build and reinforce their public image (Setiawan et al., 2024).

Voters can use their understanding of dramaturgy to assess the authenticity and quality of leadership in political candidates. Voters who comprehend dramaturgical concepts can apply their knowledge to evaluate the authenticity and quality of leadership in political candidates. They can be more critical in interpreting political messages conveyed and identifying whether the image constructed aligns with the candidate's true character and abilities. Thus, understanding dramaturgy enables voters to make more informed and deliberate decisions in the leadership selection process (Goffman, 1981). Overall, dramaturgy is not just about how an image is built but also about how it is maintained and managed to gain support and trust from the electorate.

Implications of Dramaturgical Theory for the Leader Selection Process

It is important to understand the implications of the dramaturgical theory that can influence the political dynamics and interactions between candidates and the local community. The dramaturgical theory provides concepts of roles, identities, and social interactions that offer valuable insights into the leadership selection process. Therefore, an explanation of the meaning of dramaturgical theory in the leadership election is relevant for deeper understanding. Subject L expressed that the implications of dramaturgical

theory on the process of selecting leaders are significant. Within dramaturgy, the importance of the role played by candidates in seeking community support is evident. The implication is that candidates need to perform their roles according to community expectations to succeed in the election. However, this also requires candidates to maintain consistency in playing these roles without losing their original identities.

The explanation provided reveals that dramaturgical theory has significant implications in the process of selecting leaders. This theory highlights the importance of the role played by candidates in gaining community support. The main implication is that candidates need to play roles that align with community expectations to succeed in the election. However, it also demands that candidates maintain consistency in playing these roles without compromising their identities and integrity (Pham, 2022). Subject L also stated that the implications of dramaturgical theory for the political dynamics in selecting leaders in Mancani Village are that the election process becomes like a theatrical performance where candidates must play convincing and appealing roles to win support. This can influence how candidates communicate, interact with the community, and build their public image. These implications emphasize the importance of communication strategies and branding in winning voters' hearts. It is hoped that by understanding these implications of the dramaturgical theory, the process of selecting leaders will be more transparent and effective, enabling the community to make more informed and wise decisions.

Another implication was expressed by Subject W that in dramaturgical theory, society may become less critical in evaluating the roles played by leaders, potentially leading to mistakes in leadership selection. They tend to focus more on how leaders perform their roles in front of the public without deeply considering whether their attitudes and behaviors truly reflect their genuine personalities. This can be risky if there are mistakes in selecting leaders, which can cause political turmoil. Based on what Subject W revealed, the implications of dramaturgical theory on leadership selection include the risk that less critical individuals may not be wise in choosing leadership because they do not take into account the actual behaviors behind the scenes of the leaders. In the framework of dramaturgical theory, candidates are viewed as actors playing specific roles in front of the audience to gain support. However, the challenge lies in the gap between the role they play in public and their true attitudes and personal integrity behind the scenes. Less critical people can be deceived by the image of candidates in the public eye without thoroughly analyzing the actual character and values of the candidates. They can be influenced by appearances and messages conveyed without considering whether these messages reflect the true character and integrity of the candidates. In this context, the community needs to become more critical and thorough in evaluating candidates for leadership, not only based on their public appearances but also based on their values, integrity, and track record in leading and managing public interests.

Analysis of Dramaturgical Theory in Selecting Leaders

The research results obtained from interviews conducted with 3 sources indicate that there are several roles of dramaturgy in selecting leaders in the Mancani sub-district, Telluwanua District, Palopo City, namely as follows:

Revealing the unknown side of leaders through vision and mission

The vision and mission referred to in this case is the word vision which comes from the English word vision which means seeing, seeing, dreaming, or imagining. Etymologically, it can also be a ghost with a clear idea of reaching deep years and a distant future. Vision is the ability to see the essence of the problem. Therefore, the word vision has a simple, short, concise, and clear meaning, but only refers to

goals, ideals, and dreams that are to be realized in the future, and has a broad, distant, and full meaning. Meanwhile, a mission is an action or effort to achieve a vision. Therefore, the mission describes the vision in the form of a formulation of tasks, commitments, and action plans that are implemented as instructions (Ginanjar & Purwanto, 2022). From the research results, it was found that a vision and mission can increase understanding about a leader that was not previously known, conveying a vision and mission can make voters wise in choosing a leader. Trait theory focuses on identifying leadership traits in leaders. However, the role of dramaturgy in selecting leaders can help reveal unknown aspects of leaders through the vision and mission they convey. In their performance and self-performance, leaders may demonstrate aspects of leadership that are not apparent in traditional analyses of leader characteristics.

To know how good a leadership is, we must refer to the metrics or elements that determine how good the leadership is. Three important aspects determine the degree of leadership: First, power is the strength and legality that gives authority to a leader to influence and encourage his subordinates to act. Second, superiority allows a person to control other people, make them obey the leader, and be willing to take certain actions. Third, the ability is all power and strength that is considered to exceed the ability of ordinary members. However, leadership must have four traits: intelligence, maturity, breadth of social relationships, self-motivation and the desire to achieve, and an attitude towards human relations (Yusnia, 2017). Effective leaders have eight main qualities, inspiring trust in people, persistence to achieve goals, ability to communicate without causing problems, willingness to listen receptively, honest concern for people, understanding people and their reactions, objectivity, and honesty (Koswara et al., 2021).

Leadership can arise from innate qualities present in a person since birth or inherited from ancestors. The expression "A leader is born" indicates the view that leadership may have genetic roots or be determined early in one's life, highlighting that some individuals may possess natural talents or leadership qualities that emerge organically within them. On the other hand, leadership can also be viewed as the result of a learning process and experience. The concept that "leaders are made" emphasizes that anyone can learn and develop leadership skills through education, work experience, studying leadership theories, and learning from others' experiences. This includes understanding the history, organizational science, management, and biographies of other leaders as part of efforts to enhance leadership qualities (Supriyono et al., 2023). This approach acknowledges that environmental factors, social interactions, as well as the conditions and situations faced, play a crucial role in the development of leadership in individuals. It provides a broader perspective that leadership is not solely based on natural talent but also on an individual's ability to learn, adapt, and grow through life experiences and education.

Building community attraction to leaders

Trait theory considers a leader's leadership traits such as courage, intelligence, charisma, and integrity. These characteristics can be the basis for managers to build their image and attractiveness in the eyes of the public through appropriate dramaturgical strategies. In line with this theory, the role of dramaturgy in the Mancani sub-district also helps build the attraction of the people there for a leader to elect him. By using convincing elements of dramatization and staging, a leader can create an attractive and captivating image for the public. This can influence people's perceptions of leaders and influence election decisions.

Dramaturgy is like a playhouse, explaining how individuals, actors, or society interact so that there is typical behavior in front of and behind the stage. Furthermore, this theory also explains the value of stimulants as an explanation of our social status in front of the stage. Therefore, researchers plan to examine

leadership practices from a dramaturgical perspective as well as political patterns and styles in leader behavior. Furthermore, through this perspective, researchers see how images created by family and inspirational values are used to attract and promote audiences (Indriani, 2022).

Dramaturgical theory helps provide detailed explanations and analyses of the meaning of social processes and interactions. The point of view he uses is a theatrical performance, a social interaction like a performance on stage, which describes the role of the actors in the drama. When individuals exist and act on behalf of themselves and others, they organize and control the impressions they produce. Impression Management is a term put forward by Goffman that when people interact, they want to display an image of themselves that is acceptable to others (Shabiriani, 2021).

It is important to consider leadership qualities such as courage, intelligence, charisma, and integrity as the foundation for leaders to build their image and appeal in the eyes of the public through appropriate dramaturgical strategies (Lenz, 2022). These qualities form the core of a leader's character and influence how they are perceived and accepted by society. Courage enables them to make bold decisions, intelligence assists in strategic thinking and problem-solving, charisma allows them to inspire and connect with others, and integrity ensures trust and ethical behavior. Utilizing effective dramaturgical strategies involves skillfully presenting these skills through actions, communication, and symbolism to create a convincing leadership persona. This approach not only shapes public perception but also affects decision-making processes in leadership selection.

Effectively packaging political messages to create a convincing image

One of the roles of dramaturgy obtained from the research results is that dramaturgy can create a convincing image for the people in the Mancani sub-district of leaders. Information is anything that reduces uncertainty or reduces the number of possible choices in a situation. The image represents collective information about the world that is processed, organized, and stored by individuals. That image is a map of our world. Without images, we will always be in an atmosphere of uncertainty. Frank Jeffkins, in his book Public Relations Technique, concludes that "image" is generally defined as an impression of something about a person or individual that is formed because of my knowledge and experience. Mr Jeffkins said that image is an impression formed based on a person's knowledge and understanding of facts and reality. Meanwhile, Mr. Jalaluddin Rachmat in his book Communication Psychology states that images are representations of reality, they do not need to correspond to reality, and images are the world according to perception. Images are created based on knowledge and information received by people (Huda, 2020).

Dramaturgy in the Mancani district plays a very important role in packaging political messages effectively and creating an attractive image of the leader. They not only help create a strong and consistent narrative but also ensure that messages conveyed through various media, including social media, reach the public clearly and convincingly. Dramaturgy allows leaders to harness the power of imagery and visualization to create compelling images and gain public support. Quoted from Fitri (2015b) that a study conducted by Aspling (2011) entitled Private and Public in the Online Presentation of Self found that many social networking media users appropriately used it as an image space. Moreover, the diversity of users is so great that all messages sent via social networks can be delivered simultaneously without being hindered by social status or certain groups.

One of the materials that many observers discuss is the aspect of a leader's self-image which can be seen from the life track record of academic and family background, professionalism, leadership style, morals, and other aspects. While top candidates make every effort to project a positive image to attract as

many supporters as possible, smart voters take the top candidates' true self-image into account. Although some voters are more passive and less concerned with the potential leader's self-image, some argue that the new leader systematically explains that he was elected. This has been developing in organizations for a long time. In the context of society and society, leaders born from the womb of organizations and communities are representatives of those organizations and communities. If the values that grow and develop in an organization are counterproductive, then you will get a leader who is not much different from these characteristics (Barrett, 2013). This self-image is reflected in the personal and professional track record of the leader, their academic and family background, the leadership style they employ, the moral values they uphold, and other aspects that reflect their character and integrity (Gamson, 1975). This aspect of a leader's self-image significantly influences how they are perceived by the public and can be a crucial factor in gaining trust and support from the community.

Challenges of Applying Dramaturgical Theory in Leader Selection

This section will provide an overview of the challenges of applying dramaturgy in the election of leaders in the Mancani sub-district. Potential leaders use various methods to gain public support when selecting leaders. This process includes effective communication strategies, building strong personal relationships with residents, and demonstrating commitment and integrity in meeting community needs and expectations. However, challenges can arise when applying dramaturgical strategies to the Mancani sub-district community. The challenges found in Mancani society in applying dramaturgy to choose leaders are:

Maintaining a leader's true identity

A challenge that arises is when a leader loses his identity. This can be connected to trait theory in dramaturgy, where a leader's unclear identity can create uncertainty and an inability to lead clearly. Trait theory highlights the importance of authenticity and consistency in leadership so that losing their original identity can disrupt a leader's credibility and authority in leading Manacani Village. Therefore, leaders need to maintain their true identity to carry out their leadership role effectively and convincingly.

Now let's return to the topic of leaders. Does a leader want to influence the world around him, or does the world around him influence the leader? According to historical records, he explained that world civilization was greatly influenced by its leaders. Because a leader is a role model and role model for the masses he leads. But in reality, the world has lost the identity and integrity of its leaders (Illu, 2017).

Leaders have inherent weaknesses that can become powerful weapons for the people they lead to assess their leadership. The weakness of a leader can manifest, for example, in the inability to respond to events and find the best solutions to problems faced by society. The habits and behavior observed are also not the manager's fault. These habits and behaviors are personal and private matters. However, in the current technological era, privacy issues related to leaders are now very easily accessible to the general public and used to evaluate leadership.

It is difficult to differentiate between real characters and constructed images

Dramaturgy emphasizes the importance of performance and consistent narratives to create a desired image. Highlighting how leaders use rhetoric, symbolism, and actions to shape a convincing and appealing public image (Jacobsen & Smith, 2022). However, this can make it difficult to distinguish between someone's authentic personality and what they portray publicly. This challenge may hinder society from truly understanding who a leader is beyond their public life.

The power of identity politics in influencing society is very large, especially among people who are less educated, have complex social lives, and are more vulnerable to provocation. When they are provoked, it is difficult for people to differentiate between real characters and imaginary characters. Indonesia's political maturity is still in the learning process, ethics and politeness sometimes receive little attention. Politicians are increasingly using pragmatic politics to defeat political opponents that are difficult for them to defeat, such as ethnicity-religion-race issues, character assassination, sensitive issues, or exploitation of slander, to increase public trust in the nation's image. can destroy potential leaders (Hermawan, 2017).

Many potential leaders spread their charm. Trying to get public support with various images. The people, who own sovereignty, must not be careless, let alone fall into the trap of the image of a potential ruler. Be careful and use all your critical reason and sensitivity to continually select leaders with unique qualities. Read what you can't see. Don't read what you see. Understand the aura of his face. Just don't act on it. The face reflects the heart. The heart of a cheat appeared on his face. A person wrapped in passion cannot understand this. Likewise, greedy and covetous people cannot understand this. Isn't it the light on their faces that differentiates the people of the Prophet Muhammad from other prophets in the afterlife? Can't you tell he's a dog expert by the aura on his face? During the time of Umar bin Abdul Aziz, Yazid bin Abdul Malik was known as a popular figure among the Quraysh because of his good morals and humble attitude. The public believes he will follow in the footsteps of Umar bin Abdul Aziz. However, Umar himself had other feelings and mentioned his path to power in his will to Yazid bin Abdul Malik. A clear mind is blessed with the ability to read the future and record the past (Aziz & Negara, 2023).

Community expectations vary

The people of the Mancani sub-district have different backgrounds, values, and expectations for the potential leaders they are looking for. This diversity of expectations can create challenges for prospective leaders in meeting all existing expectations. Each community group has different priorities and demands regarding the leaders they want, so future leaders must be able to understand and manage these different expectations. Leaders often face high expectations from society when having to respond to the diverse needs and problems of their citizens. This puts a lot of pressure on leaders to live up to society's expectations, which can leave them content to play the role society expects them to, rather than expressing their true selves and character.

In general, direct regional elections are seen as a form of restoration of people's rights in all regions, by providing opportunities to participate in decision-making and participate in policies, in principle, so that people can participate in various political processes in which we offer various opportunities to get involved. Leadership decision-making as a public figure after elections, political parties are chosen to represent certain interests of society, and interests such as religious values, justice, welfare, nationalism, and anti-corruption can be promoted by many political parties. During the election campaign. Therefore, a good election administration system is a system that can consider various interests at the community level so that it can represent the country in parliament in the political decision-making process (Hemafitria et al., 2021).

Politicians often position citizens as political subjects who are only touched upon and considered when elections are held. After the election, people returned to normal life. Society has not changed. If only politicians in the world of politics did not carry out fried rice politics, meaning if the people were seasoned with hope for a better future, then the people would grow (vote), and as politicians would part their voters and leave. allows you to eat the rice once it has cooled. It tasted bad and was eventually thrown away.

Politics is a tool, and to achieve the desired goals in people's lives, for example, a person wants to earn a lot of money, whether he works for someone else (become an employee), you have to choose whether to open your own business. Or become an entrepreneur. Because this decision contains consequences and risks that must be faced and borne, it is already a form of politics (Hermawan, 2017).

Every society expects change gradually because the leaders and policies they establish determine whether the area develops rapidly or not at all. Because the quality and amount of achievements are not the same in each region, it all depends on local political leaders. In this case, societal expectations can be defined as society's hopes or expectations of what a leader should do (Ula, 2020).

CONCLUSION

The role of dramaturgy in selecting a leader is to reveal aspects of the leader that are unknown through vision and mission, build community attraction towards the leader, and effectively package political messages to create a convincing image. The challenges of applying dramaturgical theory in selecting leaders include maintaining a leader's authentic identity, difficulty distinguishing between genuine character and constructed image, and diverse societal expectations. This research cannot be separated from its limitations, this research is qualitative, so in this study, it is not fully representative. Demographic and cultural variations can influence how dramaturgy is received and evaluated by society. The next suggestion for researchers is the development of a more objective measurement method. Researchers will further need to develop more objective methods to measure the effectiveness of dramaturgy in the selection of leaders, perhaps by using quantitative and qualitative approaches simultaneously.

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