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**Dramaturgy of Women's Leadership Using Facebook Social Media  
(Case Study: Independent Prosperous Women's Cooperative in  
Cilegon City, Banten Province)**

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**Abstract**

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This study explores the dramaturgy of women's leadership through the use of Facebook as a communication and leadership strategy platform. Focusing on the Independent Prosperous Women's Cooperative in Cilegon City, Banten Province, it examines how female leaders manage impressions and build public images via digital media. Using the ACTORS Theory as an analytical framework, the research applies a dramaturgical approach to analyze how leaders present themselves both in the "front stage" (public interactions) and "back stage" (internal strategy and decision-making). This qualitative case study employs in-depth interviews, observation, and content analysis of Facebook posts. Findings reveal that Facebook enhances the leadership role of women, particularly those facing limitations in fully performing their duties offline. Social media becomes a vital tool for maintaining stakeholder communication and increasing organizational visibility. The study shows that successful impression management on Facebook—aligned with the ACTORS indicators—contributes to cooperative success. The research concludes that Facebook offers strategic opportunities for female leaders to construct and display their leadership roles effectively. However, further studies are recommended to explore women's dramaturgical leadership on other social platforms like Instagram and TikTok.

## Abstrak

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*Penelitian ini mengkaji dramaturgi kepemimpinan perempuan melalui penggunaan media sosial Facebook sebagai sarana komunikasi dan strategi kepemimpinan. Fokus penelitian ini adalah Koperasi Wanita Sejahtera Mandiri di Kota Cilegon, Provinsi Banten, dengan tujuan mendeskripsikan bagaimana pemimpin perempuan membangun citra dan interaksi sosial melalui platform digital. Teori ACTORS digunakan sebagai indikator untuk menganalisis manajemen kesan dalam kepemimpinan perempuan.*

*Pendekatan dramaturgi diterapkan untuk melihat bagaimana pemimpin perempuan menampilkan diri di "panggung depan" (interaksi publik) dan "panggung belakang" (perumusan strategi dan pengambilan keputusan). Penelitian ini menggunakan metode studi kasus kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan analisis konten dari unggahan Facebook. Hasil penelitian menunjukkan bahwa Facebook meningkatkan peran kepemimpinan perempuan, khususnya bagi mereka yang memiliki keterbatasan dalam menjalankan tugas secara maksimal di lapangan. Media sosial menjadi sarana penting untuk membangun komunikasi dengan pemangku kepentingan dan memperkuat eksistensi organisasi. Keberhasilan dalam manajemen kesan berdasarkan indikator ACTORS terbukti mendukung keberhasilan koperasi. Penelitian ini menyimpulkan bahwa Facebook merupakan ruang strategis bagi kepemimpinan perempuan dalam menampilkan peran secara efektif. Namun, studi lanjutan disarankan untuk menelusuri penggunaan dramaturgi kepemimpinan perempuan di media sosial lain seperti Instagram dan TikTok.*

## 1. INTRODUCTION

Women's cooperatives play an important role in economic and social empowerment in Indonesia. In this context, cooperatives are a means for women to develop their businesses and improve family welfare (Nurul & Marfuah, 2023). Women's cooperatives not only provide access to productive resources, but also strengthen social capital in the community. Research shows that the existence of women's cooperatives can encourage economic activity in rural areas and increase formal education participation among low-income families.

Leadership in women's cooperatives is crucial. Women leaders must have the ability to manage organizations and guide members well. Good leadership qualities will create a positive work environment and motivate members to contribute more actively. However, the challenges faced by female leaders often relate to time management and dual responsibilities as housewives and organizational leaders (Rumahorbo et al., 2021).

In the face of these challenges, women leaders need to develop effective communication skills and build strong networks. This network can help them in overcoming various problems faced in leadership. In addition, female leaders must also be able to manage their emotions and maintain their reputation in front of members and other stakeholders.

Social media has become an effective tool for women leaders to communicate and build their image. The use of social media, such as Facebook, allows leaders to reach members and the wider community more easily. Through this platform, leaders can convey information about cooperative activities and interact with members more directly.

In this context, research on the use of social media by women cooperative leaders is very relevant. This research aims to explore how women leaders use social media to increase member engagement and strengthen the position of the cooperative. In addition, this study will also examine how leadership dramaturgy is applied in social media interactions.

Women's cooperatives such as the Independent Prosperous Women's Cooperative (KPSM) Cilegon, Banten, are a good example in this regard. KPSM shows how women leaders can use social

media to disseminate information and strengthen their networks. With the support of proactive leaders, this cooperative was able to survive and thrive even in the midst of various challenges.

The importance of education and training for cooperative members cannot be ignored either. Regular training programs can help members improve their skills and knowledge, so they are able to contribute better in the cooperative. This will also strengthen the position of cooperatives in achieving the Sustainable Development Goals (SDGs).

Women's cooperatives also play a role in overcoming poverty and improving family welfare. Through cooperatives, women can access capital and resources that were previously difficult to reach. Thus, cooperatives are an important pillar in women's empowerment and poverty alleviation in society (Rahma, 2022).

On the other hand, despite progress in women's empowerment, challenges remain. Gender inequality is still an issue that needs attention. Therefore, support from the government and the community is needed to ensure the sustainability of women's cooperatives and the increase in women's role in leadership.

Overall, women's cooperatives have great potential in improving economic and social welfare. With good leadership, support from a strong network, and the use of social media, women's cooperatives can become effective agents of change in society. Further research on the role of women's cooperatives and women leaders in the future will be beneficial to develop better empowerment strategies.

### **Women's Transformational Leadership**

Leadership can be defined as a person's ability to influence, motivate, and direct an individual or group to achieve a specific goal (Northouse in Choirullah & Hilal Ramadhan, 2024). A leader is an individual who has the skills that encourage others to work together to achieve organizational goals. In this context, leadership is not only about position, but also about the process of interaction that involves influence within the group to achieve the desired goals (Afkarina et al., 2023).

Women's leadership is an important concern, especially in the context of gender equality. Tanjung et al., (2024) explained that women's leadership empowerment must be balanced between social and domestic responsibilities. Although women are a great human resource, they still face stereotypes that hinder access to leadership positions. Although women have an advantage in leadership styles, they are often doubted in their abilities due to existing prejudices.

Discussions on women's leadership show that there are differences of opinion among experts. Rasjid, (2024) argues that women's leadership is often considered traditional, while Hazani, (2024) assesses that decisions made by women are often inappropriate because they prioritize empathy. However, many studies show that women tend to have a democratic and effective leadership style, which is increasingly valued in the modern context.

The role of women in leadership is very important, especially in the context of country development. Carli in Meizara et al., (2016) emphasized the need for women to build a positive self-image and be assertive. By having confidence and a good understanding of themselves, women can contribute significantly to policy-making and decision-making.

Women's cooperatives emerged as an important means of empowerment in the economy. Cooperatives not only help women meet their living needs, but also improve their welfare and quality of life (Semaun, 2018). With government support, women's cooperatives can thrive and provide greater benefits to their members, helping them participate in the economy and overcome the challenges that exist in society.

### **Dramaturgy as a Drama of Life**

A female leader often uses symbols to convey the message she wants to convey. The dramaturgical approach, introduced by Erving Goffman in Dzikri Aljasiri et al., (2023), explains how the interpretation of these symbols affects individual behavior in social interactions. Goffman

emphasized the importance of "impression management," in which individuals seek to present an image of themselves that is acceptable to others in order to achieve a specific goal.

In his book "The Presentation of Everyday Life," Goffman describes social life as a play played by humans. He divides the interaction into two parts, namely the front and the back. The front includes the appearance and settings used to convey the message to the public, while the back contains the hidden activities that support the appearance.

Goffman also highlighted the "order of interactions," which includes the structure and processes of social interaction necessary to maintain "self-integrity." In this context, individuals perform "shows" in public in order to maintain a consistent self-image, creating a certain desired impression.

The front area is the place where individuals perform their role in front of an audience, while the back area is where they prepare and prepare before performing. Goffman divided the front stage into two elements: the private stage and the setting. A private stage includes attributes that are considered public, such as clothing and body language, while a setting refers to the physical environment in which individuals act.

Goffman acknowledges that the front stage has structural elements that reflect the interests of the group or organization. When women leaders carry out their roles, the institutions they work for often determine the role they play. Although this approach seems structural, its appeal lies in the interaction and effort of individuals to perform perfectly in public.

In the modern context, it is important to conduct research on the use of social media, such as Facebook, in supporting the dramaturgical function of women leaders. In Indonesia, research on women's empowerment and the role of women in organizational leadership is still limited. However, understanding this phenomenon is important to explore how women leaders are leveraging social media to amplify their roles.

Dramaturgical analysis on social media can show how content produced by female leaders can strengthen their image. By leveraging these platforms, female leaders can take on dual roles and increase the engagement of the group members they lead.

Overall, the dramaturgical approach provides useful insights for understanding how women leaders convey messages and interact with others. By understanding these dynamics, we can better appreciate the important role of women leaders in the broader social context.

Through this approach, we can see how symbols and social interactions shape the image of female leaders, as well as how they can adapt to the demands of an ever-changing environment. This opens up opportunities to better understand women's leadership and its impact in society.

### **The Existence of Facebook Social Media**

Social media is a platform that allows users to share information, text, images, sounds, and videos with others. Sikumbang et al., (2024) explain that social media also functions as a place to socialize and interact online. Social media facilitates user activities and creates social connections.

The characteristics of social media include easy content accessibility, various functional aspects such as identity and interaction, and the ability to share content widely and instantly. Fitra Nabila and Winarti, (2023) explained that social media provides opportunities for its users to play the role of creators. To function effectively in the digital world, individuals need to have digital literacy that includes the ability to search for information, understand hypertext, and evaluate information content.

Facebook, which was launched in 2004 by Mark Zuckerberg and his friends, has become one of the most popular social media platforms. Initially limited to college students, Facebook quickly spread around the world, shifting the popularity of other platforms such as Friendster and MySpace. With features that allow users to upload photos, videos, and promote, Facebook is now one of the leading social networking sites.

In the context of expression management, women leaders can leverage social media to exchange information and communicate with members of their group. Social media not only serves as a channel for information exchange, but also creates interactive communication, allowing for dialogue between

users. This indicates a shift from one-way to two-way communication, which makes it easier to exchange data and services.

Research on the use of Facebook by Eli Aliatun Nauroh, Chairman of KPSM Women's Cooperative, is expected to assess the effectiveness of communication through social media in planning sustainable empowerment programs. By utilizing his Facebook account, Eli Aliatun Nauroh shares information about KPSM's business activities and movements, thereby strengthening communication and involvement among members and organizational partners.

### Empowering Women Leaders With ACTORS

The concept of empowerment is the result of the interaction between ideology and pragmatism in the context of individual welfare. Theories that rely solely on capital and natural resources are now considered obsolete, while human-focused theories are gaining more attention. The ACTORS theory, introduced by Cook & Macaulay, (1997) views society as a subject capable of making changes by giving individuals the freedom to take responsibility for their ideas and decisions.

In the application of the ACTORS theory, there are three important things that must be considered. First, empowerment must be focused on changes in society. Second, the goal is to help communities overcome inequality such as unemployment and poverty by providing space to participate. Third, empowerment must be oriented towards coordination to achieve optimal results.

The profile of the KPSM chairman and his strategy in conveying activities through Facebook social media is expected to help stakeholders understand the direction and further programs. The ACTORS framework is used to assess the role of women's leadership in increasing awareness, confidence, and creativity to achieve independence. It is important that they have knowledge on how to empower themselves.

The ACTORS empowerment framework consists of several elements. *Authority* includes how to build trust and passion. *Confidence and Competence* focuses on developing skills and confidence. *Trust* is about building trust in oneself and others' potential. *Opportunities* are related to self-development according to potential. *Responsibilities* emphasizes the importance of good governance, while *Support* includes support from various parties.

This study analyzes variables to determine the role of women cooperative leaders in message management. Message management is an effort by women leaders to communicate with stakeholders using the ACTORS indicator, which prioritizes interaction at the ideological and practical levels. By understanding these variables, women leaders can be more effective in empowering their members and partners.

KPSM chairmen need to understand that their role as leaders is like an actress who brings drama to life in the organization. The ACTORS variable will be applied to assess the level of empowerment in communication through Facebook social media. This communication is one of the approaches to interact with stakeholders.

With this approach, it is hoped that women leaders can be more effective in carrying out their roles and empowering the communities they lead. Empowerment that is done well will bring positive changes to society and improve individual welfare.

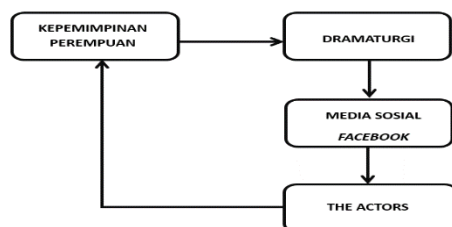


Figure 1. Frame of Mind

## 2. METHODOLOGY

This research uses a qualitative method with a focus on data collection, analysis, and compilation. The data sources used come from various fields that continue to evolve during the

research process (Creswell & Guetterman, 2019). Case studies become an effective tool for analyzing the phenomena being studied, with an emphasis on real situations and complex contexts.

Creswell explains that case studies fall into five qualitative research traditions, where the focus of case studies is on the specifics of events involving individuals or groups. This method does not always take a long time and can use a variety of sources of information to provide a deeper understanding of the phenomenon being studied. Qualitative researchers need to establish a clear research paradigm to understand and study the problems at hand.

### 3. RESULTS AND DISCUSSION

#### Independent Prosperous Women's Cooperative (KPSM)

In accordance with Law Number 17 of 2007 concerning the National Long-Term Development Plan (RPJPN) for 2005–2025, one of the main goals of development is to create an independent, advanced, fair, and prosperous Indonesian society. This development emphasizes the importance of building a strong economic structure based on competitive advantages in various regions. This is supported by high-quality human resources, which are key in achieving these goals.

The RPJPN is also part of efforts to achieve the Sustainable Development Goals (SDGs). The SDGs have an important meaning in the development agenda of every country and are used as a reference both globally and nationally. In this context, the goals of the SDGs prioritize Human Rights (HAM), including gender equality and women's empowerment, with a focus on improving economic, social, and cultural aspects.

In Cilegon City, Banten Province, the direction of the development of the RPJPN is implemented by involving various sectors, especially cooperatives. The potential of cooperatives in Cilegon is huge, with the turnover of the cooperative movement reaching around 600 to 700 billion rupiah per year. However, women's involvement is still limited by household obligations, which reduces their participation in cooperatives. Women who are the head of the family tend to have a stronger role than those who still have a partner.

**Table 1. Cooperative Data by Type of Cooperative in Cilegon City in 2023**

NO	JENIS KOPERASI	KOPERASI (Unit)			ANGGOTA (ORANG)			RAT (unit)	MANAJER			KARYAWAN		
		JUMLAH	AKTIF	TDK AKTIF	JUMLAH	L	P		JUMLAH	L	P	JUMLAH	L	P
1	Produsen	19	13	6	309	124	185	6	1	1	0	3	1	2
2	Pemasaran	3	0	3	3	0	0	0	0	0	0	0	0	0
3	Konsumen	607	348	259	19321	13641	5680	97	41	29	12	680	537	143
4	Jasa	19	18	1	1664	1531	133	4	3	3	0	89	81	8
5	Simpan Pinjam	12	6	6	95	75	20	2	0	0	0	6	3	3
<b>JUMLAH</b>		<b>660</b>	<b>385</b>	<b>275</b>	<b>21392</b>	<b>15371</b>	<b>6018</b>	<b>109</b>	<b>45</b>	<b>33</b>	<b>12</b>	<b>778</b>	<b>622</b>	<b>156</b>

Source : Data on the Cooperative Sector of the Cilegon City Cooperatives & MSEs Office in 2023

Data shows that the movement of women leadership in cooperatives in Cilegon City is still very small. The recapitulation table shows that of the 385 active cooperatives, only 28.14% of cooperative members are women. Of the 45 registered cooperative managers, only 26.67% of them are women, and of the total 778 cooperative employees, only 25.08% are filled by women.

This shows that gender equality is still an issue that requires special attention from the government and society. Women's participation in cooperatives is essential to achieve the goals of the SDGs, especially those related to gender equality and women's empowerment. With the increase in women's participation, it is hoped that it can encourage better cooperative development.

Currently, the world of cooperatives in Cilegon is starting to revive. Data shows that of the 660 registered cooperatives, 385 of them are active, with 109 Annual Member Meetings (RATs) held throughout 2023. RAT is an important part of the management's responsibility to report on the performance of the cooperative during the current year.

The women's leadership movement is still very minimal and needs to be improved. Of the

26,000 cooperative members in Cilegon, only about 3,000 are women. This shows that women's participation in cooperatives is still very low and there needs to be efforts to increase their involvement.

The KPSM Women's Cooperative was chosen as the research location because it is considered to represent active women's cooperatives. KPSM periodically conducts RAT and has regular activities and good cooperation with local governments. Under the leadership of Eli Aliatun Nauroh, KPSM has experienced rapid development since its establishment on July 14, 2015.

KPSM was initially established as a consumer cooperative, but later changed to a Savings and Loan Cooperative. This change makes KPSM more in demand by women who have businesses. Eli Aliatun Nauroh uses Facebook social media to socialize and communicate about KPSM activities, which helps increase the visibility of cooperatives.

Under the leadership of Eli Aliatun Nauroh, KPSM has made various improvements, especially in terms of administration and legality. This cooperative complies with all the latest regulations on cooperatives, including the management of permits and Independent Declaration Letters. KPSM now has 44 members and a turnover of IDR 68,500,000,-.

Eli Aliatun Nauroh is also active in using social media to inform cooperative activities. With the KPSM Facebook account, information about activities can be disseminated quickly. The tagging carried out by Eli Aliatun Nauroh on the uploads of photos and videos of KPSM activities also helps increase member involvement.

Other women's cooperatives are still rarely active on social media. KPSM is one of the cooperatives that is widely known for its activeness on social media. This contributes to cooperation with large companies such as PT Krakatau Steel, which provides CSR to KPSM.

By using social media, KPSM can reach more people and increase awareness about the existence of women's cooperatives. This shows that adaptation to technological and social media developments is essential for cooperatives to stay relevant and thriving. Women's cooperatives that are active on social media have a greater chance of being known and supported.

Overall, the study shows that despite the challenges in empowering women in cooperatives, there is great potential to increase their participation. With the right support and the use of social media, women's cooperatives can thrive and contribute to the local economy. Efforts to improve women's leadership in cooperatives must continue to be carried out so that sustainable development goals can be achieved.

### **Dramaturgy plays a role in Women's Leadership**

Along with the times, more and more women choose to live a dual role, namely working while taking care of their families. While this is a positive step for women's progress, challenges due to gender inequality remain. Women are often faced with a variety of roles, both as wives, mothers, and in their jobs, that can weigh them down.

The role of women as leaders in the economic sector is part of the empowerment that is happening today. Inclusive economic development is expected to overcome the problem of poverty and create a sustainable environment. In this context, cooperatives are one of the alternative development that incorporates democratic values and gender equality.

To understand the importance of women's leadership, interviews were conducted with Eli Aliatun Nauroh, Didin S Maulana, and Nurmansyah. The interviews were conducted in person to obtain in-depth data on the challenges faced by women leaders in cooperatives. The results of the study show that the existence of women leaders in cooperatives is still very few and faces great challenges.

One of the main challenges is the dual responsibilities that women must face as housewives and organizational leaders. Informant 1 stated that often women are not able to carry out leadership roles optimally because of household obligations that must be fulfilled. This shows the need for support and understanding from cooperative members for women's abilities.

Informant 2 highlighted the importance of building the trust of cooperative members in the

ability of women leaders. Socialization is needed to show that many women are capable of leading well. Increasing this trust is essential for women to feel supported to take on leadership roles.

Another challenge is the lack of knowledge about cooperative management. Informant 3 explained that women leaders need to understand how to take care of members and maintain the sustainability of cooperatives. Education and training are the key to improving the capabilities of human resources in the cooperative sector.

In this context, the recommendations from Rustinsyah et al., (2021) emphasize the importance of cooperative administrators to continue to improve their quality and build trust from members. This can help cooperatives operate well and improve social welfare. The development of women's cooperatives must be carried out in a sustainable manner so that sustainable development goals can be achieved.

Eli Aliatun Nauroh, as the chairman of KPSM, admitted that the biggest challenge is managing feelings when running a cooperative. She noted that many women's cooperatives do not run well because leaders are often influenced by emotions. This shows the need for good emotional management in women's leadership.

As leaders, women must be able to build a positive self-image and understand their self-concept. Impression management is important to maintain a reputation as a leader. By managing emotions and showing their abilities, women can be more effective in carrying out leadership roles.

This research shows that despite the challenges, the potential of women's cooperatives is huge. With the right support and capacity development, women can contribute more to the economy. The application of dramaturgical theory in women's leadership can help them in managing interactions with various stakeholders and achieving success in organizations.

### **Dramaturgy Supports Women's Leadership Through Facebook Social Media**

KPSM Women's Cooperative has become an interesting phenomenon in the study of women's leadership, especially in the use of Facebook social media. The Chairman of KPSM, Eli Aliatun Nauroh, used this platform to convey information to stakeholders about cooperative activities. According to Eli Aliatun Nauroh, Facebook is not only for business, but also for establishing friendship among members who rarely meet. She emphasized the importance of women's cooperatives being active on social media. Information digitization is now a necessity that cannot be ignored, and the presence on social media can increase the visibility of cooperatives. She also emphasized the importance of socialization through social media to show cooperative activities.

Research by Nuzuli, (2023) shows that housewives use Facebook as a means to support work and find information. This is relevant to the development of KPSM, which must actively display products and activities on social media to increase efficiency and marketing.

Dramaturgy theory explains how individuals behave as actors in social interactions. Despite facing health challenges, they still show a positive image on social media. Managing the impression that is displayed well, creates a perception that supports his leadership. In this context, impression management becomes important. Women must arrange their self-presentation to suit their role as leaders. This includes the way you speak, look, and body language that create a socially accepted identity.

Interviews show that Eli Aliatun Nauroh is able to separate personal and professional roles. Even though he faced problems at home, he still tried to show a positive attitude when interacting with cooperative members. This reflects the importance of expression management in women's leadership. In the analysis of social media content, Eli Aliatun Nauroh is seen as a skilled leader in message management. This dramaturgy approach helps to create a positive impression in the eyes of stakeholders. Thus, the success of cooperatives can be measured through effective interaction on social media.

Through the use of social media, KPSM not only functions as an economic forum but also as a means of empowering women. This research shows that the existence of social media can improve communication and relationships between members, strengthening social networks that are important

for the success of cooperatives.



**Figure 2. Documentation of Annual Member Meeting (RAT) Activities KPSM Year 2023**

**The Role of Impression Management Dramaturgy in Women's Leadership using Facebook social media with the ACTORS Theory indicator on the information needs of its stakeholders.**

This study aims to identify impact management in the interactions of women leaders, particularly Eli Aliatun Nauroh, with authorities through social media Facebook. Eli Aliatun Nauroh's uploads are divided into two areas: the front area that shows his leadership role and the back area that reflects his personal life.

The analysis using dramaturgy theory focuses on the management of impressions carried out by Eli Aliatun Nauroh. He utilizes the front and back areas to create effective messages to KPSM stakeholders. This management is measured by empowerment indicators from the ACTORS Theory, which assesses women's leadership in the context of communication on social media, related to existing empowerment aspects.

Research by Fadeli & Musyarofah, (2022) emphasizes that women have authority, trust, ability, beliefs, opportunities, responsibilities, and support in community empowerment. The results of the study show that women are active in empowerment through organizations and communities, which is also relevant to measure the influence of Eli Aliatun Nauroh's leadership in KPSM.

The variables from the ACTORS Theory were used to assess the role of Eli Aliatun Nauroh in message management. As the chairman of KPSM, Eli Aliatun Nauroh must function as an actor who empowers his members and partners. This measurement includes communications conducted through Facebook, which is an important approach in interacting with stakeholders.

Eli Aliatun Nauroh's success in expression management on Facebook shows her ability to present herself as a good female leader. By applying the empowerment concept of Cook and Macaulay, the resulting change becomes planned and provides optimal benefits. The ACTORS framework includes authority, confidence, trust, opportunity, responsibility, and support.

From the interview, Eli Aliatun Nauroh stated that the post on Facebook reflects important elements of ACTORS. He tries to show his authority, confidence, and responsibility as the chairman of KPSM, as well as open opportunities for members to participate in cooperative programs. Good message management on social media contributes to a positive image in the eyes of stakeholders.

Overall, Eli Aliatun Nauroh has managed to build a strong personal branding through social media, which not only reflects his leadership but also empowers KPSM members. This research

shows the importance of impression management in women's leadership and how social media can be used as a tool for effective communication.

#### 4. CONCLUSIONS AND RECOMMENDATION

##### Conclusion

The Independent Prosperous Women's Cooperative (KPSM) in Cilegon, led by Eli Aliatun Nauroh, is an interesting example in the study of women's leadership, especially in the use of Facebook social media as a communication tool. Eli Aliatun Nauroh emphasized the importance of social media not only to promote business, but also to establish friendship between members. In an interview, he stated that the existence of cooperatives should be known to the wider community, and Facebook serves as an effective platform to convey such information.

Women's cooperatives need to utilize social media to increase visibility and transparency. According to him, the existence of social media will create a record of information that cannot be deleted, so it is important for cooperatives to actively participate. Socialization on social media is important to provide information about cooperative activities to the community, which is currently very limited by time.

Dramaturgy theory is used to analyze how Eli Aliatun Nauroh manages impressions on social media. Despite facing health challenges, Eli Aliatun Nauroh managed to maintain his positive image and show dedication through posts describing the cooperative's activities. This theory explains how individuals play the role of actors who create a certain impression to achieve the desired communication goals.

Eli Aliatun Nauroh uses social media as a means to empower women and show their leadership. The uploaded content reflects cheerfulness and optimism, even though he is battling illness. This shows his ability to manage his emotions and maintain his image as a strong leader. In this case, impression management is the key to creating good relationships with stakeholders.

Overall, Eli Aliatun Nauroh's success in managing his leadership through Facebook social media shows how technology can be used to strengthen the position of women in the economic sector. With the right approach, women leaders like Eli Aliatun Nauroh can build strong networks and make a positive impact on the communities they lead. This research underscores the importance of social media use in women's leadership and how it can contribute to organizational success.

##### Recommendation

1. Given the lack of role of women leaders in Indonesia, from the results of the research on Women's Leadership Dramaturgy Using Facebook Social Media, further research needs to be conducted as a reference to improve the existing female leadership dramaturgy skills.
2. Further research is needed to explore the dramaturgy of female leaders through other social media, such as Instagram, TikTok, and YouTube. By improving the dramaturgy skills of female leaders through various existing social media platforms, it is hoped that more female leaders will emerge who are successful in their careers.
3. Practical advice for women leaders to be successful in carrying out their roles is to hone dramaturgy skills through self-development. This includes improving the exercise of *authority*, strengthening *confidence and competence*, increasing *trust*, creating *opportunities*, as well as *responsibilities* and *support* from stakeholders. This is important to achieve success in empowering women's leadership, so that they can have high self-respect, self-confidence, and self-reliance in carrying out their roles as women leaders

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