

Instagram As A Platform For Personal Branding

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Abstract

One of the communication strategies that implants a positive perception of a person in the public is personal branding. The presence of Instagram has a function, which is to create a social media marketing strategy and build a brand. With the presence of Instagram, it can influence the behaviour of its followers. One of them is the Instgarm Akbar Maulana selebgram, known as the famous Personal Ajudan because his personality is considered pleasant and entertaining. This research method is qualitative descriptive, with a focus on the case study of the research, which is to find out the form of personal branding Akbar Maulana uses through his social media account Instagram. Supported by Peter Montoya's eight core personal branding concepts, his research shows that Akbar Maulana's personal branding meets eight key concepts: specialisation, leadership, personality, difference, appearance, unity, firmness and good name. With a distinctive and strong character in shaping personal branding as a smart, vigorous, and entertaining teenager. Not only that, using the Instagram app that has supplemented a variety of special features with various decorations when making videos, then uploading them to the Instagram media account

Keywords: Instagram , Personal branding

INTRODUCTION

Branding is defined as a process of personality formation related to certain insights, feelings, and sentiments towards a character. Branding occurs before promotions and deals; brand presence indicates a very high value to be able to survive during marketing (Razali, 2022). In the age of technology and information, we need to build personal branding so that we can produce exercises that have control over someone's point of view or one's impression of oneself, so that by doing personal branding, one can influence others' perspectives and decisions about you according to their opinion. During the selection process, personal branding influences the self-image that is ultimately evaluated for acceptance or rejection. Personal branding can go from the way we dress, talk, and style to the gadgets and vehicles we use. In the book *The Branding Called You* by Nusyamsi and Siregar (2022), if personal branding is used correctly, you should be sure that you will have a personal brand that can help give an image and build a name to control how perceptions of others see you before they come and relate directly to you (Nusyamsi & Siregar, 2008:289). By building personal branding, we can

shape the perception of the community to the apek-apek possessed by someone, including personality, speech style, appearance, abilities or values that raise the presence of a positive perception from the community, thus making a tool for marketing communication (Saepudin, 2020).

Instagram's account @private aid is steadily increasing its followers every day. So far, Akbar's followers on Instgarum have reached 4.7 million. By displaying personal branding capabilities as an attempt to create value for effectiveness with the aim of introducing products or services to the public so that the attempt makes the image in line with the positive perception by the public (Razali, 2023), The way social media communications have recently changed the landscape and given everyone the opportunity to share their voices, opinions, and content with unique marketing influencers (Hardianawati, 2022:869). In today's new media, the challenge is to leverage influencers who can motivate their followers to engage with the image generated, which includes branded products or services. (Nursyamsi et al., 2023) A social media influencer is a term that refers to an individual's ability to spread data to a crowd of fans through online entertainment. (Siregar,2022).

RESEARCH METHOD

This research is descriptive. Data breach aimed at describing the formation of Akbar Maulana's personal branding through social media Instagram in his account @private help to build image (image). The research was conducted in August 2023. The use of qualitative descriptive methods in this research with a focus on case studies is to find out the form of personal branding Akbar Maulana through his social media account Instagram (Yusuf, 2022)

The subject or theme of this research deals with Instagram as Akbar Maulana's personal branding media. As far as Instagram is concerned, it is an application of social media platforms, personal branding as a specific characteristic of a person or a positive identity and reputation. Instagram in personal branding like a way of speaking, language, expertise and attitude.

The unit of analysis in this study is the individual as an object, namely the Akbar Maulan selebgram, through observations in his Instagram social media account. The researchers took aspects of the incidents in the Instagram account and learned about the formation of his personal branding. (Nursyamsi, 2023). It is according to the researchers, Instagram is a media that was born thanks to the development of technological innovation using the Internet. Where selebgram @private help becomes a communicator, and supporters (fans) become communications connected through the media Instagram.

The data collection used is a documentation technique. The data collected is in words, images, and not numbers, because this study will contain quotations of words and images to give s report's introduction a big line. Exploration information comes from reports, photos, recordings, notes, individual documentation, notes or updates and diary references that help other personal branding.

After data information, the next step is data processing and data analysis. This research uses data analysis techniques with the term Interactive model, this technique consists of three components namely: (1) Data Reduction, (2) Data Display, and (3) Conclusion Testing. (Drawing and Verifying Conclusion). The researchers also used data creativity tests with source triggering techniques (Kushendar, 2023).

RESULT AND DISCUSSION

The importance of personal branding

Until now, the term marking or designation has been better known in the branding sphere. (Razali, 2023). Branding is done because there are so many similar items available to use, so it's important to recognize one item from the other. He expects to make it more prominent than any other comparable thing. That important standard was then applied in connection with personal branding. Nowadays, more and more people have similar skills. Therefore, it is important to build an individual's judgement to show one's talent so that it stands out more than the skills of others. Finally, the development of personal branding can expand the individual's sales incentive over the mastery they have. This can happen because a person's self-standard is used as a source of perspective in shaping himself according to his true abilities. In addition, personal branding can also be used as a gap for system administration with other people who have similar interests in a particular field. The goal is that one's career prospects are also becoming widespread. It's something special to appreciate at a time of online entertainment presence with a fast attribute in spreading the message and a wide reach that can be used as a mechanism for a person's personal branding development. There are many highlights that can be used to make personal branding even more innovative and fascinating. The problem then, at the time, was that the technique of setting marks the individual himself. This is something that, so far, has not been known to many people, especially young people.

Difference (The Law of Distinctiveness)

Just as deferencing applies to any product, in the formation of effective personal branding is also required the same thing. It takes a strong impression to be different from anyone else in the same field or business. In the context of this study, the thing that distinguishes him from the other Instagram selebgrams is his character and the way he treats him. Akbar Maulana or Konyol often uploaded Instagram's short and live videos to the @heludanprivate account, a post shared not only endorses the product but some mobile games legends and vloggers daily while at Bigetron Esports. In the Instagram live case, Konyol's live streaming support is very diverse, the audience is not tired of seeing his behavior and is unique compared to other selebgrams. It's seen in Figure 3, when live streaming on Instagram there are followers who give gifts to Konyol then Koniol gives a response that is a thank-you sign in a funny or ridiculous way. So it makes it have a stronger and different attraction than other teenage selebgrams.

Visible (The Law of Visibility)

One of the strategies that forms an effective personal branding is to do it consistently or continuously so that the person's branding becomes known. Akbar Maulanas consciously and consistently publishes himself through submissions in short videos with body movements and embedded with various types of songs that are popular today and also live Instagram to endorse a product. That's what he's doing all the time that's ultimately shaping his personal branding.

Unity (The Law of Unity)

The unity that is meant in the formation of personal branding is the personal life that is in line with what is formed in a person's personal brand. In the context of this research, Akbar Maulan made his life synergistic. What's in his daily life as a reality of his personal experience is in line with what he shares through the media account of Instagram. Therefore, a unity is formed which is synergistic and not opposed to one another. This could eventually reinforce the image that emerged in the eyes of the public over the personal branding formed by Akbar Maulana.

Stiffness (The Law of Persistence)

The formation of a person's personal branding is not likely to happen in just one night. It took quite a while before one had to stick to the personal branding that was formed from the outset without hesitation to change it. If that happens, then it will go back to the principle of

consistency described at the beginning. In the context of this research, Akbar Maulana has consciously shaped his personal branding with firmness. Although not a few negative comments attacked him, Akbar Maulana remained on the path he had chosen.

Good name. (The Law of Goodwill)

A person's personal branding will have a huge influence on others if it is perceived positively by the people around him. At this stage, Konyol tries to build his reputation through Instagram by sharing short videos and live streaming with rude words and uncertain or unpredictable behavior by his followers. Despite the fact that in the video he uploaded or during Instagram's live support there were comments from bad haters or fans and, surprisingly, insulting his feelings, Konyol responded with criticism of dirty and cruel words as well as threatening moves. Sometimes there were followers who gave gifts where at that time Koniol was even angry with haters while live Instgarum, but when in gift by followers Konioll responded by appearances that comforted and expressed a sign of gratitude so that the feelings of Koniols returned to normal. So the haters or followers felt they saw Konyol during the Instagram live feel entertained to see how Konyols behaved with live interaction. It makes the style of Akbar Maulan accepted and understood as a distinctive feature in the public eye.

CONCLUSION

The development of personal branding should be based on the real factors that exist, along with a variety of positive exercises that strengthen character formation. An image that relies solely on net results can't form a major power area for personal branding because personalised branding is not an instantaneous interaction. Konyol has shaped personal branding quite well. These good indicators are based on the eight elements of Nusyamsi personal branding that have been implemented in the formation of Akbar Maulana personal brands through the media account Instagram @heludanprivate. Not only that, but by using the Instagram app, which has supplemented a variety of special features with various decorations when making videos, they are then uploaded to the media account of Instgarum. So the account @privatehelp utilises the 3 supporting elements provided by Instgarom in making videos in Instagram, namely: Live Instgarem (streaming), Instgarm Shop, and Popular. Based on the results of this research, it can be concluded that Akbar Maulana has a characteristic and strong character in shaping personal branding as an intelligent, active, and entertaining teenager.

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