

Distinction personal branding dan instagram strategi investasi simbolik syahrini = Distinction personal branding and instagram syahrini s symbolic investment strategy

Tritama Chaerani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20388664&lokasi=lokal>

Abstrak

[ABSTRAK

Tesis ini membahas strategi investasi simbolik yang dilakukan Syahrini pada akun Instagram miliknya sebagai upaya pencarian distinction melalui tiga pola konsumsi penampilan budaya dan makanan Konsep distinction digunakan untuk mengeksplorasi konsep personal branding Penelitian ini menggunakan pendekatan kualitatif dalam perspektif kritis dengan analisis isi dan metode semiotika Hasil penelitian menunjukkan Syahrini menempatkan penampilan barang mewah dan mode busana dalam proporsi yang paling besar untuk menggambarkan distinction melalui media sosial Instagram namun tidak membuat Syahrini meraih kapital simbolik dan personal branding yang efektif

<hr>

ABSTRACT

This thesis describes Syahrini rsquo s symbolic investment strategy on her instagram account as one effort to find distinction based on three consumption patterns performance culture and food The concept of distinction is utilized to elaborate the concept of personal branding This study used a qualitative approach in a critical perspective with content analysis and semiotics method The results shows that Syahrini puts performance luxury brands and fashion in the greatest proportion to potray distinction through Instagram but this effort do not make Syahrini gain symbolic capital and achieve an effective personal branding ;This thesis describes Syahrini rsquo s symbolic investment strategy on her instagram account as one effort to find distinction based on three consumption patterns performance culture and food The concept of distinction is utilized to elaborate the concept of personal branding This study used a qualitative approach in a critical perspective with content analysis and semiotics method The results shows that Syahrini puts performance luxury brands and fashion in the greatest proportion to potray distinction through Instagram but this effort do not make Syahrini gain symbolic capital and achieve an effective personal branding , This thesis describes Syahrini rsquo s symbolic investment strategy on her instagram account as one effort to find distinction based on three consumption patterns performance culture and food The concept of distinction is utilized to elaborate the concept of personal branding This study used a qualitative approach in a critical perspective with content analysis and semiotics method The results shows that Syahrini puts performance luxury brands and fashion in the greatest proportion to potray distinction through Instagram but this effort do not make Syahrini gain symbolic capital and achieve an effective personal branding]