

Analisis formulasi pembentukan personal branding melalui platform social media berdasarkan tipe dan fungsinya = Formulation analysis personal branding through social media platform based on type and function / Fajrie Mulya Hanggono

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Abstrak

ABSTRAK

Indonesia seringkali dijuluki sebagai ibukota social media dunia, terbukti dengan banyaknya jumlah pengguna social media di kota-kota besar Indonesia. Dengan berlatar belakang dinamisnya penggunaan social media di Indonesia, melalui pendekatan kualitatif tesis ini meneliti formulasi komunikasi dari tiga orang tokoh yang lahir dan besar dari social media, dari bukan siapa-siapa menjadi orang yang berpengaruh berkat personal branding yang mereka bangun melalui platform social media yang digunakan, yaitu Facebook, Twitter dan Instagram. Dalam penelitian ini, analisa formulasi pembentukan personal branding akan dibentuk melalui komunikasi yang akan membentuk brand awareness dan brand personality, sehingga membentuk suatu wujud personal branding yang otentik, relevan, jujur, positif, kuat dan dipercaya.

ABSTRACT

Indonesia is often called as the social media capital of the world, as evidenced by the large number of social media users in major cities in Indonesia. With the background of the dynamic use of social media in Indonesia, through a qualitative approach, this thesis examines the communication formulation of three figures who were born and raised on social media, from nobodies become an influential person just by using personal branding that they build through social media platform such as Facebook, Twitter and Instagram. The formulation analysis of personal branding establishment on this study will be established through communication that will establish brand awareness and brand personality, thus will form an authentic, relevant, honest, positive, strong and credible personal branding.