

Efektivitas personal branding hadi wenas melalui media sosial linkedin (analisis EPIC model pada Koneksi Hadi Wenas di LinkedIn = Hadi wenas effectiveness of personal branding through social media linkedin (Epic model analysis on hadi wenas connections on linkedin

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Abstrak

Penelitian ini membahas Personal Branding yang dilakukan Hadi Wenas melalui media sosial LinkedIn. Berkembangnya media sosial mendorong banyak orang melakukan Personal branding melalui media sosial, salah satu medianya adalah LinkedIn yang dikenal di kalangan profesional. Hadi Wenas selaku CEO dari MatahariMall.com menggunakan LinkedIn untuk mempromosikan budaya perusahaannya, dengan tujuan mendorong khalayak untuk menjadi pelanggan, penjual, atau bagian dari perusahaannya.

Menggunakan EPIC Model yang dikembangkan AC Nielsen, peneliti dapat mengetahui bahwa personal branding Hadi Wenas efektif dilihat dari seluruh dimensi Empathy, Persuasion, Impact, dan Communication. Dimana dimensi Empathy yang melibatkan kognisi dan afeksi; serta Persuasion yang melibatkan perubahan kepercayaan dan perilaku; memiliki skor kumulatif tertinggi di kisaran 3,60 (Sangat Efektif), sementara dimensi Impact yang melibatkan keingintahuan dan keterlibatan; serta Communication yang melibatkan kemampuan memahami dan dorongan bertindak; memiliki skor kumulatif dibawahnya di kisaran 3,30 (Cukup Efektif). Melalui penelitian ini kita dapat mengetahui bahwa LinkedIn terbukti efektif dan dapat dijadikan alternatif media konvensional untuk membangun personal branding.

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This research discusses the personal branding that Hadi Wenas do through social media LinkedIn. The evolution of social media has encouraged peoples to build their personal branding through social media. One of social media that popular enough to build personal branding is LinkedIn, which is better known in professional circles. Hadi Wenas as CEO of MatahariMall.com use LinkedIn to promote the culture of his company, with the aim of encouraging the audience to become customers, vendors, or part of the company.

Using EPIC model developed by AC Nielsen, researchers can tell that Hadi Wenas personal branding os effective views of the whole Empathy, Persuasion, Impact, and Communication dimension. Where is the Empathy dimension involving cognition and affection; and Persuasion dimension involving changes in beliefs and behavior; has the highest cumulative score in the range of 3.60 (Highly Effective). While the Impact dimension that involves curiosity and engagement; and Communication dimension which involve the ability to understand and encouragement to act; have a cumulative score below it in the range of 3.30 (Quite Effective). Through this research we can know that LinkedIn is proven effective and can be used as alternative to conventional media to build personal branding.