

# Glokalisasi dalam penerapan personal branding sebagai strategi memasuki pasar musik Amerika studi kasus : Brian Imanuel alias Rich Chigga = Glocalization on implementation of personal branding as a strategy to enter American music market case study : Brian Imanuel alias Rich Chigga

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## Abstrak

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Sebagai pendatang baru di industri musik, penyanyi rap asal Indonesia Brian Imanuel atau Rich Chigga berhasil menembus pasar musik Amerika. Agar diterima pendengar musik di Amerika, Brian Imanuel menerapkan glocalisasi yaitu dengan memasukkan unsur budaya Amerika pada karya-karyanya. Dengan menerapkan glocalisasi dalam membangun personal branding-nya, Brian dapat dikenal pendengar musik rap di Amerika dan musisi-musisi rap besar Amerika serta masuk skena musik di Amerika.

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As a newcomer to the music industry, Indonesian rap singer Brian Imanuel or Rich Chigga successfully penetrated the American music market. In order to be accepted by American music listeners, Brian Imanuel applied glocalization by incorporating American cultural elements into his works. By applying glocalization in building his personal branding, Brian gets attention of American music listeners and also American rap musicians and enters the music scene in America.