

Personal Branding Chandra Liow Dalam Media Sosial YouTube = Personal Branding Chandra Liow On Media Social YouTube

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Abstrak

Penelitian ini bertujuan untuk mengetahui pembentukan personal branding seorang youtuber bernama Chandra Liow dalam media sosial YouTube. Teori yang digunakan adalah teori brand identity, brand positioning, brand image dan delapan hukum personal branding. Penelitian ini merupakan penelitian kualitatif yang bersifat deskriptif. Pengumpulan data dilakukan dengan wawancara mendalam, observasi dan studi dokumentasi. Hasil penelitian menunjukkan bahwa Chandra Liow memiliki hampir semua elemen-elemen dari brand identity, brand positioning, brand image dalam tingkat fase personal branding, kecuali dimensi organisasi pada brand identity dan kunci sukses konsistensi pada brand positioning. Selain itu, ada enam dari delapan hukum personal branding yang terdapat pada akun YouTube Tim2one, yaitu law of specialization, law of leadership, law of personality, law of distinctiveness, law of unity, law of goodwill.

This thesis aims to determine the formation of personal branding of a YouTuber named Chandra Liow in YouTube social media. The theory which used are brand identity, brand positioning, brand image and eight personal branding laws. This research is a descriptive qualitative research. Data collection is done by in-depth interviews, observation and documentation study. The results showed that Chandra Liow has almost all elements of brand identity, brand positioning, brand image at the level of the personal branding phase, except organizational dimension on brand identity and key success consistency on brand positioning. In addition, there are six of the eight personal branding laws found on the Tim2one YouTube account, namely law of specialization, law of leadership, law of personality, law of distinctiveness, law of unity, law of goodwill.