

Analysis of a social media influencer: Karin 'Awkarin' Novilda's personal branding on instagram platform = Analisis social media influencer: personal branding Karin 'Awkarin' Novilda di platform Instagram

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Abstrak

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Karin Novilda atau yang biasa dikenal dengan Awkarin adalah *social media influencer* yang memulai karirnya di Instagram. Di awal perjalanannya menuju popularitas, Karin melakukan banyak hal kontroversi yang memberikan *image bad influencer* dan membuat namanya terangkat di Instagram. Namun, saat Karin sudah menjadi salah satu *influencer* terpopuler di Indonesia, dia perlahan merubah *image*-nya menjadi bertolak belakang dengan *image* awalnya. Penelitian ini akan menganalisa bagaimana Karin menjaga *personal brandingnya* dan bagaimana itu bisa memberikan dampak kepada kepopuleritasannya. Dengan menggunakan metode sekunder, penelitian ini akan memeriksa Instagram *account* daripada Karin dan menganalisa dengan tiga konsep, yaitu *Western Cultural Influence, Personal Branding, dan Social Media Influencer*. Ditemukan bahwa Karin memiliki beberapa karakter terbaik sebagai *social media influencer*, yaitu kepribadian, karakter unik, kreatifitas, dan kontinuitas.

ABSTRACT

Karin Novilda or commonly called as Awkarin is a social media influencer who started her career from Instagram. In the beginning of her journey before becoming popular, Karin did a lot of controversial things which gave her a bad image and made her name rise up on Instagram. However, when she had already become one of the top social media influencers in Indonesia, she slowly changed her image to the very opposite one. This research will analyze how Karin maintains her personal branding and how it affects her popularity. By using a secondary research method, this research will examine Karins Instagram account and analyze it with the three concept reviews, which are Western Cultural Influence, Personal Branding, and Social Media Influencer. The finding shows that Karins best traits as a social media influencer are her personality, characteristic, creativity, and continuity