

## Pengaruh Personal Branding dan Gratifikasi Terhadap Loyalitas Penonton = Influence of Personal Branding and Gratification on Audience Loyalty

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### Abstrak

Maraknya live streaming di ruang hiburan gim Indonesia melahirkan cara-cara baru untuk mengikat penonton. Riset ini mengobservasi dan menganalisis personal branding Windah Basudara beserta interaktivitasnya terhadap penonton, sekaligus proses gratifikasi yang dialami penonton. Selain itu, riset ini menggunakan pendekatan kualitatif berupa metode pengumpulan data sekunder, khususnya dalam bentuk observasi postingan konten video digital pada platform YouTube. Ditemukan bahwa dalam live streaming yang dilakukan oleh Windah Basudara, personal branding yang dikonstruksi oleh dirinya efektif dalam meningkatkan interaksi dengan penonton. Proses interaktivitas yang berlangsung memberikan gratifikasi kepada penonton, persisnya secara kepuasan dan kesenangan penonton. Melalui personal branding dan interaktivitas, tercipta efek yang lebih dalam dengan penonton, yaitu loyalitas terhadap konten Windah Basudara.

.....The advent of live streaming in the Indonesian game space gave birth to new ways of engaging the audience. This research observes and analyzes Windah Basudara's personal branding and its interactivity toward his audience, as well as the gratification process that is experienced by his audience. Aside from that, this research utilizes a qualitative approach in the form of secondary data collection, specifically via observing videos on YouTube. It was found that in the live streaming conducted by Basudara, the personal branding constructed by him was effective in increasing interaction with his audience. The ongoing process of interactivity was effective in achieving audience gratification, precisely in terms of audience satisfaction and delight. Through personal branding and interactivity, a deeper effect was formed with the audience, and that effect was audience loyalty to Basudara's content.