

Personal Branding Melalui Strategi Impression Management Family-Influencer Indonesia di Media Sosial (Analisis terhadap YouTuber Kimbab Family) = Personal Branding through Indonesian Family-Influencer's Impression Management Strategy on Social Media (Analysis of YouTuber Kimbab Family)

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Abstrak

Perkembangan teknologi yang masif dan pesat, termasuk internet, telah memberikan dampak yang signifikan terhadap berbagai bidang kehidupan manusia. Internet dan media sosial pun mulai dianggap sebagai kebutuhan primer manusia dalam setiap aktivitas kesehariannya. Bukan hanya sebagai sarana pertukaran informasi, kini media sosial juga menjadi tempat di mana individu saling bersaing untuk mendapatkan perhatian khalayak. Maka dari itu, personal branding menjadi suatu hal yang penting. Bahkan, banyak pengguna yang dengan sengaja membagikan konten terkait topik tertentu hingga akhirnya memiliki pengaruh terhadap para pengikutnya dan disebut sebagai influencer. Informasi yang dibagikan pun beragam, salah satunya mengenai kegiatan berkeluarga atau aktivitas parenting, yang sekaligus memunculkan istilah “family-influencer”. Tulisan ini akan membahas bagaimana family-influencer Indonesia melakukan personal branding melalui strategi impression management di media sosialnya. Berdasarkan analisis yang dilakukan, terlihat bahwa family-influencer yang dianalisis telah mengimplementasikan tujuh dari delapan prinsip personal branding, di antaranya specialization, personality, distinctiveness, visibility, unity, persistence, dan goodwill. Selain itu, terdapat dua dari lima strategi asertif impression management yang dimanfaatkan, yaitu ingratiation dan competence.

.....Massive and rapid technological developments, including the internet, have had a significant impact on various fields of human life. The internet and social media are starting to be considered as primary human needs in their daily activities. Not only as a means of exchanging information, now social media is also a place where individuals compete with each other to get the attention of the audience. Therefore, personal branding becomes an important thing. In fact, many users intentionally share content related to certain topics until they finally have an influence on their followers and then called as influencers. The information that was shared is vary, one of them is about family or parenting activities, which at the same time gave rise to the term "family-influencer". This paper will discuss how Indonesian family-influencer carries out personal branding through an impression management strategy on their social media. Based on the analysis, it appears that the family-influencers analyzed have implemented seven of the eight principles of personal branding, including specialization, personality, distinctiveness, visibility, unity, persistence, and goodwill. In addition, there are two of the five assertive impression management strategies used, namely ingratiation and competence.