

Implementasi Three Keys of Personal Branding pada Konten Media Sosial (Studi pada Instagram Sri Mulyani) = Implementation Three Keys of Personal Branding on Social Media (Study in Sri Mulyani's Instagram)

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Abstrak

Penggunaan media sosial di Indonesia mengalami peningkatan yang sangat pesat. Media sosial, khususnya Instagram menjelma menjadi saluran komunikasi politik yang digunakan untuk membangun citra diri para politisi, salah satunya adalah Sri Mulyani yang merupakan kandidat Pilkada. Sri Mulyani adalah kandidat perempuan satu-satunya di kontestasi Pilkada Klaten tahun 2020 ini menggunakan media sosial Instagram beberapa bulan sebelum masa kampanye dimulai. Pada penelitian ini, peneliti menganalisis implementasi personal branding oleh Sri Mulyani menggunakan tiga kunci utama personal branding Peter Montoya & Tim Vandehey. Penelitian ini menggunakan paradigma post-positivisme dengan metode penelitian kualitatif. Teknik pengumpulan data dilakukan dengan analisis isi dan tinjauan literatur. Hasil penelitian menunjukkan bahwa Sri Mulyani sukses membangun personal branding-nya dengan menerapkan 3 kunci utama personal branding yakni clarity, specialization, dan consistency.

.....The use of social media in Indonesia has increased rapidly. Social media, especially Instagram, has become a political communication channel that is used to build the self-image of politicians, one of which is Sri Mulyani who is a candidate for the Regional Head Election. Sri Mulyani is the only female candidate in the Klaten Pilkada contest using Instagram social media a few months before. campaign period begins. In this study, researchers analyzed the formation of personal branding carried out by Sri Mulyani using three main keys to personal branding by Peter Montoya & Tim Vandehey. This study used a post-positivism paradigm with qualitative research methods. Data collection techniques were carried out by content analysis and literature review. The results showed that Sri Mulyani was successful in building her personal branding by applying 3 main keys of personal branding namely clarity, specialization, and consistency.