

# The Influence of Raisa Andriana's Personal Branding as a Singer on Raine Beauty Products on Instagram Personal Branding = Raisa Andriana Sebagai Penyanyi Terhadap Produk Raine Beauty di Instagram

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## Abstrak

Pengaruh media digital menyebabkan perkembangan yang pesat di banyak industri, termasuk industri tata rias, yang akan dieksplorasi lebih lanjut dalam penelitian ini. Raine Beauty adalah salah satu merek lokal terkemuka terbaru yang diciptakan oleh Raisa Adriana, seorang penyanyi di Indonesia. Penelitian ini bertujuan untuk mengamati, mengeksplorasi dan menganalisis peran branding Raisa Andriana dalam berkembangnya bisnis Raine Beauty di Instagram. Untuk memenuhi tujuan makalah penelitian ini, penelitian ini menggunakan dua teori; Brand Awareness Theory dan Brand Recognition dan Brand Recall Performance. Data dikumpulkan menggunakan analisis data kualitatif melalui data analisis dan jurnal-jurnal terdahulu. Hasil penelitian ini membuktikan bahwa personal branding Raisa membantu meningkatkan bisnis Raine Beauty dan kesadaran merek mereka dengan mempromosikan merek tersebut sekaligus menjalin dan menjaga hubungan antara para pengikutnya. Selain itu, jurnal ini diharapkan dapat memberikan pemahaman lebih kepada pembaca tentang bagaimana personal branding dapat mempengaruhi kesadaran merek suatu bisnis melalui engagement dan followers di Instagram.

..... The effect of digital media leads to growth of many industries, including the makeup industry, which will be explored more in this study. Raine Beauty is one of the newest leading local brands created by Raisa Adriana, a singer in Indonesia. This research paper focuses more on Raisa as a singer who utilizes her Instagram to promote Raine Beauty's business. The aim of this research is to observe, explore and analyze Raisa Andriana's branding role in raising Raine Beauty's business on Instagram. To fulfill this research paper's objective, this study uses Brand Awareness Theory and Brand Recognition and Recall Performance. The data is collected through content analysis and past journals. The data analysis uses qualitative data analysis. The results of this study proved that Raisa's personal branding helps to raise Raine Beauty's business and brand awareness by promoting the brand while also engaging and maintaining the relationship between her followers. Moreover, it also gives readers a further understanding that personal branding can affect brand awareness of a business through Instagram engagement and followers.