

ABSTRAK

Muhammad Daffa Khoiron, Aktivitas Personal Branding Pada Pengelolaan Media Sosial Instagram (Studi Deskriptif Kualitatif Pada Akun @henhenherdiana12)

Kegiatan personal branding seringkali dilakukan oleh para public figure di bidang tertentu. Aktivitas tersebut dapat terlihat dari aktivitas yang dilakukan oleh Henhen Herdiana. Dia merupakan seorang pemain sepakbola profesional yang telah menjadi bagian dari beberapa klub di liga tertinggi sepakbola Indonesia

Penelitian ini bermaksud untuk mengetahui pengelolaan aktivitas personal branding melalui media sosial Instagram @henhenherdiana12 melalui Teori *the eight rules of personal branding* dari Peter Montoya menjadi landasan dalam penelitian ini. Teori tersebut antara lain meliputi, spesialisasi, kepemimpinan, kepribadian, perbedaan, prinsip, keteguhan, dan prinsip nama baik.

Hasil penelitian menunjukkan bahwa aktivitas media sosial yang dilakukan bertujuan untuk melakukan personal branding dilakukan melalui 8 aspek. Aspek spesialisasi sebagai pemain bola profesional. Aspek kepemimpinan melalui kapten di lapangan dan influencer sepakbola. Aspek kepribadian sifat sederhana dan disiplin, Aspek perbedaan melalui cirikhas Jack Grealish-nya Indonesia, aspek terlihat melalui aktivitas podcast bersama media eksternal, aspek kesatuan melalui kesederhanaan dan tampil apa adanya, dan aspek goodwill melalui kegiatan komunikasi langsung di media sosial dengan para audiensnya..

Kata Kunci: Personal Branding, Media Sosial Instagram, Henhen Herdiana

ABSTRACT

Muhammad Daffa Khoiron, Personal Branding Activities in Social Media Management on Instagram (A Qualitative Descriptive Study of the Account @henhenherdiana12)

Personal branding activities are often carried out by public figures in various fields. This is evident from the activities of Henhen Herdiana, a professional football player who has been part of several top-tier Indonesian football clubs.

This study aims to understand the management of personal branding activities through the Instagram account @henhenherdiana12 using Peter Montoya's theory of the eight rules of personal branding as the theoretical foundation. The theory includes aspects such as specialization, leadership, personality, differentiation, principles, consistency, and reputation.

The research findings indicate that personal branding activities on social media are carried out through these eight aspects: specialization as a professional football player; leadership as a team captain and football influencer; personality through simplicity and discipline; differentiation through his unique style likened to Jack Grealish of Indonesia; visibility through podcast activities with external media; consistency through simplicity and authenticity; and goodwill through direct communication with his audience on social media.

Keywords: Personal Branding, Instagram Social Media, Henhen Herdiana