

ABSTRACT

Portraying Personal Branding of Indonesian K-Pop Influencers on Instagram: A Content Analysis of @natyashina and @tiffaniafifa Accounts (January 2023 – December 2023)

Miranda Intan ¹⁾, Reni Dyanasari, S.I.Kom., M.Si ²⁾

¹⁾ Student of Communication Studies, Pembangunan Jaya University

²⁾ Lecturer of Communication Studies Program, Pembangunan Jaya University

This study aims to depict personal branding of Indonesian K-Pop influencers on Instagram. A qualitative descriptive approach with a case study on two Instagram accounts, namely @natyashina and @tiffaniafifa, is employed to achieve this objective. Content analysis method is applied to analyze the content and interactions on both accounts. The findings reveal that @natyashina and @tiffaniafifa construct their personal branding by implementing four personal branding indicators, namely specialization, personality, consistency, and reputation. Each influencer demonstrates specialization in their K-Pop knowledge and interests, builds a unique and engaging personality, exhibits consistency in their commitment to K-Pop, and maintains a good reputation with a positive image. These findings contribute to the understanding of personal branding strategies employed by Indonesian K-Pop influencers on Instagram. This study also provides references for other K-Pop influencers in building their personal branding on this platform. Additionally, this study identifies distinctive content characteristics of the two influencers, offering further insights into how K-Pop influencers differentiate themselves in the competitive digital space.

Keywords : Personal branding, K-Pop influencer, Instagram
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