

Analisis personal branding micro-celebrity pada akun instagram Mom-Influencer di Indonesia = Analysis of micro-celebrity personal branding on Mom-Influencer instagram accounts in Indonesia

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Abstrak

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Media sosial adalah media yang paling sering digunakan oleh masyarakat saat ini, salah satunya Instagram.

Dari

Instagram, seseorang mampu memperluas jaringannya hingga membangun citra yang akan dilihat oleh khalayak

luas. Banyaknya pengikut di akun media sosial membuat seseorang kerap disebut sebagai micro-celebrity.

Di

antara banyaknya percabangan micro-celebrity di Indonesia (beauty influencer, mom-influencer, food blogger,

dan lain-lain), keberadaan mom-influencer mendapatkan perhatian besar dari publik. Popularitasnya di media

sosial membuat mereka perlu membangun personal branding dan self-presentation terbaiknya. Tulisan ini menganalisis bagaimana mom-influencer mempresentasikan personal branding-nya di Instagram menggunakan

The Eight Unbreakable Laws of Personal Branding dan lima strategi self-presentation. Dalam pengaplikasiannya,

tiga mom-influencer yang dibahas pada tulisan ini berhasil mengaplikasikan prinsip specialization, personality,

distinctiveness, visibility, unity, persistence, dan goodwill, serta strategi ingratiation dan competence.

Mereka juga

dapat dikategorikan sebagai achieved micro-celebrities, yang kepopulerannya didapatkan dengan usaha-usaha

yang mereka lakukan di belakangnya. Akhirnya, personal branding yang dipresentasikan oleh ketiga mominfluencer

pada akun Instagramnya sudah dilakukan secara konsisten, yakni sebagai ibu muda yang mampu menyeimbangkan antara perhatiannya dengan keluarga dan pekerjaan lain yang mereka lakukan dari rumah.

ABSTRACT

Social media is one of the most often used by society today, one of them is Instagram. From Instagram, people

are able to widen their network and build their image that will be seen by their audiences. The large number of

followers on social media accounts make someone often referred as micro-celebrity. Among many branching of

micro-celebrities in Indonesia (beauty influencers, mom-influencers, food bloggers, etc.), the existence of mominfluencers received great attention from public. Their popularity in social media make them need to build their best personal branding and self-presentation. This essay analyzes how mom-influencers present their personal branding on Instagram using The Eight Unbreakable Laws of Personal Branding and five self-presentation strategies. In its application, the three mom-influencers discussed in this essay have successfully applied the law of specialization, personality, distinctiveness, visibility, unity, persistence, and goodwill, as well as ingratiation and competence strategies. They can also be categorized as achieved micro-celebrities, whose popularity is gained by the efforts they made behind it. Finally, the personal branding presented by the three mom-influencers on her Instagram account has been done consistently, which is as young moms who are able to balance their attention between family and other works they do from home.