

Analisis Perspektif Audiens terhadap Personal Branding Peminatan Iklan dan Media Gig Melalui Akun Instagram @kuls.creative = Analysis of Audience Perspectives on Personal Branding of Advertising and Gig Media Specialization Through @Kuls.Creative Instagram Account

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Abstrak

Instagram telah menjadi salah satu kanal strategis dalam membangun personal branding, terutama bagi institusi pendidikan dan komunitas mahasiswa. KULS Creative, sebagai representasi dari peminatan Iklan dan Media Gig di Program Studi Produksi Media Vokasi UI, memanfaatkan akun Instagram @kuls.creative untuk memperkenalkan peminatan ini kepada khalayak yang lebih luas. Perlu dianalisis lebih lanjut, efektivitas strategi konten dan persepsi audiens terhadap personal branding akun ini belum pernah diteliti. Penelitian ini bertujuan untuk menganalisis strategi konten yang diterapkan oleh Instagram @kuls.creative, memahami perspektif audiens terhadap konten yang disajikan, serta merumuskan strategi optimalisasi personal branding. Pendekatan kualitatif deskriptif digunakan dengan teknik pengumpulan data melalui wawancara mendalam terhadap mahasiswa Produksi Media, audiens eksternal, dan seorang praktisi industri. Penelitian ini diharapkan dapat memberikan wawasan pengembangan strategi konten dan visual branding yang lebih terarah dan adaptif terhadap karakteristik audiens digital masa kini.

.....Instagram has become one of the strategic channels in building personal branding, especially for educational institutions and student communities. KULS Creative, as a representation of the Advertising and Media Gig specialization in the UI Vocational Media Production Study Program, utilizes the @kuls.creative Instagram account to introduce this specialization to a wider audience. It needs to be analyzed further, the effectiveness of the content strategy and audience perceptions of the personal branding of this account have not been widely researched. Aims to analyze the content strategy implemented by Instagram @kuls.creative, understand the audience's perspective on the content presented, and formulate strategies to optimize the account's personal branding. A descriptive qualitative approach was used with data collection techniques through in-depth interviews with Media Production students, external audiences, and an advertising industry practitioner. The findings are expected to provide insights for developing content and visual branding strategies that are more focused and adaptive to the characteristics of today's digital audience.