

Personal Branding Strategy on the @putradjohan_aloke Instagram Account as a Portrait Photographer

Dhafin Izqi Adhie Alfauzan^{1*}, Krisna Mulawarman²

^{1,2} Faculty of Social and Political Science, Muhammadiyah University, Yogyakarta, 55183, Indonesia

*Corresponding Author's email: dhafin.izqi.isip20@mail.umy.ac.id¹, krisnamulawarman@mail.umy.ac.id²

ABSTRACT

Keywords

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Putra Djohan is one of the professional photographers from Indonesia, who has many achievements, one of which is being trusted as Fujifilm's Global Brand Ambassador. His works have been uploaded on his Instagram account, @putradjohan_aloke. The emergence of Instagram as a social media platform today has been utilized to build personal branding based on expertise in a particular field, it promises to be an easy platform for portrait photographers, one of which is Putra Djohan. Putra Djohan has built personal branding through Instagram social media, with the right personal branding strategy, it will make a strong personal branding. This research aims to find out Putra Djohan's strategy through Instagram media @putradjohan_aloke in building his personal branding. This type of research uses qualitative case study research and the analysis uses 8 concepts of personal branding formation. The data used by researchers were obtained from in-depth interviews and documentation. The findings of this study indicate that there are several elements used in building a personal branding strategy that is consistent with the content on Instagram @putradjohan_aloke. This shows that Putra Djohan is unique in each of his works, Putra Djohan has an angle, a selection of color tones, and a dramatic impression and creates a comfortable atmosphere during the shooting session. With this, Putra Djohan has succeeded in forming his personal branding as a portrait photographer on his Instagram social media, which is different from other photographers, namely displaying photo work with European and American styles with the selection of soft color tones. The strength of his personal branding, which is consistent in uploading content and increasingly good photo work, has made his work worldwide.

1. Introduction

In today's society, it is almost impossible not to be exposed to the media. Unconsciously or consciously, the media with all its content is present in today's society, along with the times, the presence of social media is increasingly diverse and growing. Social media is a form of interaction that has the power to influence society more quickly because of people's dependence on everything that is informed through social media (Anjani & Widyatama, 2023).

One of the social media that is widely used by the public is Instagram, Instagram is included in social media that focuses on sharing content in the form of photos and video reels for its users quickly. (Puspitarini & Nuraeni, 2019). The habits of today's society prefer concise and visual things, this also makes Instagram increasingly favored by many young people, In the Instagram platform, a company or seller can sell or promote its products or services through personal user profiles or other people, with many followers and can cover products with trusted people in the Instagram media (Hastuti et al., 2022).

Personal branding activities require expertise in choosing the media used to convey a message. Personal branding is said to be successful if a person is able to combine the right media and message delivery strategy to describe an ability, credibility, and charisma. Personal branding can be

interpreted as a perception or emotion that is maintained in conditions, both by oneself and not by others (Widyastuti et al., 2017).

Putra Djohan is one of the professional photographer from Indonesia, who uploads his content in the form of shooting results or video reels on Instagram social media, with his account @putradjohan_aloke which contains Portrait photo shots and video reels content about some tips about cameras and photography. Putra Djohan is active in Portrait photography, in his Instagram posts you can see the results of shots that display the aura, and character of each model. According to Fujifilm Indonesia's Youtube account, according to Putra Djohan, capturing a beautiful moment and imagination into an image and how to freeze them, to make them exist forever. By capturing through Portrait photography.

Portrait photography is the result of recording or capturing human representation in two-dimensional form, namely photographs. A portrait photograph produces an image that captures the personality of the subject being photographed by using the ability to play with light, location, and pose. (Widiatmojo, 2018). Generally, Portrait photos focus on taking the model's face, although many Portrait photos also show the body and background as support for the overall composition of the photo. However, many Portrait photos only show the visual appearance of the model, thanks to the many works that have been produced, Putra Djohan is trusted to be Fujifilm's Global Brand Ambassador, and several photography brands such as Manfrotto Italy, Thinktank USA, Gudsen Moza, and Hollyland, who entrust Putra Djohan as Brand Ambassador. He was also one of the photographers for the show "Indonesia Next Top Model" for 3 seasons (with a total of more than 10 episodes). Putra Djohan has also worked with large companies, including British American Tobacco, Kalbe Farma, Prudential, and many more companies that have been worked with. Photographing world-famous musicians such as Agnes Mo, Billy Sheehan from Mr. Big, Scoot Anderson, and many more. Putra Djohan has his own characteristics in his Portrait photos. His photos are able to bring out emotions or moods so as to create an attachment so that the viewer can feel involved and feel what he felt when taking the picture. The personal branding he wants to show to a wide audience is that Putra Djohan is a professional photographer. All the photos he uploads through Instagram @putradjohan_aloke tend to have a European or American style and strong emphasis, he did it to describe the feeling of the photographer.

This is applied by Putra Djohan in his Instagram account, by strengthening the character that has been built in personal branding, which will appear in the minds of others by itself related to the personal branding of Putra Djohan himself. this makes Putra Djohan different from other Portrait photographers on Instagram.

Finally, the audience can recognize the photos from Putra Djohan's own work. Personal branding is defined as an impression related to the values, expertise, behavior, and achievements built by a person either intentionally or unintentionally, with the aim of presenting his or her self-image (Feroza & Misnawati, 2020).

Previous research conducted by (Wijayanti et al., 2023) with the title is Java Culture Identities of Regional Indonesia found in Nopek Novian reels, explains that Nopek Novia introduces Javanese accents through his Instagram reels by dialogue using languages that have different backgrounds, namely slipping some Javanese dialogue when talking with Indonesian. Nopek novian internalizes his accent and dialogues to others. In his Instagram video reels that have more viewers and followers, and the likes increase, this shows the benefits of monetization. Then the research conducted by (Kurniati, 2022) with the title Personal Branding Analysis of Fadil Jaidi on social media (case study of tiktok and youtube instgram content). The results of the analysis conducted in this study with several different social media, Fadil Jaidi uses the same personal branding in each media, namely with his jokes and pranks on the closest people.

What distinguishes the uniqueness of this research that distinguishes it from previous research is the selection of @putradjohan_aloke is an account of building personal branding not only using one characteristic. In @putradjohan_aloke uploading photo content or reels with its distinctive style and characteristics that do not only have one characteristic like the previous research described by the researcher.

As a portrait photographer, of course he has a goal to build a strong personal branding. So, this research will analyze the personal branding strategy in @putradjohan_aloke Instagram social media account as a portrait photographer.

2. Method

This type of research uses the qualitative research case study research method, a case study is a research process that focuses on a particular case in depth, so as to identify social relationships, processes, and categories that are simultaneously recognizable, distinctive, and unique (Prihatsanti et al., 2018). The research process involves emergent questions and procedures, data are usually collected in participant settings, data analysis inductively builds from specific themes to general themes, and researchers make interpretations of the meaning of the data. From the data, the researcher makes interpretations to capture the deepest meaning. Afterward, the researcher makes a self-reflection and relates it to other scholars' previous research. The final written report has a flexible structure. Those involved in this form of inquiry support a way of looking at research that honors inductive style, a focus on individual meaning, and the importance of interpreting the complexity of a situation (Raco, M.E., 2018).

This research uses this method to capture the complexity of a case. The case is a single and special case. The study was also conducted because the case is unique, important, and useful to the reader and society in general. By understanding the case, the researcher will capture the significance of the interests of a particular society, organization, or community. Understanding the unique case will provide input for other groups and organizations to overcome the problems faced.

3. Result and Discussion

3.1. Personal branding

In the process of personal branding, self-image can be formed when uploading photos and videos to the public. Self-image is the result of a person's self-evaluation based on perception and understanding of images that have been processed, organized, and stored in the minds of others. Self-image can also be interpreted as an individual describing himself through an assessment of his physical or body and is also often interpreted as a self-identity card that is introduced to the public (Restusari & Farida, 2019).

Putra Djohan is a professional photographer, he shares his work in the form of portraits and video reels (Fuji by Pujo) content about cameras and photography on his social media account @putradjoan_aloke. In each of his works, he displays the aura and character that each object has. Reporting from Fujifilm Indonesia's YouTube account, Putra Djohan has a photography principle that is to capture the beauty of moments and imagination into an image and how to freeze them, to make them exist forever. Putra Djohan is always consistent in each of his works, maintaining his own characteristics. Good personal branding is when he does not lose the characteristics of the person. This is what Putra Djohan has done until now. In handling clients, he always gives the best of both technical and non-technical things, such as being professional in dealing with clients, not discussing out of context which is very sensitive to the clients he is dealing with, always arriving first before the shooting session, he also finalizes the preparation before the shooting session.

In building personal branding is not only done abstractly, there are supporting elements that create personal branding in a person. The strength of personal branding can be seen from several interrelated factors, in the process of building personal branding there are several elements that must be considered. In this case, the researcher will explain using the eight laws of the personal branding concept according to (Montoya, P. & Vandehey, 2008).

Spesialisasi. Personal branding should focus on one area of specialization and concentrate on one core talent or unique skill. Putra Djohan has knowledge and skills in photography, especially in portrait photography, where the results of his portrait photos show the beauty of the object from costumes, faces, and styles to being able to bring out deep expressions, thus creating a strong character of the object. He has produced his work for the last 22 years, this is reinforced by the @putradjohan_aloke account often uploading portrait photos and being a speaker in several portrait

photography workshops. The consistency he has established shows his dedication and commitment to portrait photography.

Leadership. Leadership itself requires a person who is recognized as competent and responsible in their field. As a professional photographer, Putra Djohan's leadership has been proven by becoming the Global Brand Ambassador of Fujifilm as well as Manfrotto Italy, Thinktank USA, Gudsen Moza, and Hollyland who entrust Putra Djohan as Brand Ambassador. He was also the photographer for the show "Indonesia Next Top Model" for 3 seasons (with a total of more than 10 episodes), this proves that Putra Djohan is competent and responsible.

Personality. Your social media personality should be in line with your real-life personality. Good personal branding is not just showing advantages or perfection on social media. Putra Djohan through his Instagram account @putradjohan_aloke describes himself as he is, he often shares his daily activities and activities as a photographer, this is shown in Instastory and in his Instagram feed, as well as interacting with his followers both by replying to comments, as well as not overdoing it and not showing arrogance.

Distinctiveness. What can distinguish Putra Djohan from other photographers is that Putra Djohan has a European and American style, with soft colors. For his photos, he uses middle contrast and low saturation. He has applied this consistently until now.

Visibility. Consistency is needed in building personal branding, Putra Djohan has been consistent in building personal branding through Instagram. In the works uploaded through his Instagram account, he has been active since 2013 until now. This shows the consistency he has in building personal branding.

Unity. The reality of life must match the personal branding that has been built in social media. Because what is displayed on social media will have an impact on real life. Putra Djohan often displays a personal touch, sharing his daily life, both as a photographer and as a passionate individual. This shows that there is a unity between what is displayed on social media and what is done in everyday life.

Persistence. Personal branding cannot be built instantly or in a short time, as evidenced by the year 2013 when he started joining Instagram social media. Persistence can be seen in every work uploaded, starting from the angle, color tone, style, and composition that does not change. This makes people interested, proven by the fact that Putra Djohan has many clients both domestically and abroad who focus on portraiture.

Goodwill. Personal branding should have good intentions and bring positive value to the audience. The number of followers he has means he inspires many people in photography. A photographer must also gain the trust of the audience. All the works uploaded on Instagram @putradjohan_aloke are proven to be Putra Djohan's original works.

Based on the researchers' discussion of the 8 concepts of Putra Djohan's personal branding through Instagram @putradjohan_aloke, the specialization of the uploaded post content has its own photography characteristics from Putra Djohan, namely a portrait photographer. In terms of leadership, Putra Djohan is able to become several brand ambassadors and is able to direct objects in every photo session conducted. In terms of personality, Putra Djohan is able to appear as he is in social media and in real life.

In terms of differences, Putra Djohan is able to have his own characteristics in producing photo works that are different from other photographers, he has a European and American style photo flow which is famous for soft colors. In terms of unity and constancy, Putra Djohan has been able to be consistent in the world of photography for 22 years until now and has consistently uploaded his work on Instagram social media since 2013, and the results of the photo work are getting better every year and experiencing development. In maintaining Putra Djohan's good name, he has been trusted to attract many photo clients to make him a professional photographer and an inspiration for many people, and Putra Djohan has been appearing as he is, maintaining his good name positively until now.

It can be concluded that personal branding is about how people see and reveal one's reputation, style, behavior, and talents. Personal branding is currently very important because of social media

which greatly affects the perception of a person and can become a competitor later, between someone being the most different or unique to differentiate from others. Putra Djohan is proven to have his own characteristics that are different from other portrait photographers, and where he has 8 concepts that have been explained by researchers, this makes his personal branding stronger and makes the audience know about the personal branding owned by Putra Djohan.

3.2. Digital Marketing

The use of social media as a marketing platform can help in marketing products and services, it intends to circulate information online about user experience, with the main objective of reaching the audience. available applications also vary, one of which is Instagram. In this case, Putra Djohan succeeded in utilizing digital marketing to build personal branding using Instagram, the use of social media as a means of disseminating information and communication began in 2013,

he shared his information on Instagram so that the audience knew about Putra Djohan's work and achievements. Apart from being used as a means of disseminating information, the use of social media is also used as a means of strengthening Putra Djohan's personal branding.

Digital marketing allows one to reach and build personalized relationships with audiences (Zhu & Chen, 2015) divides social media into two groups according to the nature of connection and interaction, specifically:

First, Profile-based, in the Instagram account @putradjohan_aloke there is all the background information, characteristics, and qualifications that he lists in his Instagram bio. This encourages connections that occur because of the audience's interest in Putra Djohan on social media.

Second, Content based, In his uploads on Instagram social media, Putra Djohan shares through the available features, namely, Instagram feeds containing his work and various interesting information, and Instagram reels containing videos related to cameras. He also interacts with his followers through questions and answers on Instastory and replies to comments through the content he has uploaded on Instagram. He does this to interact with his followers.

Third, Putra Djohan chose digital marketing because building personal branding through digital media, this is related to the advancement of existing technology, where the facilities provided are able to disseminate information quickly and widely to the public. Putra Djohan also maximizes digital marketing to build his personal branding so that it is stronger and can compete with other photographers.

3.3. Instagram as a Personal Branding Medium

Putra Djohan uses Instagram because it is one of the media for building personal branding, the content uploaded on Instagram media has the main purpose of strengthening a successful presence on Instagram, with an effort to gain as many followers as possible and positive reactions to users. The content uploaded in it becomes a tool for Putra Djohan to convey the personal image he wants to build to his followers through the medium of visual communication.

The advantage of Instagram social media as social media is that it only has the function of providing information through photos, so uploading photos and videos is faster and editing photos through Instagram. Instagram is a photo and video-sharing service application that allows users to share on social media (Arbi & Dewi, 2017). With this Putra Djohan builds personal branding on Instagram social media, with the following content :

First, Putra Djohan always uploads his portrait work on his Instagram feed, which displays Putra Djohan's own characteristics with European and American styles and uses middle contrast, low saturation, angles, composition, and strong emphasis. This shows that Putra Djohan has consistency in creating content.

Second, Putra Djohan's Instagram Video Reels, has content that contains knowledge about cameras, especially Fujifilm cameras, where in the content there is an explanation of the basics of the camera, from how to turn on the camera, camera parts, recognize modes in the camera, and much more interesting content on Instagram reels @putradjohan_aloke. In this case, the content has a great influence on audiences who want to know more about cameras, especially Fujifilm cameras.

Third, Putra Djohan's Instagram Story is used to share his daily activities, in which there is interaction built with his followers. Followers can ask anything about photography with the question-and-answer feature, this is a form of interaction between Putra Djohan and his followers.

Fourth, The Instagram bio in the @putradjohan_aloke account has been used optimally, which includes information about Putra Djohan's achievements such as being the Global brand ambassador of Fujifilm, as the brand ambassador of Hollyland, Haida Filter, and also includes a link containing Putra Djohan's portfolio.

Five, In the content he uploads on Instagram, the use of captions and hashtags is an important point, where he determines the caption carefully according to the content that he uploads and is followed by the use of the right hashtag. For example in Fuji by Pudjo content, he always includes #fujibypudjo #fujifilm_id which aims to people who want to find information about Fujifilm, can reach and expand the content of @putradjohan_aloke.

Six, This proves that by building his personal branding, the Instagram account @putradjohan_aloke has 20,700 followers. He has 253 uploads and 215 video reels uploaded. As a portrait photographer, @putradjohan_aloke builds a very strong personal branding, it can be seen from each upload, this shows the consistency that Putra Djohan forms in each of his works.

As for Insights on the @putradjohan_aloke account in the last month, with results:

Table 1. Insight Result From 14 May – 12 June 2024

No	Insight	total	increase
1	Accounts reached	38,900	95.3%
2	Followers	20.700	0,9%
3	Content share	157	
4	Profil visit	3.572	29.1%

The data above shows that every content that has been uploaded with a reach of 38,900 accounts visiting so it gets a follower of 20,700. This shows that public interest in Putra Djohan's strong personal branding in the @putradjohan_aloke Instagram account. its proved by the account reached and profile visits which have increased very rapidly.

4. Conclusion

Personal branding is very important for someone who has a sensiri brand. This cannot be done instantly, forming personal branding requires consistency and constancy in it. Based on the discussion conducted by researchers, Putra Djohan has consistency as a portrait photographer. In the uploads on his Instagram account, he focuses on portrait photography. Putra Djohan also has many achievements and international awards for his work. The use of photo angles and compositions, proving that he is different from other photographers, can also be seen from his personal Instagram account. Consistency in tone and style is also always maintained by Putra Djohan.

This research found that Putra Djohan succeeded in building his personal branding as a portrait photographer. In the results of the researcher's discussion, he has covered all the points and has strengths, among others. Being recognized as a professional photographer by Fujifilm, and having many well-known international clients, shows his credibility as a professional photographer.

In this study, researchers found shortcomings such as the lack of interaction carried out by Putra Djohan, namely not maximizing the question and answer feature in the existing Instastory, then the researcher suggests that he should more often use the question and answer feature in the existing Instastory, to interact more often with his followers to make it easier for his followers who want to ask questions.

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