

Personal Branding Instagram @gibran_rakabuming in Advancing Solo City in 2023

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ABSTRACT

Keywords

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Instagram
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Personal branding is an important thing to build for a leader. Instagram is one of the most used social media by Indonesians after WhatsApp. There is a personal brand that can be seen by the public, namely through uploads, text, and also comments on social media accounts. One of the young Indonesian politicians who uses his Instagram to build personal branding is Gibran Rakabuming Raka, who is the former Mayor of Surakarta and the elected vice president in the 2024 presidential election. This study aims to determine the personal branding used by Gibran Rakabuming Raka through his personal Instagram social media account @gibran_rakabuming. The research method used is qualitative with a content analysis approach. The results of the study, Personal branding built by the @gibran_rakabuming account is the law of visibility or the law of appearance, there is 1 that is very visible from the 8 laws of Personal branding according to Peter Montoya.

1. Introduction

The development of social media users has changed the function of the platform, which was previously used only as a tool for interaction into a means of promoting goods or services and also marketing. In this context, self-marketing is referred to as personal branding. Personal branding refers to a person's ability to market themselves through a set of skills, ideas, and values that are considered important by others (Anggarini, 2021). Personal branding is a common thing to do, not only public figures but also professionals who will build their careers on social media.

Therefore, currently, many artists and political figures use their social media accounts to build their personal branding. Personal branding itself can be interpreted as an activity carried out by someone to build a positive image and be superior to others and to achieve one of their goals (Hendra, 2020). Personal branding is very important for leaders to utilize their social media to compete for a good perception from the public.

Personal branding can be built through various digital platforms such as: TikTok, Twitter, and Instagram. Communication strategies to increase audience trust are poured into various content that will be shown in the form of audience focus (Miguel, Clare, Ashworth, & Hoang, 2023). Uploaded content is something that is shown by various influencers, politicians, business people and various content creators to build their identity different from others in the eyes of society. Some users include: Gibran Rakabuming, Ramzi, Ganjar Pranowo, and Nafa Urbach. So that the existence of a personal identity makes people have various views regarding the aspects that have been conveyed on social media. Until now, the most effective platform is Instagram.

Instagram is the second highest platform after WhatsApp used by Indonesians as of 2022 (Laily, Astutik, & Haryanto, 2022). It can be concluded that Instagram is a medium that is easily accessible from various ages to obtain information. According to Indonesia Recap 2022 (Marselinus, 2023) Gibran Rakabuming Raka is ranked number 1 in the category of most vocal young politicians. Gibran

Rakabuming is one of the political actors, more precisely the Mayor of Solo, who is very active in using his Instagram account to share uploads of various events in Solo. This is one of the personal branding strategies he built to provide the latest information related to Solo. In this article, the author aims to find out the form of Gibran Rakabuming's personal branding on his Instagram social media account.

Several studies related to personal branding have been conducted previously. The first research conducted by ((Rahmah, 2021) with the title "Personal branding of Ganjar Pranowo to Build Political Communication on Instagram Social Media" aims to explain various political communication strategies on personal branding carried out by Ganjar on his Instagram social media account. The conclusion of this study found that personal brand is an important thing for politicians to form a good image in front of the public. So the results of the study stated that Ganjar Pranowo succeeded in creating a good image on his personal Instagram account, this was proven by the election of Ganjar Pranowo as Governor of Central Java for two periods.

The second research with the same subject was conducted by (Maria, 2023) "Analysis of Ganjar Pranowo's Personal branding through Instagram Social Media". This research was conducted to describe the personal branding that has been built on his personal Instagram account. The conclusion of the study found that there are eight laws of personal branding according to Montoya and Vandehey, all of which are present in all of Ganjar Pranowo's posts. This research found that Ganjar Pranowo has succeeded in building a positive image to the public, as evidenced by the various comments made by the public on his Instagram posts. The eight laws of personal branding have the power to compete in 2024.

The third research "Personal branding of Gibran Rakabuming Raka as Mayor of Solo through New Media Semiotics Analysis of Twitter Activity @gibran_tweet" (Suri & Permata Aini, 2023) with the aim of knowing Personal branding through denotation, connotation, and mythical meanings that exist in each of his uploads to interact with the public based on Semiotics theory according to Roland Barthes. The conclusion of this research found that Gibran Rakabuming Raka as the Mayor of Solo shows the Personal branding he has built by interacting with the public, one of which he uses an anime background during an online interview related to game developers. This is said to be a two-way communication that Gibran has done on his personal Twitter account. So that the results obtained in this study are that Gibran shows public relations activities between the Solo City Government and the community from various denotation, connotation, and mythical meanings according to Roland Barthes' Semiotics theory.

Branding according to Yunita (2009), is the process of creating a brand which translates into the process of creating a brand. In other words, branding is the expectation, image and perception created in people's minds when they see or hear a name, product or logo. With a brand, it can communicate the perception of what the audience wants from the product. Branding aims to develop a brand that has value based on awareness, loyalty, and association.

As for Personal branding itself is inherent in humans since birth. To build Personal branding, one must start thinking about how the individual is recognized by many people, Personal branding is not only about how a person makes efforts in building himself but also to whom and the reasons why the individual does it (Srihasnita & Dharmasetiawan, 2018).

Personal branding can be said to be a technique in controlling public perception of a person. According to Peter Montoya, personal branding at least describes who a person really is, what a person has done before, and what the person's mission is going forward. Personal branding in other words has a concept to create strong personal branding (Maria, 2023). Personal branding according to Peter Montoya has 8 elements, namely: (a) Law of Specialization: while brands focus on achievements, personal brands look at a person's strengths such as their vision and mission, abilities, achievements, habits, and lifestyle. (b) Law of Leadership: Individual assessment through the way the individual becomes a leader, can be said to lead when it has credibility, knowledge, and ability to make decisions. So that they can be appointed to lead certain domains. (c) Law of Personality: By showing himself as he is with all his imperfections is important, by being authentic individuals become good without being made up. (d) Law of Distinctiveness: Showing Personal branding in a unique way to be easily remembered and easily recognized. (e) Law of Visibility: By forming Personal branding continuously so that it is consistently effective, which means that Personal branding is formed gradually and through

a process. Activities such as promotion, publication, and marketing. (f) Law of Unity: Harmony in aspects of personal life with moral and ethical aspects between those exposed or not exposed must be the same. (g) Law of Persistence: Observing the stages of consistency to develop during personal branding, also in building trust consistently. (h) Law of Goodwill: The influence of good planning on a brand is huge. It can be positive things associated with ideas and values.

Several previous studies have provided an understanding that personal branding on social media is an effective strategy to build a positive image for a political figure. Both Ganjar Pranowo and Gibran Rakabuming Raka have utilized social media to create more personal and interactive communication with the public, this is done as an effort to strengthen their image and popularity in the eyes of the public. Well-planned and consistent personal branding has proven to have a positive impact on public perception of the image of political figures. The purpose of this research lies in the main focus of the researcher, namely knowing the personal branding strategy with the Eight Laws of Personal Branding theory according to Peter Montoya carried out by Gibran Rakabuming Raka on his social media account.

2. Method

The method used in this research is qualitative with a content analysis approach. Content analysis is a technique of taking data from a text and then examining it to get a new view of the existing content (Asri, 2020). Data collection conducted by researchers through Gibran Rakabuming Raka's personal Instagram, to find out what personal branding strategies Gibran carried out during his tenure. The subject of this research observed Gibran Rakabuming Raka's personal Instagram. Gibran's tenure began in 2018, so the researcher took a time span of 1 year behind January 2023 - December 2023. The research technique is done by capturing the selected screen to be categorized.

The content analysis method is used to analyze the content uploaded on Gibran Rakabuming Raka's Instagram social media account, such as videos, photos, and captions. By using the content analysis method, researchers can examine the types of content, themes, and messages conveyed in each uploaded content, as well as the techniques used to build Gibran Rakabuming Raka's personal branding on Instagram social media. So that the data analyzed can include "political campaigns" that are relevant to the context towards the 2024 elections. By using Instagram social media and limiting the amount of content and data collection period, this research can provide a more detailed understanding of the personal branding strategy carried out by Gibran Rakabuming Raka.

3. Result and Discussion

Gibran Rakabuming Raka is the Mayor of Surakarta city from 2021 to 2024. Gibran is also a politician and entrepreneur who is active in using social media on Instagram, Twitter, and Facebook. Gibran is the eldest son of Indonesian President Joko Widodo. In the 2024 elections, Gibran was appointed to accompany Prabowo Subianto as the 2024 Vice Presidential Candidate. Gibran's active use of social media has increased his popularity. His Instagram account @gibran_rakabuming has shared approximately 4,824 posts with 1.6 million followers as of December 2023. Gibran's account is active in sharing information about the city of Solo. Gibran's Instagram account also uses puzzle feeds or posts that connect to each other to give a harmonious and neat impression (Admin, 2018). Gibran is also said to be active on social media because in a day he can share 3 to 6 posts with a distance of 1 to 2 days. The form of posts shared by Gibran varies from videos, audio visuals, images, and infographics. Gibran's posts are also dominated by information and rarely even display photos or personal information. The captions that Gibran uses are informative and easy to understand.

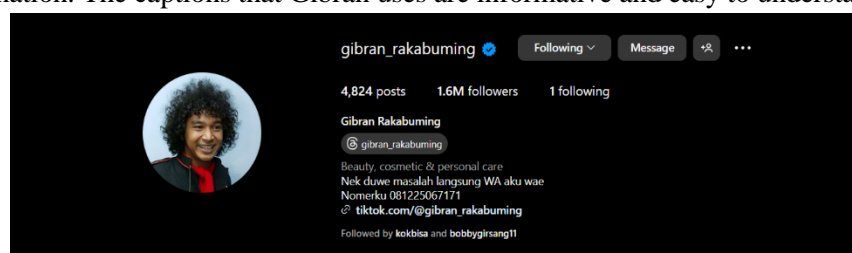


Figure 1. Source: https://www.instagram.com/gibran_rakabuming/

His Instagram bio reads "Nek duwe masalah langsung WA aku wae Nomerku 081225067171" which shows that Gibran does not like small talk and is eccentric, as evidenced by Gibran entering his Instagram account into Beauty, cosmetics, and self-care. Also Gibran uses profile pictures on all his social media with the face of PSI Board of Trustees Member Giring Ganesha (Akbar, 2023). By including his personal phone number, Gibran can easily interact with his community, receive aspirations or just chat. The language Gibran uses is easy to accept and populist so that people feel close to Gibran.

Through observation of the content of photos and videos uploaded on Gibran Rakabuming's personal Instagram account @gibran_rakabuming, it can be seen from the posts that his Personal branding activities can be divided into several categories of activities that have an important role in shaping his image and identity based on 8 Personal branding theories according to Peter Montoya in the eyes of the public such as:

1) The Law Specialization



Figure 2. source: https://www.instagram.com/gibran_rakabuming/

The collaboration between the aero street brand and Gibran was uploaded twice on October 2, 2023 and December 24, 2023. In the first upload, Gibran himself announced that there would be another collaboration with the brand. Specialization itself can be interpreted as a characteristic of Personal branding or focus on one's expertise in a particular field. This is commensurate with the figure of Gibran who was known as a businessman before he served as Mayor of Surakarta.

2) The Law Leadership

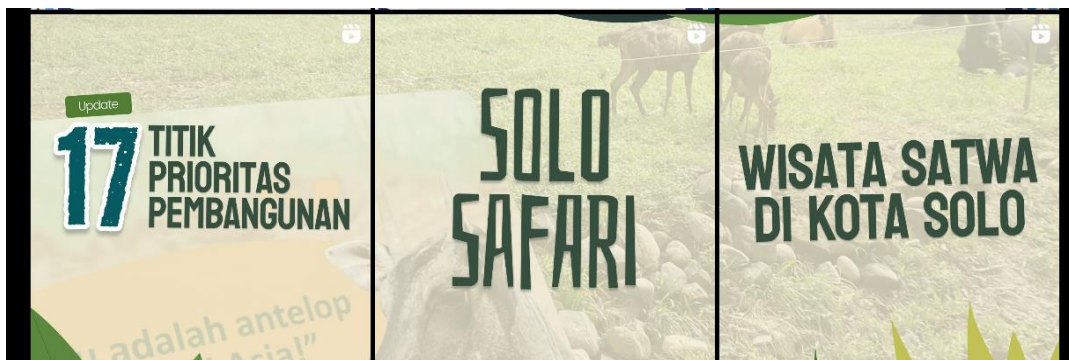


Figure 3. Source: https://www.instagram.com/gibran_rakabuming/

This upload is entitled "17 Development Priority Points", it is conveyed that Gibran Rakabuming Raka provides information regarding several points that will be prioritized for development in Solo

City. This was conveyed so that all people both domiciled in Solo and outside Solo could find out the point of the work program that would be carried out. Gibran Rakabuming Raka's "leadership" period was conveyed in this upload, where development priorities are important to improve the welfare of the people of Solo and its surroundings when visiting Solo. This strategy is done so that people understand where Gibran is moving during his leadership.

3) The Law Personality



Figure 4. source: <https://www.instagram.com/gibrantweet/>

In this upload Gibran made the caption "Aku biasa wae" this was expressed that being one of the most popular young politicians did not make him big-headed. The caption if interpreted into Indonesian which means "I'm normal". The law of personality strategy he displayed in this upload, using Javanese is a language that is very close to his hometown. Being a good person in front of the public is something that must be done by a leader, not having to be perfect but this is a category of strategy that must be shown to the public. Even though he has become a mayor, Gibran did not hesitate to mention in his upload that he wants to be a soccer player.

4) The Law Distinctiveness

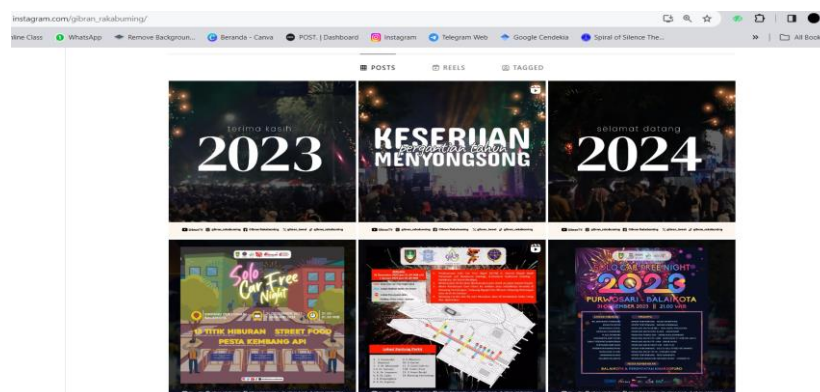


Figure 5. source: <https://www.instagram.com/gibrantweet/>

The law of difference means, how a person presents himself both unique and interesting in front of the public. In this upload, there are 6 uploads on Gibran Rakabuming Raka's personal Instagram, where during his leadership he took a theme on each upload. The uploaded theme will be similar and inline as a form of identification of his differences with others. So that the existence of this theme makes people remember the theme or visual conveyed.

5) The Law Visibilty



Figure 6. source: https://www.instagram.com/gibran_rakabuming/

Posted on March 20, 2023, Gibran Rakabuming Raka and the Deputy Mayor of Surakarta held SUA-KARTA (Face to Face, Young People Say). This meeting was carried out as an effort to "appear" to him. How this strategy is carried out to maintain the consistency that he has built will affect the public's perspective at every opportunity. In the written caption, the pair of Surakarta Mayors reminded of their main work program, namely priority development in 17 points of Solo City which succeeded in achieving economic growth of 6.25% in Central Java in 2022. This is done so that the public understands and understands the work program that has been planned to experience significant progress.



Figure 7. source: https://www.instagram.com/gibran_rakabuming/

Posted on May 15, 2023 with the theme "The Future of Creative Industries in the Hands of Young Leaders". The talk show was held in collaboration with Medan Mayor Bobby Alif, where this theme was raised as an effort for the creative industry in the future will depend on today's young leaders.

6) The Law Unity

The law of unity in general means that important strategies are built in terms of personal life related to ethics and morals. On Gibran Rakabuming's Instagram account, researchers did not find any personal uploads on his account. The uploads on his personal account are about moments and events that will be held in Surakarta City.

7) The Law Persistence



Figure 8. source: https://www.instagram.com/gibran_rakabuming/

Post on October 14, 2023, the purpose of the 2024 Election Kirab was held as a reminder to all Indonesian people and also a means of national integrity that there will be an election in 2024. In the middle upload of the 3 themes above, not only reminding but Gibran also inserted a message that means "make a real contribution to Indonesia" to the original song of the General Election Commission given as an effort that the 2024 elections will be carried out by all Indonesian people to voice their voting rights.

8) The Law Goodwill



Figure 9. source: https://www.instagram.com/gibran_rakabuming/

Posting on March 29, 2023, Gibran uploaded Patrick's meme and said "sorry, all soccer-loving friends". This is commensurate with the legal definition of a good name, which means that good planning is very influential on the personal brand to be built, because this is an effort to create positive values towards the public.

Through this upload, Gibran indirectly apologized to the public for the cancellation of Indonesia hosting the U-20 World Cup which will be held at the Solo Manahan Stadium (Widiastuti, 2023). Gibran's apology on his social media account is one of the things that the Indonesian people are waiting for to host, this is a strategy to maintain his good name as Mayor of Surakarta.

Personal branding proposed by Peter Montoya is a technique to control public perception of a person. At least describing how a person actually involves his personality. Through Instagram, Gibran Rakabuming Raka managed to create a good image with his joking style but firm with the planned program. Therefore, personal branding not only shapes the way the public perceives a person, but is also controlled to fit the image that wants to be built.

4. Conclusion

Analysis of 8 Personal branding theories according to Peter Montoya, as a personal brand strategy that must be built. Moreover, as a politician, there is a lot to convey, related to language, and his behavior when using social media. Delivery such as the theme on Gibran Rakabuming Raka's

Instagram makes it easier for accessers to get and receive the information conveyed. The results found by researchers are seven of the eight personal branding theories found in all of Gibran's personal Instagram posts. The Law of Visibility has the most uploads of the 8 laws of Personal Branding according to Peter Montoya, this is in line with his understanding that things are done continuously consistently and also gradually. This activity he did by going directly to the community with the theme of "young people". The eight laws are opportunities used by Gibran as a young politician to share building his creativity through social media, this also does not close the authenticity of Gibran's joking and eccentric nature.

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