

# Utilization of Instagram Social Media as a Media for Personal Branding Strategy (Qualitative Descriptive Study on Instagram Account @herman\_hadi\_basuki)

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## ABSTRACT

### Keywords

Social Media  
Instagram  
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This research discusses the Utilization of Instagram Social Media as a Personal Branding Strategy with a Qualitative Descriptive Study on the Instagram Account @herman\_hadi\_basuki. The purpose of this research is to find out how Herman Hadi Basuki forms personal branding on Instagram social media through his Instagram account @herman\_hadi\_basuki. In this study, researchers used qualitative research methods. Data collection techniques using literature study, observation, and interview methods. Data analysis techniques were carried out using data reduction, data display, and conclusion methods. The data validation technique uses the triangulation method. The concept used is personal branding, and sharpened with the theory of eight personal branding concepts proposed by Peter Montoya, known as The eight law of personal branding, which includes: specialization, leadership, personality, difference, appearance, unity, constancy, and good name. The results showed that Herman Hadi Basuki through his Instagram account @herman\_hadi\_basuki can optimize the benefits of the features in Instagram social media to build his personal branding by working, communicating, and sharing information with his followers. Herman Hadi Basuki is known as a simple, witty, friendly, and contemporary police officer. The conclusion of this research is that Herman Hadi Basuki has successfully utilized Instagram social media as a medium for personal branding strategies through his Instagram account @herman\_hadi\_basuki.

## 1. Introduction

Everyone must have personal branding that is shown to the public as an identity. Personal branding can be built through various things such as showing expertise, personality, and uniqueness of character that can be wrapped into an identity with all its advantages. Each person with their personal identity is able to provide an emotional response to others about the quality and value of that person (Tamimy, 2017). Personal branding itself is very important because it can add value to a person in the eyes of others. In addition, with personal branding, a person becomes easy to remember because of something that is very 'distinctive' from him.

One of the social media that is currently widely used is Instagram. Based on Napoleon Cat data, there are 106.72 million Instagram users in Indonesia until February 2023. This number increased by 12.9% compared to the previous month which amounted to 94.54 million users. When compared to a year earlier, the number of Instagram users in Indonesia increased by 4.9%. In February 2022, the number of Instagram users in the country was recorded at 101.76 million users. Instagram is a social media that can upload photos, create feeds, upload Instastory, use filters on photos, and there are also likes and followers that can affect self-presentation (Setiawan & Audie, 2020). With the features that Instagram has, this makes it easier for users to express themselves to the public.

The self-image, uniqueness, and expertise shown by Instagram users in their accounts show that Instagram is able to create a new phenomenon in the wider community. This phenomenon shows that the Instagram social network is not only a means of sharing visual works and communicating, but also starting to be utilized as a means of building personal branding.

One of the active users on Instagram is Police Inspector Two Herman Hadi Basuki, also known as Pak Bhabin, a content creator and Indonesian police officer from Purworejo. His video content contains many educational messages that are presented in a funny and interesting way. Pak Bhabin's virality has changed the image of the police, which recently seemed less good, to be more humorous, more unpretentious and closer to the community. It is not wrong that police generals, including Chief of Police Listyo Sigit Prabowo, have used Pak Bhabin to improve the image of the police. In this day and age, many people are still afraid of dealing with the police. In their view, the police are seen as a frightening institution whose job is to arrest rule-breakers and criminals. In fact, the uniformed force has another function as a protector of society.

The stigma of the police in Indonesian society is not very good. Especially after the viral cases committed by police officers. The credibility of the National Police in the eyes of the public had also plummeted. Based on a survey conducted by Litbang Kompas in October 2022, the image of the National Police in the eyes of the public has declined considerably and has become the lowest point in the last two years. In the survey, only 48.5 percent of respondents considered the police institution to have a good image. The intense decline occurred from June 2022 to October 2022. Consecutively, the image of the National Police declined by 9 percent to 17.2 percent.

Public trust in the Police Institution began to decline since the murder of Police Brigadier Nofriansyah Yosua Hutabarat in July 2022. In addition to the Ferdy Sambo case, there was also the Kanjuruhan tragedy, the alleged drug abuse by high-ranking officers, the traffic accident case that claimed the lives of Muhammad Hasya tallah and Selvi Amalia, plus the viral Vina Cirebon case which has yet to find a bright spot.

The researcher's interest in conducting research on this topic is due to wanting to dig deeper into how Herman Hadi Basuki, who is a police officer and also a content creator, is able to do personal branding in terms of shaping his identity and self-representation through his Instagram account so that many people start to recognize him. Herman Hadi Basuki is known as a police officer who is contemporary, simple, friendly, and also witty. Herman is also known for his characteristic of always wearing a bogo helmet and also riding his motorcycle Si Pitung. This research was conducted because researchers wanted to know how Herman Hadi Basuki formed his personal branding through the Instagram account @herman\_hadi\_basuki. And researchers want to know how the influence of personal branding that Herman Hadi Basuki has built on his followers. In addition, the purpose of this research is to find out how an Instagram application can shape a person's personal branding.

## 2. Method

In this study, researchers used qualitative research methods. This research is qualitative descriptive research. Quoted from Sugiyono (2015: 15), explaining qualitative research is research based on the philosophy of positivism, used in researching natural object conditions where the researcher is the key instrument and sampling of data sources is carried out using triangulation techniques, inductive / qualitative data analysis, and the results of qualitative research emphasize meaning rather than generalization. Qualitative descriptive research will be used in this study regarding the utilization of Instagram social media as a medium for personal branding strategies. Therefore, this research will explain how to utilize Instagram social media as a personal branding strategy carried out by Herman Hadi Basuki through his Instagram account @herman\_hadi\_basuki. The object of this research is the Instagram account of Police Inspector Two Herman Hadi Basuki, also known as Pak Bhabin, namely @herman\_hadi\_basuki.

The data collection techniques used in this study were observation and interviews. Sugiyono (2018: 140), defines an interview as a conversation with a specific purpose carried out by both parties, namely the interviewer and the interviewee where he will provide an answer to the questions given by the interviewer. In the interview method, researchers use interview techniques directly or indirectly or through social media with sources. The questions that researchers will ask in depth related to this

research are about the social media strategies and management that Herman Hadi Basuki has done through Instagram social media in building personal branding on social media. The results of interviews with sources will be one of the primary data sources of this research. Secondary data is obtained through literature study. In this research, secondary data is obtained by studying books, articles, journals and others that have relevance to this research.

Riyanto (2010: 96) explains that observation is a data collection method that utilizes direct or indirect observation. In the observation of this study, researchers observed the social media account Instagram @herman\_hadi\_basuki during the research time to be used as a source in this study.

The data analysis technique used in this research is the data analysis technique according to Miles and Huberman (in Sugiyono, 2015: 246), namely: data reduction, data display, and conclusions. The data validation technique used by researchers is the triangulation technique, which is a data validity checking technique that utilizes something or other outside the data, for the purpose of checking or comparing the data that has been obtained. Quoted from Ibrahim (2015: 124), triangulation means a technique for checking the validity of research data by comparing theories, methods or sources. The concept used is personal branding, and sharpened with the theory of eight personal branding concepts proposed by Peter Montoya, known as the eight laws of personal branding.

### 3. Result and Discussion

Personal Branding is the process of bringing a person's expertise, personality, and character with their uniqueness to become an identity (Agustinna et al., 2017). Personal branding activities are now made easier by the development of digital technology such as social media. Social media has a special power and role in shaping a person's personal branding. Personal branding activities through social media can also be utilized as a means of forming identity and self-representation that will be displayed to others by giving the impression of uniqueness and special distinctiveness about oneself.

As done by Herman Hadi Basuki, Herman is a police officer with the rank of Police Inspector Two and also a content creator. Since April 2019, Herman has started producing short videos to socialize Polri programs. Because they are packaged in a unique and funny way, the videos always go viral on social media. He claims to be a self-taught content creator. Already hundreds of short films of 1 to 10 minutes duration created by Mr. Bhabin have always gone viral on social media. Apart from being the main actor, Herman is also the director, story idea maker, cameraman and editor. During his work as a content creator, he won a series of awards from the police, TNI, and other institutions. Since 2002 he has served in the Purworejo Police Station, and since the end of October 2022 he has served in the Magelang Police Station.

#### 3.1. Presenting the Results

The results of research on the @herman\_hadi\_basuki Instagram account that has been conducted by researchers, it can be said that Herman is active and consistent in using and building personal branding on Instagram social media, this can be seen from Herman's frequent sharing of new content in the form of photo posts, reels, and stories. Herman also has his own characteristics with a distinctive helmet and Honda C70 motorcycle aka Si Pitung, these characteristics are often seen in the content he shares.

Herman is better known as Ndan Bhabin because he uses the name as a bio name on his Instagram and also in the content he creates. Therefore, his followers on Instagram often call him Ndan Bhabin because they are used to the name. The content he creates is usually relevant to his work in the police, Herman usually shares posts related to the work program of the National Police which is intended to educate the public in a more creative way. Herman usually uploads activities or news related to the police. Herman utilizes Instagram as a medium to shape and build his personal branding by utilizing the features on Instagram very well. He also utilizes Instagram social media as a means of communication and information sharing. This can be seen from the comments column in the posts on Instagram @herman\_hadi\_basuki, Herman often interacts with his followers by answering comments left in the comments column of his posts. To date, Herman Hadi Basuki has approximately 763 thousand followers on Instagram.

Although he is called Ndan Bhabin or Mr. Bhabin, it turns out that he never served as a member of Bhabinkamtibnas. Herman actually served in the Public Relations Subdivision of Purworejo Police before finally moving to Magelang Police. Herman got the idea to create content while serving in the Public Relations Division. In addition to building his own personal branding, Herman's activities on Instagram social media can also build the branding of the agency where he works, namely the Indonesian National Police. The image of the police agency in the community is not very good. There are many track records of the Police who are not optimal in carrying out their duties. So that the community is a little difficult to trust the police. In small areas, police agencies are too closed and consider themselves exclusive and lacking in terms of protecting the community. So that the community gradually drifted away.

With the existence of Herman Hadi Basuki who has a new approach to introduce the Police Agency, little by little erode the sense of distrust of the community towards the Police Agency. Ipda Herman Hadi Basuki creates creative video content containing messages about the Police Agency. With the content that Herman shares on Instagram social media that raises the name of the Police but is packaged with a simple and humorous carrier, the public sees another side of the Police Institution. With the existence of Ndan Bhabin, the image of the Police is slowly rising in the eyes of the public.

### 3.2. Discussion

To find out more about the form of personal branding on the @herman\_hadi\_basuki Instagram account, it will be discussed in depth by referring to "The Eight Law of Personal Branding" or eight concepts in forming personal branding according to Peter Montoya (in Ievansyah & Sadono, 2018) which will be described as follows:

**The Law of Specialization.** In building a personal branding, specialization is needed which is aimed at a certain expertise and strength in a certain field offered by personal branding actors. In the research that has been conducted, researchers see Herman Hadi Basuki as a representation of a creative and contemporary law enforcement officer. In the content he shares he always wears his work uniform. Therefore, his followers can know that Herman is a police officer. Herman Hadi Basuki has been working as a police officer since 2002, and currently Herman has the rank of Police Inspector Two (Ipda). Being a police officer or law enforcement officer makes Herman have an advantage regarding knowledge of the laws that apply in Indonesia. From that advantage, Herman can create content on social media to educate the public about the laws that apply in Indonesia.

**The Law of Leadership.** Leadership can be established through expertise, excellence, position, or recognition. These skills can be used to direct or set an example for other individuals. In this study, researchers saw that Herman Hadi Basuki has succeeded in becoming a role model for others. Many of his followers on Instagram or fellow state officials have started to follow Herman's footsteps in the world of content creators. Leadership can also include teamwork. When he was just starting to become a content creator, Herman did all the work himself. However, now Herman has a team that helps him create content. Leadership is needed in coordinating the team so that the work runs smoothly. Judging by how often Herman uploads his content on Instagram, it means that Herman has succeeded in directing his team to work well together so that his work can run smoothly.

**The Law of Personality.** A great Personal Brand must be based on a personality that is what it is. A person must have a good personality, but does not have to be a perfect person. A strong personality will produce great personal branding. Based on research conducted by researchers, Herman Hadi Basuki's personality is reflected in the content he creates. It can be seen from the content posts that Herman shares on his Instagram, Herman is a simple person, easy to mingle with new people, friendly, and also witty. Not only Herman, his wife who often appears in Herman's content also has the same character. This couple does not hesitate to appear friendly, simple and witty in the content they create. Herman creates content to educate the public about the Police work program regarding kamtibmas or issues that are being discussed with simple themes and also relate to people's lives. So that people easily accept and capture the contents of the content that Herman shares on his Instagram. Video content that is made funny can attract people to follow it on Instagram.

**The Law of Distinctiveness.** A personal branding must be displayed differently in order to give a lasting impression to the audience. Based on the results of research conducted by researchers, the personal branding built by Herman Hadi Basuki is not only as a policeman, but also as a husband, to



the family, and also the people. It can be seen in the content that Herman posts on his Instagram, Herman often creates content from various points of view. So that his followers on Instagram do not feel bored with his content. The characteristics that distinguish Herman from other creators are his signature bogo helmet and si pitung, his Honda C70 motorcycle. These characteristics are almost always used and displayed in the content that Herman shares on his Instagram. Herman is also better known as Ndan Bhabin\ Mr. Bhabin, because Herman uses that name for the bio name on his Instagram and also most of the content created by Herman also uses that name. So that his followers are used to calling him Ndan Bhabin. It is because of his characteristics that Herman looks different from other content creators and also many people are interested in following Herman on Instagram.

**The Law of Visibility.** This factor can be built with consistency. Personal branding must be done continuously in order to be recognized by the general public. Based on the results of research conducted by researchers, Herman Hadi Basuki applies the principles of hard work and consistency. Judging from the content posts on his Instagram, Herman consistently shares reels content every other day and even once a day. And from his Instagram stories, Herman often shows behind the scenes of content creation and also the trips he takes to create content. Herman Hadi Basuki and his team often travel throughout Indonesia for his content. From this it can be concluded that Herman is a hardworking and consistent person in building personal branding. If done continuously, it can produce appearance, or branding done by Herman can finally be seen by the public.

**The Law of Unity.** Personal Branding that is built must be original and authentic. There must be a unity between the personality of the individual and also the personal branding that is being built. The personality and brand that is built must be in line and sustainable. So that personal branding is formed which is what it is and strong. In the research conducted, researchers see that the personality and branding raised by Herman Hadi Basuki have similarities and unity. Judging from the repost of @herman\_hadi\_basuki's Instagram story and also the comments on his reels post, Herman is very friendly when meeting with fans or followers. Herman does not hesitate to answer his followers' comments in the comments column on his Instagram posts. Herman also often reposts the Instagram stories of his followers who tag him. From this, it can be seen that the personality and personal branding built by Herman Hadi Basuki through his Instagram social media have similarities, run in harmony and become a unity that forms a strong personal branding. Herman is known as a friendly, simple, and witty police officer.

**The Law of Persistence.** Building personal branding cannot be done instantly. It takes a long time and hard work for personal branding to be seen by the public. Therefore, persistence is a very important factor in building personal branding. In the process of building personal branding, each individual does not always run smoothly. There are many obstacles and hurdles that must be overcome. Based on the research that the researchers conducted, Herman Hadi Basuki went through many obstacles and obstacles. When he first started as a content creator, Herman did all the work alone. Starting from being the main actor, looking for themes, making scripts, being a director, being a cameraman and also an editor. Herman admits that he learned to be a content creator by himself. Herman's content creation skills gained while serving in the PR field made him familiar with cinematography and photography. Starting with only a smartphone camera, Mr. Bhabin remains enthusiastic about creating content. At the beginning of creating content, Herman Hadi Basuki was protested by his children. Both children admitted that they were embarrassed to see their father's behavior, which sometimes looked silly in the videos Herman made. Even so, Herman is still excited to continue creating content, until now Herman has his own team that helps him create content and of course his team still comes from the same agency as him, namely the Police. Because of his hard work, Herman Hadi Basuki managed to build a good personal branding through his Instagram social media @herman\_hadi\_basuki.

**The Law of Goodwill.** This factor is the result of personal branding. Goodwill can be generated if individuals succeed in building personal branding. Goodwill is always associated with something positive. For individuals who are building personal branding, having a positive good name is a success. Based on research conducted by researchers on the Instagram account @herman\_hadi\_basuki, it can be seen that Herman has a good name that is quite well known by the public and the agency where he works, namely the Police. Because the personal branding he has built can be said to be successful. The good name earned by Herman Hadi Basuki can be seen from the video reels content that Herman shares on his Instagram account @herman\_hadi\_basuki, in these contents it can be seen that many

parties collaborate with Herman Hadi Basuki, both from the Police itself and outside of it, such as his family, TNI, UMKM, civil society, and so on. Even the National Police Chief, General Listyo Sigit Prabowo, has also collaborated with Herman Hadi Basuki. With the number of parties who choose and trust to collaborate with Herman Hadi Basuki in his content and also the number of followers on his Instagram account @herman\_hadi\_basuki, this shows that the personal branding built by Herman Hadi Basuki produces a positive good name attached to him.

In applying The Eight Laws of Personal Branding coined by Peter Montoya, Herman Hadi Basuki uses Instagram social media as a medium for delivering his personal branding. In the process of building personal branding through Instagram, Herman Hadi Basuki utilizes the existing features very well. Starting from using the Instagram story feature to share news about the Police Agency along with the news link. Herman Hadi Basuki uses Instagram Reels as his main content, which is a feature to share short videos. And also uses the comment feature as a means of communicating and also sharing information with his followers. Based on the description of The Eight Laws Of Personal Branding above, it can be seen that Herman Hadi Basuki has all eight concepts and also applies them in the personal branding he built, which includes: specialization, leadership, personality, difference, appearance, unity, constancy, and good name. According to researchers, the personal branding built by Herman Hadi Basuki by utilizing Instagram social media as a personal branding media can be categorized as successful.

#### 4. Conclusion

Based on the discussion above, researchers can conclude that Herman Hadi Basuki has succeeded in building personal branding by utilizing Instagram social media as a media for delivering personal branding through his Instagram account @herman\_hadi\_basuki. Herman Hadi Basuki has also fulfilled the eight concepts of personal branding or The Eight Laws Of Personal Branding from *Peter Montoya*, namely specialization, leadership, personality, appearance, unity, difference, constancy, and good name. By utilizing the features on Instagram social media well, such as Instagram Story, comments, and Instagram reels. Herman Hadi Basuki has succeeded in building personal branding that can be attached to the community. Herman emphasizes the characteristics he has as a differentiator between himself and other content creators.

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