

ABSTRAK

Penelitian ini berjudul Analisis *Personal Branding Makeup Artist* (MUA) di Media Sosial dalam Membangun *Brand Awareness* (Studi Kasus Akun Facebook @Vigia Asmaraa Makeup). Permasalahan yang dikaji dalam penelitian ini berfokus pada bagaimana *personal branding* yang dilakukan Vigia Asmaraa Makeup melalui media sosial Facebook dapat membangun *brand awareness* di kalangan audiens.

Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara mendalam dengan informan kunci dan pendukung, observasi terhadap akun Facebook Vigia Asmaraa Makeup, serta dokumentasi. Analisis data dilakukan dengan merujuk pada delapan prinsip *personal branding* dari Peter Montoya.

Hasil penelitian menunjukkan bahwa Vigia Asmaraa Makeup menerapkan *personal branding* melalui spesialisasi pada riasan pengantin, komunikasi yang ramah dan profesional, serta konsistensi dalam mengunggah karya di Facebook. Strategi ini tidak hanya memperkuat citra diri, tetapi juga membangun *brand awareness* melalui *brand recognition* dan *brand recall* di kalangan audiens Majalaya. Namun, penelitian ini juga menemukan tantangan dalam membangun *brand awareness*, yaitu persaingan dengan MUA lain, keterbatasan alat dokumentasi, serta pergeseran tren media sosial.

Dengan demikian, dapat disimpulkan bahwa *personal branding* yang dilakukan Vigia Asmaraa Makeup di Facebook telah berkontribusi terhadap terbentuknya *brand awareness*, meskipun diperlukan strategi yang lebih kreatif dan adaptif untuk memperluas jangkauan audiens.

Kata Kunci: *Personal Branding*, Brand Awareness, Facebook, *Makeup Artist* (MUA), Vigia Asmaraa Makeup

ABSTRACT

This research is entitled Analysis of Personal Branding of Makeup Artist (MUA) on Social Media in Building Brand Awareness (Case Study of Facebook Account @Vigia Asmaraa Makeup). The main issue examined in this study is how the personal branding carried out by Vigia Asmaraa Makeup through Facebook contributes to building brand awareness among its audience.

This study employed a qualitative method with a case study approach. Data were collected through in-depth interviews with key and supporting informants, observation of the Facebook account of Vigia Asmaraa Makeup, and documentation. Data analysis referred to Peter Montoya's eight principles of personal branding.

The results show that Vigia Asmaraa Makeup applies personal branding through specialization in bridal makeup, friendly and professional communication, and consistency in posting works on Facebook. These strategies not only strengthen the professional image but also build brand awareness through brand recognition and brand recall among the Majalaya audience. However, challenges were also found, including competition with other MUAs, limited documentation tools, and the shifting trend of social media usage.

In conclusion, the personal branding carried out by Vigia Asmaraa Makeup on Facebook has contributed to the development of brand awareness, although more creative and adaptive strategies are required to expand audience reach.

Keywords: Personal Branding, Brand Awareness, Facebook, Makeup Artist (MUA), Vigia Asmaraa Makeup