

ABSTRAK

Penelitian didasarkan pada tingginya penetrasi YouTube di Indonesia, yang menjadi peluang bagi profesional untuk membentuk citra diri secara konsisten. Di era digital, media sosial berperan penting dalam membentuk persepsi publik terhadap individu maupun institusi. YouTube, sebagai salah satu *platform* dengan jangkauan luas, tidak hanya berfungsi sebagai hiburan tetapi juga sebagai media edukasi, promosi, dan sarana strategis dalam membangun personal branding. Bagi para profesional, khususnya *trainer*, kehadiran di YouTube memungkinkan penyampaian keahlian, nilai, dan karakter diri secara konsisten kepada audiens yang lebih luas. Alan Albana dipilih sebagai subjek penelitian karena spesialisasinya di bidang *ice breaking* dan keberhasilannya meraih 189 ribu subscriber di YouTube. Penelitian ini bertujuan untuk mengetahui penerapan *personal branding* oleh Alan Albana sebagai *trainer ice breaking* melalui kanal YouTube dalam upaya membangun *awareness* publik.

Penelitian ini menggunakan konsep *personal branding* Montoya karena kerangka tersebut memuat delapan elemen yang komprehensif dalam menjelaskan pembentukan citra diri, yaitu: 1) Spesialisasi (*The Law of Specialization*), 2) Kepemimpinan (*The Law of Leadership*), 3) Kepribadian (*The Law of Personality*), 4) Perbedaan (*The Law of Distinctiveness*), 5) Terlihat (*The Law of Visibility*), 6) Kesatuan (*The Law of Unity*), 7) Ketekunan (*The Law of Persistence*), dan 8) Nama baik (*The Law of Goodwill*). Konsep ini relevan untuk menganalisis strategi Alan Albana dalam membangun *personal branding* melalui YouTube, karena temuan penelitian menunjukkan bahwa penerapan *personal branding* yang dilakukannya selaras dengan delapan konsep yang ditawarkan Montoya.

Penerapan *personal branding* melalui YouTube oleh Alan Albana terbukti efektif dalam membangun identitas profesionalnya sebagai *trainer ice breaking*. Identitas ini terbentuk dari konsistensi dalam mengunggah konten, fokus pada topik spesifik sesuai keahlian, gaya penyampaian yang otentik, serta kualitas teknis yang terjaga sehingga menambah kredibilitas. Ciri khas *personal branding* Alan juga tampak melalui gaya penyampaian yang enerjik, bahasa komunikatif, serta konten interaktif yang tidak hanya menghibur tetapi juga edukatif, sehingga membangun citra sebagai *trainer* profesional, kreatif, dan dekat dengan audiens. Konsistensi metode tiga tahap yang digunakan memudahkan audiens dalam memahami materi, sementara penerapan *personal branding* yang konsisten di YouTube berhasil meningkatkan *awareness* publik, terbukti dari jumlah subscriber yang signifikan, pengakuan peserta seminar, hingga undangan sebagai narasumber di berbagai acara. Namun, fokus pada YouTube membentuk *positioning* yang kuat, namun membuat *personal branding* rentan terhadap perubahan *platform*. Konsistensi metode tiga tahap memudahkan audiens, tetapi berisiko terkesan repetitif. Perbedaan citra di YouTube dan Instagram menunjukkan kurangnya harmonisasi *branding* yang dapat melemahkan *positioning*.

Penelitian ini merekomendasikan agar Alan Albana memperluas kehadiran ke *platform* lain, memperkaya variasi metode tiga tahap, dan menjaga konsistensi citra di seluruh media sosial agar *branding* tetap fokus.

Kata kunci: *Personal branding, ice breaking, YouTube, awareness, Alan Albana*

ABSTRACT

This research is based on the high penetration of YouTube in Indonesia, which presents opportunities for professionals to consistently build their personal image. In the digital era, social media plays a crucial role in shaping public perceptions of both individuals and institutions. YouTube, as one of the platforms with wide reach, functions not only as entertainment but also as a medium for education, promotion, and a strategic tool in developing personal branding. For professionals, particularly trainers, YouTube provides the opportunity to consistently communicate expertise, values, and personal character to a broader audience. Alan Albana was selected as the subject of this study due to his specialization in the field of ice breaking and his achievement of gaining 189,000 subscribers on YouTube. The purpose of this research is to examine the implementation of personal branding by Alan Albana as an ice breaking trainer through his YouTube channel in an effort to build public awareness.

This study employs Montoya's concept of personal branding, as the framework encompasses eight comprehensive elements in explaining the construction of personal image, namely: 1) The Law of Specialization, 2) The Law of Leadership, 3) The Law of Personality, 4) The Law of Distinctiveness, 5) The Law of Visibility, 6) The Law of Unity, 7) The Law of Persistence, and 8) The Law of Goodwill. This concept is relevant for analyzing Alan Albana's strategies in building his personal branding through YouTube, as the findings indicate that the application of his personal branding aligns with Montoya's eight principles.

The implementation of personal branding on YouTube by Alan Albana has proven effective in building his professional identity as an ice breaking trainer. This identity is formed through consistency in uploading content, focusing on specific topics in accordance with his expertise, authentic delivery style, and maintained technical quality that enhances credibility. His distinctive personal branding is also reflected in his energetic communication style, interactive content, and use of accessible language, making the content not only entertaining but also educational. This has shaped his image as a professional, creative, and approachable trainer. The consistency of his three-step method makes it easier for the audience to understand the material, while the consistent application of personal branding on YouTube has successfully increased public awareness, as evidenced by his significant number of subscribers, recognition from seminar participants, and invitations as a speaker at various events. However, the heavy reliance on YouTube, while creating a strong positioning, also makes his personal branding vulnerable to changes in the platform. Similarly, the consistency of the three-step method, though helpful, risks becoming repetitive. The differing perceptions of his image on YouTube and Instagram also suggest a lack of harmonized branding that may weaken his overall positioning.

This study recommends that Alan Albana expand his presence to other platforms, enrich the variation of the three-step method, and maintain consistency of his image across all social media to keep his branding focused.

Keywords: Personal branding, ice breaking, YouTube, awareness, Alan Albana