

ABSTRAK

Penelitian ini berjudul “Konstruksi Personal Branding Influencer @chooonay di Instagram melalui Konten Digital (Studi Kasus pada Akun Instagram @chooonay)”. Penelitian ini dilatarbelakangi oleh perkembangan media sosial Instagram yang tidak hanya menjadi sarana komunikasi dan interaksi, tetapi juga dimanfaatkan sebagai ruang untuk membangun dan mengonstruksi identitas diri melalui konten digital.

Penelitian ini bertujuan untuk menganalisis hambatan yang dihadapi @chooonay dalam mengonstruksi personal branding, menganalisis faktor yang melatarbelakangi pemilihan Instagram sebagai media utama dan bidang fashion sebagai fokus personal branding, serta menganalisis penerapan konsep *Eight Laws of Personal Branding* dalam membangun identitas diri @chooonay.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Analisis penelitian mengacu pada teori *Eight Laws of Personal Branding* Peter Montoya sebagai teori utama, dengan dukungan Teori Konstruksi Sosial Media Massa dan *Source Credibility Theory*.

Hasil penelitian menunjukkan bahwa proses konstruksi personal branding @chooonay menghadapi hambatan internal berupa krisis identitas, rasa malu dalam menampilkan diri, kejenuhan, dan kesulitan menemukan ide konten, serta hambatan eksternal berupa komentar negatif, *cyberbullying*, tekanan opini publik, dan *cancel culture*. Pemilihan Instagram sebagai media utama didasarkan pada karakteristik platform yang memungkinkan interaksi personal dengan pengikut, sedangkan bidang fashion, khususnya konsep *clean outfit*, dipilih karena sesuai dengan minat, karakter, dan kenyamanan informan dalam mengekspresikan dirinya.

Hasil penelitian juga menunjukkan bahwa konstruksi personal branding @chooonay menerapkan delapan hukum personal branding, yaitu *The Law of Specialization*, *The Law of Leadership*, *The Law of Personality*, *The Law of Distinctiveness*, *The Law of Visibility*, *The Law of Unity*, *The Law of Persistence*, dan *The Law of Goodwill*. Penerapan kedelapan hukum tersebut terlihat melalui konsistensi niche, karakter autentik, ciri khas penyajian konten, konsistensi kehadiran di media sosial, serta upaya membangun hubungan dan memberikan nilai positif kepada pengikut.

Dengan demikian, personal branding @chooonay dikonstruksi melalui proses yang berkelanjutan dengan memanfaatkan karakteristik Instagram dan konten fashion sebagai sarana untuk membentuk identitas diri yang autentik, konsisten, khas, dan kredibel.

Kata kunci: Konstruksi Personal Branding, Influencer, Instagram, Konten Digital, *Eight Laws of Personal Branding*

ABSTRACT

This study is titled "The Construction of Influencer @chooonay's Personal Branding on Instagram through Digital Content (A Case Study of the Instagram Account @chooonay)." It is motivated by the evolution of Instagram; the platform has moved beyond being merely a medium for communication and interaction to serve as a space for building and constructing self-identity through digital content.

The study aims to analyze the obstacles @chooonay faces in constructing a personal brand, the factors behind the choice of Instagram as the primary medium and fashion as the branding focus, and the application of the "Eight Laws of Personal Branding" concept in building @chooonay's self-identity.

Adopting a constructivist paradigm, this research employs a qualitative approach and a case study method. Data collection techniques included in-depth interviews, observation, and documentation. The analysis is grounded in Peter Montoya's "Eight Laws of Personal Branding" as the primary theoretical framework, supported by the Social Construction of Mass Media Theory and Source Credibility Theory.

The findings reveal that @chooonay's personal branding process encounters internal obstacles—such as identity crises, self-consciousness, burnout, and creative blocks—as well as external challenges, including negative comments, cyberbullying, public opinion pressure, and "cancel culture." Instagram was selected as the primary medium due to platform characteristics that facilitate personal interaction with followers, while the fashion niche—specifically the "clean outfit" aesthetic—was chosen because it aligns with the informant's interests, character, and comfort in self-expression.

Furthermore, the study demonstrates that @chooonay's personal branding incorporates the eight laws: the Law of Specialization, the Law of Leadership, the Law of Personality, the Law of Distinctiveness, the Law of Visibility, the Law of Unity, the Law of Persistence, and the Law of Goodwill. This application is evident through niche consistency, an authentic persona, a distinctive content presentation style, a consistent social media presence, and efforts to build relationships and deliver positive value to followers. Thus, @chooonay's personal branding is constructed through an ongoing process that leverages Instagram's characteristics and fashion content to shape an identity that is authentic, consistent, distinctive, and credible.

Keywords: *Personal Branding Construction, Influencer, Instagram, Digital Content, Eight Laws of Personal Branding*