

ABSTRAK

Penelitian ini bertujuan mendeskripsikan dan menganalisis strategi *personal branding* Qorygore dalam mengelola identitas *hybrid* sebagai *gamer* dan musisi di *YouTube*, mencakup implementasi *personal branding*, *impression management*, pemertahanan *multiplicity of self*, dan alasan pemilihan *YouTube*. Penelitian menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Informan ditentukan secara *purposive sampling*, yaitu Qorygore (informan utama) dan Abduh Faizal selaku manajer (informan pendukung). Data dikumpulkan melalui wawancara mendalam, observasi non-partisipan, dan dokumentasi, lalu dianalisis menggunakan model interaktif Miles dan Huberman. Keabsahan data diuji melalui kredibilitas (*triangulasi sumber* dan *member checking*), transferabilitas, dependabilitas, dan konfirmabilitas. Hasil penelitian menunjukkan: pertama, implementasi *personal branding* Qorygore bertumpu pada otentisitas strategis dan pergeseran spesialisasi menuju domain persona guna menyatukan dua peran kontras. Kedua, manajemen kesan dikelola melalui satu inti persona konsisten di *front stage* serta segregasi audiens terstruktur di *back stage* melalui pemisahan nama panggung, guna menjaga koherensi persepsi audiens. Ketiga, identitas *hybrid* dipertahankan secara proaktif melalui *context collusion*—pemisahan *channel* gaming dan musik sejak awal—sekaligus menjadi nilai tawar komersial dalam kolaborasi bisnis. Keempat, *YouTube* dipilih karena keunggulan format *long-form video* yang menumbuhkan interaksi parasosial bertahap, berhasil mengonversi loyalitas daring menjadi kehadiran nyata di ruang publik.

Kata Kunci: *Personal Branding*, *Identitas Hybrid*, *Manajemen Kesan*, Qorygore, *YouTube*.

ABSTRACT

This study aims to describe and analyze Qorygore's personal branding strategy in managing his hybrid identity as a gamer and musician on YouTube, covering personal branding implementation, impression management, multiplicity of self maintenance, and reasons for choosing YouTube. This study employs a descriptive qualitative method with a case study approach. Informants were determined through purposive sampling: Qorygore (main informant) and Abduh Faizal, manager (supporting informant). Data were collected through in-depth interviews, non-participant observation, and documentation, then analyzed using Miles and Huberman's interactive model. Data trustworthiness was tested through credibility (source triangulation and member checking), transferability, dependability, and confirmability. The results show: first, Qorygore's personal branding rests on strategic authenticity and a specialization shift toward persona domain to unite two contrasting roles. Second, impression management is managed through a consistent core persona on the front stage and structured audience segregation on the back stage through stage-name separation, maintaining coherent audience perception. Third, hybrid identity is proactively maintained through context collusion—separating gaming and music channels from the outset while also serving as a commercial bargaining tool in business collaborations. Fourth, YouTube was chosen for its long-form video format, which fosters gradual parasocial interaction, successfully converting online loyalty into real public presence.

Keywords: *Personal Branding, Hybrid Identity, Impression Management, Qorygore, YouTube.*