

Personal Branding Through Social Media Instagram (Study on Gadjah Mada University Students from Riau)

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Abstract

Personal branding is considered as an identity to show individual qualities aimed at building a positive reputation and increasing opportunities in career and life. Gadjah Mada University students from Riau as the final stage of adolescent age category, are in an environment that implements a competent, professional, and contributive spirit motivated to construct themselves by forming a self-concept as a perception of the quality of meaning and other people's views of him. In today's digital era, social media Instagram is a visual media capable of producing the meaning of an identity that you want to convey. This study aims to analyze the application of the three main dimensions in building personal branding that is, ability, style and standards through Instagram social media using qualitative research methods, phenomenological approaches and constructivist paradigms. The results of this study indicate that the informants are constructive personal branding on Instagram based on authenticity, honesty, and personal values based on three main dimensions. In addition, as overseas students, students from Riau admit that the environment at Gadjah Mada University has become the main motivation for developing personal branding with self-development because Gadjah Mada University has a reputation and prestige strong as a producer of superior human resources.

Keyword: *Personal branding, self-concept, Instagram.*

Introduction

DI Yogyakarta is one of the provinces on the island of Java which is an educational destination city. The city of Yogyakarta has a brand image as a city of students and culture, this nickname cannot be separated from the many educational institutions in Yogyakarta, especially universities. Riau Province is the second province with the largest number of students continuing their education in the City of Yogyakarta. This was conveyed by Najib as chairman of the Riau Student Association for the 2020-2021 period. The variety of student origins creates a dynamic and enthusiastic learning atmosphere that makes the city of Yogyakarta a place to develop oneself and establish social relations with a conducive city culture because the local community is known for its hospitality and tolerance towards newcomers, especially students. In addition, the city of Yogyakarta has Javanese culture and traditions that value simplicity, local wisdom, and togetherness which influence people's lifestyles.

The culture of the local community which prioritizes traditional and spiritual values influences newcomers to apply local culture as a form of adjustment in a new environment. These values help overseas students adapt to the social environment in the city of Yogyakarta. Based on the results of a survey conducted by one of the tertiary institutions in Yogyakarta, stated that around 87% of Indonesian students chose Yogyakarta as an option to continue their studies because of the quality of education Good. One of them is Gadjah Mada University which is the first and oldest state university established by the Government of Indonesia. Reported on the ugm.ac.id website, Universitas Gadjah Mada is in the Top 50 in the World in THE (Time Higher Education) Impact Rankings 2023. In Southeast Asia based on QS World University 2023, Universitas Gadjah Mada is ranked 9th as the leader of Indonesia's best tertiary institutions.

Gadjah Mada University has an extraordinary image in the eyes of the Indonesian people and even in the world. As one of the popular campuses in the city of Yogyakarta, it gives the view of the Indonesian people that anyone who continues their education in the city of Yogyakarta will definitely study at Gadjah Mada University. This perspective explains how famous Gadjah Mada University is in the eyes of the public. As a campus that has produced many important figures in Indonesia, Gadjah Mada University continues to be committed to implementing a competent, professional and contributive spirit in every academic and non-academic activity (ugm.ac.id website).

Being in the midst of a campus environment that implements a competent, professional and contributive spirit encourages its students to be able to adapt. Ghufon & Risnawita (2011) stated that self-adjustment is the need for individuals to change themselves according to environmental conditions and to be able to survive with the surrounding environment. These values influence various aspects of life, starting from social interactions, perspectives on differences, ambitions, enthusiasm for learning, to development interest. This allows for influence in the formation of self-identity. Undergraduate students are in the final stage of adolescence with an age range of 18-22 years. In the book *Life-Span Development*, Santrock explains that the characteristics of adolescence are a period of identity formation. Establishing identity is the main task in personality development which is expected to be achieved in the final stages of adolescence (Santrock, 2018). An individual wants to construct himself by forming a self-concept which can be interpreted as a perception of the quality of meaning and other people's views of him. In psychological communication, self-concept is how a person sees himself with all his shortcomings and the advantages. Possessing abilities, environmental conditions, and personal attitudes and opinions will influence a person's self-concept (Bruns in DM Putri, 2018).

The phenomenon of 'showing' about oneself is a representation of an individual's identity. This phenomenon is called personal branding. Personal branding is considered as an identity to show the quality of an individual. Personal branding is a way of clarifying and communicating something that makes someone different and special, then using the qualities they have to be able to expand success (Wirman et al., 2023). Self-concept and personal branding are two concepts that are interrelated in forming one's identity and self-image by developing one's potential possessed as a form of characteristic that distinguishes it from other individuals.

According to Fitriyani and Prahastuti (2020) Personal branding involves strategies and actions aimed at strengthening individual skills and personality as a brand that is known by others. Personal branding is related to how a person builds an image that depicts professionalism, expertise and excellence in a particular field. Good personal branding is based on authenticity, honesty, and values that are in accordance with one's self. Achievements, skills and hard work attitude also play a very important role in expanding success. Information and communication technology has developed quite rapidly along with the development of an increasingly modern era. Indonesia is a country with the largest population of internet users in the world. Based on data obtained from the results of a survey by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia were recorded to reach 215.63 million people in the 2022-2023 period. Of the recorded numbers, there are 191 million active users of social media in Indonesia, which is a form of new media communication or new media.

Social media has opened up spaces for interaction, opening offline sharing spaces for online networking and creating consumption practices for producing messages. Social media launches certain products that provide interesting features to use, one of which is the second most popular after Whatsapp, which is Instagram. According to the Napoleonic Report Cat, in 2023 the majority of Instagram users in Indonesia will be in the 18-24 year age group with a total of 35.9 million people. This proves that Instagram social media is one of the largest platforms for interaction between individuals online, especially for the late adolescent age group.

Instagram is an image-based social media that provides online photo or video sharing services. The virtual reality that is presented in Instagram social media makes a significant contribution to its users. Instagram is a visual media that is able to present certain symbols as a means of producing the meaning of an identity that you want to convey through photos or videos (Kertamukti et al., 2019). Instagram user activity can be captured and published in an effective, efficient, fast, interactive and varied manner. In today's digital era, Instagram is widely used as a place to build an individual's personal branding. Instagram is already considered as someone's digital personal portfolio that shows certain skills or skills with their respective sides of personality. In this study, researchers are interested in analyzing the stages and motivating factors in building the personal branding of a Gadjah Mada University student who has the privilege of studying at a prestigious campus that implements a competent and professional spirit.

Students from Riau were recorded as the largest number studying in the city of Yogyakarta, especially Gadjah Mada University which was the subject's target research to understand the adjustment side of the cultural values of the new environment that affect self-development, academic improvement ambitions and self-improvement (self-development). The researcher also wants to analyze the process of building the personal branding of Gadjah Mada University students from Riau which is based on self-understanding of their abilities or potential by utilizing today's digital era technological advances to facilitate the process of conveying self-brand to the public. Instagram social media is currently considered to be the right medium to build an individual's brand. This is because the track record of every individual who has an Instagram account can be accessed easily by anyone to find out a person's character and identity.

Research Methods

This study uses a qualitative research method with a phenomenological approach. This approach is a type of qualitative research that looks and listens more closely and in detail about the explanations and understanding of the informants about their experiences in building personal branding on social media Instagram. The paradigm in this study is the constructivist paradigm, which states that individuals interpret and act according to conceptual categories of thoughts (Umanailo, 2019). The informants in this study were Gadjah Mada University students from Riau and actively use Instagram social media. In this study, researchers used a purposive technique to determine sources with certain criteria, including:

1. Gadjah Mada University students from Riau, aged 18-22 years (late adolescent category),
2. Actively using Instagram social media in displaying activities (activities), abilities and expertise by posting through insta stories and feeds,
3. Displaying personal characteristics that are owned on Instagram social media,
4. Have a minimum of 1,000 followers (followers) on Instagram . Number of followers 1,000 to 10,000 is a category of nano influencers. Nano influencers usually post content in categories that are truly mastered or in accordance with passion.

The data collection technique was carried out using three techniques, namely: 1) Interviews were conducted virtually through Google Meet with guided interviews by preparing interview guidelines containing questions that had been set by the researchers to the participants, resource person, 2) Observation, the researcher uses a type of non-participant observation, in which the researcher only observes the informant through the Instagram social media account which they use as a place for personal branding activities so that the researcher does not participate directly in the informant's daily activities, 3) Study Libraries are made to explore theories along with previous research to be used as learning and support the course of research.

In data checking techniques, researchers use the degree of trust. The criteria for the degree of trust are examined by conducting triangulation. The triangulation used is method triangulation. The units to be analyzed are the meaning and motivation of Instagram user activities in building personal branding through the use of Instagram social media. In addition, researchers will also view and analyze photos or videos posted on the Instagram accounts of the interviewees.

Table 1. Research resource data

No.	Name	Age	Major	Number of followers (Follower)
1.	Muhammad Rauf	21 yrs	UGM Political Science & Government	1,430 followers
2.	Muhammad Raihan	22 yrs	Gadjah Mada University	2,039 followers
3.	Denisha Rizky Imani	21 yrs	GMU Dentistry	1,238 followers
4.	Ria Novita Wulandari	21 yrs	UGM Architecture	2,239 followers

Source: Processed by the Author, 2023

Results And Discussion

Broadly speaking, based on research results obtained from informant information through interviews, each informant has a unique and different way of carrying out personal branding activities on Instagram social media. This is influenced by differences in competence or ability and passion, style used, standards in each individual, and personality. The process of building personal branding begins with the need to fulfill an individual's identity. According to Abraham Maslow, these needs are self-actualization needs that require the unique potential that individuals have. To meet these needs, a person constructs self-awareness through observation and assessment by forming a self-concept related to perceptions, beliefs, feelings, attitudes, qualities about meaning to himself. Researchers in this study focused on the ages of the informants who ranged from 18-22 years where this age is the final stage of adolescence which has the characteristics of a period of searching for self-identity (Santrock, 2018).

In the context of developmental psychology, identity formation is the main task in the personality development of a late adolescent. This was acknowledged by research informants including: Rauf (21 years), Raihan (22 years), Denisha (21 years), and Wulan (21 years) based on their views on the importance of a late stage adolescent aged 18-22 years to display identity and maintain self-existence. Having a strong personal brand is an asset to support one's career, of course branding activities are the main key in the self-development process. In this study, each informant was interviewed to answer and explain the process of building personal branding based on their respective experiences through activities on Instagram social media. There are three main dimensions of building personal branding namely, (1). Dimensions of competence or ability, (2). Dimensional style / style, and (3). Standard dimensions. These three dimensions are supporting factors in building the personal branding of the interviewees (McNally & Speak, 2002).

Dimensions of competence or ability

This dimension is the starting point in building personal branding. Individuals must have a special ability or competence in a particular field to be displayed, because personal branding is a picture that other people think of someone. This is related to Stuart Hall's theory of identity, identity is given by oneself in one's way represent or produce meanings for oneself that evoke views from others. This meaning is something that is attached to a person, one of which is the ability possessed. The dimension of this ability must be in accordance with passion, so that individuals focus on developing themselves so that they can carry out personal branding activities without feeling pressured. Passion is a strong tendency toward a preferred activity, in which a person provides the time and energy you have for these activities (Fitriyani & Prahastuti, 2020). When the informants shared their experiences with personal branding, each of them showed a happy and enthusiastic expression on their face, meaning that this indicated that they enjoyed the activity.

In the statement of the source Rauf (21 years) he has a passion for writing in the fields of research and public speaking. He shows this in his abilities through posts on his Instagram. One of them is a post describing his public speaking skills at the OIC Youth Scientific Congress kasan event in Russia as Urban Studies. Here's the statement:

"It's more of an interest, right? At the start of college, I really liked writing and wanted to hone public speaking. So from the start of college I joined debate organizations to hone public speaking and the rest I joined organizations in the field of research to hone writing skills."(Interview January 3, 2023)

In the statement of the source Raihan (22 years) that what he is currently doing in his studies is what he likes the most. namely the fields of law and business as well as debate activities. On his Instagram, Raihan actively displays this ability with activities or achievements through his posts. One of them is a post where he displays himself wearing a robe in a room that depicts the atmosphere of a court session holding a board advisor law."

Following statement:

".....I will post the aim of which is to increase my personal branding as a student who will graduate and as someone who thinks in the future to become a lawyer (lawyer)."(Interview January 3, 2023)

To the source Denisha (21 years) Denisha explained that what she is currently doing as a Dentistry student is something she has dreamed of for a long time and carries out every responsibility in it with effort and hard work. Denisha admits that at first she had doubts about her passion, but eventually as time went on she managed to find answers to questions about her own passion which now makes her continue to develop skills that go hand in hand with her passion. Denisha stated that studying as a Dentistry student is her passion. Denisha explained that she is more active in personal branding activities through posting on her Instagram which describes the atmosphere of her practicum activities complete with the white coat she wears, showing the atmosphere of the practicum lab, holding lots of Dentistry tools and so on. The following is Denisha's statement:

"In my opinion, personal branding is about How We express our identity. Especially in this day and age that is so easy, personal branding can be done in the media anything, including on Instagram earlier. To be honest, before I was confused about how to express myself as what I was, now I am a dentistry student, I prefer to put myself that way, on Instagram it looks like I'm busy doing practicum, preparing coats, and so on."(Interview January 6, 2023)

According to the resource person, Wulan (21 years) is a person who is closely related to the digital world. One of the most striking things that he always displays on Instagram is photography, videography through his posts, both in feeds and instastories. This is different from several previous research informants whose personal branding activities were related to their studies in college. Wulan admitted this during the interview session, the following is his statement:

"To be honest, I'm even more interested in the digital world, digital agencies such as photography and videography, or related productions like that compared to my major in architecture."(Interview January 8, 2023)

Wulan explained that his identity as someone who is involved in the digital world is better recognized by most people than underlined as an architecture student. Wulan's personal branding activities on Instagram are based on her passion. Wulan also explained:

“Many people saw me from there too and I started to get involved in the digital world right at the university organization when there was a big campus event. I'm on the documentation staff and people know me better from there. So I got more benefits there than being underlined as an architecture student.” (Interview January 8, 2023)

Dimensions Style/Stlye

Style or style is the personality of personal branding. This part makes oneself unique (characteristic) in the minds of other people towards someone. Style is the way a person relates to other people that contains a strong emotion. According to McNally & Speak, personal branding is not only different, but is a reflection of the ideas and values in a person that make up his or her personality. Through the style of the sources, they display on Instagram to determine their individual characteristics (Imawati et al., 2016). On sources Rauf and Raihan, via the post. They display a neat and formal feel with the style of her clothes. This shows a form of professionalism when participating in an activity (congress, competition).

The resource person, Wulan, through her posts, pays great attention to the aesthetics of photos or images (matching tone, insta-stories equipped with typography), her trademark semi-tomboyish casual dress, and often displays an extroverted side of personality with her social environment. The resource person, Denisha, through her posts, organizes Her Instagram has a bright tone (colorful) and really highlights the appearance of her busy life as a dentistry student.

Standard Dimensions

The standard dimensions in personal branding greatly influence how other people perceive a person. Standards will define and give meaning to the strength of one's personal branding. The key is for yourself to set standards and for yourself to do it too. If a person sets standards that are too high and presents himself as capable of doing many things in order to have an attractive and competent personal branding, it is not uncommon for that person to experience failure to achieve self-standards that are too high. In this standard dimension, what is needed is to be consistent in carrying out the standards that have been set. In the process of interviewing the informants, the researcher found that the informants had set their own standard dimensions of personal branding. According to Rauf's source, the standard he sets is through his wish to motivate young people to develop their potential, because he also started from being inspired by other people. The resource person, Wulan, is consistent with focusing on and optimizing his passion in the digital creative industry. Resource person Denisha, The standard is to do the best version of herself as a dental student through hard work in completing her responsibilities. According to Raihan's sources, he considered that the standard is to understand that personal branding does not produce perceptions good, he considers it as self-evaluation material.

Based on the various views of the informants on self-standards based on their respective abilities and styles, it can be seen that they really understand their strengths and limitations. The researcher saw the informants carry out personal branding activities on Instagram social media applying Montoya's The Law of Personality concept, explaining that good personal branding can describe an individual's personality in all aspects, meaning not only strengths or perfection, but also the individual's imperfections. because other people will actually like a figure who is what he is who has weaknesses like a human being (Salam, 2020). The speakers focused and were consistent with their abilities but also did not force what their abilities did not focus on. Therefore, the informants did not provide limitations on other people's views of him. They think that being their own version is the best thing in building personal branding. This is the standard dimension in building the personal branding of the interviewees.

The influence of the social environment of Gadjah Mada University students

Based on the statements of the informants in socializing with their social environment at Gadjah Mada University, they simultaneously admitted that this provided motivation in building personal branding because they are in the midst of a competent student environment. The resource persons have an influential social environment in the process of forming self-identities by developing their potential abilities. The process of developing this potential is channeled by carrying out personal branding activities that utilize advances in information technology through the Instagram social media platform. This is relevant to the theory of symbolic interaction according to the view of symbolic theorist Herbert Blumer, who states that this theory sees meaning resulting from social forces that shape an individual. The meaning given to symbols is the result of social interaction. Interaction between individuals develops through dynamic and unique symbols. This theory is influenced by social structures that shape and cause certain behaviors in social interactions (West and Turner, in (TAD Putri, 2016)

Instagram Social Media Platform for Personal Branding Activities

Instagram social media has the effectiveness as the virtual identity of the informants in building personal branding. The sources provided some information about themselves on their respective accounts, so that they can construct themselves virtually. According to a psychologist named Albert Mehrabian, 93% of human communication is non-verbal (Mulyana, 2016). Instagram social media has visual characteristics, so it is suitable for use as a place to carry out personal branding activities because the content visuals are considered more able to attract the attention of others. Based on information from the informants, they realize that nowadays to get job offers or work opportunities can be done by building good personal branding on social media because social media platforms are now in the spotlight of human resource development (HRD) when looking at value.) of potential candidates.

Conclusion

The resource persons as students at Gadjah Mada University have the privilege or privilege of studying at a prestigious campus that implements a competent and professional spirit. This gave encouragement to students from Riau to be able to adapt. The adjustment process is one of them by developing the potential that becomes an identity to show self-quality. In addition, referring to the late-stage adolescent age category, the identity about

oneself should indeed be achieved. *Personal branding* Good behavior is based on authenticity, honesty, and values that are appropriate to one's self. Achievements, skills and hard work attitude also play a very important role in expanding success. Personal branding involves strategies and actions aimed at strengthening an individual's skills and personality. This strategy is carried out by applying 3 important dimensions of personal branding formation.

The most important dimension is ability or competence, that is done by developing the abilities that are owned according to passion or things that are liked. Then after successfully developing and displaying one's own abilities, the style dimension is a way to show the side of an individual's personality in order to get other people's views on the characteristics they have and the last is the standard dimension as a consistent meaning to the power of personal branding according to individual abilities and personality. In today's era of digitalization, the Instagram social media platform is already considered as someone's digital personal portfolio that shows certain skills or skills with each side of their personality. Because Instagram is considered as an individual's track record for knowing character and identity, Instagram social media is now in the spotlight to see the value (value) of a person. So that personal branding activities at this time are very easy to do.

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