

## Personal branding analysis Jenda Munthe on social media

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Article Info	ABSTRACT
<b>Keywords:</b> Personal Branding, Instagram, Content Creator, TikTok, Jenda Munthe	Everyone can become a content creator, but not everyone can make content creation a profession. Content creator can be defined as someone who makes money by creating content, whether in the form of writing, images, videos, sounds or a combination of this content to be created on online platforms, can be posted on social media, blogs, websites and other online or digital media (Kurniawan & Gabriella, 2020). The name Jenda Munthe or also known as Jenda McLove is a content creator and also a celebrity who actively uses the Tiktok and Instagram applications. Jenda Munthe uses Tiktok & Instagram apart from sharing information and communicating, but also to form Personal Branding. The purpose of this writing is to find out how Jenda Munthe forms Personal Branding and what Jenda Munthe's Personal Branding looks like in the eyes of followers on Instagram. The paradigm in this research is a constructivist paradigm. This writing uses qualitative research methods, with case study research and qualitative descriptive research. Next, use data analysis techniques, literature study and data validity techniques. The theory used in this research is the theory of The Eight Laws of Personal Branding, namely specialization, leadership, personality, difference, visibility, unity, constancy and good name. From the results of the analysis carried out using the eight personal branding concepts from Montoya & Vendehey (2002), this research proves that Jenda Munthe succeeded in building her personal branding well in fulfilling these eight concepts. Jenda Munthe is seen by followers on Instagram as someone who is friendly, kind, easy to get along with, educational and loves her family. Jenda Munthe's personal branding through her Tiktok & Instagram content finally opened up new career opportunities for Jenda Munthe as a content creator who previously worked as a Criminology Journalist. The phenomenon that occurred at Jenda Munthe provides a reality finding that to become a content creator you need the concept of personal branding through content on a media, one of which is the social media Instagram.
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### INTRODUCTION

Everyone can become a content creator, but not everyone can make content creation a profession. Content creator can be defined as someone who makes money by creating content, whether in the form of writing, images, videos, sounds or a combination of this content to be created on online platforms, can be posted on social media, blogs, websites

and other online or digital media (Kurniawan & Gabriella, 2020). The name Jenda Munthe or also known as Jenda McLove is one of the people who has succeeded in making content creation a profession and is always actively using the Tiktok and Instagram applications. Jenda Munthe uses Tiktok and Instagram to share information, communicate, create and also show daily activities. Jenda Munthe attracted the attention of netizens through her content by answering questions in an angry manner. Even though his voice sounded loud and his eyes bulged, this method was successful in making netizens laugh. Moreover, at the end of the content he often presents an unexpected plot twist.

*Content creator* who previously worked as a crime journalist, decided to focus on his career as a full-time content creator right in the middle of 2020. Starting from the PSBB period in 2020, at that time this UKI journalism graduate had to carry out his duties as an online media journalist from home. Meanwhile, his activities as a content creator, which at that time was still a part-time job, were finally affected. It turns out that his career as a content creator started by accident. Just making fun content, who would have thought that the video would attract the attention of so many people. Her role and task as a celebrity is to promote a brand, in this case Jenda Munthe uses Instagram by uploading a series of activities related to work programs such as social activities, news, information and motivation related to personal branding. Apart from that, Jenda Munthe also uploads a series of personal activities by posting her daily activities, such as when she is with her family or with her friends, so that her followers on Instagram can get to know her better and see her daily activities, and Jenda Munthe also uses the comments column to communicate so that they can connect. good relationship with his followers.

He consistently does all of this so that he can continue to be seen by the public and can build his own image for Jenda Munthe. With his actions always inviting laughter, it's only natural that his funny videos can get hundreds of thousands of viewers. Even on the TikTok platform, some of the content is watched by millions of people. Each video is always interesting so many netizens are always waiting for the upload. Currently brands are not only intended for goods and services, but we ourselves are also able to create brands. In humans, the brand that is attached to them is called personal branding and personal branding aims to build relationships, associations and expectations in society towards a person.

Based on previous research presented by Mellisa and HHDaniel Tamburian in a communication journal entitled Personal Branding Analysis of Celebrity Vincent Raditya on Instagram. The results obtained showed that in the research it was proven that Vincent Raditya had a personal branding in the form of Vincent Raditya, who had achievements and excellence in the field of aviation and had a social spirit in the community that could be firmly embedded in the minds and hearts of the public or the viewing public. Mellisa and HHD Daniel Tamburian. (2020)

The phenomenon related to branding on Instagram social media, now there are lots of Instagram celebrities popping up. The number of followers varies, there are millions, hundreds or still under 5000 followers who can become a celebrity. The phenomenon of a celebgram or blogger also needs to promote themselves through personal branding, to show the characteristics of each blogger and celebgram.

It is believed that the high number of internet users in Indonesia is in line with increasing activity on social media. One of the most important elements in the research which has a very big role in the writing is the theory and research title Analysis of Jenda Munthe's Personal Branding on Social Media. For this reason, the author uses the personal branding theory put forward by Montoya and Vandehey, namely The Eight Laws of Personal Branding and reputation theory. These theories will support the writing process to obtain satisfactory results.

Montoya & Vandehey (2002) in their book *The Phenomenon of Personal* states that every individual has a personal brand within themselves. It is further explained that a personal brand is a public projection of certain aspects of a person's personality, skills or values that stimulates appropriate and meaningful perceptions in its audience about the values and qualities that that person stands for (Montoya & Vandehey, 2002).

To manage a person's personal brand requires a process or method called a personal brand. Personal branding is not a way of pretending or being inauthentic, nor is it manipulative. It was further explained that personal branding is about creating an individual's external identity as a business project (Montoya & Vandehey, 2002).

This understanding emphasizes that personal branding is about how a person promotes himself as he is, so that he can change the thoughts and way other people view him. This understanding is in line with the reality findings of this research which saw research subjects Jenda Munthe carry out personal branding as is. From all the explanations regarding personal branding above, the researcher concludes that personal branding is a concept to display or promote an individual's identity or characteristics as they are so that they can change other people's thoughts and perspectives for a positive self-image and ultimately bring benefits. forms of confidence and professional opportunities.

## METHODS

The paradigm in this research is a constructivist paradigm, where the reality of research is in the subjective world, namely what is felt by individuals. Reality is a social construction and the truth of reality is relative, applicable according to certain contexts that are considered relevant by social actors (Kriyanto, 2006). This writing uses qualitative research. Kriyanto (2006) explains that in qualitative methodology, the researcher's actions in research when collecting data will focus on extracting individual meaning by exploring data dialogically, such as exploring motives and context. socio-cultural-psychological-economic background of the individual answers studied, so it is not just surface data. The case study used is an intrinsic case study. In this case study (Denzin & Lincoln, 2009), the authors wanted a better understanding of the particular case. This type of research uses descriptive qualitative because it can provide an overview of what the research object experiences and produces descriptive data in the form of written words from the object being observed. Four sources of data that can be used in case studies are documents, interviews, observation/participation, and physical artifacts (Wimmer & Dominick, 2011).

In forming personal branding, useful concepts are needed, as stated by Montoya and Vandehey (2002), that there are eight concepts in forming personal branding which can be

used as a strong foundation in forming a personal brand, known as The Eight Laws of Personal Branding. The eight concepts are as follows:

1. Specialization (The Law of Specialization).
2. Leadership (The Law of Leadership).
3. Personality (The Law of Personality).
4. Difference (The Law of Distinctiveness).
5. Visible (The Law of Visibility).
6. Unity (The Law of Unity).
7. Persistence (The Law of Persistence).
8. Good name (The Law of Goodwill)

In this research, researchers will use these eight personal branding concepts to analyze the research object, namely personal branding in Jenda Munthe. These eight concepts will become references in interviews and researcher observations of data sources. Through this concept, researchers want to know how the personal branding process occurs through the #questionanswerJenda content on content creator Jenda Munthe's Instagram account.

## RESULTS AND DISCUSSION

*Personal branding* are all activities, activities, behavior and all things related to ourselves that can reflect who we are. The activities and behavior carried out can create their own skills, personality and characteristics which are wrapped into an identity that can make a person stand out from other people, especially for Jenda Munthe, in this case using Tiktok & Instagram as media to form her personal branding. To achieve good personal branding, a person must be aware of themselves, explore their potential, improve themselves and maintain the appearance they want to show if they feel that what they have done so far has not supported them in achieving what they aspire to. , there is a desire to change one's life for the better by creating good relationships in the world of work or in everyday life and wanting to support one's career or anything else that can be done with personal branding.

Through writing on the Tiktok & Instagram accounts of informant Jenda Munthe, it was found that she uses social media such as Tiktok & Instagram as a means of communication by sharing information and interacting with the public as well as a means of forming her personal branding. He formed his personal branding through Tiktok & Instagram by uploading question and answer content which he answered angrily but made his followers laugh. Apart from content, he also writes inspirational sentences on his personal Instagram account and receives good comments from netizens and posts about his daily activities. To find out more about Jenda Munthe's form of personal branding by referring to the eight keys to success in creating personal branding according to Montoya and Vandehey, they are described as follows:

- 1) Specialization (The Law of Specialization):

Jenda Munthe is a content creator and also has a culinary business that is able to carry out its role in a balanced manner. Jenda Munthe started her career as a crime journalist in a print media so she already understands how to get involved in the

media. Before becoming successful as a content creator, he actually started his career as a crime journalist at the print media Sinar Harapan. Resigned from his job as a journalist because he wanted to focus on taking care of his mother. Moreover, he is the only child. Even though he is no longer active as a journalist in print media, his writings can still be found in various online media. Apart from answering questions fiercely, one of the viral content is public pranks that embarrass oneself. His hilarious demeanor in answering questions and his characteristic temper tantrum succeeded in making netizens entertained.

2) Leadership (The Law of Leadership):

Jenda Munthe's leadership in leading her culinary business has made her respected and liked by her employees. Apart from that, his leadership in creating content also makes his team feel at home to continue working with Jenda. Even in her daily life, Jenda is known as a child who is devoted to her mother, faithfully caring for and looking after her sick mother. Even as a family leader, he is known as a husband who is able to take care of the house and manage his time so that he is not distracted by content creation activities

3) Personality (The Law of Personality):

*Personal branding* Munthe's strong Jenda can be achieved because he is able to be himself by creating content that answers questions emotionally, which makes him a content creator with unique characteristics. However, he balanced it by writing inspirational sentences on his personal Instagram account. So that he becomes a person who is genuine, humorous, and willing to mingle with his followers on Instagram. This can be seen from the various photos and videos uploaded via Jenda Munthe's Instagram social media account so that he can create an image related to his personal branding.

4) Difference (The Law of Distinctiveness):

A personal brand needs to be published in a different way, in this case Jenda Munthe shows the difference in forming a personal brand by creating content that answers questions emotionally with a Batak accent which makes Jenda famous and is often invited as a guest star on several podcasts and events at a private TV station. The differences in introducing the brand that Jenda Munthe pointed out make her personal brand stand out from the others. In forming personal branding, this is a necessity so that the personal branding created can be strong and effective.

5) Visibility (The Law of Visibility):

Through Tiktok & Instagram, Jenda Munthe actively uploads photos and videos of both off air activities and on air question and answer content so that they can be seen continuously by the public and she also always attends off air events so she can be close to her followers and get to know each other. directly. So he consistently does Citra as a content creator and Instagram celebrity who is close to the audience every month.

6) Unity (The Law of Unity):

In this case, Jenda Munthe shows the unity between her personality in accordance with what is determined by the brand. The image that Jenda Munthe wants to

display in the form of personal branding through Tiktok & Instagram is in line and in line with what she does in her daily life. In this case he displays his daily activities in the form of his daily activities as a content creator and celebrity or his daily life as a person in his personal Tiktok & Instagram account space to show that there is unity with what is shown to the public without any manipulation and his personality as a person is in line with what is determined by brand as content creator.

7) Persistence (The Law of Persistence):

Jenda Munthe is someone who is consistent and always follows the times to shape her personal branding. Not only does he form a personal brand in everyday life, but he also uses social media such as Tiktok & Instagram which have become a trend in his environment to show his existence and also to actualize himself so as to create his own image.

8) Good Name (The Law of Goodwill):

Jenda Munthe maintains her good name by creating content that does not offend SARA or sensitive matters that could have a negative impact on herself, other people or her family. In her daily life, Jenda tries to take part in events that have positive value and tries not to use harsh language when discussing comments from netizens.

According to Fombrun (2007), in his book entitled "Reputation" he explains that there are four sides to reputation that need to be addressed, namely:

1. Credibility

Jenda Munthe can maintain her credibility on Tiktok & Instagram social media by continuously uploading interesting content and aiming to become a medium of communication between her followers. Share interesting and latest information so that your Tiktok & Instagram account remains active and stable so you don't lose followers.

2. Trustworthiness

Jenda Munthe places great importance on trust in the process of forming her personal branding on Tiktok & Instagram. Jenda Munthe creates content that does not offend SARA or sensitive matters that could have a negative impact on herself, other people or her family. In her daily life, Jenda tries to take part in events that have positive value and create an image that can be trusted by her followers on social media.

3. Reliability

Jenda Munthe is a content creator and former journalist who has a good reputation in the news world. Many invited Jenda to be a guest star because of her expertise in the world of entertainment. Not only that, Jenda Munthe is also building a culinary business for people who want to taste and taste her food. Professionalism and reliability are closely held by Jenda Munthe to maintain quality, service and ensure the delivery of excellent service received by consumers.

4. Responsibility

Jenda Munthe is someone who is very responsible, she always tries to keep her promises and works according to the planned schedule. Apart from that, he always

tries to maintain his verbal and behavior both in content and in everyday life. Even when invited, Jenda tries to be responsible in her culinary business.

## CONCLUSION

Based on the results of the discussion regarding the analysis of Jenda Munthe's personal branding on Tiktok & Instagram in forming personal branding, it can be concluded that Jenda Munthe in forming her personal branding is in accordance with the theory that the author uses, namely the theory of The Eight Laws of Personal Branding and reputation in its application. Jenda Munthe uses Instagram as a place to post all her activities such as creating question and answer content, when attending off air activities or about daily activities when with friends, family or others by using the features in Tiktok & Instagram as a means to communicate or publish this with a unique style and characteristics so that it can attract sympathy and attention and form a positive perception from the public. From the positive perception created, of course personal branding which is in the form of Jenda Munthe and has a social spirit in the community can be attached to strong in the minds and hearts of the people or audiences who see it.

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