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Personal Branding of a Social Media’s Influencer Case Study @Abellyc

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Abstract

Influencer is an individual who has the power to affect decisions of others. When someone to be an influencer, they need to build their personality as a good person because all their action, attitude, behavior, follow by others. We need to build our own Personal Branding. People can use the uniqueness or the characteristic of themselves. The researcher chooses Raden Roro Nabila Putri Cantika as a case study to know how good personal branding that she builds and what was Abellyc’s opinion about her. The researcher also mentioned her name with “Abellyc” because she used to call herself as Abellyc in her social media. The research question is what was Abellyc build her personal branding and how was Abellyc follower’s opinion on her. The literature review for this journal are personal branding, influencer, and social media. This journal was developed in qualitative research method and the data were obtained through in-depth interviews and participant observation. Based on research that researcher did, the result is personal branding of Abellyc in social media filled the eight laws of personal branding and from follower’s opinion, Abellyc have three characteristics of a strong personal branding.

Keywords: Personal Branding, Internet, Social Media, Influencer.

1. Introduction

The role of traditional media has changed 24-hour news cycle and the progress of social media (Granados, 2016). So many media that can be found in this era such as; Television, Radio, News Paper, etc. Media has become one of the other way of communication that in the previous era people are used different way of communication. Especially in social media, with the world in the middle of a social media revolution, it is clear that social media like *Facebook, twitter, Myspace, Skype, Instagram* used of many peoples for the purpose of communication. One of the most important benefit of using social media is sharing knowledge and information among people in the world. This is because sharing of information to public can promotes increase communication skills among the people. We cannot count the ways of online tools and technology mediated, but we communicate and even the ways we talk and think now has changing as a result. Our character of social lives, both interpersonal and a community can be changed

by social media (Trisha, D Baruah, 2012). Many kind of social media forms including magazines, Internet forums, weblogs, social blogs, wikis, photographs or pictures, video.

Everyone wants to be an influencer who started their career in social media, maybe through *blogging* or *Instagram*. They build their image different and makes content in social media. The success of these people is not easy and random. They sometimes through it with worked hard to establish and maintain their personal brands. If you can see social channels and different projects, you will find similar field. These field are representing of individual's personal brand and define how they stand out in social media (Gleen Laumeister, 2017). Personal branding is basically the way you market yourself to the world. Personal brand is what other people can think of someone. In some ways it is naturally outside your control, but we can realize that you can influence people. When someone trying to have interact with us, they will automatically connect us with labels, and after that they got the impression about us. We can not avoid labeled by someone. This is because our brains are working connected to recognize patterns. After that, the labels that we got from people become part of our personal brand. (Steve Pavlina, 2008). One of social media which is Instagram helped people to markets themselves. We should definitely explore the strategy on Instagram. There are over 300 million monthly users on Instagram. According to KISS metrics, 70% of Instagram users have already interested all of kind of brands on the platform and actually they want to consume that content. This is the reason why put the marketing on Instagram can be so effective and give profit for market something or even your self can get the advantages also. (Haran R, 2017).

Personal branding is about the authenticity. We can say that it is about you and being yourself, not going the others way just for an image. The personal branding world on social media develop the originality of values and behaviors in your real life, and everyday life with others who have contact with you inside and outside of your life. It's important to remember about personal branding and think about how you can apply it and think about the images that you need to create in front of people to ensure that they are representing suitable. This can be applying to every aspect in your life. It would be important to applies in social media, because that is the right place where most personal branding take place (Kalman, 2017). Kalman (2017) also mentioned that to create a personal branding, we need to start with a deep exploration of our self. Its about makes a purpose and how we can apply to our self. Most importantly, any branding effort we make through social media will same if we are not trying to make other plan or purpose over it. According to Fredberg, the success of social media influencers is important to brands. Therefore, technology has been developed to identify and track influencers relevance to a brand or organization. One of technology tracks the number of followers (Fredberg, 3). Followers Theory of Leadership also known as acceptance theory of leadership. The followers need to accept the decisions of their role model. They also trying to deny a weakness that role model had (Study Lecturer Note).

From all of this background, researcher would like to describe about Abellyc. Raden Roro Nabila Putri Cantika or people tend to calls her Abel as an influencer in social media. She was born in 19 August 1995. She was the first child and has another 2 brothers. Graduated in LSPR as Bachelor Degree of Communication, in Public Relation. Abellyc lived in Jakarta with her family. She used Abellyc as her username account such as her youtube, and Instagram. Why Abellyc? "it was my childhood name in junior high school and they called me abell or belly so I guess "c" is from cantika. It was unique you know because I think no one have the same username like me. Hahaha "Abel said. She also got another name from her followers, they called her Beyi. Sometimes the other calls her Abel and Beyi. Now she succeeded as an influencer in the field of beauty vlogger. She started her career on December 2015 with her video about Daily Makeup Tutorial. She gets 1,2M views now and 11K likes for her first video. Now, she being active and get attention from 506K followers in Instagram and 327K subscriber in YouTube. Abellyc started in that with a cute introduction, she said; "Welcome beautiful. My name is Abel ". Now, she constantly used that sentence as her introduction. She often records her makeup tutorial in her bedroom without any background. Abellyc did it with her camera, tripod, and ring light. She used the melody song with brief explanation for all videos that she made. She doesn't speak too much in every video and keep the process of her tutorial still original without making any speed up. In all video she prefers to used simple makeup on her face. Abellyc shown that you can got makeup flawless without put too many makeups on face. There are only 3 bold makeups that she made but she still focuses with her natural makeup. Her content in all social media focuses about makeup tutorial, reviews products, share the information about the products whether it is good or no. She did honest review for every posted that she had. Abellyc used her Instagram to share the information about her opinion about the product or the short video of her teaser in YouTube. Abellyc as influencers started her career from social media, and she was made tutorial makeup in youtube and published her activities, short content, pictures, video on Instagram. She was creating her

personal branding and always give some advice for all followers. Her followers got defined easily about her personal branding in social media. Abellyc always consistency with her personal branding which is related with her field, that's why her followers can defined her personal branding. Followers of Abellyc also subscribe her youtube channel to get the newest update of her video on youtube. Her followers also keep following her social media to know her activities through Abellyc's Instagram. Abellyc got so many followers and subscriber. Because of that reason, there are a lot of sponsors and beauty industry was made corporate with her. They try to get a partnership with her which is can help them to promote their products. After all the explanation about the background, here are 2 research question;

- How was Abellyc built her personal branding?
- What was Abellyc follower's opinion on her?

The researcher is expected to contribute to the study of communication studies, especially in Personal Branding of Influencer case study Abellyc. How Abellyc build her personal branding as an influencer in social media and Her follower's opinion on her.

2. Literature review

Personal Branding

"Personal Branding involves dealing with your notoriety, style, look, state of mind and range of abilities a similar way that an advertising group. The thought is that you can build up an accumulation of images and relationship with yourself." (Wright, 2013). Collins Wright also mentioned that whether we realize it or not, we probably already have the basic of a personal brand that we've been building up since we began the career (or very likely, even before that). Whether we want to continue in this direction or strike out with a whole new brand, the sooner get started pushing that brand the direction we want it to go (rather than letting it run loose like the family poodle), the sooner that brand will be strong enough to help us get where we want to be professionally. The concept of personal branding was first introduced by Tom peters (1997) where he describes everyone would have a power of being their own brand.

Zarkada (2012) argued about Personal branding that's another advertising idea identified with the show their procedures that a man receives so as to advance his or her real individual. Individual marking by search for social coordination, support or uniqueness. The other statement about "personal branding is understanding what is truly unique about you and using that to differentiate yourself and guide your career decisions. Its look like exploring your self or what you've that can be your character soon. Through exploring the true you and consistently living with your personal brand, you attract what you need to achieve your goals without having the hard situation to get it" (Aruda 2009). Montaya P(2002) also define personal branding is a strategic process – it is about taking your control of how others perceive you and you can manage those perceptions strategically to help you achieve your goals. We all have a personal brand to a certain level though most people do not realize it and do nothing to manage it even in the fact it we can gain a big impact. Your personal brand will influence whether you are considered for your jobs and other opportunities, it determines your opinions and ideas are will credible, how seriously your competitors take you, the tolerance people allow in their dealings with you, and how much people need prepared to pay you as you deserved it. Montoya (2009) mentioned that there are three things that personal branding will help you:

1. Turn your name and your personal into a distinctive (your character, uniqueness) that has qualities that will help you to have your own personal branding.
2. Attract others by become elite, gain more benefit from your personal branding.
3. When all around you is slow for everybody else you can help by show up your personal branding to everyone.

"We have established that we cannot get a succeeded by talking to others about how much better our self is and that we cannot only imagine people will simply walk to us and pay us with their money. Its only advantage for our

self. What we do may not be have something. So instead of focusing the wrong choice, we are going to be more focus with our self, to reach the target market and make them think about us and shaped the way that see us. That's what a Personal Brand will do for us." (Montoya P & Montaya T 2009).

Montoya and Vandehey (2009, 4-6) underline that the main elements of a personal brand are:

1. You - as person who will attract people about herself/himself in order to give others the chance to know who that person is and what is he/she had to get the others interesting about you.
2. Promise – something that you had and your values you promise to them will be met in the interaction with that person
3. Relationship – It is important to have a good relation with others because it will determine the positive or negative relationship and influence in your working area.

The key elements of all description above about personal branding connected to positive values that someone has abilities possessed by a person, actions he/she does, influence others and perceive an individual, unique career, long-term strategic planning for your activity, and delivering your value to others. People will always remember you by seeing the way you manage your image, because once you make it at the beginning and it will be continuously.

Montoya (2002) also mentioned 8 laws concept to build a good personal branding:

1. Specialization

According to Montoya personal brand must have a strong concentration, and expertise. You need to be focus for a small area, so you let people know what kind of specialization that you showed. If you try another field or more than one specialization, it would be make the others doubt with you. They think if someone try so many field without showing the specialization, this person doesn't have any one specialization of something.

2. Leadership

Basically, people want to get influence by someone. They need somebody to convince and offer them an unmistakable way to whatever they need. The leader shouldn't be able to prove having many abilities but they can be excellent, have an important position, or get a confession for what they did.

3. Personality

This concept has a different opinion with Leadership. If leadership shouldn't be able to have many abilities but in this personality concept this individual need to show their perfection and imperfection like humans being. Personality concept describes the various of individual's personality in all aspect and abilities. It doesn't mean that someone shows only a perfection of them but also their weakness, so people would like the weakness of them because they show the actual of them.

4. Distinctiveness

The effectiveness of personal branding is you have to make a strong uniqueness and different from the others even there are a lot of field same with your branding.

5. Visibility

Personal brands need to be seen consistency until your personal brand is known. This visibility is important than your ability. There are probably a lot of people who has the same ability with your personal brand but you need to promote yourself, market yourself, so everyone can see you more visible than others.

6. Unity

You are not be able to make 2 personality in your life. It means what you had in private life in accord personal branding that you build.

7. Persistence

You need more time to build your personal branding from the first. Once you make it, you will fix with your personal branding and do not have any doubt to change it.

8. Goodwill

You better build your personal branding with a positive perspective and probably it can give some big effect.

McNally & Speak (2012) also mentioned that from the three components of personal branding, audience can see and understand your personal branding. Those 3 strong characteristics are:

1. Distinctive

It comes because of understanding the requirements of others, needing to address those issues, and having the capacity to do as such while remaining consistent with your qualities. Not only different personal branding but it comes from yourself. That personal branding represents of you, so people know that you have something.

2. Relevant

Relevant starts when someone trusts that you comprehend and think about what's important to them. It picks up quality each time you exhibit that what's important to them is important to you. The personal branding is relevant by what considered important or needed by other people

3. Consistency

The audiences get easily and clearly defined your personal branding because you keep it and not changing anything with your personal branding from the first time that you build.

Influencer

Social influencers represent a type of third-party endorser who shapes audience attitudes (Freberg, Graham, & McGaughey, 2010). Influencers gain popularity through their interpersonal communication locales and online media, for example sites like YouTube, Facebook, and Instagram. Influencers collect followers through what they develop themselves, enabling groups of onlookers to venture into their own stories. (Miniaturized scale micro celebrity, 2015). "Influencers – a vernacular industry, they are everyday ordinary Internet users who accumulate a relatively large following on blogs and social media through the textual and visual narration of their personal lives and lifestyles, engage with their following in "digital" and "physical" spaces, and monetize their following by integrating "advertorials" into their blog or social media posts and making physical appearances at events. A pastiche of "advertisement" and "editorial", advertorials in the Influencer industry is highly personalized, opinion-laden promotions of products/services that Influencers personally experience and endorse for a fee." (Miniaturized scale micro celebrity, 2015).

Rangga (2014) divided three main ways an influencer can have an impact on your business:

1. They can write a blog post / article about that will be read by other.
2. They can share anything in their social media including about your business.
3. They rights are to ask and permit post anything in their social media.

The benefit is better than individual efforts. For example, you as an influencer had 100 followers in your Twitter account that shared a part of content, and these results in say 20,000 people seeing what they shared. Now consider the same audience being reached by one influencer. Those 20,000 people who following the influencer will be much more reactive and useful to the shared content because of they are trust the opinions of the influencer (Rangga & Sharma, 2014)

Social Media

Baruah (2012) define the term of Social Media refers to the use of web-based and mobile technologies to change the way people communication into an interactive dialogue. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. With the world that used a social media revolution, it is more than obvious that social media like Facebook, Twitter, Myspace, Skype, are used extensively for the purpose of communication. Baruah (2012) also mentioned that social media as a media for social interaction beyond social communication. There are always pros and cons about the social media itself. One most important advantage is you can share of knowledge and information among the different groups of people. This sharing of information also can increase in the communication skills among the people especially among the learners/students of educational institutions. Kaplan & Henlein (2010) made a statement that social media is a very active and fast moving. What may be up to date today couldn't have disappeared easily from the virtual landscape tomorrow.

Social media defined by Kaplan & Haenlein (2010) as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content”. Kaplan & Henlein (2010) also mentioned that in personal profiles you can find any type of information including photos, video, audio files, and blogs. Social networking sites are of such high popularity, specifically among young and teenagers Internet. Social media itself are no longer simply only for entertainment for younger generations. They can be affecting everyone to use social media for themselves. (Peters, Chen, Kaplan, Ognibeni, & Pauwels, 2013). The way that social media have turned out to be such a basic piece of our daily life existences is unquestionably great yet of course not that confusing. The web began from newsgroups where people could read or post notice board like messages (Kaplan, Henlein, 2010). In other words, similar to traditional branding, personal branding also entails the act of defining and communicating the brand identity (Labrecque, Markos & Milne, 2011; de Chernatony & McDonald, 2003). Generations Y (or Millennial Generation born in 1961–1981, according to Howe and Strauss, 2007) and Z (or Homeland Generation born in 1982–1997) are identified to be the most active users of social media since they have grown up in an environment of technologies and online interaction (Wetsch, 2012). The creation of such social networking sites such as Facebook, Twitter, LinkedIn, YouTube, Myspace and blogs turned social media into a highly beneficial platform for personal brand building (Harris & Rae, 2011; Labrecque, Markos & Milne, 2011).

3. Method

Based on the problem that researcher described previously, researcher will be used qualitative as a type of research and based on interpretive paradigm. Qualitative research itself means that study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meaning people bring to them (Denzin & Lincoln, 2005, p. 3). Qualitative research also helps in aiming exploration, understanding and description of participants' experiences and life world Generation of theory from data (Holloway and Wheeler (2010: 10).

The researchers used qualitative method because researcher wanted to explain about how influencers build their personal branding and used it in their social media. The researcher used case study approach and doing in-depth interview because researcher wants to know how Abellyc was building her personal branding in social media account as an Influencer. Besides in-depth interview, the secondary data from previous researches and articles that connected with this journal.

In this research, the researcher also did in-depth interview to identify Abellyc's personal branding from 2 informants' perception that chosen from Abellyc's followers. Researcher made requirements of the informants and divided into 3 characteristics. The must be following Abellyc in Instagram and Youtube, they also have different region, and different age. This is because, this research need to get the others perception from the informants about Abellyc's personal branding and why they become following her until now. Besides get perception from them, the researcher will gain more information directly and accuracy. It should be helpful to explore and explain the data. The informants itself are followers and subscriber Abellyc from her social media. First Informant on Instagram, the second from youtube. The researcher actually divided the categories of the informants into three, which is college student and also a worker, the location from their living, the age of them. After that researcher would definitely have different perceptions on each other informant

The below table is containing the information about informant's profile.

Table 1. Information profile

NO	NAME	AGE	LOCATION	OCCUPATION	Interview date
1	A	24	Bogor	Employee	19 March 2018
2	B	21	Jakarta	Student	20 March 2018

This research chose one influencer, Abellyc as the case study. Abellyc was chosen because she well known as Influencer, stand in beauty blogger and bring positive to her followers or subscribers in social media. She was started her career on Ask.FM then make a content in youtube since 2015. After that, she made Instagram account. Now she has 321K subscribers on YouTube and 499K followers on Instagram.

The informants were asked about how they experience in following Abellyc and get benefits from her. The focus is from Abellyc's social media account which is YouTube and Instagram. After the researcher identify how they perceive the benefit from Abellyc's social media account, then researcher will correlate it with Personal branding of Abellyc build in her social media. Before researchers did in-depth interview, researcher have asked permission through online from the case study and informants. After the interview, researcher will be created textual description (what followers experience) and structural description (how followers experience a phenomenon).

Because of the limitation of time and the distance since the informants live in various cities, researcher did online interview through email, social media, and messenger. In-depth interview was done during 19-25 March 2018. For the data analysis, researcher refers to five steps by Daymon and Holloway (2011) which are transcribing, organizing, coding and categorizing, interpreting and evaluating. Transcribing means that collecting all the data and notes from in-depth interview into form of transcription. The second step, researcher continues by organizing data which started from re-check and complete the transcript. The third is coding and categorizing the data from

transcription. The data that have been coded were gathered into some categorize. Then the codes were interpreted and finally evaluated by reviewing the interpretation to ensure that the data is meaningful, useful and credible.

4. Findings

Abelcyc have so many subscriber and followers in her social media, because she shares a lot of information. We can find the information that she shared such as; skin care routine, her favorite lipstick all the time, new products, tips and hack. Sometimes she uploaded about her favorite food, so that's why we can find that she uploads some of food that she loves and tell to the followers about the taste itself. Actually, she uploaded in stories Instagram almost everyday and shows her moment with family. Abelcyc keep trying to keep in touch with her followers and subscriber. She used the column of comment to reply her follower's comment and have interaction with them. She often makes a joke with her followers in column comment and answers the question of her followers as long as she can. Abelcyc replied her follower's comment only for 10-16 fast comment when she uploads new content in her Instagram. Different with her youtube, she only replied the comment which is still related with her video. The other way that she has a good interaction with her followers, she made 3-5 beauty class in 2 years. She also provided free class for her lucky followers and get a goody bag from her. In that moment, her followers can have a chit chat with her and take a picture with her. Sometimes she also uploaded that moment in her Instagram story.

She succeeded to have a partnership with Emina Cosmetics, Benefit and Laneige. In February she was chosen as Indonesian beauty vlogger goes to Maldives with Benefit Cosmetics and tried a new product of benefit. Its not easy to reach her place because there are a lot of struggle that she faced. Based on her background as Public Relation Student, she knows how to manage herself and trying to have a good personality in front of people. Abelcyc build her personal branding and keep maintain it, because she said that no one will get enough of themselves. We need to improve and choose another way to keep everything in the same place. She used to choose the right content and related with her content which is about beauty. In her video on YouTube and posted on Instagram she always put her comment about the products and be honest about it. Abelcyc also wrote about her comment based on her experienced and the other will get another impact from the products. In interviewed that researcher did, she has the 8 laws concept that already fulfill the entire 8 laws concept. Which is her specialization as beauty vlogger, she has a good leadership as an influencer. She also builds her personality higher based on interviewed, she said she has the credibility and relate it to her personal branding. Abelcyc also keep her distinctiveness and showing up to her followers. The purpose is to make them know that she doing all the things not only for money but also as her passion and being professional. The other is about her visibility which is always trying to show her identity true in her social media. Therefore, her followers get easily to know her personality whether her social life and her daily life because she makes her personality was same with unity. If we talk about persistence, she proved that she has it. She still as an influencer until now especially as a beauty vlogger and it giving us proved enough that she has a persistence till now. In her social media, she put those positive things to make her followers get the benefit by following her. To influence other, you have to give them a good benefits and she was doing it. She succeeded to has 8 laws concept of personal branding.

The other interviewed based on informant A and B about her characteristic. First is about distinctiveness that she shows herself as a feminine person. She was consistent with her distinctiveness through her styles and she keeps it like being her identity. Abelcyc also has a relevant characteristic through her posted because they can take the benefit by following her such as; tips and trick about makeup, the way she dressed, and her makeup tutorial. She has a good consistency also about her personality because she is not feeling doubt to upload her activities in her social media. We can conclude that she also has 3 characteristics of personal branding.

4.1 The Way that Abelcyc build her personal branding

According to 8 laws concept of personal branding, researcher did interview with Abelcyc to find her 8 laws concept of her personal branding. She trying to keep maintaining and improve all the things in herself especially with her personal branding. Abelcyc has 506K followers in Instagram and 327K subscriber in YouTube. She used her social media as a platform to start her career and now she still using her social media to shares about

her makeup tutorial, and products that have a partnership with her. She also active in her Instagram stories to makes her followers knowing her activities in a day. For this problem, researcher did interview with her to get the 8 laws concept of her personal branding. Here is the explanation about 8 laws concept based on interview that researcher did with Abellyc;

1. Specialization

She chooses all content still related about the beauty, whether it is to reviews about the products, video makeup tutorial and another posted about makeup. Abellyc still in her field, so her followers will know what kind of focuses that she tried to shows. "I related my content with the beauty itself which is related to my field as a beauty vlogger." Abellyc said. In this specialization she is trying to keep her follower's perspective about her specialization in all her social media. She always keeps her concentration based on her field as a beauty vlogger, so she still in the right way in her specialization.

2. Leadership

Abellyc was choosing as an influencer now so basically she was a good leader because she can influence others by her self. The way that she influences other by her tutorial, reviews products, share the information about tips and trick. Proved that she has 506K followers in Instagram and 327K subscriber from her YouTube account. All post that she uploaded always using something positive. "I was trying to keep my post also good and positive because there are some of my follower are still teenager and under age, so I have to maintain what I need supposed to be upload in my social media" Abellyc said. In this case, Abellyc proved that she is appropriate to be an influence. She can influence others but it doesn't mean that its up to her to influence others in /good or bad way. Abellyc take attention in her follower's. She trying to influence others in a positive way and the way that she keep with it was good. For that reason, her followers answering thi

3. Personality

Abellyc said that "I am unique and I have the uniqueness that represent of me and I have the credibility. I carefully choose product because not all the product that I can used or share, I also picky when someone ask me to have a sponsored with me". She was explaining that she was picky so it will make the others think that it is so hard to have a partnership with her. No one has the same chance to have a partnership or sponsored with Abellyc. She wasn't explaining about her good personality only but about her imperfection when she has to choose the products or sponsored. But it can be her power as an influencer because she wants to show all the thing in her social media by chosen carefully.

4. Distinctiveness

Abellyc said "I am much appreciated trust from my followers so I always give honest review that I can responsible to them. The other side is stay true. I always to be me in my social media without pretending to be others". The other influencer who has the same field with her will say something good about the product because they have sponsored with them but Abellyc choose the products still picky because of she wants to stay true and give honest reviews. She tells that she won't to break her follower's trust so she has to be wise when she was choosing some products. She has a good way to build her distinctiveness which is not only to get money from the endorsement thing but she was more emphasizing for the quality of the product itself.

5. Visibility

"I guess no one will get enough with their personal branding because I need to maintain my personal branding, so people keep remembering me" Abellyc said. Abellyc already prepared and think about it because it is important to still maintaining and makes the others remember about her. She cannot get enough of her personal branding but when she was trying maintain her personal branding, this is the way that she wants her follower to get easily identify her personal branding and know it as her personal branding. Although, she was trying to improve it but she wont to make it look different than before.

6. Unity

Abellyc explained about her personal branding that she builds and about people's opinion. She said "I ever asked many people about my personal branding and what in people's mind about Abellyc. The answers are beauty (because I always discuss about beauty) feminine and love all the things about the food. It means what I need to show to them are succeeded". She succeeded to prove that she was true and being her self-connected with her personal branding. Because, what she was trying to show in all her social media it always connected each other. The fact has been proved by her follower's opinion on Abellyc that they can define what Abellyc's personal branding easily.

7. Persistence

"Because I pretty much love about the makeup and beauty, so I want to do something that I loved. I will keep what people think about me and what I've already show to them". It means she will keep everything about her. She will be enjoying about it because what she did is the same with her passion and what she loved. Even in interviewed that researcher did she also said that she wants to improve it but she was not change it into different, but it will be better from now.

8. Goodwill

"As an influencer I need to give the information to them especially in beauty and She was trying to bring her content and give some positive things" Abellyc said. What she gave means good for her followers because she wants people to get the positive things from her. That is a good choice as an influencer because we need to give the good side when we trying to influenced others from our self. People will follow your attitude, behavior, style, the way you dressed, the way you talked, that's why

4.2 Follower's opinion on Abellyc's personal branding

According to 3 characteristic of personal branding, Abellyc must be has 3 characteristics which is distinctive characteristic, relevant, and consistency. The researcher interviewed 2 informants to get the answers of these characteristics. Researcher chooses the informants based on 3 characteristics. The must be following Abellyc in Instagram and Youtube, they also have different region, and different age. This is because, this research needs to get the others perception from the informants about Abellyc's personal branding and why they become following her until now. Besides get perception from them, the researcher will gain more information directly and accuracy. It should be helpful to explore and explain the data based on their experience which is following Abellyc. The informants itself are followers and subscriber Abellyc from her social media. For that reason, researcher defined 3 characteristics of Abellyc based on her follower's opinion on her;

1. Distinctive

Abellyc has a strong character which is focus with her own style, look feminine & cute. "Abel always focus with her style which is look like feminine and cute. She wasn't following the trend but she made her own styles", from informants B. From that statement we can conclude that Abellyc has a strong characteristic which is as a girly person. She trying to be herself and show it with her own way.

2. Relevant

"Because Abel gave so many advice and tips about makeup and beauty hack that women's need", informant A said. It giving us a proved that Abellyc can give the follower's need based on her posting in social media. She shared something helpful for the others through her posted in social media. For that reason, Abellyc

give what her follower's need from her. They can get the benefit by following her such as take her makeup tutorial, follow her styles, as an inspiration for others.

3. Consistency

"She has a good personality and she also being her self in social media through her activities daily in stories", informant B said. This is because she was consistency with her self. She keeps it same between her social life and real life. It is important to responsible our character in social media and real life because people will judge you whatever you do. Abellyc proved that she always being her self based on her stories in Instagram. She uploaded her family, her activities at home and sometimes about her chatting with her followers.

Discussion

Social media has become one of something important for people now. This is because they used their social media almost everyday. For example, update their status, capture their moment, or share anything. In the other hand, there are a lot of information that you can find in social media rather than in television because everyone used social media, that's why the information spread more fast than television. Social media become a part of people's activities even artist uploaded their activities so their followers know what activities that they did (Baruah 2012). For example, on Instagram, YouTube, Facebook and any kind of social media. For now, people use social media to follow their role models or influencer. They want to know more what kind of activities of their artist, their styles and all the information about their idol. A lot of people will agree that social media become crucial now. They used it not only for their life but it becomes a platform for someone from nothing to be something. This is because of social media is unlimited so people can see beyond their environment and learned from others. They try to explore the uniqueness and strong characteristic of themselves. In the other hand, they used their uniqueness and strong character as their seller power. People used social media as their provider to promote their own self. This kind of person who has strong characteristic or have a uniqueness can influence others, give the advantages of information, or has a talent, so people will follow them because they can get the benefit from them. For many people who can see the opportunities of social media will use it for their own business.

We can take the example of my case study Abellyc as an influencer in the field of beauty vlogger. She loves makeup and all about beauty, so she was choosing as a beauty vlogger because of her talent. Before she became now, she through a lot of way to reach it. She was started her career in social media on ask FM. She always shares the information about the beauty itself. One by one people knowing her in ask FM then asked her to make another accounted in Youtube. She made a video of daily makeup tutorial in first content. She used her uniqueness as a platform for her to promote her self. Abellyc also choose the right content for her self so people will keep remembering her self. Abellyc realized that once you show your self in social media, people will be labeling you on their first impression. We can say that first impression that we build is important for long term. Actually the personal branding that you build is based from what you have but you can still improve and more creative when you show it. Everyone has their own personal branding because it helps us a lot for job, business, the way people will see you, so people already has their basic of personal branding. Abellyc used her uniqueness when she started her video on YouTube using the same sentences like "Welcome beautiful, my name is Abel". After that before she gives brief explanation she will say "if you want to know how to get this look? keep watching". People will always remember about that slogan because its Abel's mine. After that video, Abellyc get a good feedback from others and one by one people start to subscriber and follow her Instagram account. She doesn't need more times to become famous. She already got it from ask.fm which are from that account she used to share about her life, share the information about the beauty, tips and trick about makeup and so on. After she got a labeling from others as an influencer, she realized that she has to build her personal branding. She knew that she need to maintain all of aspects in her life because people will always take attention and follow her life. Abellyc said that she need to be ready for that.

Abellyc explained she was choosing to focus with her field rather than try another field. It is important to keep your field related to personal branding constantly because people will understand the focus of your field. When we as an influencer we need to show our perfection and imperfection like humans being. Abellyc said that "I am unique and I have the uniqueness that represent of me. I can not clearly explain what it is but from my opinion, I have the credibility. I carefully choose product because not all the product that I can used or share. I also picky when

someone ask me to have a sponsored with me". She was explaining that she was picky so it will make the others think that she is so hard to reach. No one has the same chance to partnership or sponsored with Abellyc. She wasn't explaining about her good personality only but about her imperfection when she has to choose the products or sponsored. Why? because she wants to keep her follower's trust and share the information perfectly based on her experience. She also has a good strategy when she need to be seen consistency with her personal branding. Abellyc also used unity as her personal branding category because she used her personality in social media, same with her real personality. She wasn't changing anything but still maintain her self. This is because the important of being you will make your self more comfort than be another personality. Its not easy to maintain both personal life and social media, but Abellyc already shown her good personality both personal life and social media. Besides that, Instagram and YouTube are a platform that helped her to spread the information and giving her a chance to be an influencer like now. How important it was to makes everything well known but in a good way in social media. She wasn't choosing her personal branding by become famous from something bad but she builds it step by step from her positive side. When someone being an influencer, it means this person already influenced other from their self and she succeeded for being that person. There are a lot of information that she shared to her followers and its always in a positive way. She did honest reviews for all the things that she tried and being able to reply her follower's question as long as she can. That's also another way that she tries to keep her relation with followers, even in YouTube or Instagram. Its also give another benefit when she was trying to keep her relation with her followers, because she was maintaining her relation with her followers. She is clever enough of course because to steal someone's heart by became close to them, and she was doing it. The way that she used her personal branding as a sweet person, feminine, cute, and always put a positive side would always be her characteristic of Abellyc and people will get easily to define what Abellyc was.

Based on the research that researcher did, we can conclude that as an influencer she has a good personal branding based on 8 laws of personal branding through their social media and interviewed, that is; specialization, leadership, personality, distinctiveness, visibility, unity, persistence, goodwill.

The researcher also define Abellyc has 3 strong characteristic of personal branding which are; distinctive, relevant, and consistency, based on interviewed that researcher did from 2 informants. From informants' answers, all of the informants were following Abellyc in her social media. From social media, they know Abellyc and get interesting of her self. She was cute, feminine, kind person, and always shared the information for her followers. They also have the same opinion why they still following Abellyc until now. The reason is they already got interesting about her from the way she talked in her makeup tutorial, from posted about the information itself, and it still related about the beauty. She also has a distinctive about her style. She keeps following the trend but never been deleted Abellyc's style which is cute, and still look girly. She also considered as a relevant because she can give to them the advantages of following her and the prove is they got influenced by Abellyc until now. Last but not least is consistency of doing her personal branding, so people get easily and clearly identification her personal branding. Her followers will always be remembering her because she always focuses with her content, the way she dressed, and the way she talked. But to reduce the probability of getting bored, she always uploaded something funny on her Instagram stories and last clip of her video tutorial which is the reality before she edited that video.

From all 8 laws concept of personal branding and 3 characteristic of personal branding, Abellyc has all of the categorize that researcher describe before. The prove that she was active and her career in social media especially in the field of beauty vlogger getting bigger than before. She still uploads her daily activity, on YouTube channel, and open makeup class which has a cooperate with her. She always maintaining well her personality in people's perspective, even there are a lot of beauty vlogger now but she still survived in her placed now. From the interviewed that researcher did, she also explained that won't be afraid of the other competitor. Abellyc said "As long as I can take the control of myself, more creative, and keep attention of my personal branding, then it is not a big deal for me.

5. Conclusion and Recommendation

Conclusion

This study concludes that personal branding of Abellyc completed all concept the 8 laws of personal branding for answering how was she build her personal branding. She having the law of specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. She was explaining more the way that she was build it by keep maintaining and choose the right content based on your field. It is important to be your self in your social media because being you is better than pretend as another person. When we trying to show others how good we are, we also brave to show the imperfection of our self but we have to makes the other believe that we can cover it by showing the perfection. The other way by become active as an influencer in all social media, so people think that we are being able to reach and knowing the activities. Keep in touch with followers and also have the interaction with them. The other result is Abellyc also having 3 strong characteristic of personal branding which are; distinctive, relevant, and consistency from her followers. The informants said that Abellyc have a good personality that people can see it from the way she talked, she shared the activities of her, and being humble for her followers. They also tell how good she is when she was share the information about the beauty, products, tips and trick, and sometimes about her styles. As an influencer, they need to maintain their behavior, attitude, the way they dressed and many things by make a personal branding. Realize it or no, everyone has their own personal branding but they do not know to how build it and maintain it well. We have to be more creative and show our uniqueness in our own way. About social media, they just helped us by providing the platform. In another words that social media itself is a placed for us to meet each other in online and sharing the information with someone or group of people. The more creative are we is the most needed for our personal branding in social media because we can prove that we have our own way.

Recommendation

For the academics: The others can continue this research for another perspective about the impact of personal branding of Abellyc as an influencer for her followers.

For the practice: The individual who wants to do their personal branding, need to learn more about the concept of personal branding and the characteristic of personal branding, so they can build it and succeeded with their own personal branding.

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