

UTILIZATION of INSTAGRAM APPLICATION AS PERSONAL BRANDING DR RICHARD LEE ON INSTAGRAM ACCOUNT @dr.Richard_lee

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Introduction

The use of social media, especially Instagram, has become very popular in building personal branding. One interesting account is Dr. Richard Lee, who has successfully utilized Instagram to build a positive and consistent image of himself. According to the researcher, Dr. Richard Lee uses Instagram features such as IGTV, Instagram Stories, and Reels to strengthen and promote his self-image. By doing so, he can be recognized internationally and build trust in the community.

problem formulation

UTILIZATION of INSTAGRAM APPLICATION AS PERSONAL
BRANDING DR RICHARD LEE ON INSTAGRAM ACCOUNT
@dr.Richard_lee

Teori

McNally & Speak Theory:

- **Distinctiveness:** Distinguishing oneself from others.
- **Relevance:** Connects self to purpose.
- **Consistency:** Building a consistent image.

Tujuan dan Manfaat

PURPOSE

to analyze the use of the Instagram application as personal branding on the @dr.Richard_lee account

BENEFITS

Providing an understanding of the use of social media in branding oneself, in order to create a positive image in the eyes of the public which is done with 3 main points, namely: a) distinctiveness, b) relevance, and c) consistency.

Research Methods

The research method used in this study uses a qualitative descriptive approach to analyze the use of the Instagram application as Dr Richard Lee's personal branding. Data was collected through content analysis of uploads on Instagram @dr.richard_lee. data sources that took several posts from six hundred thirty-four in the form of reels and 70 photos in the form of feeds uploaded by Dr. Richard Lee in his Instagram account from March 6, 2023 to February 29, 2024. The uploads taken are 10 posts consisting of 6 photos in the form of feeds and 4 videos in the form of reels. The data collection technique used is determined through documentation using purposive sampling, with the following conditions a.) the post has more than 3000 likes on Instagram, b.) the post taken does not contain advertising elements in them.

FINDINGS AND DISCUSSION



Research Results: Dr. Richard Lee: Successful in building personal branding by using Instagram features.

Self-Image: Being recognized internationally and building trust.

Kesimpulan

In conclusion, Dr. Richard Lee's use of Instagram as personal branding has succeeded in building a positive and consistent image of himself. Through the features of Instagram, he can strengthen and promote his self-image and be recognized internationally. Effective personal branding involves choosing distinctive, relevant, and consistent characteristics, so that Dr. Richard Lee can create a positive self-image, build trust, and become an inspirational figure for the community.

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