

PERSONAL BRANDING  **UMSIDA**
UNIVERSITAS MUHAMMADIYAH SIDOARJO
DARI SINI PENCERAHAN BERSEMI

ANALYSIS GANJAR PRANOWO ON INSTAGRAM

By :

Mohammad Azzam Tawakkal

Ainur Rochmaniah

Ilmu Komunikasi

Universitas Muhammadiyah Sidoarjo

Juli, 2024



www.umsida.ac.id



[umsida1912](https://www.instagram.com/umsida1912)



[umsida1912](https://twitter.com/umsida1912)



[umsida1912](https://www.facebook.com/umsida1912)



[umsida1912](https://www.youtube.com/umsida1912)

Research Questions (Problem Formulation)

- What form of personal branding does Ganjar Pranowo do on social media, especially Instagram?
- Has the strategy implemented by Ganjar Pranowo succeeded in getting public attention?

Introduction

- personal branding is an important thing in shaping a person's self-image
- Everyone must have various motivations in using social media
- In the modern era, personal branding is a way to increase an individual's selling value and help someone market their skills, experience, and personal career.
- Ganjar Pranowo's followers are 6.6 million

Method

- In this study, the method used is a qualitative method
- In qualitative research, researchers act as the main instrument for collecting research data.
- The subject in this study was the Instagram account @ganjar_pranowo, while the object in this study was Ganjar Pranowo's personal branding on his Instagram social media.
- The study was conducted for two months, namely February and March 2024
- Using the concept of The Eight Low Personal Branding Montoya & Vandehey

Result

- Ganjar Pranowo fulfills 8 Personal Branding characters
- From the 8 laws of personal branding from Montoya & Vandehey, the most prominent is specialization (the low of specialization)
- Ganjar Pranowo's personal branding on Instagram uses local wisdom values and builds a self-image as a "servant of the people" and is also known as "njawani".

Discussion

- Specialization (The Law of Specialization)
- Specialization means focusing on a particular area of expertise, lifestyle, strengths to achievements made by individuals
- Leadership (The Law of Leadership)
- interactive character, this can be seen from his Instagram bio which is written "My lord yes people, position is just a mandate"
- Personality (The Law of Personality)
- the personality shown by Ganjar Pranowo through his Instagram gives an ambitious and extroverted impression.
- Difference (The Law of Distinctiveness)
- What distinguishes Ganjar Pranowo from other politicians in using Instagram social media is the aesthetics in compiling his feeds and reels.

Discussion

- Visible (The Law of Visibility)
- Visual information is better than non-visual information. Ganjar Consistently uploads on Instagram
- Unity (The Law of Unity)
- Ganjar Pranowo tries to synergize his daily life with what he displays on social media.
- Determination (The Law of Persistence)
- The determination in question is to regulate it, every personal branding needs time to grow and develop.
- Good name (The Law of Goodwill)
- Good name is a term that refers to the honor, prestige, self-esteem, and reputation of a person or an institution

Key Research Findings

- Political actors use social media to increase public trust in them and build their image in the eyes of the public
- Communication will be easier when personal branding has been formed
- The easiest personal branding is using social media
- The formation of Ganjar Pranowo's personal branding on Instagram has an impact on making him closer to the public and fostering trust.

Benefits of research

Learning personal branding has several significant benefits to increase credibility, confidence, and professional success.

Influence and authority can be achieved with personal branding.

By knowing / becoming an influencer, the communication used can reach the audience more effectively.

reference

- Adah, Erfina, and Mika Murbantoro. 2023. "PERSONAL BRANDING GANJAR PRANOWO DALAM MEMBANGUN KOMUNIKASI POLITIK DI MEDIA SOSIAL." Sintesa 2 (01): 123–38.
<https://doi.org/10.30996/sintesa.v2i01.8466>.
- Dewi, Ratna, Rahayu Agustina Ishak, A. Amanda Rizkasari R, and Mohamad Rinaldi Djakaria. 2023. "Strategi Personal Branding Melalui Sosial Media Tiktok Melinda Rohita." Jurnal Bisnisman : Riset Bisnis dan Manajemen 5 (2): 118–30.
<https://doi.org/10.52005/bisnisman.v5i2.168>.
- Permana, Danny. 2021. "MODEL KEPEMIMPINAN MASA DEPAN INDONESIA DALAM PERSPEKTIF SIPIL DAN MILITER." Jurnal Academia Praja 4 (1): 277–94. <https://doi.org/10.36859/jap.v4i1.394>.

