

## **INSTAGRAM POST AS A PERSONAL BRANDING MEDIA TO BUILD IMAGE REPUTATION IN SOCIAL REALITY**

**(Assessed by Dramaturgy Theory)**

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### **Abstract**

This study focuses on the use of Instagram posts as a personal branding medium to build image reputation in social reality. The problem raised in this study is how the results of using Instagram posts as a personal branding medium to form image reputation in social reality. The research method used is a qualitative descriptive method of phenomenology and sampling through snowball sampling and data collection techniques through interviews, documentation, and observation. The theory used in reviewing the problems raised in this research is the dramaturgical theory proposed by Erving Goffman and uses the theory proposed by Mcnally and Speak to see the basis for the formation of a strong personal branding, namely there are three basic things that must be met, including distinctiveness, relevance and consistency. The result of this research is that all informants play their roles on stage according to the role of the lifestyle they want to instill in the minds of followers. Meanwhile, backstage, it was found that all the informants had a more casual lifestyle. Based on the results of the study, it can be seen that there is an element of irrelevance from their personal branding, but the four informants still get a good image reputation in their social reality.

**Keywords:** Instagram, personal branding, image reputation, social reality, dramaturgy

### **1. Introduction**

The whole world has just finished the problem of the Covid 19 pandemic. This incident had a huge impact on human life one from the economic sector. The biggest case caused by the incident the world economic crisis. Not a few people are affected by this one of them was laid off. From this incident, it can be a great opportunity for a business that can be built personally. Like this digital era, where the use of the internet in daily life cannot be ignored and has changing forms of communication. Nowadays it is inevitable that almost every people play social media for information seeking, personal fun or other needs. One of the businesses that can be done in particular after the Covid-19 pandemic, namely forming personal branding. Business which is built through personal branding media can be done by anyone even without involving many parties. So it's easier to do. Personal branding can be done by taking advantage of progress technology, namely through social media.

Based on a report entitled The Latest Insights Into The State of Digital 2021 found that 170 million of Indonesia's 274.9 million population use social media. The percentage is around 61.8% (Conney Stephanie, 2021). The use of Internet-based social media that is popular among teenagers today is Instagram. According to data released by Napoleon Cat, Instagram users in Indonesia reached 69.2 million from January - May 2020 and were dominated by the productive group, namely the age range of 18 - 34 years with a percentage of 38%. In order to get public attention, social media is used as a means of self-expression that is channeled in terms of fashion, lifestyle, and even physical aspects with the aim of showing its strengths (Rachman, 2017). Social media can be used as a medium of

communication and can be a place to show self-image or personal branding, and can even read the characters displayed by someone (Taminy, 2017).

To get a good personal brand, first of all what is needed is a good "product". The products here can be in the form of expertise, attitude, appearance, way of speaking and of course no less important is reputation. After that, a way to communicate the reputation or product is needed (Mujianto et al., 2021). With personal branding, a reputation is created for individuals who have succeeded in building a self-brand, while reputation is a general belief or view that someone or something has certain habits or characteristics (Iriantara, 2013, p.19).

In the book *The master of personal branding* by Farco Siswiyanto Raharjo (Raharjo, 2019) says that personal branding is based on the values of your life and has high relevance to who you really are. However, the results of the study (Saridilla Reza Putri, 2018) stated that most social media users image themselves by uploading about their lives on social media which sometimes contradicts real life. They try to look good in the eyes of the general public to gain recognition. They try to control themselves such as appearance, physical condition, and behavior in order to get good recognition by others.

From the case that have been exemplified above, the researchers suspect that if personal branding, especially in terms of the lifestyle they show on social media, turns out to be inversely proportional to their original background, it will actually create other people's perceptions of themselves into negative perceptions as a result of branding that is not in accordance with actual background or maybe, can also get a positive perception from the environment because it can provide a good example of branding that is done on social media.

Based on the explanation above and based on previous research, the researcher wants to conduct further research related to the results of using Instagram posts as a personal branding medium to form image reputation, then the formulation of the problem in this study is "how Instagram posts as personal branding media to form image reputation in social reality studied by dramaturgical theory?"

The purpose of this study is to analyze a phenomenon social media, especially Instagram social media related to the results to be obtained from the use of Instagram posts as personal media branding to establish image reputation in social reality.

This study seeks to explain and analyze how the results of posting on Instagram as a personal branding medium to shape image reputation in social reality? In this study, it was reviewed using Erving Goffman's dramaturgical theory and the basic theory of personal branding by McNally and Speak, namely that there are 3 basic things that must be met in the formation of personal branding, including distinctiveness, relevance and consistency.

## **2. Literature Review**

1. Dramaturgy Theory, According to Erving Goffman is that a person's life is like on a stage where someone plays a certain role in front of an audience. In this theory everyone play a role over others in building an appropriate self-image someone's wish. One can play different roles from one previously played, depending on the state in which it is placed. Goffman says that when humans interact with each other, they want to show an image of himself to be accepted by others (Pradana, 2019).

2. The Basics of Personal Branding Mcnally and Speak (cited in Haroen, 2014) say there are 3 things the basics that must be done in forming a strong personal brand that is :

- a. Distinctive, strong personal branding is something different from most people and have very specific or unique things. Distinctiveness here is represented by personal qualities, appearance, or skill.
- b. Relevance, strong personal branding usually represents something which describes the personality of the person or has relevance to the character of the person. If that relevance doesn't exist then it will be difficult to strengthen the minds of the people.
- c. Consistency, strong personal branding is usually the result of consistent branding efforts through various means so that formed what is commonly called brand equality.

3. Image Reputation is a belief or general view of someone or something that has certain habits or characteristics (Iriantara, 2013, p.91). Reputation only lasts if its words and actions consistent. Reputation or image here is the result of good self-branding carried out by actors who upload content that can increase or decrease its own image.

### **3. Research Method**

In this study, the main theme that will be described is the use of Instagram posts as a personal branding medium to build reputation image in social reality. The research method used is the method qualitative descriptive type of phenomenology and sampling through snowballsampling techniques and data collection through interviews, documentation, and observation. The validity of the data in this study using the method data triangulation and data analysis techniques using interactive model data analysis Miles and Huberman. The theory used in studying the problems adopted in this study is the dramaturgical theory proposed by Erving Goffman. The function of this theory is to see if there are elements of the relevance of lifestyle in social media with lifestyle in social reality, besides that it also uses the theory put forward by Mcnally and Speak to see the basis for building a strong personal brand namely there are three basic things that must be met, including specificity, relevance and consistency. The subjects of this research are active users of Instagram and status become a student in the city of Surakarta with an age range of 18-34 years or age productive. The criteria for the subject of the informant are actively posting content Instagram includes feeds, Instagram stories, and reels, there are several feeds, highlights and reels in Instagram accounts, has approximately a thousandfollowers, actively posting content at least once every two weeks, and posting not more than the last two months.

### **4. Result and Discussion**

Instagram users are given a place to communicate themselves about style life according to what they want to show to the audience or followers through photos or videos as the medium. Especially in the era after the Covid-19 pandemic where everyone feels more free and free to traveling, that way you can upload memorable moments to the media social. The majority of what is posted is about lifestyle on social media. Based on previous research, it is stated that the most important factorinfluence on social media Instagram in the form of posts that becomebenchmark for users to show their lifestyle both in terms of fashion, food,

shopping or other activities that can support student life (Soraya, 2019). Of each photo or video post is a reflection of what they instill in followers and form a new image as they want and actively post photo or video content on Instagram accounts either in the form of feeds, Instagram stories, or reels can be a personal branding medium for users.

From many various of photo or video posts on Instagram as a personal form branding is analyzed using dramaturgy theory seen from three categories, namely in terms of food, fashion and vacation or hanging out. Dramaturgy is a theory stated by Erving Goffman who said that social life is a stage where humans act as actors who do a show. Instagram users in posting a photos or videos to Instagram accounts without realizing it has done a form of personal branding by choosing a variety of interesting photos that deemed fit with the image they want to display in front of social media as a the stage for the play or the frontstage. In this case shown on the frontstage is about his lifestyle.

### 1. Lifestyle of informants in Instagram posts (frontstage)

Informants in posting a photo or video to an Instagram account unknowingly have done a form of personal branding with how to choose a variety of interesting photos that fit the image what they want to display in front of social media as a place theatrical stage or frontstage. Looking at it in terms of:

#### a. Food Content

Frontstage
<ul style="list-style-type: none"><li>• Aesthetics</li><li>• Attractive presentation or display</li><li>• Cafe style</li><li>• It doesn't have to be expensive or viral</li></ul>

All informants have the same criteria, namely every time Post food content must look aesthetic. In Encyclopedia Britannica, namely Aesthetics comes from English which means aesthetics which equals beauty and taste, related to the concept of art used to describe photos, videos, and other works of art that are pleasing to the eye. It mean that all informants in posting food content go to his instagram account to see in terms of the beauty of the food. The results of the interview found that the overall aesthetics informants related to food content look at the type of food itself what is often aesthetic food is cafe-style food has an attractive appearance and presentation because it uses a container or a beautiful plate. All informants do not require post viral food but choose to post food content that is rarely known by many people because of them has the aim of providing information and recommending to all followers.

#### b. Fashion Content

Frontstage
<ul style="list-style-type: none"><li>• Matching</li><li>• All dark colors</li><li>• Elegant, Casual, Semi-Formal</li><li>• Does not require branded</li><li>• Following trends</li><li>• Wear accessories</li></ul>

Based on the table above, it can be explained, for all informants in every time posting his fashion style on instagram always trying to match the color between clothes, pants and accessories such as bags and shoes. Tendency of all informants in posting fashion content that is always looking colourful black from end to end with an easy excuse to mix and match and look more fashionable and elegant. Not requires to always wear branded goods. Researcher's findings from the informant stated that whether the appearance is attractive or not a person is not seen from the brand he is wearing but the suitability of the appearance itself. So, using non- branded items although it is not a problem for all informants.

### c. Vacation or Hangout Content

Frontstage
<ul style="list-style-type: none"><li>• Hidden Gems</li><li>• Café</li><li>• Minimalis</li><li>• Aesthetic</li></ul>

Based on the data that the researchers found, there are four criteria that the same for every informant in posting hangout content as well as vacation. First, looking for a hangout or vacation location classified as hidden locations or hidden gems. Hidden gems is an English word which means hidden gems. Hidden gems are usually used to show a culinary place or a tourist place that is not widely known person. The place is usually around us but rarely visited by people. Hidden gems places go viral fast because of advances in technology, one of which is through the mediasocial instagram. Therefore, all informants have criteria look for locations that are included in hidden gems with the aim that all followers know the location from their posts. Second, all the informants chose a place to hang out at the café with minimalist background that is not so much decoration because impressed simple and aesthetic.

## 2. Informant lifestyle in social reality (backstage)

Backstage in dramaturgy is a state where we are behind stage, with no audience. Can be likened to the audience in this study are all followers of the informants. Here the individual will appear as it is. On the backstage here is an actor will act more as is and eliminate the impression like when he be on the front stage. Looking at it in terms of:

**a. Food Content**

Frontstage
<ul style="list-style-type: none"><li>• Daily visits to angkringan, wedangan, stalls near campus / boarding house</li><li>• Every day consume home cooking</li><li>• Only occasional junk food</li><li>• His daily life does not always go to the cafe</li></ul>

The results of the study found that all informants in their daily consume home cooking, angkringan, wedangan because adjust the surrounding environment and financial conditions. Though, in front of social media posting cafe-style food, but still the food that is often consumed is home cooking. Could concluded that they always consume home-cooked food and do not always consume the same food with food which is often posted in food content on his Instagram. Behind Instagram posts all informants consume more often home-cooked food rather than fast food or cafe- style.

**b. Fashion Content**

Frontstage
<ul style="list-style-type: none"><li>• Do not always use branded goods</li><li>• What is is not always dressed in all black or dark</li><li>• Not always wearing accessories (glasses, bags, hats, shoes, etc.)</li><li>• Not always make up</li><li>• Neat and polite appearance</li></ul>

All informants in their social reality have similarities in the style of dress that is everyday does not always wear things branded, does not require wearing dark colored clothes, in their daily life they don't care about the color of the clothes while felt polite and uncluttered.

**c. Vacation or Hangout Content**

Frontstage
<ul style="list-style-type: none"><li>• not often on vacation</li><li>• Hang out not all the time</li><li>• Every time you hang out, it's not always at a cafe or mall</li><li>• Usually hang out at a friend's boarding house</li></ul>

Behind posting holiday content and hanging out there is something that actually being fought for but the informant doesn't want to publish it. The reason is that all the informants just want share happiness in every post on his Instagram account. Informants want to create an image that seems happy, fun and looks without the burden of a meaningful life. By therefore, they always post good things about happiness and pleasure.

### **3. The results of using Instagram posts as personal branding media to build image reputation in social reality**

Not only for public figures but anyone can do it the formation of personal branding by utilizing the media social media, especially Instagram. Formation of personal branding indirectly can affect the level of trust and perspective others with different types of published content (Sitinah et al., 2022). Although not from among the celebgrams who have hundreds of thousands followers, all the informants managed to gain the appropriate trust with the strongest brands they form. Their lifestyle posts on social media are well received by all his followers and lifestyle posts managed to get good response from several followers in the form of incoming replies direct messages. Reply is a comment from a related follower post instagram story which then goes into the message on direct message. Another success of all informants in utilizing Instagram posts as a personal branding medium is to get a trust in the form of an endorsement to promote amproducts to their Instagram accounts, either in the form of Instagram stories, Instagram feedsmas well as rolls. They get endorsements of various kinds products and they get endorsements that match the image they form on Instagram.

Although there is a slight irrelevance between the content in the post Instagram with the social reality, they still proven to get the results of a good image reputation from followers that is seen as an influencer. Influencers are active users Instagram which has a variety of creative content that can influence other people with the content they upload. It is seen from all informants received various responses from related followers their posts and several times they get endorsements that match the image they form on Instagram.

## **5. Conclusions and Suggestions**

Based on research that has been done by researchers with conduct in-depth observations and interviews with all informants, the use of Instagram posts as a personal branding medium to form image reputation in social reality, the researcher takes two conclusions. First, based on the theory put forward by Erving Goffman that is, it was found that all informants played their roles on the stage according to the role they want to instill in

the minds of followers. Meanwhile, backstage it was found that all the informants were stylish live more as it is. Second, based on Mcnally and Speak's theory, the basis for forming a strong personal brand includes three things, namely distinctiveness, relevance and consistency. Furthermore, the researchers also produced findings research that between the lifestyle posted and the lifestyle on social reality there is an element of irrelevance, but the four informants still get their personal branding results on Instagram with evidence, namely get good feedback from followers, get some good support in accordance with the image formed and able to influence all his followers. The problem of the economic crisis that occurred as a result of the Covid-19 pandemic can be helped through the use of Instagram posts as a personal branding medium, namely increasing the selling power of Instagram users so that they can benefit through various endorsements.

Based on the results of research that has been carried out by researchers, researchers provide references or suggestions that can be used to further research related to the formation of appropriate personal branding with Mccally and Speak theory to apply three elements, among others distinctiveness, relevance and consistency with basic objectives the formation of personal branding can be stronger.

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