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Personal Branding Tokoh Publik di Indonesia (Studi Kasus Fitrop dan Calvin Jeremy)

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ABSTRAK

Personal branding sangat penting untuk dibangun, terutama bagi tokoh publik. Dengan adanya *personal branding* yang kuat, *tokoh publik* akan mendapatkan reputasi dan kepercayaan sesuai dengan apa yang mereka inginkan. Memilih Fitrop dan Calvin Jeremy sebagai subjek penelitian, penelitian ini ingin mengetahui bagaimana *personal branding* dari kedua *tokoh publik* di Indonesia itu.

Penelitian ini menggunakan landasan teori menurut Peter Montoya yang menjelaskan bahwa setidaknya ada 8 komponen yang menjadi acuan dalam membangun *personal branding* seseorang.

Metode penelitian yang digunakan dalam penelitian ini adalah studi kasus dengan melakukan wawancara kepada 4 narasumber (*tokoh publik* dan Manajer) dan observasi mendalam. Paradigma yang dipakai adalah konstruktivisme, dengan pendekatan kualitatif tipe deskriptif.

Hasil penelitian ini mendapatkan 14 poin penting tentang bagaimana *personal branding* Fitrop dan Calvin Jeremy. Mulai dari strategi, publik, pesaing, media sosial, kepribadian mereka, peran manajer, hingga harapan *personal branding* mereka nantinya.

Penelitian ini kemudian menemukan bahwa *tokoh publik* dalam melakukan *personal branding* membutuhkan 8 komponen untuk dapat membangun *personal branding* yang kuat. 8 komponen *personal branding* tersebut adalah Spesialisasi (*The Law of Specialization*), Kepemimpinan (*The Law of Leadership*), Kepribadian (*The Law of Personality*), Perbedaan (*The Law of Distinctiveness*), *The Law of Visibility*, Kesatuan (*The Law of Unity*), Keteguhan (*The Law of Persistence*), dan Nama Baik (*The Law of Goodwill*).

Kata Kunci: *Branding, Personal Branding, Tokoh Publik, Public Figure*



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Personal Branding Public Figure in Indonesia (Case Study Fitrop and Calvin Jeremy)

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ABSTRACT

Personal branding is very important to build, especially for public figure. As a public figure, having a positive personal branding is a plus for their career in the entertainment world. With strong personal branding, public figures will gain reputation and trust, they will have a reputation for what they do in branding themselves, and gain the trust of many people. Choosing Fitrop and Calvin Jeremy as research subjects, this research wanted to know how personal branding of the two public figures in Indonesia.

This research uses the theoretical basis according to Peter Montoya which explains that there are at least 8 components that become the reference in building personal branding person.

This research uses the theoretical basis according to Peter Montoya which explains that there are at least 8 components that become the reference in building personal branding person.

The research method used in this study is a case study by conducting interviews to 4 speakers (public figures and Managers) and in-depth observation. The paradigm used is constructivism, with qualitative approach of descriptive type.

The results of this study get 14 important points about how personal branding Fitrop and Calvin Jeremy. Starting from strategy, public, competitors, social media, their personality, Manager's role, until their personal branding expectations later.

This study then found that public figures in personal branding require 8 components to be able to build a strong personal branding. The 8 components of the personal branding are The Law of Specialization, The Law of Leadership, The Law of Personality, The Law of Distinctiveness, The Law of Visibility, , The Affirmation (The Law of Persistence), and the Good Name (The Law of Goodwill).

Key Words : Branding, Personal Branding, Public Figure