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Personal Branding Jonathan End Sebagai Life Coach Pada Akun Media Sosial Instagram @Jonathanend
 Bibliografi : 5 Bab 105 Halaman+Lampiran+26 Buku+19 Jurnal+5 Internet

ABSTRAK

Seiring perkembangan teknologi dan internet banyak bermuculan media sosial seperti halnya Instagram, Twitter, dan Tiktok. Sebagai media sosial dengan fitur-fitur pendukung di dalamnya menjadikan kegiatan personal branding menjadi menarik, sangat terbuka dan berbeda tentunya. Kesempatan membangun personal branding juga dilakukan oleh Jonathan End dalam media sosial Instagram milik-nya.

Teori yang digunakan adalah Montoya, Peter berdasarkan delapan konsep utama personal branding (*the eight laws of personal branding*) meliputi Spesialisasi (*The Law of Specialization*), Kepemimpinan (*The Law of Leadership*), Kepribadian (*The Law of Personality*), Perbedaan (*The Law of Distinctiveness*), Terlihat (*The Law of Visibility*), Kesatuan (*The Law of Unity*), Keteguhan (*The Law of Persistence*), dan Nama Baik (*The Law of Goodwill*)

Pendekatan penelitian ini adalah kualitatif dengan metode studi kasus. Teknik pengumpulan data melalui data primer dimana data ini diperoleh dengan melakukan wawancara mendalam terhadap sumber informan dan data sekunder dilakukan dengan melakukan observasi langsung pada akun Instagram yang digunakan sebagai media pembentukan personal branding juga dilakukan dokumentasi.

Dari hasil penelitian dapat diperoleh hasil kesimpulan bahwa pembentukan personal branding Jonathan End melalui media sosial Instagram sudah memenuhi keseluruhan konsep-konsep utama personal branding dan karakteristik sebuah personal brand yang kuat. Didukung dengan mendapatkan tanggapan positif dari pada khalayaknya yakni *followers*.

Kata kunci: *Personal Branding*, Instagram, Media Sosial, Jonathan End



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Jonathan End's Personal Branding as Life Coach on Instagram Social Media Account @jonatanend
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ABSTRACT

As the development of technology and the internet has a lot of social media such as Instagram, Twitter, and Tiktok. As a social media with supporting features in it making personal branding activities interesting, very open and different of course. The opportunity to build a personal branding was also carried out by Jonathan End in his Instagram social media.

The theory used is Montoya, Peter based on eight main concepts of personal branding (the eight laws of personal branding) including: (The Law of Specialization), (The Law of Leadership), (The Law of Personality), (The Law of Leadership), (The Law of Distinctiveness), (The Law of Visibility), (The Law of Unity), (The Law of Persistence), and (The Law of Goodwill).

This research approach is qualitative with case study method. The technique of collecting data is through primary data where this data is obtained by conducting in-depth interviews with informant sources and secondary data is carried out by direct observation on Instagram accounts which are used as media for the formation of personal branding as well as documentation

The results of the study, it can be concluded that the formation of Jonathan End's personal branding through Instagram social media has fulfilled all the main concepts of personal branding and the characteristics of a strong personal brand. Supported by getting a positive response from the audience, namely followers.

Keywords: *Personal Branding, Instagram, Social Media, Jonathan End*