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Personal Branding Boyband K-Pop BTS melalui Musiknya (Analisis Isi Pada Music Video di Akun Youtube Big Hit Labels tahun 2013 – 2020)

Bibliografi : 5 Bab 434 hal + 11 Lampiran + 20 Buku + 2 Jurnal + 20 Sumber Internet

ABSTRAK

K-Pop telah menjadi fenomena dan dinilai sebagai *brand* saat *K-Pop* dianggap menjadi serbuan gelombang korea yang signifikan. Fenomena tersebut terus berkembang dan telah menjadi salah satu fenomena budaya pop yang hadir, tumbuh, dan berkembang di tengah-tengah masyarakat saat ini.. BTS sebagai salah satu wujud *boyband K-Pop* yang menjadi fenomena dunia karena dapat menembus pasar Internasional dan menjadi *brand* yang berpengaruh di dunia saat ini. Hal ini tentu nya tidak terlepas dari *marketing* mereka dalam membangun *personal branding*. Tujuan dari penelitian ini adalah untuk mengetahui *Personal Branding* BTS melalui isi pesan dari lagu-lagunya, dan citra yang paling menonjol yang ditunjukkan melalui *music video* yang diunggah di akun Youtube Big Hit Labels.

Dalam penelitian ini peneliti menggunakan delapan konsep *personal branding* menurut Dewi Haroen yaitu *The Law of Specialization* (Spesialisasi), *The Law of Leadership* (Kepribadian), *The Law of Personality* (Kepribadian), *The Law of Distinctiveness* (Perbedaan), *The Law of Visibility* (Terlihat), *The Law of Unity* (Kesatuan), *The Law of Persistence* (Keteguhan), dan *The Law of Goodwill* (Nama Baik). Metode penelitian ini menggunakan Analisis isi Kuantitatif, dengan 4 *Coder*.

Hasil penelitian ini menunjukkan, dari 6 *music video* yang dianalisis, terdapat kategori *personal branding* yang menonjol yaitu *The law of Specialization* dengan dimensi *Ability*, *Behavior* dan *Mission*, *The law of Leadership*, dan *The law of Persistence*.

Kata kunci : Fenomena *K-Pop*, *Personal Branding*, Analisis Isi.

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Personal Branding of K-Pop Boyband BTS through their Music (Content Analysis on Music Videos on Big Hit Labels Youtube Account in 2013 - 2020)

Bibliografi : 5 Chapters 434 pages + 11 Enclosures + 20 Books + 2 Research + 20 Internet Articles

ABSTRACT

K-Pop has become a phenomenon and as a brand phenomenon as K-Pop has become the invasion of a significant Korean wave. This phenomenon continues to grow and has become one of the pop culture phenomena that is present, growing, and developing in today's society. BTS as a form of K-Pop boyband has become a world phenomenon because it can penetrate the international market and become a brand that is influential in today's world. This of course cannot be separated from their marketing in building personal branding. The purpose of this research is to see BTS's Personal Branding through the message content of the songs, and the most prominent image that can be seen through the music videos uploaded on Big Hit Labels Youtube account.

In this study, researchers used the concept of eight personal branding according to Dewi Haroen, namely The Law of Specialization, The Law of Leadership (Personality), The Law of Personality (Personality), The Law of Distinctiveness (Difference), The Law of Visibility (Visible), the Law of Unity (Unity), the Law of Firmness (Firmness), and the Law of Kindness (Good Name). The research method used quantitative content analysis, with 4 coders.

The results of this study indicate, from the 6 music videos analyzed, there are categories of personal branding that stand out, namely the law of specialization with the dimensions of Ability, Behavior and Mission, The law of Leadership, and The law of Persistence.

Keywords: K-Pop Phenomenon, Personal Branding, Content Analysis.