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ABSTRAK

Ustadz Budi Ashari merupakan tokoh agama yang memiliki banyak pengalaman dalam bidang dakwah, mulai dari dakwah di masjid-masjid hingga layer televisi seperti Trans 7. Beliau menghabiskan masa kecil SD dan SMP di Jawa Timur kemudian melanjutkan pendidikan di LIPIA Jakarta. Universitas Islam Madinah, tepatnya Fakultas Hadits dan Studi Islam menjadi pilihan Ustadz Budi Ashari untuk meneruskan pendidikan. Beliau lulus dengan predikat cumlaude dan merupakan lulusan terbaik di Universitas yang berada di Pusat Peradaban Islam tersebut.

Teori pendukung penelitian ini adalah Personal Branding, Media Sosial, dan Citra.

Tujuan penelitian ini adalah untuk mengetahui dasar kekhasan dan relevansi personal branding Ustadz Budi Ashari pada media sosial facebook.

Penelitian ini merupakan sebuah penelitian deskriptif dengan pendekatan kualitatif. Paradigma yang digunakan adalah Konstruktivisme. Subjek Penelitiannya yaitu Ustadz Budi Ashari. Dimana peneliti mewawancarai pengelola dan pengikut akun media Facebook Ustadz Budi Ashari.

Berdasarkan hasil penelitian ini, Personal Branding Ustadz Budi Ashari memiliki kekhasan dan relevansi untuk meningkatkan citra beliau di media sosial Facebook.

Kata Kunci : Personal Branding, Citra, Tokoh Agama, Media Sosi

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ABSTRACT

Ustadz Budi Ashari is a religious figure who has a lot of experience in the field of da'wah, from preaching in mosques to television screens such as Trans 7. He spent his childhood in elementary and junior high school in East Java then continued his education at LIPIA Jakarta. The Islamic University of Medina, to be exact, the Faculty of Hadith and Islamic Studies was Ustadz Budi Ashari's choice to continue his education. He graduated with a cum laude predicate and is the best graduate at the University which is at the Center for Islamic Civilization.

The theories supporting this research are Personal Branding, Social Media, and Image.

The purpose of this study was to determine the basic uniqueness and relevance of Ustadz Budi Ashari's personal branding on Facebook social media.

This research is a descriptive research with a qualitative approach. The paradigm used is Constructivism. The research subject is Ustadz Budi Ashari. Where researchers interviewed managers and followers of Ustadz Budi Ashari's Facebook media account.

Based on the results of this study, Ustadz Budi Ashari's Personal Branding has uniqueness and relevance to improve his image on Facebook social media.

Keywords: Personal Branding, Image, Religious Leaders, Social Media