



**"PERSONAL BRANDING TYPIIFICATION OF GENERATION
Z IN INDONESIA BASED ON SOCIAL MEDIA"**

A Thesis Submitted in Partial Fullfillment of the Requirements for the
Bachelor Degree of Communications Science

THESIS

CHIKA AINUR REMBULAN

44219110132

**UNIVERSITAS
MERCU BUANA**

**PUBLIC RELATIONS PROGRAM
FACULTY OF COMMUNICATION SCIENCE
MERCU BUANA UNIVERSITY JAKARTA
2023**

HALAMAN PERNYATAAN KARYA SENDIRI

Saya yang bertanda tangan di bawah ini:

Nama : Chika Ainur Rembulan

NIM : 44219110132

Program Studi : Ilmu Komunikasi

Judul Laporan Skripsi : Personal Branding Typification of Generation Z in Indonesia Based on Social Media Characteristics

Menyatakan bahwa Laporan Skripsi ini adalah hasil karya saya sendiri dan bukan plagiat, serta semua sumber baik yang dikutip maupun dirujuk telah saya nyatakan dengan benar. Apabila ternyata ditemukan di dalam Laporan Skripsi saya terdapat unsur plagiat, maka saya siap mendapatkan sanksi akademis yang berlaku di Universitas Mercu Buana.

Jakarta, 11 September 2023

UNIVERSITAS
MERCU BUANA



1000
SERULUH RIBU RUPIAH
TEL. 20
METERAI
TEMPEL
BCC4AAKX651861068
Ainur Rembulan)

HALAMAN PENGESAHAN

Laporan Skripsi ini diajukan oleh:

Nama : Chika Ainur Rembulan
NIM : 44219110132
Program Studi : Ilmu Komunikasi
Judul Laporan Skripsi : Personal Branding Typification of Generation Z in Indonesia Based on Social Media Characteristics

Telah berhasil dipertahankan pada sidang di hadapan Dewan Penguji dan diterima sebagai bagian persyaratan yang diperlukan untuk memperoleh gelar Sarjana Strata 1 pada Program Studi Ilmu Komunikasi, Fakultas Ilmu Komunikasi Universitas Mercu Buana.

Disahkan oleh:

Pembimbing 1 : Prof. Dr. Ahmad Mulyana, M.Si ()
NIDN : 0318116602
Ketua Penguji : Kurniawan Prasetyo, M.IKom ()
NIDN : 0316129201
Penguji Ahli : Andi Pajolloi Bate, M.A ()
NIDN : 0303069401

UNIVERSITAS
MERCU BUANA

Jakarta, 11 September 2023

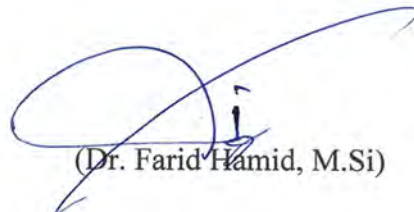
Mengetahui,

Dekan Fakultas Ilmu Komunikasi

Ketua Program Studi Ilmu Komunikasi



(Prof. Dr. Ahmad Mulyana, M.Si)



(Dr. Farid Hamid, M.Si)

FOREWORD

Praise and gratitude to Allah SWT Almighty for His blessings and mercy so that the Final Assignment or Thesis entitled "Typification of Personal Branding Generation Z in Indonesia Based on Social Media" can be completed well. The author would like to sincerely express my thanks to:

1. Dr. Farid Hamid, M.Si as Head of the Communication Science Study Program
2. Prof. Dr. Ahmad Mulyana, M.Si as Supervisor
3. Siti Chotimah as my beloved grandmother who hopes for my graduation more than anyone else and asks me to be a brave and responsible child.
4. Mr. Parlan and Mrs. Siti Zulaikah as parents who are always loyal to provide support and always convince me that I can and deserve to get a Bachelor's Degree (S1)
5. Mbak Dita and Mas Romy as my beloved older brothers and sisters who are always my best listeners when I am having difficulties in any condition and are willing to send me food that I like when working on my thesis.
6. Mas Cholik, Ibu Sumi, Mas Yusuf, Mbak Anik, Mas Arifin, Mbak Nina, Om Adek, Mbak Muji, Brother Ramdan, Mbak Milda, Daffa and Zee who always remind me that in life you have to keep fighting, don't be complacent and always be good people to everyone
7. Drs. Suharmadi, Ak.MM.MSi.CA. as Director of the Ar Rasyiid Bintaro Foundation who became my second father in Jakarta. Taught me how hard life is and opened my view of life in a realistic way, not in other people's imagination
8. Retno Indriati as Chair of the Ar Rasyiid Bintaro Foundation who became my second mother in Jakarta. Taught me to be a woman who is versatile and careful when doing anything
9. Colleagues at the Ar Rasyiid Bintaro Foundation who have accompanied me to live together for four years and taught me many things when living together in a dormitory. Taught me that life must continue, it must not stop

because of the many limitations that limit our movements. However, communication and honesty can open wide paths for us if we are able to convey it well

10. Classmates at Mercu Buana University and event colleagues from Padjadjaran University and Dili University, Timor Leste, who have shared a lot of experience and fought together to improve the status of their families and achieve a better life.

It should be realized that despite all its limitations, this thesis is still far from perfect. So the author really hopes for constructive criticism and input to improve this report in the future. Hopefully this thesis can be useful for all interested parties.



Jakarta, 18th Of August 2023

Chika Ainur Rembulan

UNIVERSITAS
MERCU BUANA

HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI TUGAS AKHIR UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademik Universitas Mercu Buana, saya yang bertanda tangan di bawah ini:

Nama : Chika Ainur Rembulan
NIM : 44219110132
Program Studi : Ilmu Komunikasi
Judul Laporan Skripsi : Personal Branding Typification of Generation Z in Indonesia Based on Social Media Characteristics

Demi pengembangan ilmu pengetahuan, dengan ini memberikan izin dan menyetujui untuk memberikan kepada Universitas Mercu Buana **Hak Bebas Royalti Non-Eksklusif (*Non-exclusive Royalty-Free Right*)** atas karya ilmiah saya yang berjudul di atas beserta perangkat yang ada (jika diperlukan).

Dengan Hak Bebas Royalti Non-Eksklusif ini Universitas Mercu Buana berhak menyimpan, mengalihmedia/format-kan, mengelola dalam bentuk pangkalan data (*database*), merawat, dan mempublikasikan Laporan Skripsi saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan sebagai pemilik Hak Cipta.

Demikian pernyataan ini saya buat dengan sebenarnya.

UNIVERSITAS
MERCU BUANA
Jakarta, 11 September 2023
Yang menyatakan,



(Chika Ainur Rembulan)



Universitas Mercu Buana
Fakultas Ilmu Komunikas
Prodi Ilmu Komunikasi

Chika Ainur Rembulan

44219110132

Tipikasi *Personal Branding* Generasi Z di Indonesia Berdasarkan Karakteristik Media Sosial

ABSTRAK

Penelitian ini mengeksplorasi tipikasi personal branding Generasi Z di Indonesia berdasarkan karakteristik media sosial. Generasi Z adalah kelompok yang tumbuh dalam era teknologi digital yang berkembang pesat, di mana media sosial memainkan peran sentral dalam membentuk citra diri mereka. Tujuan dari penelitian ini adalah untuk memahami bagaimana Generasi Z menggunakan karakteristik media sosial dalam membangun dan mengelola personal branding mereka. Metode penelitian yang digunakan adalah kualitatif dengan mengumpulkan data melalui wawancara mendalam dengan lima key informan yang mewakili berbagai karakteristik Generasi Z.

Hasil penelitian ini menunjukkan bahwa Generasi Z mengintegrasikan karakteristik media sosial, seperti pendekatan visual, multitasking, dan kewirausahaan, dalam strategi personal branding mereka. Mereka cenderung memanfaatkan platform media sosial untuk membangun citra pribadi yang autentik dan inklusif, serta terlibat dalam aktivisme sosial dan pengembangan diri. Dampak dari karakteristik media sosial ini juga menginformasikan tentang cara mereka memilih platform yang sesuai dan menyesuaikan konten yang mereka hasilkan. Kata kunci: Generasi Z, personal branding, media sosial, karakteristik, strategi branding.

Kata Kunci : Generasi Z, Personal Branding, Media Sosial, Strategi Branding



Mercu Buana University
Faculty of Communication Sciences
Communication Science Study Program

Chika Ainur Rembulan

44219110132

Typical Personal Branding for Generation Z in Indonesia Based on Social Media

ABSTRACT

This research explores the personal branding of Generation Z in Indonesia based on the characteristics of social media. Generation Z is a group that grew up in an era of fast-paced digital technology, where social media plays a central role in shaping their self-image. The purpose of this study is to understand how Generation Z uses the characteristics of social media in building and managing their personal branding. The research method used is qualitative by collecting data through in-depth interviews with five key informants representing various characteristics of Generation Z.

The results of this study indicate that Generation Z integrates the characteristics of social media, such as a visual approach, multitasking, and entrepreneurship, in their personal branding strategy. They tend to utilize social media platforms to build an authentic and inclusive personal image, and engage in social activism and self-development. The impact of these social media characteristics also informs how they choose the appropriate platform and customize the content they produce.

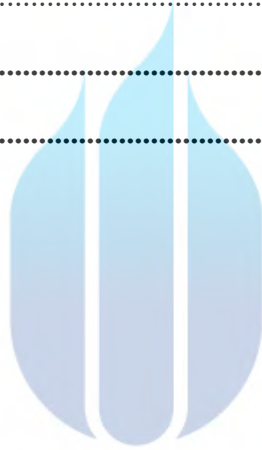
Keywords : *Generation Z, Personal Branding, Social Media, Typification, Branding Strategy*

LIST OF CONTENTS

TITLE PAGE	i
OWN WORK STATEMENT PAGE	ii
THESIS ASSEMBLY APPROVAL SHEET	iii
FOREWORD	iv
STATING APPROVAL FOR PUBLICATION OF FINAL ASSIGNMENT FOR ACADEMIC PURPOSES	vi
ABSTRAK	vii
ABSTRACT	viii
LIST OF CONTENTS	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
CHAPTER I	1
INTRODUCTION	1
1.1 Background	1
1.2 Research Focus.....	8
1.3 Research Objectives	8
1.4 Benefits of Research	9
1.4.1 Theoretical/Academic Benefits	9
1.4.2 Practical Benefits	9
1.4.3 Social Benefits	9
CHAPTER II	10
LITERATURE REVIEW	10

2.1. Previous Research	10
2.2. Theoretical study	18
2.2.1 Social Construction Theory or Social Construction of Technology (SCOT).....	18
2.2.2 Typification	21
2.2.3 Generation Z.....	23
2.2.4 Social Media.....	26
2.3. Framework of Thinking	28
CHAPTER III	29
RESEARCH METHODOLOGY	29
4.1 Research Paradigm	29
4.2 Research Methods	30
4.3 Research Subjects	31
4.4 Concept Definition	36
4.5 Data Collection Technique	36
4.6 Data Analysis Techniques	38
3.7 Data Analysis Process	39
CHAPTER IV	41
RESULTS AND DISCUSSION	41
4.1 General Description of Research Objects	41
4.2 Research Results	47
4.2.1 Research Questions on Informants' Perceptions of Gen Z Characteristics	47
4.2.2 Data Analysis Results	58
4.3 Discussion	61

4.3.1 Different Social Media Platform Strategies	61
4.3.2 The Influence of Personal Values and Identity in Personal Branding .	62
4.3.3 The Role of Social Media in Achieving Personal Branding Goals.....	64
4.3.4 Impact on Personal Branding Strategy in the Digital Era	66
CHAPTER V	69
CLOSING	69
5.1 Conclusion	69
5.2 Suggestions	70
BIBLIOGRAPHY	71
ATTACHMENT.....	77



UNIVERSITAS
MERCU BUANA

LIST OF TABLES

Table 1.1 Social Media Platforms	7
Table 2.1 Previous Research	15
Table 4.1 Typical Sources	55



LIST OF FIGURES

Figure 1.1 Most downloaded applications	5
Figure 1.2 Number of Social Media Users.....	6
Figure 2.1 Framework of Thinking	31

