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Personal Branding Luhut Binsar Pandjaitan (Analisis Isi Kuantitatif melalui Portal Berita Online Kompas.com, Detik.com, Tempo.co, Tribun Network, dan Pikiranrakyat.com, pada Kasus Keterlibatan Bisnis *PCR Test* Periode November 2021)

Bibliography : 5 Bab 260 Halaman + 16 Buku + 15 Jurnal + 9 *Website*

ABSTRAK

Personal branding merupakan proses komunikasi yang dilakukan seseorang melalui hasil prestasi, keahlian, kepribadian, kemampuan, keunikan, dan bagaimana dari keseluruhan nilai-nilai tersebut dapat memberikan gambaran diri yang positif dimata khalayak luas. Penelitian ini bertujuan untuk menganalisa bagaimana *personal branding* Luhut Binsar Pandjaitan mengenai keterlibatan kasus *PCR Test* dalam pemberitaan portal berita *online* (Kompas.com, Detik.com, Tempo.co, Tribun Network, dan Pikiranrakyat.com).

Metode penelitian yang dilakukan adalah analisis isi dengan pendekatan analisis isi kuantitatif melalui paradigma penelitian kuantitatif deskriptif. Hasil penelitian dilakukan berdasarkan 8 (delapan) unsur pembentukan *personal branding*, yaitu: spesialisasi, kepemimpinan, kepribadian, perbedaan, *visibility*, kesatuan, keteguhan, dan nama baik. Kedelapan unsur tersebut diteliti melalui 5 (lima) portal berita online. Penelitian yang dilakukan mendapatkan hasil bahwa terdapat unsur-unsur *personal branding* dari cuplikan-cuplikan berita yang terbit pada lima portal berita *online* tersebut.

Kata Kunci: Personal Branding, Analisis Isi, Media

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Personal Branding of Luhut Binsar Pandjaitan (Quantitative Content Analysis through Online News Portals Kompas.com, Detik.com, Tempo.co, Tribun Network, and Pikiranrakyat.com, in the November 2021 PCR Test Business Involvement Case)

Bibliography : 5 Chapter 260 Page + 16 Book + 15 Journal + 9 Website



ABSTRACT

Personal branding is the communication process undertaken by an individual through achievements, skills, personality, abilities, uniqueness, and how these values collectively provide a positive self-image to the wider public. This study aims to analyze how Luhut Binsar Pandjaitan's Personal Branding is portrayed in the coverage of the PCR Test case by online news portals (Kompas.com, Detik.com, Tempo.co, Tribun Network, and Pikiranrakyat.com).

The research method used is content analysis with a quantitative content analysis approach within the paradigm is descriptive quantitative. The study is based on 8 (eight) elements of personal branding, namely: specialization, leadership, personality, differentiation, visibility, unity, perseverance, and reputation. These 8 (eight) elements were examined through the content of 5 (five) online news portals. The findings of the study reveal the presence of personal branding elements in the news excerpts published on these five online news portals.

Keywords: *Personal Branding, Content Analysis, Media*