

ABSRTAK

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Penelitian ini dilatar belakangi karna peneliti tertarik pada personal branding Naura Hakim. Karna sebelum menjadi selebgram seperti sekarang, Naura Hakim adalah seorang gadis sampul. Jadi peneliti ingin mengetahui bagaimana cara dia membranding dirinya di media sosial Instagramnya sehingga bisa besar seperti saat ini, dan banyak brand - brand besar dari Indonesia maupun luar negri yang ingin mengajaknya bekerjasama.

Pada penelitian ini, peneliti menggunakan teori Public Relations, Teori Fotografi, Teori Virtual Komunikasi, teori personal branding milik Montoya yang terdiri dari 8 konsep yaitu, spesialisasi, kepemimpinan, kepribadian, perbedaan, kenampakan, kesatuan, keteguhan dan nama baik. Lalu menggunakan teori selebgram, teori media sosial, teori Instagram, teori media sosial dan personal branding dan teori tahapan personal branding secara digital

Penelitian ini menggunakan pendekatan Kualitatif. Metode penelitian menggunakan metode kualitatif dan pendekatan deskriptif. Berdasarkan hasil penelitian yang dilakukan, dapat disimpulkan bahwa konsep spesialisasi yang diterapkan oleh Naura Hakim terletak pada gaya fotonya yang ikonik.

Hal ini membuatnya dikenal sebagai sosok selebgram dan model yang memiliki kepribadian yang baik. Naura Hakim juga memiliki konsistensi dalam membangun personal branding di media sosial, terutama di Instagram, yang membawa kesuksesan bagi dirinya. Selain itu, Naura Hakim juga berusaha membangun personal branding yang beretika dan bermoral dengan selalu menampilkan hal-hal positif dan menginspirasi. Hal ini menunjukkan konsep kesatuan yang dimilikinya.

Kata Kunci : *Media Sosial Instagram, Personal Branding, Naura Hakim*

ABSTRACT

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Title of Thesis Report: Personal Branding Strategy for Celebgram Account @naura21
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The background to this research was because researchers were interested in Naura Hakim's personal branding. Because before becoming a celebrity like now, Naura Hakim was a cover girl. So researchers want to know how he brands himself on his Instagram social media so that it can be as big as it is today, and many big brands from Indonesia and abroad want to invite him to collaborate.

In this research, researchers used Public Relations theory, Photography Theory, Virtual Communication Theory, Montoya's personal branding theory which consists of 8 concepts, namely, specialization, leadership, personality, difference, appearance, unity, steadfastness and good name. Then use celebrity theory, social media theory, Instagram theory, social media and personal branding theory and digital personal branding stage theory

This research uses a qualitative approach. The research method uses qualitative methods and a descriptive approach. Based on the results of the research conducted, it can be concluded that the concept of specialization applied by Naura Hakim lies in her iconic photo style.

This makes him known as a celebrity and model who has a good personality. Naura Hakim also has consistency in building personal branding on social media, especially on Instagram, which has brought her success. Apart from that, Naura Hakim also tries to build an ethical and moral personal branding by always displaying positive and inspiring things. This shows the concept of unity it has.

Keywords: *Instagram Social Media, Personal Branding, Naura Hakim*