

## ABSTRAK

### **Arief Fadhila Kurniawan: *Personal Branding Beauty Content Creator* Fani Rahmawati Pada Media Sosial (Analisis Deskriptif Kualitatif Akun Instagram @fanirahm)**

*Personal branding* merupakan sebuah fenomena yang menarik banyak orang untuk membangun dan mengelolanya, terlebih di era digital. *Personal branding* tumbuh menjadi sebuah praktik yang populer berkat kemampuannya bagi karir seseorang untuk mengungguli para kompetitor. *Content creator* menjadi salah satu profesi yang mendapatkan keuntungan dari sebuah *personal branding* yang baik. Fani Rahmawati merupakan seorang *beauty content creator* yang mampu untuk membangun dan mengelola *personal branding* dengan baik melalui akun media sosial Instagramnya.

Penelitian ini memiliki tujuan untuk mengetahui keotentikan dari *personal branding* Fani Rahmawati di media sosial dengan menggunakan model *authentic personal branding* karya Hubert Rampesad, yang terdiri dari sebelas poin sebagai berikut: 1. Keotentikan; 2. Integritas; 3. Konsistensi; 4. Spesialisasi; 5. Otoritas; 6. Kekhasan; 7. Relevansi; 8. Visibilitas; 9. Kegigihan; 10. Niat baik; dan 11. Kinerja.

Penelitian ini menggunakan paradigma konstruktivisme dengan metode deskriptif kualitatif. Data yang didapat terbagi menjadi data primer dan data sekunder, dengan tiga macam teknik pengumpulan data, yaitu wawancara mendalam, observasi, serta pengambilan dokumentasi.

Hasil penelitian menunjukkan bahwa *personal branding* Fani Rahmawati sebagai seorang *beauty content creator* memenuhi kriteria sebelas model *authentic personal branding*, yaitu; 1. Keotentikan: Fani Rahmawati menampilkan karakter asli yang ceria, santai dan dapat mempengaruhi sekitar pada penampilannya di Instagram; 2. Kekhasan: kekhasan Fani Rahmawati pada kulit sawo matang dan gaya bicaranya berlogat Sunda; 3. Spesialisasi: Fani Rahmawati memiliki keahlian sebagai *content creator* dan keahliannya dalam bidang kecantikan; 4. Relevansi: Gaya konten Fani Rahmawati menyesuaikan kepada audien; 5. Kegigihan: Fani Rahmawati dapat melewati tantangan dan rintangan yang ia hadapi sebagai *content creator*; 6. Niat baik: Niat Fani Rahmawati mengirim informasi bermanfaat dan niat membangun hubungan yang baik dengan audien; 7. Konsistensi: Fani Rahmawati konsisten dalam mengunggah konten dan konsisten pada tema konten; 8. Visibilitas: Kejelian Fani Rahmawati memanfaatkan tren; 9. Otoritas: Fani Rahmawati diakui oleh pengikut dan klien; 10. Integritas: Fani Rahmawati berpegang kepada moral yang ia tetapkan; 11. Kinerja: Fani Rahmawati memberikan komitmen penuh serta totalitas sebagai *content creator*.

**Kata kunci : *Personal Branding, Instagram, Beauty Content Creator, Fani Rahmawati***

## ABSTRACT

**Arief Fadhila Kurniawan: Personal Branding of Beauty Content Creator Fani Rahmawati on Social Media (Qualitative Descriptive Analysis of Instagram account @fanirahm)**

*Personal branding is a phenomenon that attract a lot of people to establish and maintain it, especially in this digital era. Personal brandi has growth to become a popular practice because of it's abilities for a person to make a lead from the competition in their career. Content creator is one of the profession that got the benefit of a good personal branding. Fani Rahmawati is a beauty content creator that is able to establish and maintain a good personal branding through her Instagram account.*

*This research aims to find out about the authenticity of Fani Rahmawati's personal branding in the social media using the authentic personal branding model by Hubert Rampesad, that consisting of the following points: 1. Authenticity; 2. Integrity; 3. Consistency; 4. Specialization; 5. Authority; 6. Distinctiveness; 7. Relevant; 8. Visibility; 9. Persistence; 10. Goodwill; and 11. Performance.*

*This research was conducted using the constructivism paradigm and a qualitative descriptive method. The obtained data was separated into a primary data and secondary data and was collected using the deep interview, observation, and documentation techniques.*

*The results showing that the personal branding of Fani Rahmawati as a beauty content creator has all the criteria of the authentic personal branding, as follows: 1. Authenticity: Fani Rahmawati is not imitating or trying to become someone else in Instagram; 2. Distinctive: Fani has a distinctive darker skin color for a beauty content creator and she has a unique semi-Sundanese accent; 3. Specialization: Fani's specialization as a content creator and her specialization in a beauties field; 4. Relevant: Fani's content has been regularly adjusting to the trends; 5. Persistence: Fani Rahmawati is able to pass all the obstacle and challenge as a content creator; 6. Goodwill: Fani's intention to spread a useful information in her content and the way she build a good relationship with her audiences; 7. Consistency: The consistency of Fani's schedule in uploading a content and her consistency of her main theme of content; 8. Visibility: the ability of Fani to see a trend and established a relationship with her audiences; 9. Authority: Fani Rahmawati specialization has been recognize by her audiences and her client; 10. Integrity: Fani has a moral code of avoid spreading a negative influence to her audiences, and she kept that code; 11. Performance: Fani has a commitment and her totality as a beauty content creator. All of those point is enough to make Fani's personal branding is an authentic personal branding.*

**Key Words : Personal Branding, Instagram, Beauty Content Creator, Fani Rahmawati**