

ABSTRACT

This research discusses the Personal Branding used by Selebtwit @andihiyat on his Twitter social media. The author feels attracted to the theme of using Twitter social media to build Personal Branding because the process of forming Personal Branding through Twitter is effective because one can enter into a vast virtual community network to introduce who he is and form a self-image as an effort in creating Personal Branding.

The purpose of this research is to know the Personal Branding of Selebtwit @andihiyat using Authentic Personal Branding Criteria. Using descriptive qualitative methods by conducting in-depth interviews with key informants and supporting informants about Personal Branding and Observation and documentation. Personal Branding strategy analysis in this study uses the Personal Branding theory of Rampersad which consists of authenticity, integrity, consistency, specialization, authority, relevance, visibility, distinctiveness, persistence, goodwill, and performance.

In the Authenticity of @andihiyat, the value shown by @andihiyat is in the form of packaging content with regard to diction and rhyme and affixing humor. The character content he has is packing a proverb into humor as stated on his Twitter bio. @andihiyat wants to be known as a celebrity who becomes himself and the content that is created can voice the hearts of his followers. The consistency of an @andihiyat is done by uploading content with love and not rigid themes. The specialization that @andihiyat has is identical to the appearance of the long profile photo and wearing glasses, while the specialization of the content that @andihiyat has is to package proverbs into humor. @andihiyat is known as an experienced person because he was once invited as a public speaker to the #RameDiTwitter event.

There is a difference in the content @andihiyat, namely the proverbial packaging into humor and tuck in love. @andihiyat produces Relevant content related to the feelings of Twitter social media users. So that followers are aware of the content and characteristics they have @andihiyat embed tweets on their Twitter profile. @andihiyat is known for social campaigns by using hashtags. Persistence @andihiyat can be seen from the creation of content for 1-3 days for better content results. @andihiyat maintain a relationship with their followers by positioning themselves as friends. The thing he did was by replying to replays, direct messages, and follow backs. @andihiyat always evaluates his work by doing research.

KEYWORDS: Personal Branding, Selebtwit, Twitter, New Media.

