

ABSTRACT

This study aims to analyze audience reception of the personal branding of the character Emily Cooper as a digital marketer in the first season of the Emily in Paris series. Using a qualitative approach, this research applies Stuart Hall's reception theory and Peter Montoya's concept of personal branding, which includes four key elements: specialization, leadership, distinctiveness, and visibility. Data were collected through in-depth interviews with ten Public Relations students from Telkom University who had watched the series. The findings reveal that most informants occupy the dominant and negotiated decoding positions, indicating that they generally accept the meaning behind Emily's personal branding as a digital marketer, though some interpret it through personal experiences or critical perspectives. Informants recognized Emily's effective use of digital platforms especially social media to build a professional image. However, some also questioned the idealized portrayal of success within the show. These results highlight that fictional representations of personal branding can be interpreted in varied ways depending on viewers' backgrounds and contexts. This study contributes to the discourse on personal branding in media and audience reception of professional portrayals in entertainment content.

Keywords: Digital marketer, Emily Cooper, personal branding, reception analysis
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