Jenda Munthe's Personal Branding Power on Instagram Content #Tanyajawabjenda for Content Creator Career Development

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Abstract

This study describes how the concept of personal branding content creator Jenda Munthe is constructed through the #tanyajawabJenda content on his Instagram account. The results of this study will provide an understanding of the construction of personal branding in Instagram social media content, through case studies conducted on efforts to establish personal branding content creator Jenda Munthe. From the results of the analysis conducted using eight personal branding concepts from Montoya & Vendehey (2002) in this study, proves that Jenda Munthe has succeeded in building his personal branding well, fulfilling the eight concepts. Of the eight concepts, Jenda Munthe's personal branding is most strongly supported by the concept of The law of specialization, The law of unity, The law of persistence and The law of goodwill. These four concepts make Jenda Munthe's personal branding through the content of #tanyajawabJenda, known as an angry content creator with a regional Batak accent, easily accepted by Instagram social media users. Jenda Munthe's personal branding through his Instagram content has finally opened up new career opportunities for Jenda Munthe as a content creator who previously worked as a Criminology Journalist. The phenomenon that occurred in Jenda Munthe provides a reality finding that to become a content creator, a personal branding concept is needed through content on a media, such as Instagram social media. This research uses qualitative research methods, with the type of case study research and qualitative descriptive research type.

Keywords: Personal Branding; Instagram; Content Creator

Introduction

Everyone can become a content creator, but not everyone can make content creator as a profession. *Content creator* can be interpreted as someone who makes money by creating content, whether in the form of writing, images, videos, sound or a combination of these contents to be created on an online platform, can be poured into social media, blogs, websites and other online or digital media (Kurniawan & Gabriella, 2020).

Jenda Munthe or Jenda Mc'Lover is one person who has succeeded in turning content creator into a profession. Jenda Munthe's success in turning content creator into a profession is due to his success in doing personal branding through the #tanyajawabJenda content on his Instagram social media.

Content creator who used to work as a crime journalist, decided to focus on his career as a full-time content creator right in the middle of 2020. Starting during the PSBB period in 2020, at that time this UKI Journalism graduate, had to do his job as an online media journalist from home. Meanwhile, activities as a content creator, which was still a part-time job at that time, were eventually affected. Until finally, this man, who is an only child, decided to create a short video content with the concept of question and answer or Q n A #tanyajawabJenda on his Instagram social media.

The video, which was first released on his Instagram account @jendamclover in May 2020, highlights the element of anger, as well as a regional accent eventually creates a sense of humor or comedy. Interestingly, the video that was made on Instagram stories and then uploaded to the old Instagram feed turned out to have attracted a lot of public attention and watched by many people.

VIDEO	SOCIAL MEDIA CONTENT	YEAR	VIEWERS
	Q n A content #tanyajawabJenda INSTAGRAM	2020	761,783 views

Table 1. Number of Viewers of Instagram Content #tanyajawabJenda
Source: Instagram @jendamclover
https://www.instagram.com/jendamclover/?hl=id

Jenda's angry reaction in his content, was a spontaneous reaction when answering netizens' questions that were ridiculous and reckless. Unexpectedly, Jenda Munthe's angry actions became a personal brand for his as a content creator who is quick to anger or grumpy. Through the video content Q n A #tanyajawabJenda, Jenda Munthe managed to do personal branding as a non-celebrity content creator at that time. Until finally Jenda's personal branding managed to boost her popularity, career and income to date. Jenda Munthe has succeeded in doing personal branding on her social media so uniquely through his content and proves that personal branding is one of the important points for one's career success.
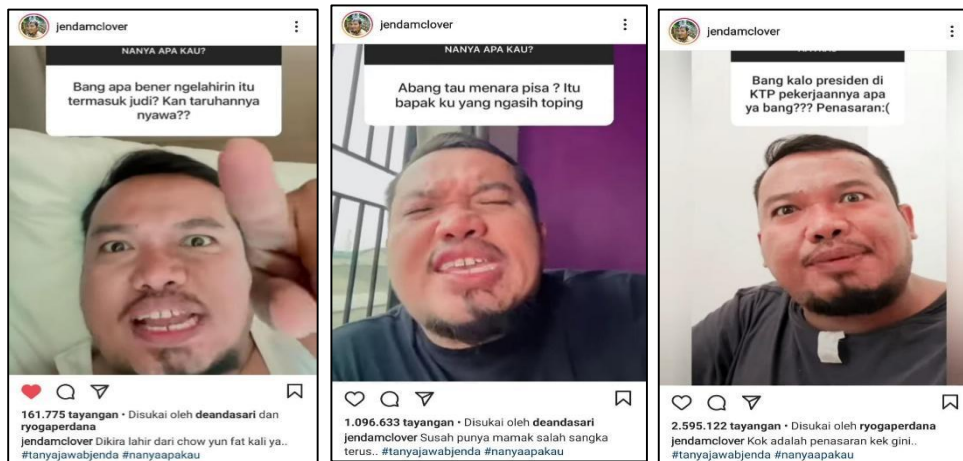

Figure 1. Q n A content #tanyajawabJenda on the Instagram account @jendamclover
Source: Instagram @jendamclover
https://www.instagram.com/jendamclover/?hl=id

ACCOUNT	SOCIAL MEDIA	YEAR	FOLLOWERS/ SUBSCRIBERS
	INSTAGRAM	July 2021	1.2 million followers

Table 2. Number of Instagram Followers Jenda Munthe July 2021
Source: Instagram @jendamclover
https://www.instagram.com/jendamclover/?hl=id

The content creator profession is growing, along with the increasing use of social media in modern society. This is evidenced by the increasing number of social media users in Indonesia in data released by marketing agency We Are Social and social media management Hootsuite. The report, entitled Digital 2021: The Latest Insights Into The State of Digital, shows that throughout 2020, out of a total of 274.9 million people in Indonesia, 170 million of whom are actively using social media. This proves that the penetration rate of social media in Indonesia reaches around 61.8 percent ("The Latest Insights Into The State of Digital (We Are Social)", nd).
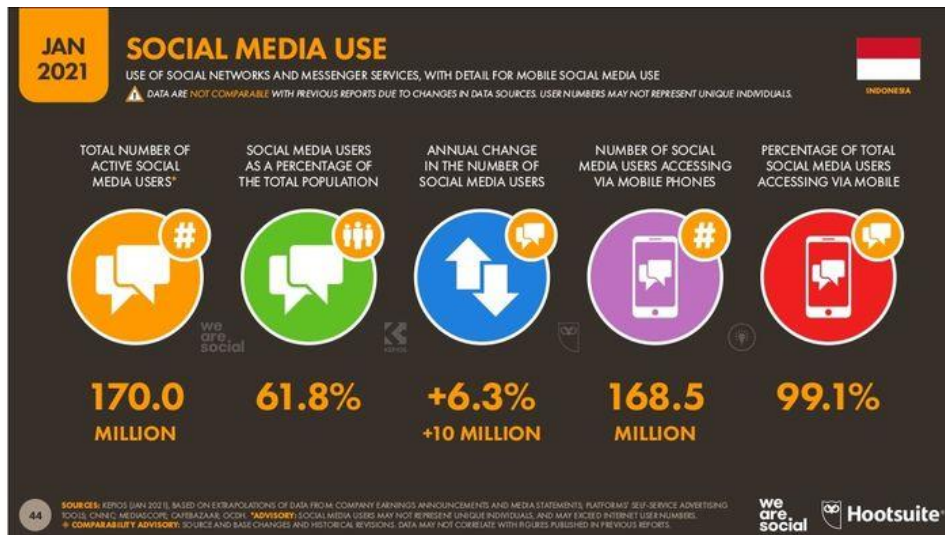

Figure 3. Data on Social Media Usage in Indonesia 2020
Source : https://wearesocial.com/digital-2021

Furthermore, the report states that there are the top five most widely used social media in Indonesia, namely Youtube, WhatsApp, Facebook, Instagram and Twitter ("The Latest Insights Into The State of Digital (We Are Social)", nd). The first position is occupied by Youtube reaching 88%, followed by the WhatsApp application at 84%, Facebook at 82%, Instagram at 79% and Twitter at 56% ("The Latest Insights Into The State of Digital (We Are Social)", nd). The high number of social media usage is certainly

an opportunity for the success of the content creator profession in Indonesia, which requires content publication through social media.
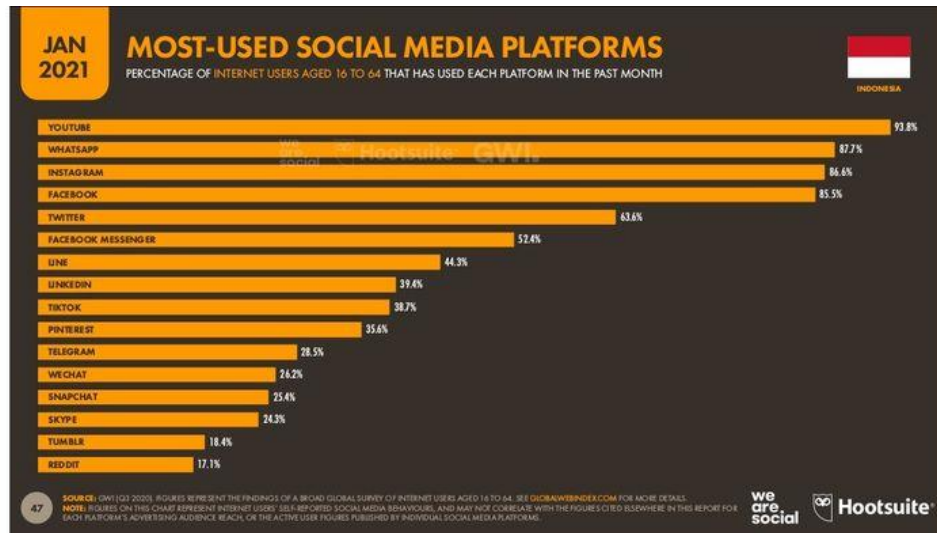

Figure 4. Most Accessed Social Media Data in Indonesia 2020
Source : https://wearesocial.com/digital-2021

Social Media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds. So social means cognition (introduction), communication (communication), and cooperation (co-operation) (Nasrullah, 2015).

Seeing these understandings, it can be concluded that a content creator does need social media as a place to share content, represent himself in the form of personal branding, interact to collaborate and can make money. In the process of self-representation, a content creator needs uniqueness or characteristics as personal branding. However, to be able to manage the personal brand requires a process and concept. As stated by Montoya & Vendehey (2002).

Research on personal branding on Instagram is reviewed in the journal article Personal Branding in Celebrity Communication (A Case Study of Abang None Jakarta Alumni Personal Branding on Social Media "Instagram"). This study concludes that the three research subjects who are celebrities, claim to be quite consistent in managing their personal branding on Instagram. The personal branding shown on the three Instagrams is considered sufficient to describe their original character. The three research subjects, namely Maudy Koenadi, Bangpen, and Shabina Gianti, as former brothers from Jakarta, realized that with the function and workings of Instagram, the personal branding process could be carried out. (Levansyah & Sadono, 2018).

The choice of Instagram in this study is corroborated by the findings of research on the use of personal branding on Instagram. The results of research in a journal article belonging to Udenze (2019), entitled A Netnographic of Personal Branding on Instagram, revealed that Instagram is useful in developing personal branding and Instagram is useful for users to develop their careers as entrepreneurs (Udenze, 2019). Personal branding to supporting one's career success is also reviewed in an international journal article entitled The Power of Personal Branding written by Prof. Avinash Pawar (2016). The article explains that personal branding opens up better opportunities, better jobs, better relationships, better industry recognition.

Research on the use of social media in the construction of personal branding is also reviewed in a journal article entitled Social Media and Personal Branding of Gospel Musicians in Kenya, by Ochieng, Ndeta and Ndavula (2020). The results of the study show that social media platforms can be used in various ways including goals related to personal branding (Ochieng, Ndeta & Ndavula, 2020). Both of these things are in line with the reality that occurs in this study, namely Jenda Munthe's personal branding occurs in his Instagram social media account.

Research on Jenda Munthe's personal branding has never been done before. This research will describe how the process of forming Jenda Munthe's personal branding in his Instagram content #tanyajawabJenda. Academically, this research can provide understanding and elaboration of knowledge in the study of communication about personal branding content creators in social media content. Practically speaking, along with the development of social media which continues to give birth to many new professions such as content creators, this research can provide an understanding of the process of forming personal branding needed by a content creator.

Personal Branding

Definition and Functions of Personal Branding

Montoya & Vendehey (2002) in their book The Phenomenon of Personal state that every individual has a personal brand within him. It is further explained that a personal brand isa public projection of certain aspects of a person's personality, skills or values that stimulates an appropriate and meaningful perception in his audience of those values and the qualities that person stands for (Montoya & Vendehey, 2002).

To manage a person's personal brand requires a process or method called Personal branding. Personal branding is not a way of pretending or not being authentic, nor is it manipulative. It is further explained that personal branding is about creating an individual's external identity as a business project(Montoya & Vendehey, 2002). Personal branding is about exploring the attributes that a person possesses such as strengths, skills and passions or passions that are used to stand out from others. (Arruda & Dixson, 2007). In line with that statement, in a scientific article entitled The Power of Personal Branding also mentions that:

[P]personal branding is the act of individuals promoting themselves and their vocations as brands (Pawar, 2019).

Chintya Johnson (2018) in the book Platform: The Art and Science of Personal Branding, states:

[P]personal branding is about being yourself out loud. When we are truly ourselves, we contradict the norms, confuse people, intrigue them, and shift their thinking by shifting their perspectives (Johnson, 2018).

These understandings emphasize that personal branding is about how a person promotes himself as he is, so that he can change the thoughts and perspectives of others towards him. This understanding is commensurate with the findings of the reality of this study which sees the research subject, Jenda Munthe, doing his personal branding as it is through his Instagram content #tanyajwabJenda.

According to the statement of Pawar (2019), which states that by building a good personal brand, it can open up professional opportunities for an individual for a better future. Like:

1. Better job
2. Better relationship
3. Industry recognition
4. More opportunities
5. Better career growth

So this is in accordance with the reality findings in this study, which sees that the personal branding that Jenda Munthe does as it is through his Instagram content, provides better professional opportunities in his work as a content creator.

From all the explanations regarding personal branding above, the researcher concludes that personal branding is a concept to display or promote individual identities or characteristics as they are so that they can change the thoughts and perspectives of others for a positive self-image and ultimately bring benefits. form of trust as well as professional opportunities.

Personal Branding Concept

There are eight concepts that form the basis for forming personal branding according to Montoya & Vendehey (2002), which are as follows:

1. **The law of specialization**. Great personal branding is characterized by precision in a specialty, concentrated on a particular strength, skill or achievement. Specialization can be done in several ways, namely: ability, behavior, lifestyle, mission, product, profession, and service.

   a. Ability – for example a strategic vision and good starting principles
   b. Behavior – e.g. leadership skills, generosity, or the ability to listen
   c. Lifestyle – for example living on a boat (not at home like most people), traveling long distances by bicycle
   d. Mission – for example by seeing others beyond their own perception
   e. Product – for example a futurist who creates an amazing workplace
   f. Profession - e.g. a leadership coach who is also a psychotherapist
   g. Service – for example a consultant working as a non-executive director

2. **The law of leadership**. Personal branding that is equipped with power and credibility can position a person as a perfect leader.
3. **The law of personality**. Great personal branding must be based on a persona who is who he is and with all his imperfections. This concept emphasizes that a person must have a good personality but does not have to be perfect. So that this concept can eliminate some of the pressures that exist on the concept of leadership (The law of leadership).
4. **The law of distinctiveness**. Good and effective personal branding needs to be displayed in a differently.
5. **The law of visibility**. The essence of this concept emphasizes that personal branding must be seen consistently continuously, until someone's personal brand is visible. To be visible, a person needs to promote himself, market himself at every opportunity.
6. **The law of unity**. This concept emphasizes that a person's personal life behind his personal branding must be in line with the moral ethics and attitudes that have been determined on his personal brand.
7. **The law of persistence**. Every personal brand takes time to grow, and as the process goes on, it's important to pay attention to each step of the way.
8. **The law of goodwill**. If you want personal branding to give better and lasting results, then one must be associated with a value or idea that is generally recognized as positive and useful. (Montoya & Vendehey, 2002)

In this study, researchers will use these eight personal branding concepts to analyze the object of research, namely personal branding at Jenda Munthe. The eight concepts will be a reference in interviews and observations of researchers on data sources. Through this concept, the researcher wants to know how the personal branding process occurs through the #tanyajawabJenda content in the content creator Jenda Munthe's Instagram account.

Instagram Social Media

Social media is defined by Mandibergh (2012) as media that accommodate collaboration between users who produce content (user-generated content). Accordingly, in a journal article entitled Users of The World, Unite! The Challenges and Opportunities of Social Media (2010), social media is also defined as follows:

"[S]ocial Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan & Heinlein, 2010).

These statements emphasize that social media which is an internet-based media requires users who produce content.

Both of these are criteria that are also contained in Instagram social media accounts. Initially, Instagram was first released on October 6, 2010, as a social media for sharing photos. However, the current Instagram feature has developed not only to share photo content, but also videos, either in a short format through the Instagram story feature or in a longer format via IG TV or Instagram TV.

The usefulness of social media is also explained by Nasrullah (2015), which states that social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds (Nasrullah, 2015). The researcher concludes that the statement emphasizes that social media is useful for building personal branding, interaction, sharing content and generating income-generating partnerships.

Various types of social media are also described by Kaplan & Heinlen (2010), one of the types of social media mentioned by them is Content Communities. According to them, the main goal in the Content Communities type of social media is to share content among its users (Kaplan & Heinlen, 2010).

Instagram is a social media platform that is included in the category of Social Media Media Sharing and Content Communities. Because in its use Instagram users will share the content in it. In connection with this research, Jenda Munthe uses Instagram to create and share content that contains his personal branding information to support his career as a content creator.

This is also in accordance with the following statement which explains that in forming personal branding a platform is needed, namely social media:

[S]ocial media plays a very important role in the creation of personal brand. You can have a good access with the help of online tools like Facebook, LinkedIn, Twitter and Pinterest, etc (Pawar, 2019).

In line with that, Luik (2011) also explains that the presence of social media provides a wide space, namely increasing variety and creativity in self-presentation and social media users construct identity through self-presentation to achieve their communication goals. It was explained that the self-presentation in question was self-promotion. The researcher concludes that the context is in line with this study where Jenda Munthe's personal branding is carried out on Instagram as a social media.

An international journal article entitled *A Netnographic of Personal Branding on Instagram*, revealed that Instagram is useful in developing personal branding and Instagram is useful for users to develop their careers as entrepreneurs (Udenze, 2019). Research on the use of social media in the construction of personal branding is also reviewed in a journal article entitled Social Media and Personal Branding of Gospel Musicians in Kenya, by Agnes, Winnie and John (2020). The results of the study show that social media platforms can be used in various ways including goals related to personal branding (Agnes, Winnie & John, 2020).

Content Creator

The phenomenon of content creators grows along with the development of digital media technology and social media users which are the implementation of new media. In simple terms, quoted from the article

The Process Behind Creative Content released by Fikom, Padjadjaran University Bandung (2021), explains that *content creator* can be interpreted as a person who creates content. The content they create is distributed to various available social media platforms, such as YouTube, Instagram, or Facebook. The purpose can also be for education or just entertainment. It is further explained that there are several aspects needed to become a content creator, namely Content, Target Audience & Platform, Personal Branding, and Monetization ("The Process Behind Creative Content (UNPAD)", nd).

Kurniawan and Gabriella (2020) in their research journal article entitled Personal Branding as a Commodification of Content on Rachmawati Kekeyi Cantika Putri's Youtube Account explained that *Content creator* can be interpreted as someone who makes money by creating content, whether in the form of writing, images, videos, sound or a combination of these contents to be created on an online platform, can be poured into social media, blogs, websites and other online or digital media. (Kurniawan & Gabriella, 2020).

In line with that statement, Mukhlisiana (2019) in the research journal article entitled Urban Youngster Personal Branding Through Instagram explained that :

[P]ersonal Branding is an effort that people make to look different, unique and have distinctive characteristics. The digital era is a challenge that gives everyone the opportunity to use certain social media to make personal branding efforts. Managing Instagram content is something that needs to be considered in personal branding (Mukhlisiana, 2019).

The researcher agrees with those statements and concludes that a content creator is someone who uses their content on social media to manage their personal branding and makes money from it.

An article entitled Motive, Meaning and Social Action of Youtube Content Creators in Indonesia (2018), revealing the results of the study that there are eleven motives owned by a content creator when creating content, namely motive to kill time, sharing motives, video addicts motives, platform change motives, portfolio spread motives, inspired motives, influencing motives, self-expression motives, self-existence motives, business and future motives, business promotion motives. Furthermore, the eleven motifs are further classified into 3 major motives, namely personal use motives, social motives, and commercial motives (Hamid U, Mulyana & Regina, 2018).

Even though in this study the social media being reviewed was Youtube, but the concept of working *content creators* on Youtube and Instagram remains the same, namely producing content on social media. So the researcher concludes that the results of the study are relevant to what content creators do on Instagram. In relation about the subject of this research, namely the content creator Jenda Munthe, of the eleven motives, several motifs are also owned by Jenda Munthe through the content he makes on Instagram, namely self-expression motives, business and future motives and self-promotion motives. Likewise, in the last three classifications of motifs, all three are motifs that are in accordance with Jenda Munthe.

Research Methodology

The paradigm in this research is the constructivist paradigm, where the reality of research is in the subjective world, namely what is perceived by individuals. Reality is a social construction and the truth of reality is relative, applies according to a specific context that is considered relevant by social actors (Kriyanto, 2006).

The research methodology used is qualitative. According to Creswell (2016), qualitative research is a type of research that explores and understands meaning in a number of individuals or groups of people originating from social problems. Kriyanto (2006) explains that in qualitative methodology, the action of researchers or researchers in research is when data collection will focus on exploring the meaning of individuals by digging deep data in a dialogical way, such as exploring motives and contexts. socio-cultural-psychological-economic background of the individual answers being researched, so it's not just surface data (spoken answers only). The data were analyzed by dialogue with various meanings so that general conclusion can be drawn.

This research uses the type of case study research. According to Stake (1995) in (Creswell, 2010) explained that the case study is a research strategy in which the researcher investigates carefully a program, event, activity, process, or group of individuals. Cases were limited by time and activity, and the researcher collected complete information using various time-based data collection procedures.

The case study used is an intrinsic case study. In this case study (Denzin & Lincoln, 2009), the author wants a better understanding of a particular case. The case that the author is referring to is Jenda Munthe's personal branding effort through his Instagram content #tanyajawabJenda. Jenda Munthe's content in the form of videos is an interesting case, because it has received a lot of attention from netizens who support his profession as a content creator. The content of Jenda Munthe became the unit of analysis observed by the researcher.

This type of research uses a qualitative description because it can provide a description of what is experienced by the object of research and produces descriptive data in the form of written words from the object being observed. Four data sources that can be used in case studies are documents, interviews, observation/participation, and physical artifacts (Wimmer & Dominick, 2011).

Based on the four data sources, the data collection techniques in this study used data sources derived from documents, interviews and observations. Documents collected and analyzed in the form of text, image or photo data, audio, and video related to Jenda Munthe's content from Instagram social media.

The results of interviews with Jenda Munthe and observations on the content of #tanyajawabJenda, are primary data. Meanwhile, documentation of several other online media contents is secondary data. Then the researcher triangulated the source of the overall data obtained, and analyzed it to get answers from the research objectives.

Result and Discussion

Based on the results of the analysis that the researchers did previously, in this section, the researchers will try to discuss the results of the subject of this research, namely Jenda Munthe obtained, as follows:

Content #tanyajawabJenda

This content is content on the @jendamclover Instagram account belonging to content creator Jenda Munthe. The content, which was created for the first time in May 2020, is question and answer content on the Insta Story channel or Jenda Munthe's Instagram story. The questions in this content are questions that Jenda's followers ask when Jenda opens a question and answer session. Then Jenda answered his followers' questions through videos on the Instagram story channel. The questions given to Jenda must have been silly, frivolous questions that provoked a spontaneous reaction of Jenda's angry emotions. This is what finally invites laughter and invites public attention so that the anger persona attached to Jenda becomes his personal brand through the content.

Personal Branding Jenda Munthe

The law of specialization

Great personal branding is characterized by precision in a specialty, concentrated on a particular strength, skill or achievement. Specialization can be done in several ways, namely: ability, behavior, lifestyle, mission, product, profession, and service.

In the concept of Specialization, Jenda Munthe's personal branding is constructed through product, behavior and profession.

Jenda produces the content product #tanyajawabJenda and then includes behavior elements in it. The element of behavior highlighted by Jenda is that he is always angry and emits a high-pitched intonation

and the regional accent of the Batak tribe, which is Jenda's area of origin, every time he responds to questions asked by netizens on the #tanyajawabJenda content.

This was also confirmed by Jenda who stated that the content of #tanyajawabJenda was special because of the personal brand of anger and the Bataknese accent. Jenda added that basically he was not a content creator who pioneered question and answer content on Instagram. However, the use of a grumpy personal brand that is also included with the original regional accent of Siantar, Medan makes the content of #tanyajawabJenda acceptable to netizens (personal communication, July 17, 2021).

Jenda's ability to package behavior in his product content cannot be separated from his expertise as a journalist. Jenda said that his work experience, as well as his educational background as a journalist were very helpful in the production of #tanyajawabJenda content. Jenda added that he did some journalistic concepts before releasing the content. Some of the journalistic concepts are observation, choice of word diction and content script writing (personal communication, July 17, 2021).

The law of leadership

Personal branding that is equipped with power and credibility can position a person as a perfect leader.

In the concept of Leadership, Jenda Munthe's personal branding, which is constructed through the content of #tanyajawabJenda, can be seen through the high enthusiasm of Jenda's Instagram account followers every time he posts a question and answer column on his Instagram story.

In every question and answer session that Jenda opens on his Instagram story, Jenda admits that he can generate hundreds to thousands of questions given to him by netizens. (personal communication, July 17, 2021). This also proves that the personal branding that Jenda has constructed in the #tanyajawabJenda content has fulfilled the concept of leadership it has succeeded in attracting the attention and participation of netizens because it is seen as credible in the eyes of netizens.

The law of personality

Great personal branding must be based on a persona who is who he is and with all his imperfections. This concept emphasizes that a person must have a good personality but does not have to be perfect. So that this concept can eliminate some of the pressures that exist on the concept of leadership (The law of leadership).

In the concept of Personality, Jenda Munthe's personal branding, which is constructed through the content of #tanyajawabJenda, can be seen in several ways. One of them is like Jenda's style as it is when recording his action. This can be seen from the style of his appearance in the clothes he wears. Jenda can appear as he is by wearing a singlet shirt, or a regular house shirt. Also from shooting locations that he often shows, anywhere, whether it's in the room in his house, in front of his door, or in the car.

In addition, based on the results of the researcher's observations during the interview session with Jenda Munthe, researchers can feel that Jenda is a personal figure who really is. He does not try to look like a person who is already very famous, but actually positions himself as a content creator who tries to create many works. Jenda admitted that what he did could not be separated from the support of netizens. Jenda admits that the content he creates does not always get praise from netizens, but Jenda still appreciates whatever comments he gets. Therefore, every time he finishes uploading content on his Instagram, Jenda prepares a special time of one hour just to reply to every comment he receives, be it praise or criticism (personal communication, July 17, 2021).

Figure 5. The appearance of Jenda Munthe as it is in the content of #tanyajawabJenda
Source: Instagram @jendamclover
https://www.instagram.com/jendamclover/?hl=id

The law of distinctiveness

Good and effective personal branding needs to be displayed in a differently.

In the concept of Difference, Jenda Munthe's personal branding, which is constructed through the content of #tanyajawabJenda, can be seen through the concept of the content itself. The concept of a question-and-answer session on Instagram is indeed commonly used by celebgrams. However, generally it is only a question and answer question about the curiosity of the celebgram followers about the life of the idol and not as permanent content on the Instagram account of the celebrity. In contrast to the #tanyajwabJenda content, Jenda Munthe has a question and answer session in his Instagram story, as permanent content by involving interactions between his followers who ask Jenda silly and frivolous questions and then provokes Jenda's angry emotional reaction when answering these questions. The content of #tanyajawabJenda is different because it has its own uniqueness, namely the interaction between his followers and Jenda, which highlights elements of anger, jargon with regional Batak accents and comedy in one content. The element of anger as well as the use of jargon with a regional accent is very strongly packaged in the content of #tanyajawabJenda. Jargons with regional accents that often appear in the content of #tanyajawabJenda are "My blood goes up, my sugar goes up", "ago yamang bursik ma ho", "Inang, inang". The use of elements of anger and regional accents is what eventually became the branding for Jenda Munthe as a content creator who is angry and comes from the Batak tribe. But not only that, in every content even though Jenda reacts with emotion, but the answers are given always seem very intelligent, as when he answers quite vulgar questions. Jenda also shows his intellectual background as a Criminology Journalist.

Personal brand what he displayed in the Questions and Answers content was indeed a spontaneous reaction at first because he responded to ridiculous and reckless questions from netizens. However, Jenda admitted that in the end, in the process of answering netizens' questions, he needed a good and correct answer technique. This is intended to be able to maintain the persona in the #tanyajawabJenda content. From hundreds to thousands of questions that come in, will be collected and then given the appropriate answer, so that Jenda's personal branding in the #tanyajawabJenda content can be formed and maintained (personal communication, July 17, 2021).

The law of visibility

The essence of this concept emphasizes that personal branding must be seen consistently continuously, until someone's personal brand is visible. To be visible, a person needs to promote himself, market himself at every opportunity.

In the Visible concept, Jenda Munthe's personal branding, which is constructed through the content of #tanyajawabJenda, can be seen through Jenda's consistency in conducting question and answer sessions in his Instagram story every day. Not only that, Jenda also uploaded the content on Jenda's Instagram feed page. This needs to be done because Instagram's default system on its story channel has a viewing time limit. So that when Jenda re-uploads the content of #tanyajawabJenda on his feed page, netizens who access Jenda's Instagram can see the content over and over again. The publication of Jenda Munthe's personal branding can also continue even though he is not uploading the content of #tanyajawabJenda.

Jenda stated that in one day he creates three to five pieces of content on his Instagram story. In addition, he also sets a certain concept for the format of his Instagram content. Namely, two videos on the story page and feed and one quote post on his Instagram feed page (personal communication, July 17, 2021).

Figure 6. #tanyajawabJenda content on Instagram stories and feeds
Source: Instagram @jendamclover
https://www.instagram.com/jendamclover/?hl=id

The law of unity

This concept emphasizes that a person's personal life behind his personal branding must be in line with the moral ethics and attitudes that have been determined on his personal brand.

In the concept of Unity, Jenda Munthe's personal branding, which is constructed through the content of #tanyajawabJenda, can be seen through posting the content that involves Jenda's close relatives, such as Jenda's friends and family. Based on the researcher's observations on these contents, Jenda looks brave and straightforward enough to answer his followers' questions in front of his relatives. This is enough to confirm that Jenda's action, which is often angry when he responds to questions from his followers, is not a fabrication and is indeed a reaction to what is inherent in his character and life.

Jenda admits that in everyday life, whether interacting with family or friends, he is used to speaking in a Batak tribal dialect and a fairly high tone of voice, as seen in the content of #tanyajawabJenda. However, this is often seen especially when he is angry or upset about something (personal communication, July 17, 2021).

Figure 7. #tanyajawabJenda content with family & relatives
Source: Instagram @jendamclover
https://www.instagram.com/jendamclover/?hl=id

The law of persistence

Every personal brand takes time to grow, and as the process goes on, it's important to pay attention to each step of the way.

In the concept of Keteguhan, Jenda Munthe's personal branding, which is constructed through the content of #tanyajawabJenda, can be seen in the postings of these contents that have been carried out from April 2020 until now in 2021. Jenda Munthe routinely creates #tanyajawabJenda content on his Instagram story page and then consistently uploads it on their Instagram feed page.

Not only that, Jenda also created a concept for the production of his Instagram content. That is, producing two videos of #tanyajawabJenda 's video content uploaded to the story and Instagram feed. This was done by Jenda because he realized that it was through this content that he managed to carry out personal branding to support his career as a full-time content creator since mid-2020 (personal communication, July 17, 2021).
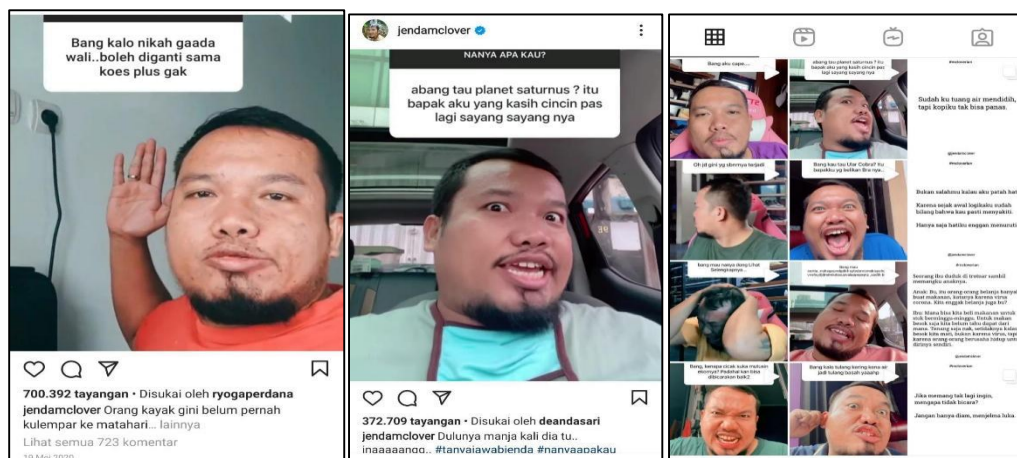

Figure 8. #tanyajawabJenda content from 2020 – 2021
Source: Instagram @jendamclover
https://www.instagram.com/jendamclover/?hl=id

The law of goodwill

If you want personal branding to give better and lasting results, then one must be associated with a value or idea that is generally recognized as positive and useful (Montoya & Vendehey, 2002).

In the concept of The law of goodwill, even though an angry personal brand is identical to him, the element of a good name is still visible in the personal branding that he has successfully constructed through the content of #tanyajawabJenda. Like when many parties entrust Jenda as a brand ambassador or endorsement.

One of them is when Jenda creates #tanyajawabJenda content and involves the National Narcotics Agency or BNN in it. Through this content, Jenda invites his followers and other audiences who visit his Instagram to stay away from drugs.

Figure 5. #tanyajawabJenda content for anti-drug promotions
Source: Instagram @jendamclover
https://www.instagram.com/jendamclover/?hl=id

Not only that, when Jenda gets vulgar questions from his followers, even though he still uploads the content, Jenda can smartly answer his followers question, without even uttering obscenities. This is very representative of Jenda's background as an intellectual who once worked as a Criminology Journalist. From the observations of the researchers through the video documentation of Jenda's interviews circulating on Youtube, it is very clear that Jenda can distinguish how to answer properly and correctly when he becomes a resource person. Researchers can see Jenda's intellectuality when he is provoked by the interviewer Deddy Corbuzier at the beginning of the interview who calls his name "Janda".

Not only that, in an interview with Cak Lontong on the "Wawancanda" event, the title of the video given is Jenda – A journalist. In the interview, Jenda also explained that his work experience as a journalist is very useful in his current job as a content creator. Because even though the content of #tanyajawabJenda is strong with Jenda's personal brand being angry and spontaneous, he still needs a collection of diction to be able to answer his followers' questions in a variety of ways.

The concept of a The law of goodwill in Jenda Munthe's personal branding construction in the content of #tanyajawabJenda was also shown by Jenda, by responding to comments from netizens. Jenda admitted that when he received insults or insults from netizens regarding the content of #tanyajawabJenda, he would actually try to build a positive discussion by asking for input or support from the netizens so that he could be even better at his work (personal communication, July 17, 2021).).

Figure 5. Jenda Munthe's interview with Deddy Corbuzier – Indonesia Celebrity
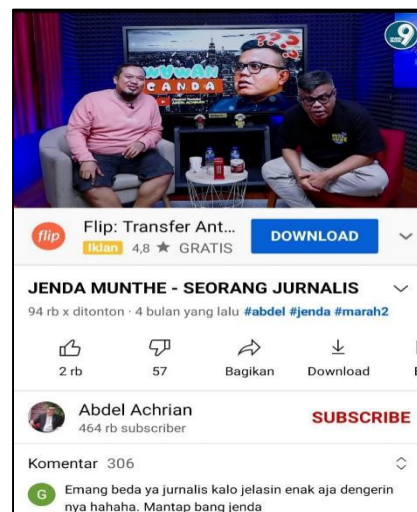Source: Deddy Corbuzeir - Youtube Channel https://www.youtube.com/watch?v=Gk_cwmhJsBU

Figure 5. Jenda Munthe's interview with Cak Lontong – Indonesia Celebrity
Source: Abdel Achrian - Youtube Channel
https://www.youtube.com/watch?v=149iw0ROheU

Functions of personal branding for Content Creator Careers

As revealed by Pawar (2019), which states that by building a good personal brand, it can actually open up professional opportunities for an individual for a better future. Thus, Jenda Munthe is one example of an individual who has proven successful in building his personal branding well, thus opening up professional opportunities for him, as a content creator.

Pawar (2019) explains that good personal branding can bring:

1. Better job
2. Better relationship
3. Industry recognition
4. More opportunities
5. Better career growth

The personal branding construction that Jenda Munthe built through the eight personal branding concepts of Montoya & Vendehey (2002) as described above, has also proven to have given Jenda many advantages as a content creator.

Although before becoming a content creator, Jenda already had a career as a Criminology Journalist, but thanks to the personal branding that he did through #tanyajawabJenda content on his Instagram account, it has been proven that Jenda has succeeded in giving Jenda another job with greater popularity and income opportunities and at the same time increasing relationships wider.

Personal branding which Jenda Munthe has successfully built, has also given him recognition from the creative industry as a content creator. From the observations, the researchers found that Jenda's track record has been widely called to be a guest speaker or guest star and even a player in several private TV station programs such as Pesbukers ANTV, Opera Van Java or OVJ Trans7. In addition, Jenda also often collaborates with several other content creators, such as Maell Lee, to create joint content. In fact, Jenda is also often a guest star in famous celebrity content who also has a Youtube channel. Like Deddy Corbuzier, Cak Lontong, Andre Taulany, Sule and Ayu Ting-Ting.

Figure 7. Jenda Munthe as a performer for OVJ Trans 7
Source: Trans7 Official - Youtube Channel
https://www.youtube.com/watch?v=D_x44LpRir8

Figure 8. Jenda Munthe as a performer for Pesbukers TV
Source: Pesbukers TV - Youtube Channel
https://www.youtube.com/watch?v=rAsxVts1Kro

Figure 9. Jenda Munthe's collaboration with Andre Taulany - - Indonesia Celebrity
Source: Taulany TV - Youtube Channel
https://www.youtube.com/watch?v=6LOQvapPUMA

Figure 10. Jenda Munthe's collaboration with Sule - Indonesia Celebrity
Source: Sule Channel - Youtube Channel
https://www.youtube.com/watch?v=_Zk6TlC3eS0

Figure 11. Jenda Munthe's collaboration with Maell Lee – Indonesia Content Creator
Source: Youtube Channel Maell Lee
https://www.youtube.com/watch?v=tyFMcEbpV38

Figure 12. Jenda Munthe's collaboration with Ayu Ting-Ting – Indonesia Celebrity
Source: Youtube Channel Qiss You TV
https://www.youtube.com/watch?v=f8eEKChxk9M

Through personal branding that Jenda does in the #tanyajawabJenda content on his Instagram account, in the end it opens up great opportunities so as to provide better career growth for Jenda Munthe as a content creator. Jenda stated that, since he has succeeded in building personal branding in the content of #tanyajawabJenda, he can earn up to 50 million rupiah in one month, from endorsements or advertisements inserted in his content. In addition, Jenda eventually joined the management of content creators managed by the great musician Ryan D'Massive. Jenda admits that this has made it easier for his to take steps in terms of project management, advertising collaborations or event programs involving Jenda and its contents (personal communication, May 5, 2021).

Conclusion

From the results of the analysis, the researcher concludes that Jenda Munthe has succeeded in constructing the eight concepts of personal branding following what is described by Montoya & Vendehey (2002). A content creator needs personal branding through content, so that it can be known by the public, so that they can promote themselves and the content they create, to bring benefits in the form of popularity, career opportunities and income. Jenda Munthe is an example of a non-celebrity personal figure who has succeeded in shaping his personal branding, thus opening up opportunities for his profession as a content creator.

Of the eight personal branding concepts described by Montoya & Vendehey (2002), Jenda Munthe managed to pack an element of angry behavior into the product, namely the content of #tanyajawabJenda. So that Jenda succeeded in fulfilling the concept of The Law of Specialization. The angry personal branding of Jenda with the regional accent of Siantar, Medan is the foundation of support for the content of #tanyajawabJenda. However, these two elements cannot be separated from the strength of the professional element that comes from the educational background and work experience of Jenda Munthe as a Criminology Journalist. Both of these things helped Jenda in producing the #tanyajawabJenda content which ultimately required observation, word diction and scriptwriting. So it can be concluded that in producing content,

In addition, the concept *The law of goodwill*, is also prominent in Jenda Munthe's personal branding as a content creator. Although the content of #tanyajawabJenda often gets silly, reckless or even obscene questions, Jenda Munthe can still maintain politeness in the technique of answering netizens' questions. This is certainly not easy, because Jenda must maintain his personal branding, which is known to be angry, but must remain polite in his speech. So that the content of #tanyajawabJenda can also be used for good things, even though the content packs the personal branding of the grumpy Jenda Munthe. Like when Jenda created the #tanyajawabJenda content with BNN as an effort to promote anti-drugs to the people of Indonesia.

Researchers see that the concept of *The law of unity*, is also quite strong in Jenda Munthe's personal branding on the content of #tanyajawabJenda. The originality of Jenda Munthe's character is very much felt in every #tanyajawabJenda content released on his Instagram account. Jenda's personal branding is formed as it is without any engineering and is part of Jenda's own character.

The rest, Jenda has proven to be successful in promoting himself through the content of #tanyajawabJenda on his Instagram account because of the presence of *The law of persistence*, which he does by consistently producing content. This is a note for other individuals, who want to work as a content creator. Because having good content does not necessarily succeed in attracting public attention, if it is not accompanied by consistency. However, this must also be accompanied by good behavior and morals in communicating on social media.

Jenda Munthe is a good example of a non-celebrity individual who has successfully built his personal branding, thus opening up opportunities for his future as a content creator. Not only did he gain popularity, but a better job, relationship and income. This also emphasizes that a content creator who uses social media in his work needs personal branding to support his career. In addition, social media also plays a very large role in the personal branding construction process of a content creator. Because to build personal branding you need a platform. Like Jenda Munthe, who has succeeded in constructing his personal branding, through the content of #tanyajawabJenda on Instagram.

Through the phenomenon that occurred in Jenda Munthe, it was found that the reality that to build a personal branding for a content creator required a structured and systematic concept such as the eight personal branding concepts of Montoya and Vendehey (2002), as well as content as a tool to package the personal branding, as well as media such as social media as a place to share content. If all these things can be fulfilled, then the chances of success to become a content creator can be achieved like what happened to Jenda Munthe.

The content of #tanyajawabJenda is indeed a pioneer in Jenda Munthe's career success as a content creator. However, as a content creator, Jenda needs to create other types of content that still packs the personal branding of Jenda Munthe who is angry with his regional accent. This is so that the content produced by Jenda Munthe can be more diverse.

In addition, Jenda Munthe should also be consistent in managing content on his other social media accounts such as Youtube. This aims to further strengthen the construction of Jenda Munthe's personal branding in the eyes of the public.

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