



## Urban Youngster Personal Branding through Instagram

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### **Abstract**

Personal 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. Various social media platforms provide facilities to organize without issuing specific business meetings. This allows a person to make his image more organized according to the desired branding.

**Keywords:** Urban Youngster; Personal Branding; Instagram

### **Introduction**

Instagram is a social media platform that specifically allows users to display photos or videos according to their needs or desires. Urban Youngster is an Instagram user who has an active tendency to show his image. Photos or videos that are broadcast are someone's brain that is considered as personal branding. A nature lover displays the photos that shows of his love for nature. A young man who has a profession as a singer, displays videos of him when singing. A young woman who is a KPOP lover shows a video cover of music or dance from a Korean vocal group. A young professional displays his image as a cat lover by cover up his timeline with cat pictures and videos.

This study aims to explore the Urban Youngster view about Personal Branding through Instagram with a focus on the following questions ; (1) How do they want people to recognize them on instagram ? (2) What effort do they do to manage the content of their account on instagram ? (3) Is the image on their Instagram in accordance with the description of their personal life in real life?

Managing Instagram content is something that needs to be considered in personal branding. This study examines how urban youngster manage personal branding in the perfect virtual world Instagram. Peter Montoya said there are 8 aspects that must be considered in conducting personal branding, namely Ability, Behavior, Lifestyle, Mission, Products, Professions and Services.

### *Instagram as a Personal Branding platform for Urban Youngster*

The existence of social media in the current era of globalization is growing rapidly and has become a necessity for every person or even institution to carry out various communication needs. Social

media is used to be able to connect and unite audiences who have the same interests and interests without being restricted in any form. Social media is present to be an effective, intensive, expressive, creative and communicative communication tool.

Social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users and form social bonds virtually. (Nasrullah, 2015: 11). Instagram is the most popular social media platform at the moment. The newest Instagram stats show there are currently more than 800 million monthly active users and many experts believe it could reach a billion in 2018. That's more than double the monthly active users of Twitter and over three times as many users on WhatsApp and Facebook Messenger. Statistics says that Instagram even more successful and prosperous for marketers. Things like visual aesthetics and ease of use make very popular among the people or and business. As of on early 2018, there are nearly 1 billion monthly active users. The Like button is hit an average of 4.2 billion times per day. Some Instagrammers have high levels of disposable income. This makes Instagram has an amazing appeal for its users. Indonesia is one of the countries with the highest number of Instagram users with 89 percent of Instagrammers aged 18-34 years accessing Instagram at least once a week.

According to TNS findings presented by Instagram APAC's Brand Development Leader Paul Webster, Indonesians like to use Instagram to find inspiration, share their traveling experiences, the latest trends, and interactions with various communities have also boosted business results that affect large and small in Indonesia. Most Instagrammers are young, educated and well-established children. On average they are 18-24 years old, 59 percent, 24-35 years old 30 percent, and 36-44 years old 11 percent. The most active female Instagram users were 63 percent and men 37 percent. Many young people who are Instagram users, whether they realize it or not, do personal branding. Some even deliberately build personal branding for certain purposes. Instagram is a social media platform that specifically allows users to display photos or videos according to their needs or desires. Photos or videos that are broadcast are someone's brain that is considered as personal branding. Personal 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. Various social media platforms provide facilities to organize without issuing specific business meetings. This allows a person to make his image more organized according to the desired branding.

### *Managing Instagram Content as Personal Branding*

A nature lover displays the photos that shows of his love for nature. A young man who has a profession as a singer, displays videos of him when singing. A young woman who is a KPOP lover shows a video cover of music or dance from a Korean vocal group. A young professional displays his image as a cat lover by cover up his timeline with cat pictures and videos. Young house wife share her experience being a mother of newly birth. She tend to persuade others to give only breast milk to their children. Young Public Relations Officer spread positive news on her feed to support her corporate image.

Managing Instagram content is something that needs to be considered in personal branding. This study examines how urban youngster manage their personal branding in the perfect virtual world Instagram. Peter Montoya said there are 8 aspects that must be considered in conducting personal branding, called The Eight Law of Personal Branding such as Specializations (*which including Ability, Behavior, Lifestyle, Mission, Products, Professions and Services*), Leadership, Personality, Distinctiveness, Visibility, Unity, Persistence, and Goodwill. The young people who were the informants in this study had considerable intentions to make others understand their character. They want people to judge them through their Instagram as they wish. When asked how he wanted to be known through his Instagram, a young lecturer said that he wanted people to know him as a nature lover rather than his role as a lecturer in real life. The aim is to be able to influence and invite their followers to come to love

nature and make them aware that the potential of natural tourism in Indonesia is not inferior to tourism abroad.

A dental student who is an "Army" as the name for fans of a Korean BTS Boyband, fulfills her Instagram feed with a cover dance that she did with her friend. Insta Stories are always things related to BTS. She wanted to be known as the most loyal Army, not as a prospective dentist. "Well, maybe not know, my Instagram is about having fun as Army", she said. On the other side, a young man with a potential voice. He seemed to want to assert his profession as a singer through his Instagram. The feed is filled with cover videos of the songs sung, or photos when performing. With a large number of followers, he hopes to get the opportunity to become more famous and get opportunities for singing offers on various occasions. As he said, he had a lot of business calling through Instagram. People see his performing video and then they offer him a job.

Some of the informants felt the need to arrange specifically the appearance of their Instagram feed. In fact, they sometimes use the services of special photographers or videographers to display artistic feeds. Selection of photos, arranging captions, placing hashtags, are an activity carried out with consideration and requires deep thinking. The goal is to get as much attention as possible from followers, which means a lot of likes. There are also informants who post photos or videos without needing to consider elements of art. For them the most important thing is the content or content of the message to be conveyed. And of course, even so, they want to get the most likes.

Building personal branding in the digital age is not easy. Anyone can surf the virtual world easily at any time to get various information. Good content management can be done as an effort to build personal branding. Peter Montoya (2002) mentions The Eight Laws of Personal Branding.

1. Specialization, the characteristic boils down to strength, strength, the best expertise a person has. To get the attention that is expected to strengthen personal branding, it is necessary to try several things, among others;
  - Ability, Instagram users have to have strategic vision, a grasp of first principles and communicating complexity, so they will be known as individuals who have more abilities than others.
  - Behavior, such as leadership skills, passionate energy or ability to listen. Not only can this be shown through photos, videos or captions in the feed but it can also be shown through a decision to like other people's posts and write in the comments column. How to handle words is very critical in this such thing.
  - Lifestyle, traveling around the world, hike some mountains, living love or green living, coffee in cafes, doing yoga, and such things that can relate as a lifestyle.
  - Mission, seeing people exceed their own expectations, for instances. Maybe just to give some motivation to others for a new kind of way of life. Or just to remind people by sharing some quotes.
  - Product, the futurist who creates amazing places to work. Making Instagram more attractive, for example with the composition of colors, images and other things so as not to look monotonous.
  - Profession, showing the impression you want to convey. A lecturer who is a nature lover, a dental student who loves Korean boyband, or a potential singer.
  - Service, makes people happy to stop by our account, give likes to every positive comment, give feedback when needed, answer if there are questions.
2. Leadership, it has long been known that people want to be influenced, people need to find a clear path. In this era of digital, people usually search for information that they need in the internet, such as Instagram. So, Instagram users can take this opportunity to reach many followers by uploading some examples, or life learned experience that could help others.

3. Personality, just be your self is the best policy. People do not like fake. They like people who are real. There is nothing wrong with being self, so be true, be who you are. Montoya said there are four characteristics to being human; being related to, fallible, being positives and being authentic.
4. Distinctiveness, dare to be different. Music lovers, cat enthusiasts or mountain climbers, not just a small number of people. But how we can stand out among them is a challenge. Daring to be different in the midst of equality without losing harmony is something that can strengthen personal branding.
5. Visibility, Personal Branding has to be seen. After everything is well designed, of course the most important thing is that we are seen. People should be able to see us. So we have to know how to interact and when. There are tips and tricks about when and what is the most appropriate time for our Instagram posts to get a lot of attention and likes.
6. Unity, harmony between the real world and cyberspace. Not two different personalities. What is displayed on Instagram should be in harmony with everyday life.
7. Persistence, building personal branding is not an easy job and can be achieved in a short time. Personal Branding is a long process that must be maintained. Someone is known as a lover of nature not only because one post just needs a long and consistent process.
8. Goodwill, something will give the best and long-lasting results if other people give a positive judgment. The uploaded content should be something useful.

## **Conclusion**

Personal 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. Urban youngster manage their personal branding in the perfect virtual world Instagram in order to let people notice and to build their personal branding. Peter Montoya said there are 8 aspects that must be considered in conducting personal branding, called The Eight Law of Personal Branding such as Specializations (*which including Ability, Behavior, Lifestyle, Mission, Products, Professions and Services*) , Leadership, Personality, Distinctiveness, Visibility, Unity, Persistence, and Goodwill.

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