

## CREATING A LEGACY FOR THE LONG TERM IMPACTS OF PERSONAL BRANDING STRATEGIES FOR INFLUENCERS

Clarissa Putri Aprilia<sup>1)</sup>, Nur'annafi Farni Syam Maella<sup>2)\*</sup>, Harliantara<sup>3)</sup>, Zulaikha<sup>4)</sup>

<sup>1,2,3,4</sup> Faculty of Communication, The University of Dr. Soetomo, Surabaya, Indonesia

<sup>2)\*</sup> [nurannafi@unitomo.ac.id](mailto:nurannafi@unitomo.ac.id)

### *Abstract*

Personal branding is widely used as a communication strategy to instill positive perceptions someone to society. Personal branding is also done directly and indirectly through social media. An influencer needs to have a strong personal branding to differentiate himself from other influencers. The method used is descriptive qualitative. This research shows that influencers have the same character their personal ambitions, Furthermore, Influencers are also consistent with their focus on one area, experience and professionalism towards clients, including making self-improvements when receiving criticism or evaluation. By collecting videos from each of the influencers at different phases of popularity, the author seeks to uncover influencer strategies in building personal branding. The findings of this study help expand current knowledge regarding usage visual framing on growing social media by recommending better personal apps brand strategy. Influencers build their personal brands and communities through unique tastes, and here are the results of this study informative for marketing and building personal brand in new social media. this research too provides specific information and guidance for female users to market her personal brands targeting a specific market. Some conclusions that can be drawn are becoming an influencer something well thought out, people do personal branding on purpose, they often plan it content, consider the impact their actions have on others, their number of followers important when discussing job opportunities. In the perspective of how Influencers build that online presence, the main factors mentioned are consistency, authenticity or originality, and interaction with the audience.

*Keywords: Personal branding, Influencers and Legacy.*

### INTRODUCTION

Social media influencers are described as individuals with a large number of followers on social media with high engagement rates (Kay, Mulcahy, & Parkinson, 2020), who can shape people's attitudes (Wiestke Woff, 2022). Moreover, Kádeková and Holiencinova (2018) state they use their popularity and high engagement rates to endorse brands with sponsored content to persuade their followers into buying them. Social media influencers affect people's purchase intentions with their perceived authority, expertise (Kádeková & Holiencinova, 2018), trustworthiness (Bendoni & Danielian, 2019), or relationship with their followers (Kádeková & Holiencinova, 2018). Social media is driven by a specific kind of identity construction self mediation and what users post, share, and Like effectively creates a highly curated and often abridged snapshot of how they want to be seen. Self-mediation was clearly possible before the

Internet era, for example: diaries preceded blogs, photo albums preceded Instagram, and hardcopy scrapbooks preceded Facebook (Dejan Dasic, 2020).

Self branding through social media pivots on attention and narrative, yet significantly extends the potential for fame and celebrity. Compelling narratives potentially attract audiences for a multitude of reasons they could be inspirational, relatable, instructive, cautionary and so on. What matters is that they find a following through social media and thus stand out in the attention economy. Moreover, through trans-media narratives, the hallmarks of all effective branding are theoretically sustained (consistency, distinctiveness and value) and the brand is consolidated as audiences/followers/fans embed it within their own individualised media flows through Likes, shares, and comments. This collaborative, dialogic space facilitates self-branding as attention seeking users produce a public personal that is targeted and strategic. As such, and as Page argues, there is “particular emphasis on the construction of identity as a product to be consumed by others, and on interaction which treats the audience as an aggregated fan base to be developed and maintained in order to achieve social or economic benefit.

Bunkanwanicha et al., (2020) mentioned that “through personal branding, the individual creates the image of who he or she wants to be in everything they do in order to create their unique selling proposition in the marketplace”, with the creation of social media the possibility of sharing that image became common in the digital world. If, there is a gap of information about personal branding that is a subject that has been talked about since 1997, the same is expected to happen when talking about influencers. Some scholars affirm that there are a few works that explain the previous behavior that leads the individual to become a digital influencer (Henry Pasaribu, 2021)

## **LITERATURE REVIEW**

### **Social Media Influencers**

Based on these definitional viewpoints and with an eye toward the future (Appel et al., 2019). see social media as a technology-centric, but not entirely technological, ecosystem where a wide range of complex behaviors, interactions, and exchanges involving various interconnected actors (individuals and businesses, organizations, and institutions) can occur. Social media is omnipresent, popular, and relevant to the culture (Appel et al., 2019). This definitional perspective is purposefully broad because social media has evolved into anything that can exist in a connected, networked digital environment where interactivity is possible, including content, information,

behaviors, people, organizations, and institutions (Appel et al., 2019). Those are the exact reasons why many companies and brands have started to use more than a website and brochure to advertise their product through social media, using the people in the field called Social Media Influencers.

### **Personal Branding**

Mustaqimmah & Firdaus (2021) defines personal branding as including but not limited to physical appearance and personal knowledge it leads to a uniquely different and memorable impression. As Socrates once said over 2400 years ago, “The way to achieve a good reputation is to attempt to be what you intend to appear,” which perfectly captures the significance of the term “personal brand” today. Although branding is crucial and social media is widely used, very few in depth empirical research has addressed these concerns (Morgan Glucksman, 2019) The measurements taken for this variable are attractiveness, trustworthiness, and expertise (Elhachadi & Karaduman, 2020).

## **RESEARCH METHODS**

### **Research Design**

The chosen research strategy was through a qualitative study, using open responses, leaving the respondent free to respond based on what they think, this exploratory methodology focus on the subjective character of the topic analyzed, in other words, it tries to understand the behavior of a certain group, considering the particularities and unique experiences of the individuals. The qualitative research is normally used when the purpose of the study is to understand why certain behavior as it happened in this thesis.

This study aims to understand how people build their brand through social media, focusing on important aspects of it, like how they do it, why, what are the benefits. In this research, the focus is on the words because then we can get a better explanation for the aspects asked, what does not fit in a quantitative method (Labrecque et al., 2019). It is suitable to say that qualitative investigations serve this study because the purpose is exploratory (Abraham Octavius, 2022)

### **Participants**

In scientific investigations, a sample represents a portion of the population universe and this one can take both probabilistic or no probabilistic ways (Jacobson, 2020) and therefore, in this particular situation, the use of samples is not probabilistic Therefore, convenience is not

representative of the population. Respondents in this study were selected based on their online status as Digital Influencers.

## **RESULTS AND DISCUSSION**

### **Results**

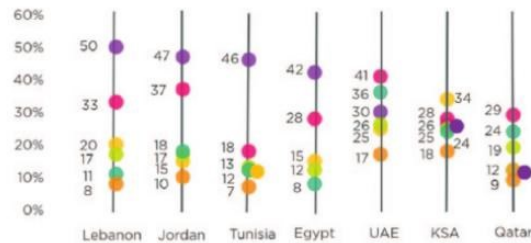
Using Enthman's (1993) farming theory guide the analysis, this study analysed what strategies female entertainment influencers used to attract followers, and try to explore the strategies difference between Chinese and non-Chinese female influencers in different versions of TikTok. Previous studies have found the differences in publishing styles caused by gender and the strategies of the influencers of a specific style in publishing content on social media. This research not only expands the research field of social platform, but also increases the in-depth analysis of the publishing strategies of female entertainment influencers. More importantly, it makes a quantitative comparison of the released video styles of Chinese and American female entertainment influencers by presents intuitive data results to readers through various statistical methods.

Female entertainment influencers must highlight their proud personal taste through social media platforms to establish personal brand and build a cultural community centered on this taste. This demonstrates the use of the megaphone effect by influencers to attract more followers. This process is undoubtedly complicated and tortuous, so the influencers need to establish their visual identity first through framing strategies. According to Justin Martin (2022) "You cannot go about waltzing around this life without establishing your personal brand identity how other people view you based on how you've presented yourself to them, and continue to do so on a regular basis."

**Figure 1**  
**Arab Nationals Report Heavy Engagement With Social Media Influencers**  
 (Reproduced With Permission)

% who say they do the following with regard to social media influencers

- Do not interact with social media influencers
- Follow, like, or share their updates
- Subscribe to their accounts/channels
- Comment or ask questions about their posts
- Try products/services they recommend
- Adopt their political, religious, or cultural views



Base: Nationals only; 2019 n=5,857.  
 \*Adopt their political, religious, or cultural views" was not permitted in Egypt.  
 MEDIA USE IN THE MIDDLE EAST, 2019  
 EGYPT | JORDAN | LEBANON | QATAR | SAUDI ARABIA | TUNISIA | UAE  
 MIDEASTMEDIA.ORG

Snapchat by more Saudis than were other networks. Just one in 10 Saudis and Emiratis say they look at influencers’ posts on Facebook. More Arabs surveyed look at posts from social media influencers everyday than check email every day. In all seven countries, half or more of Arab nationals look at posts from social media influencers, including eight in 10 Qataris and Emiratis, and nine in 10 Saudis. In Qatar and UAE, four in 10 nationals say they look at posts from influencers at least once daily, as do 30% of Egyptians and 21% of Tunisians, despite that 25% of Egyptians and 28% of Tunisians do not use the internet. Many Arab nationals admit to being swayed by social media influencers, including commercially and politically. Thirty-six percent of Emiratis say they try products or services social media influencers recommend, as do 25% of Saudis, 24% of Qataris and 18% of Jordanians. Again, these are not percentages of internet users or of social media users, but percentages of citizens in each country who say influencers inform their commercial transactions. Who are some of the influencers Arab nationals follow? The current study does not examine qualitative data, but respondents in the Media Use study were asked to name a specific social media user or account that comes to mind when they hear “social media influencer,” and, while a wide range of names were provided, the researchers reported specific social media influencers cited by at least 2% of respondents in a given country. Many Arab nationals named people of gravitas, though few, if any, of the persons named are journalists or other employees at major news organizations.

## Discussion

### Creating A Legacy For The Long Term Impacts Of Personal Branding Strategies For Influencers

#### 1. Authentication

Authenticity in (Shoafu Wang, 2020) is a brand that must be built of true personality and must reflect character, behavior, values, and vision perpetrator of personal branding. In this way, personal branding practitioners has a personal affinity in the real world with what it is applied to build authentic personal branding. Personal branding carried out influencer Dilla in the account @dillaprb in terms of vision, values, character and behavior is that Dilla has a different character from other people, namely with her hobbies who likes to dye her own hair and make it her trademark. This matter Dilla said:

#### 2. Integrity

In order for content creators to be seen positively in the eyes of the public, a influencers must comply with the morals that apply in society and have good behavior positive alignment with personal ambitions. Apart from authenticity, in doing personal branding must also pay attention to other criteria, namely integrity. (Nur Lailatus Saidah, 2022) states that integrity is a moral code which is application of behavior to its audience. This application is also possible viewed positively by the public. Dilla as an influencer applies behavior positively to their audiences by interacting with followers like them friend.

#### 3. Consistency

Another criterion is consistency. someone needs consistency in behaving, such as like what influencer Dilla does in creating content on Tik Knock. Dilla always uploads fashion-themed content and continuously create content according to his interests, namely fashion.

#### 4. Specialization

To build an authentic personal branding is necessary specialization or talent highlighted by personal branding actors. According to (Liliana Vasconcelos, 2021) specialization is a field of talent or skill. According to the results of the interviews, there is a specialization that is Dilla's influencer on purpose highlight it and show it to its followers, namely regarding sewing tutorials and some about fashion. With the existence of specialization, influencer Dilla is known by the public as a Tik Tok content creator in the fashion sector.

## 5. Authority

Authority or called authority that is able recognized in a particular field where the actor is already experienced in in the field of personal branding. Already Dilla influencers Experienced in hair dye trusted by a hair dye brand. Study this strengthens the research conducted by Sugiharto and Ramadhana (2018), which shows in his research that the Maybelline brand trusts influencer Tasya Farasya in the event. In this study, the influencer Dilla contracted for a year to do a number of things to create content regarding hair care or hair coloring.

## 6. Diversity

Differences are differentiate yourself based on brand. Personal brands need to be expressed uniquely and different from other competitors. The differences must be clearly defined in order can capture your personal brand message. Influencer Dilla creates mix and content match in style by turning the shirt and trousers inside out outside, then wear it inside. This makes followers interested trying new things and making followers more creative in dressing.

## 7. Persistence

Persistence is consistency to form personal branding, no changing course, being loyal, not giving up, believing in yourself and persisting focuses on one area. When you first enter the media social Tik Tok, Dilla initially thought about the number of followers because he wanted to know whether the content he creates has progress or not. But informants you still have to think positively and always create more interactive content. Candraningrum (2018) in his research stated that there are more and more followers, the problem arises of how to manage social media so that it is effective to improve the organization's personal branding.

## 8. Performance

Performance is the most important element after someone's brand is known. If someone doesn't act or improve themselves continuously, personal branding just becomes something embarrassing. In this last criterion, Dilla is a content creator in the fashion sector which builds personal branding through uploading videos on the Tik Tok application. Persistence and performance, Dilla has a plan to still be what he is wanted by his followers and continue to improve himself in order to be able to maintain the personal brand he has built. Influencer Dilla too include elements of kindness, in order to continue to have a good and positive relationship with the audience.

## CONCLUSION

Personal branding is very important for everyone especially for people who want to build work relationships. Personal branding too can be called the art of making one's brand, where one's abilities will be shown as a brand. Influencer Dilla as a fashion content creator via her Tik Tok account @dillaprb has implemented eleven of the personal branding criteria. First that is authenticity, as an influencer who has character and is a pioneer colorful hair because he likes to dye his hair. Second, where is integrity influencers will continue to do positive things. Third, be consistent about where the influencer is continuously creating content about fashion. Fourth, specialization, namely in carrying out personal branding on accounts Tik Tok, content will again focus on sewing tutorials. Fifth is authority, influencers are people who are experienced in their field so many brands contacted and re-uploaded the results collaboration with influencers (Yumna et al., 2021).

Sixth, the difference between influencers namely its own uniqueness in terms of dressing by wearing clothes inside out, make him different from others. Seventh, namely relevant where the target The audience is very suitable for the content that has been created. Eighth visibility, in where influencers will upload content according to their heart's desires and always create content every week. Ninth is persistence where influencers will always make people the audience is happy with what he uploaded. Tenth, namely goodness where influencers have managed to connect with many brands and have good relationships with the followers. Lastly eleventh, namely the performance in which the influencer delivers attention-grabbing and well-developed content.

## ACKNOWLEDGEMENTS

Thank you to all those who have helped the author in this finish this article. Thanks to both parents and lecturers from UiTM Malaysia, resource persons who have helped and took the time.

## REFERENCES

- Abraham Octavius. (2022). Personal Branding Influencers. *Journal Koneksi*.
- Bunkanwanicha, P., Coeurderoy, R., & Slimane, S. Ben. (2020). *Managing a Post-covid19 Era | Ebook | ESCP Impact Papers*. [http://url\\_of\\_ebook\\_database](http://url_of_ebook_database).
- Dejan Dasic. (2020). Commercial Aspect Of Personal Branding Of Athletes Social Network. *Journal JEL*.



- Elhachadi, S., & Karaduman, I. (n.d.). PERSONAL BRANDING ON INSTAGRAM: THE EFFECT OF INFLUENCERS ON CONSUMER DECISION-MAKING PROCESS. In *International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)* (Vol. 6, Issue 7). [www.paperpublications.org](http://www.paperpublications.org)
- Henry Pasaribu, L. (2021). Enrichment: Journal of Management is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0) Enrichment: Journal of Management The Influence of Personal Branding in The Establishment of Social Media Influencer Credibility and The Effect on Brand Awareness and Purchase Intention. In *Enrichment: Journal of Management* (Vol. 12, Issue 1).
- Jacobson, J. (2020). You are a brand: social media managers' personal branding and "the future audience." *Journal of Product and Brand Management*, 29(6), 715–727. <https://doi.org/10.1108/JPBM-03-2019-2299>
- Justin Martin. (2022). Getting News From Social Media Influencers And Digital Legacy News Outlet And Print Legacy News Outlet In Seven Countries. *Newspaper Research Journal*.
- Labrecque, L. I., Markos, E., & Milne, G. R. (2011). Online Personal Branding: Processes, Challenges, and Implications. *Journal of Interactive Marketing*, 25(1), 37–50. <https://doi.org/10.1016/j.intmar.2010.09.002>
- Liliana Vasconcelos. (2021). Personal Branding on social media : The role of influencers. *CEI-ISCAP*.
- Morgan Glucksman. (2019). The Rise Of Social Media Influencers Marketing On Lifestyle Branding. *Journal URC*.
- Mustaqimmah, N., & Firdaus, W. (2021). *Personal Branding pada Akun Instagram Digital Influencer @boycandra*. 3(2).
- Nur Lailatus Saidah. (2022). Social Media Engagement And Influencers Personal Branding Relation. *Jurnal Managemen Dan Bisnis*.
- Shoafu Wang. (2020). Personal Branding Strategies Of Female Entertainment Influencers of Tiktok. *RIT Scholar Work*.
- Wiestke Woff. (2022). A Trend Or This Future Of Influencers Marketing Virtual. *Journal MBS*.
- Yumna, Y., Ishihara, U., & Oktavianti, R. (2021). *Personal Branding Influencer di Media Sosial TikTok* (Vol. 5, Issue 1).