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Effeminacy in Personal Branding on Social Media

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ABSTRACT

Today, social media is more than just a platform to connect people. Social media can also be a marketing tool for various things, such as daily necessities products, secondary needs, philosophies, social campaigns, and so on. Instagram is one of the most popular social media platforms. The popularity of Instagram among young people is an interesting phenomenon. The very large number of Instagram users in Indonesia causes fierce competition for followers. So, every celebgram content is based on a certain idea. This difference is personal branding for each celebgram in generating replies on Instagram social media. This research aims to study how Indonesian Instagram superstars develop their 'ngondek' personal branding. This study uses a qualitative content analysis methodology to examine three accounts, Dhanar Jabro Febiansyah (@brojabrooo), Yoga Arizona (@yogaarizona), and Abdul Kadir (@dkadior). The results of this study indicate that personal branding that is built by celebrities through the impression of 'Ngondek' can be the right approach in attracting the attention of netizens on social media. Of course, in building the 'Ngondek' personal branding, it also requires research from the 'Ngondek' celebgrams in character selection, costume preparation, story concepts, and property preparation.

Keywords: Effeminacy, personal branding, social media

ABSTRAK

Di dunia sekarang ini, media sosial lebih dari sekadar platform bagi orang-orang untuk terhubung; itu juga merupakan alat pemasaran. Apa pun, termasuk produk kebutuhan sehari-hari, kebutuhan sekunder, filosofi, kampanye sosial, dan sebagainya, dapat diiklankan di media sosial. Instagram adalah salah satu platform media sosial yang paling populer. Popularitas Instagram di kalangan remaja merupakan fenomena yang menarik. Karena jumlah pengguna Instagram yang sangat besar di Indonesia, ada persaingan sengit untuk pengikut. Setiap konten selebgram didasarkan pada gagasan tertentu. Perbedaan tersebut merupakan jenis personal branding bagi setiap selebgram dalam menghasilkan balasan dari media sosial Instagram. Tujuan dari penelitian ini adalah untuk mempelajari bagaimana superstar Indonesia mengembangkan personal branding 'ngondek' mereka. Pada tiga akun, Dhanar Jabro Febiansyah (@brojabrooo), Yoga Arizona (@yogaarizona), dan Abdul Kadir (@dkadior), penelitian ini menggunakan metodologi analisis isi kualitatif. Hasil penelitian ini menunjukkan bahwa personal branding yang dibangun oleh selebgram melalui kesan 'Ngondek' dapat menjadi pendekatan yang tepat dalam menarik perhatian netizen di media sosial. Tentunya dalam membangun personal branding 'Ngondek' tersebut juga menuntut adanya riset para selebgram 'Ngondek' dalam pemilihan karakter, persiapan kostum, konsep cerita, dan persiapan properti.

Kata Kunci: Kebancian, merek pribadi, media sosial

INTRODUCTION

The use of social media has become an essential component of modern communication (Carr & Hayes, 2015). Social media is becoming more and more integrated into regular conversation (Brems et al., 2017). Today, social media is more than just a platform to connect people. Social media can also be a marketing tool for various things, such as daily necessities products, secondary needs, philosophies, social campaigns, and so on. Instagram is one of the most popular social media platforms. To be able to become a marketing media, a social media account (be it a company account, business account or personal account) must have a certain number of followers. The more followers the account has, the higher the selling power of the account is. However, so far, there has been no research that proves that all celebgram followers will automatically buy the products/brands/ideas offered on their social media accounts. Furthermore, getting followers on social media requires a certain amount of effort. Some users can easily get followers, but some have to work hard to get followers according to their target. There is no definite formula for making an Instagram account more liked and followed than another account.

Social media's concept is related to the social structure between actors. Most individuals or organisations show how they are connected through various social relationships, such as friendship, peers, or exchange of information. Social relationships in networks are often depicted in diagrams, wherein is the central point, while the media are the lines of social connectivity (Prihatiningsih, 2017). Using social media to promote new companies and establish a preference in digital marketing strategy is recommended (Riyadi et al., 2019). Today, personal branding is a new in-demand talent for all professionals (Kucharska & Miko³ajczak, 2018). Personal branding can be seen as a re-invention of traditional branding but on a much higher level of involvement and visibility (Tarnovskaya, 2017).

One of the most popular social media is Instagram. The presence of the Instagram platform among young people is an interesting phenomenon. Instagram is a photo-sharing application that has been growing in popularity since 2010, with more than 500 million active users (Mahendra, 2017). Instagram is considered an attractive social media because it focuses on short-duration photos and videos, image enhancement and reciprocity, compared to other social media, which focuses on status updates written by its users. A 2017 survey showed that Instagram is the second most popular social media platform, with 59% of online users aged 18 - 29 (Mahendra, 2017). Instagram social media has now become an alternative media in marketing and promotion. Personally, users can do business through Instagram (Butar & Ali, 2018). New media and social media have emerged due to advancements in

communication technology (Setiawan & Nurmandi, 2020). Until 2021, Instagram is still in demand and ranks 3rd from the largest social media used in Indonesia, with total usage of 86.6% (Kemp, 2021).

The existence of such a large number of Instagram users in Indonesia gave birth to competition to get followers. Users then have to be creative in creating content to attract and influence their followers. Popular Instagram users are commonly referred to as *selebgram*, a portmanteau of the words 'celebrity' and 'Instagram' (Wati, 2019). Each *celebgram* has a different concept for Instagram content, which includes videos and photos. These differences characterise each *celebgram*, and these characteristics become a form of personal branding for each *celebgram* in attracting responses from other users on Instagram. One of the personal branding used by several celebrities is '*ngondek*' (Thiodanu & Sari, 2020). '*Ngondek*', according to the Big Indonesian Dictionary (KBBI), is a form of character or action that is considered unnatural for men in speaking, thinking, or doing anything. '*Ngondek*' is a popular term in Indonesia that refers to effeminate actors or public figures in entertainment. Usually male actors or celebrities will feature female characters. They portray and make the character become their identity on social media or in the world of entertainment. This character is different from the 'sissy' or 'trans,' or men who think of themselves as women and firmly reject their identity as men. '*Ngondek*' is a man who only imitates female's characteristics such as how they talk and act, as well as wears clothes or fashion that are associated with women. However, he still acknowledged his identity as a man (Anindya, 2016). '*Ngondek*' itself is not commonly found in society as men are always depicted as masculine figures. So, men who wear women's clothes and look like women will be considered unnatural. In fact, they do not completely shed their original identity (identity as male) on their social media accounts (Juliano, 2015).

Today, the '*ngondek*' style has become a personal branding or characteristic or 'product for sale' by several celebrities who use the concept. Some *celebgrams* do not really care about other people's views about the personal branding they create. Indeed, they feel that the more characters become the subject of conversation, the more they are known to the public and actually become an advantage and show the success of their personal branding (Kurniawan & Gabriella, 2020). Personal branding is a hot topic among industry insiders (Jacobson, 2020). Personal branding is defined as a technique of promoting oneself to the public (Brooks & Anumudu, 2016). Several Indonesian celebrities who use '*ngondek*' characters can be found on Instagram, including Arif Muhammad (@arifmuhammadd – Mak Beti character), Dhanar Jabro Febiansah (@brojabrooo – Mbak Bulan character), Yoga Arizona (@yogaarizona – Tasya character), Abdul Kadir (@d_kadoor), and so on. Not only on

Instagram, in their YouTube account, they also continue to highlight the feminine character they play in their various content.

The character of 'ngondek' has actually been done in Indonesian entertainment for a long time. Some artists are famous for their 'ngondek' style, including Tesy Srimulat (comedian), Didik Nini Thowok (dancer), Ivan Gunawan (fashion designer and presenter), Tata Dado (entertainer), and many more. In fact, according to Deddy Corbuzier at <https://www.jpnn.com/news/> on August 23, 2020, the 'ngondek' style seems to be a shortcut for new artists to get popular quickly and get lots of job offers.

Similarly, in international entertainment, the musician Prince became one of the pioneers of the 'ngondek' style several decades ago. Some international rock band personnel also often use makeup and feminine fashion during their performance. In fact, that style actually becomes the main attraction in their appearance on stage, of course, apart from their music as their main product. There are various ways to show the style of 'ngondek'. 'Ngondek' can be seen from the movements or the way you dress. In addition, the 'ngondek' style can also be caught from the storyline in their content. This research focuses on how Indonesian celebrities build their 'ngondek' personal branding.

Influencer marketing on Instagram is one of the hottest advertising concepts today (Neal, 2017). The 'ngondek' style built by celebgrams as personal branding is both a hallmark and a product they sell to gain followers. In turn, many followers will later be used as capital to get endorsements to become a financial benefit. Previous research related to the impression of 'Ngondek', social media is used by gays to find themselves looking for a partner, looking for porn videos, looking for information, and doing business (Sri, 2017). House of Raminten has a communication plan to build a corporate brand that is similar to traditional Javanese restaurants by hiring a large number of LGBT employees, which makes the House of Raminten's image very close to the LGBT community (Afifah, 2020). Instagram usage is one of the most recent developments in the world of internet media. This is why people's demands for internet access are increasing. It is demonstrated by the appearance of one of the Beauty Influencers on Instagram who expresses their androgyny behavior (Isma, 2020). Previous studies have discussed more about the use of media on gay, LGBT, and androgynous people. So based on this background, the objectives of this research aims to study how Indonesian Instagram superstars develop their 'ngondek' personal branding.

METHOD

This study used a qualitative content analysis method. Content analysis is a research technique for making conclusions that can be replicated through accurate data by considering the context (Krippendorff, 2018). The object of this research was the content of celebrity Instagram feeds that are detected using the identity of 'ngondek' as their personal branding. The account used as the object of this research must meet several requirements, namely (1) having followers of more than 100,000 accounts, (2) having followers who are actively giving likes and comments on their uploads, (3) having uploads with 'ngondek' content on the feed, (4) consistently use 'ngondek' personal branding for at least one year, and (5) have been verified by Instagram or a blue tick account. Based on these conditions, there are three accounts chosen to be the object of research, namely the Dhanar Jabro Febiansyah account (@brojabrooo), which has 121 thousand followers, the Yoga Arizona account (@yogaarizona), which has 1.5 million followers, and the Abdul Kadir account (@d_kadoor) which has 1.7 million followers.

The unit of analysis studied was how celebrities display the 'ngondek' style in personal branding through their posts on Instagram. Personal branding on social media can be seen from 3 things: (1) personal brand identity, an internal characteristic inherent in individuals and is displayed as a differentiator with other individuals as a unique selling point to win the target market. Examples of these characteristics are characterisations, fashion styles, makeup, and other personal appearances; (2) personal brand positioning that occurs through self-presentation, nonverbal cues, verbal disclosure (information about oneself) and the ability to meet cultural standards; and (3) assessment of personal brand image that can be seen from feedback from the market or netizens (Khedher, 2014). The steps taken by the researcher in this content analysis method are as follows: first, the researcher sees Instagram posts on the Dhanar Jabro Febiansyah account (@brojabrooo), Yoga Arizona (@yogaarizona), and Abdul Kadir account (@d_kadoor). Second, researchers look at Instagram posts that highlight the use of the 'ngondek' identity as their personal branding. Third, after the posts are collected, the coder gives an assessment of the post. Fourth, the collected data is then processed and analyzed.

RESULTS AND DISCUSSION

Personal branding has become an important marketing tool in everyday life. Social media has shaped the need to build personal branding for professional consumption and social use. Personal branding is becoming increasingly important in the digital age, and like it or

not, it is almost impossible for a regular person to create a personal brand. However, individuals who are not formally trained in marketing communications may do personal branding without realising it (Khedher, 2014). Consciously or not, each person is actually an individual brand. There are various terms for this, such as personal branding (Gehl, 2011; Wee & Brooks, 2010), human branding (Close et al., 2011; Moulard et al., 2015), personal marketing (Kotler & Armstrong, 2010), self-branding (Hearn, 2008; Marwick, 2013), and self-marketing (Shepherd, 2005). In this study, personal branding is defined as the process of developing, utilising and classifying personal information and providing a comprehensive narrative so that other people can easily understand one's identity by frequently displaying it on their social media accounts (Jacobson, 2020).

There is a blocking paradigm that is wrong in understanding personal branding. It is often understood as a mere imaging activity. Instead of being famous, the right personal branding should prioritise the benefits for the community related to the competencies possessed by individuals. Five things must be met in building personal branding with the Circle-P Formula (the letter P refers to the word Personal): Competence, Connectivity, Creativity, Contribution, and Compliance (Wasesa, 2018). Competency was developed to create a difference or differentiation with other individuals to have a Unique Selling Proposition (USP) and an Emotional Selling Proposition (ESP). Connectivity is related to connecting the competencies possessed by individuals with the world. It is related to how far individuals are connected with the environment and how they are published. The essence of connectivity is not about how many publications, but about how often the individual is talked about (about one's competence). At the same time, Creativity is a creative aspect. It is how individuals attempt to introduce themselves and their abilities to the public. Contribution and Compliance are measuring tools to see the strengths and weaknesses of the personal branding that has been built. Contribution is measured by how the target audience knows what has been contributed. Meanwhile, in Compliance, there are elements of integrity, honesty and openness (Wasesa, 2018).

The concept of personal branding used in this study to illustrate that business competition in social media is very tight, causing many content creators in particular to continue to try to build a good image on social media. Various ways in building personal branding are carried out so that he as a content creator becomes a professional account and has a good image so that he is able to win business competition on social media with a wider network in building the interest of other media users.

The emergence of the Internet and social media has had a major impact on media availability (Susilo et al., 2019). In today's digital era, the role of social media is very strong.

The emergence of the Internet of Things (IoT) has penetrated various life aspects and allows convenience in various activities, one of which is communication. In digital reality, each individual will build or show an image different from reality.

Self-image is one of the important elements in showing the identity and self-concept of the individual. With self-image, individuals are expected to increase self-confidence, credibility, connections, expand networks, and attract targets. It also becomes a differentiator with others. Therefore, it takes consistency and persistence to build and display personal branding on a digital platform, such as social media accounts.

Several strategies can be used in building personal branding in digital media. The first strategy is to reveal one's identity. Netizens will recognise an individual if one has revealed their identity. The second strategy is the story. The story builds a connection with the target. Therefore, create an attractive profile according to the personality that wants to be built. The second strategy is to build connections. Connection is one of the important elements in building personal branding. Joining a community is one way to have connections. The fourth strategy is to learn from the experts. Building personal branding in today's era can help show the existence in the digital world, develop self, as well as increase self-worth.

Building personal branding through social media requires more effort because the competition to win the attention of netizens is very fierce. The number of followers and the number of likes and comments on posts has become the measure of a celebrity's success. Furthermore, the number of followers also determines the class and fees for endorsements for celebrities. Indeed, celebrity endorsement has become a way to attract the attention of consumers. This technique can create a positive relationship with the brand and spread the brand image to the public's mind (Yunus, 2020).

'Ngondek' as Personal Branding

In entertainment, gender is no longer the identity of style and appearance. Stereotypes about masculine men and feminine women can be mixed just to attract the attention of the audience. Men who behave like women have become attractive. Indeed, they make people become more comfortable to hang out with (Maupassant, 2016). Furthermore, Maupassant mentions:

.....regard us with certain amazement mingled with contempt and will continue to regard us until the end of time. They consider us frivolous. It is not that; it is that we are girls. And that is why people love us in spite of our faults, why they come back to us

despite the evil spoken of us; these are lovers' quarrels! The effeminate man, as one meets him in this world, is so charming that he captivates you after five minutes' chat. His smile seems made for you; one cannot believe that his voice does not assume especially tender intonations on their account. When he leaves you, it seems as if one had known him for twenty years. One is quite ready to lend him money if he asks for it. He has enchanted you, like a woman.

'*Ngondek*' can be interpreted as attitudes and behaviours that are not gender-appropriate for men by displaying femininity in speech, dress, and behaviour contrary to male stereotypes (Bergling, 2001; Sinfield, 1994). The keyword for '*ngondek*' is appearance because the strongest impression of '*ngondek*' is men appearing like women. According to Dallas John Baker, '*ngondek*' is not related to the expression of a person's gender or sexual orientation, but rather as an identity that is deliberately built with calculations and considerations that have been thought out. '*Ngondek*' is more often considered a staged performance due to an intentional gender discrepancy (Baker, 2017).

Before the term '*ngondek*' became popular among young people, it was first known as a feminine man or '*kemayu*' (Javanese). These feminine men characters are the same as '*ngondek*', namely (1) speaking like a woman or similar to a woman's speaking style, (2) paying attention to appearance (makeup, skincare and other care products), (3) gestures or body language that tends to be graceful, (4) likes to hang out with women and gossip, (5) often brings tissue, (6) likes romantic songs, (7) feelings tend to be more sensitive, (8) his silence has the potential to anger, (9) following the development of women's fashion (Manda & Suardi, 2016). Nurhadi (2018) concludes that feminine men (Nurhadi's term for '*ngondek*') get a positive response from their surrounding environment. Even if there is ridicule, they tend to ignore it. The '*ngondek*' men also get satisfaction in their appearance, in the form of a sense of comfort and confidence, and therefore do not want to change their '*ngondek*' appearance (Nurhadi, 2018).

About Celebgram

Artists are known for their different plays featured in the mass media (such as singers, actors/actresses, comedians, hosts, comedians). On the other hand, celebgrams are known for their posts on their Instagram accounts. Their Instagram accounts are their medium to be known by the public and get many material and immaterial benefits. Celebgrams also have a closer relationship with their followers because they can interact directly in the

comments of their posts or through the direct message (DM) feature provided by Instagram.

Celebgram was born from the Instagram platform. Since its launch in 2010, Instagram has managed to steal the public's attention, especially young people, because it is more focused on displaying photos and videos. Instagram users can easily share any information through photos and videos, which is more interesting than other text-based social media platforms such as Twitter. However, recently, Twitter has become more popular, especially to express the users' opinion about social and political phenomena in society.

Celebrities are not the same as influencers. Apart from the number of followers, influencers are believed to have a (positive) influence on society, especially their followers. Meanwhile, someone is considered a celebgram only based on the number of followers or engagement. If categorised in class, then the celebrity class is lower than influencers. Nevertheless, that does not mean the celebrity cannot influence the purchase interest of the endorsement product. Research by Azwina (2017) and Awallia (2018) shows that reviews and testimonials conducted by celebgram affect respondents' buying interest.

Instagram celebrities must have creative and interesting content to gain and maintain followers, especially when content competition is quite fierce, considering that many people want to be celebrities. The requirement to be called a celebrity is quite simple, namely, to have an Instagram account with twenty thousand followers. Therefore, it is understandable if creativity and innovation are the main requirements to compete on Instagram. One instant way to get followers is to collaborate with other celebgrams. This collaboration benefits all parties because followers of one account will be interested in seeing other accounts and vice versa. So, even if celebgrams do not get additional followers, they can at least increase the number of views from the collaboration. In addition to followers, the number of views, likes, comments, and re-share of posts indicates the celebrity or accounts a success.

Nowadays, Instagram is no longer only seen as social media but has become part of everyday life. The social media created by Kevin Systrom and Mike Krieger is answering the millennial generation's needs for information, connectivity and lifestyle.

Personal Brand Identity

The study results show that the three research objects use real identities according to their sexes on their Instagram profiles. However, they have created fictional characters for their content.

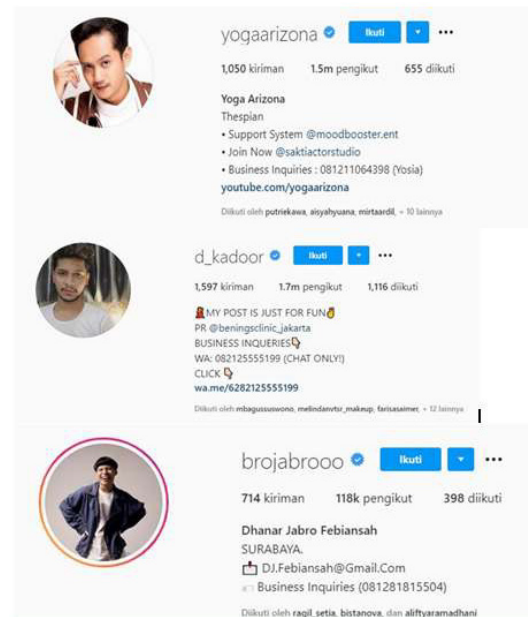


Figure 1. Real Identity According to Sex their Instagram Profiles

The fictional characters that they created have been established as their brand identity. Indeed, they have planned and built their characters. The construction of these fictional characters did not occur instantly but in several years.

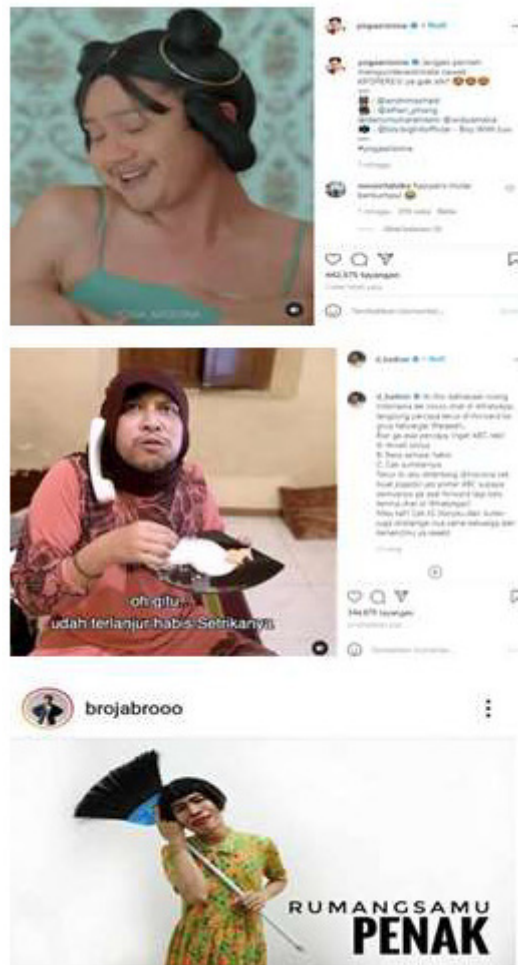


Figure 2. Fictional Characters that Becomes Personal Branding

The first research object, @yogaarizona, builds the personal branding identity of Tasya, a young woman who is coquettish, excited, very active, and always feeling beautiful. His hairstyle and fashion indicate these characteristics. Even so, @yogaarizona does not abandon his physical identity as a man. He allows his moustache to show on his face. However, his slim and tall posture (178cm) supports his appearance as a fashionable Tasya. Tasya is interested in handsome men (always played by the same person in all of the posts) and has a Javanese mother who is chatty and sarcastic.

The second research object, @d_kadoor, also builds his personal branding with female fictional characters. The difference is that he does not name his fictional character. He only refers to his character as 'I.' Sometimes, he uses various names, such as Yayuk, Yuli, and so on, but still does not give any special names to his fictional characters. @d_kadoor also

does not always wear makeup when he plays his character. He shows that his character is a woman by using a hijab and a voice that resembles a woman's. Similar to @yogaarizona, his physical identity remains that of a male character, such as having a moustache and beard. Because his tall, burly, and chubby posture does not allow him to look like a beautiful woman, @d_kadoor' fictional character always wears a comfortable dress and hijab, typical of housewives.

The third research object, @brojabroo, has a fictional character named Ms Bulan. Ms Bulan's character is described as a young woman with short hair and bangs. Sometimes she wears minimal makeup but rarely appears as beautiful and graceful. On the other hand, Ms Bulan can be very active with her dance movements. Ms Bulan can dance and lip-sync video clips of famous singers.

Even though they have fictional characters, not all uploads on their Instagram accounts always feature these fictional characters. They also often upload their activities with their original gender identity on Instastory and Instagram. That way, followers and viewers know that their real life is not the same as the content on their Instagram account.

Personal Brand Positioning

The three objects have different brand positioning despite fighting for the same target market, namely young people. Tasya's character is always shown in short videos with a storyline with definite characters and the same cast in the first research object. The characters are Tasya (Yoga Arizona), Tasya's hot boyfriend (Romeo Topaz), and Tasya's mother (Venny Adisuryo). The storylines in the contents are adapted to trending entertainment issues, such as k-pop parodies, Korean dramas, or Indian films. Stories, characters and acting are the strengths of @yogaarizona's work. In fact, when advertising a product, they usually make a short video with the characters that have been formed.

@yogaarizona is also seen several times using the Javanese Language in his content. The same is done by @d_kadoor and @brojabrooo. The difference is, @yogaarizona uses Javanese with a Central Javanese dialect, @d_kadoor uses a Malang dialect of Javanese, and @brojabrooo uses a Surabaya dialect of Javanese. Although all are the same Javanese language, the dialect of the language is very different, so that it becomes the hallmark of each character.

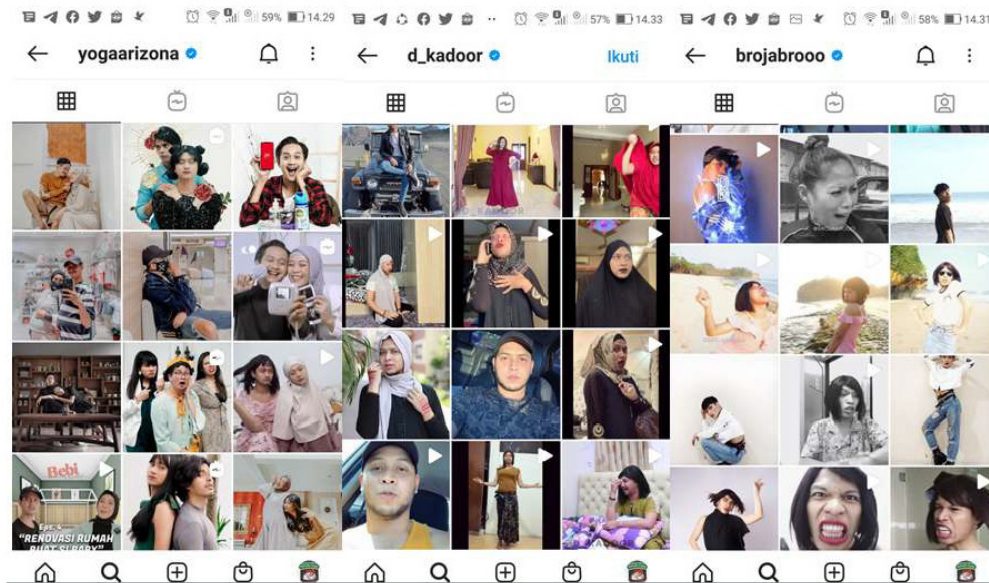


Figure 3. Instagram Feed of the three Research Objects

In @d_kadoor's content, he plays alone. This means that Abdul Kadir as the account owner, can play several characters at once in one content by changing costumes and voice tones. However, almost all of the characters he plays always wear a negligee and headscarf. Whatever the role, almost all of the characters are always grumpy or chatty. Even so, there is always a moral message in his tirade. The moral messages that are inserted can vary but are usually about how girls should behave.

In contrast to other research objects, @brojabrooo builds his personal branding not only as Mbak Bulan but also as his real self, who has the ability to dance and a flexible body. Whether as the character of Mbak Bulan or being himself, Jabro Febiansyah as the account owner can still be accepted by his followers. As Mbak Bulan, he is accepted because this fictional character is identical to his outspoken comments (speaking as he pleases without paying attention to the other person's feelings). Similarly, his followers accept Jabro Febiansyah's real character because of his flexibility when dancing and parodying video clips of famous singers.

Personal Brand Image Assessment

Brand image assessment is the brand's feedback from the target market or the wider community. If implemented in personal branding through Instagram, then brand image assessment can be interpreted as Instagram engagement rate. Engagement rate is a number

that shows how Instagram followers are actively and directly involved (Widito, 2020). There are 3 (three) elements that affect the level of engagement, namely views, likes and comments. View is the number of people who viewed the content. Like is the number of people pressing the love button as a sign they like the uploaded content.

Meanwhile, comments are the number of people who write in the comments column of the upload. The level of engagement serves to determine how much influence the account has on its followers. The level of engagement is determined by several things, namely (1) the time of uploading content, (2) the frequency of uploading content, (3) the number of followers, (4) the message conveyed in the content itself, and (5) the Instagram algorithm (Widito, 2020).

There are several strategies that can be done to increase engagement on Instagram, including (1) content must trigger interaction with followers, (2) content must be interesting, or it could be (3) display documentation of the account owner's activity (Huang, 2019). The essence of an engaging Instagram post is the content. Huang even mentions that to increase engagement on Instagram, its contents must be (1) controversial, (2) trending, (3) targeted, (4) touching, and (5) original.

The three research objects have different levels of engagement according to the number of followers and uploaded content. The average viewer who sees @yogaarizona's video content shows is between 300-500 thousand views from 1.5 million followers. All uploads are always given likes and comments by netizens, including uploads containing personal content. In fact, personal content always has fewer viewers compared to video uploads of Tasya's character. As of mid-April 2021, there are 1,058 uploads on the @yogaarizona Instagram feed.

Likewise, @d_kadoor's viewers ranging from 300-500 thousand in every uploaded video from 1.7 million followers. Like @yogaarizona, all @d_kadoor's uploads always get likes and comments from netizens, including uploads containing personal content. Even so, personal content always gets less engagement than video uploads of stories and fictional characters. As of mid-April 2021 when this article was written, there were already 1,600 uploads on the @d_kadoor Instagram feed. Furthermore, @d_kadoor also does not seem to have lost any followers even though the police arrested him for drug use in February 2021. In fact, in theory, the arrest would destroy his reputation and personal branding. This phenomenon shows that followers enjoy @d_kadoor's work and do not care about the realities of life in the real world.

On the @brojabrooo account, the number of views obtained in the uploaded videos is less than the 2 other research objects, which ranges from 40-70 thousand views. This is considered reasonable, considering the number of followers also only amounts to 124 thousand. Even so, all uploads, both featuring the character of Bu Bulan and personal uploads, always get appreciation from netizens with views, likes, and comments. The number of views of Bu Bulan's video content and the real identity of @brojabrooo is not much different. This is because @brojabrooo's personal uploads are still showing off his dancing and parody skills.

Celebgrams may not have only one social media platform. Therefore, the researcher had time to observe other social media platforms besides Instagram owned by the research object. This is due to the viral phenomenon experienced by @brojabrooo.

The @brojabrooo account went viral because of content that showed his actions in student demonstrations in Surabaya. Interestingly, initially, @brojabrooo did not go viral on the Instagram platform but the Twitter platform. His popularity on Twitter resulted in a rapid increase in the number of Instagram followers @brojabrooo. @brojabrooo has 1,306 followers on Twitter and 4,062 YouTube subscribers. Meanwhile, @yogaarizona has 3,357 Twitter followers and 441,000 YouTube subscribers. @d_kadoor has 872 Twitter followers and has disabled YouTube subscriber count. Each social media platform affects another because one content can be uploaded on all platforms and at least promote that content.

CONCLUSION

'Ngondek' has succeeded in becoming one way to build personal branding on social media, and has proven to be successful in capturing the attention of netizens. Doing so is fine in entertainment and cyberspace. Building a 'sticky' personal brand is not easy because it requires effort such as research and character determination, as well as costume preparation, story ideas and other property preparation. Thus, 'ngondek' needs to be appreciated as a work of art. The freedom and convenience that is present in cyberspace has created an opportunity to create a different personal branding which eventually becomes the main attraction for netizens who have a dynamic desire for content on social media.

However, in real life in society, 'ngondek' cannot be justified because it can cause certain psychological effects on followers, especially those who are young and still in the stage of finding their identity. If their media literacy is not yet strong, then the characters on social media may be perceived as reality, and 'ngondek' is imitated into their personal character. This will cause its own problems because gender identity becomes biased. The results of

this study are expected to be a new reference for content creators in attracting media consumers through unique content offerings. Finally, in the future, research related to building content through personal branding can be done more for entertainment in the digital world.

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