

# Personal Branding and Behavioural Changes among the Millennial Generations in the Social Media

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**ABSTRACT---** *The use of the social media Instagram in Indonesia has resulted in significant impact toward the behavioural changes among the millennial generations of the nation. With regards to the statement, branding becomes a general activity that has been performed in the domain of marketing especially in today's context. Branding might be performed in order to discern from one product of another so that the peculiar characteristics of the given product might appear to the surface. However, due to the development of the branding context, branding has penetrated many lines and this penetration also impacts the development of an individual in changing his or her behaviours within the social media alone. Therefore, throughout the study, there will be an analysis toward the formation of the celebgram's personal branding that might alter the behaviours of the millennial generations whose identities have been prominent in the social media such as Instagram and Youtube. During the conduct of the study, the celebgram that had been analysed was Awkarin. Awkarin is a female adolescent who has suddenly become famous due to the various contents in her Instagram Account. In response to this finding, the study has been compelled to identify the personal branding of Awkarin in the Digital Public Relation of Instagram and to identify the existence of followers' imitation toward the celebgram Awkarin in the social media Instagram. The reason is that such imitation will be peculiar existence for a celebgram who has suddenly become famous in the social media. The presence of the behavioural changes that Awkarin has pursued become a peculiar business or existence upon her individual development over the social media.*

**Keyword---** personal branding, millennial generation, behavioural changes, social media

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## 1. INTRODUCTION

The current appearance of social media has become a vessel of information that might be accessed by anyone, especially by the young generations. The contents that have been displayed in the social media are highly various, starting from blog, wiki, discussion forum, chatting, tweet, podcasting, pin, digital figures, video, audio file, and even advertisement. Indeed, people might easily find any feature that they desire through the communication technology or the virtual media. In relation to the statement, the media that have been frequently utilized are namely Facebook, Twitter, blog, Line, YouTube, and Instagram. The use of such social media is not apart from the presence of the Internet nowadays. Internet is a global communication network that contains a number of standards for passing information from one network to another so that the networks throughout the globe might establish communication (Shirky, 1995, p.2). Then, the total number of Internet users in Indonesia has been increasing significantly in each year. According to the data from the Association of Indonesian Internet Service Provider (APJII, *Asosiasi Penyedia Jasa Internet Indonesia*), the results of a survey in 2017 show that from the total Indonesian population, namely 262 million people, 143,26 million people (55%) are active Internet users (*Asosiasi Penyelenggara Jasa Internet Indonesia, Survei Pengguna Internet 2017*, <https://www.apjii.or.id/survei2017>, accessed on April 4<sup>th</sup>, 2018).

With such fantastic figure, Indonesia might be considered as being within the grasp of social media because more than half of the population use the social media for establishing communication and accessing information. Based on the data from the Ministry of Community and Information in 2017, the number of internet users in Indonesia has earned the 5<sup>th</sup> place with the total number of Internet users 132,7 million people. This figure has outranked Japan, which falls into the 6<sup>th</sup> place with the total number of Internet users 118,4 million people. The statement implies that Indonesian people are actively using the Internet (Kementerian Komunikasi dan Informatika Republic Indonesia, *Survei Pengguna Internet 2017*, <https://kominfo.go.id/content/detail/>, accessed on April 4<sup>th</sup>, 2018).

Social media is able to alter the communication style and the interaction of the people since communication providers peculiar enjoyment or entertainment in the form of mutual interaction with one another. Therefore, digital communication by means of social media becomes a very popular way of communication especially in terms of daily needs fulfilment. Through social media, the digital communication offers entertainment in the form of interaction with fellow users in the form of emotional expression, self-expression, stress release, distraction by playing game, or news update for spending the leisure time.

One of the reasons that lie behind the utilization of digital public relations is that the use of such social media might cut the time and the money and, at the same time, might create new method of communication, which is more effective for customers, employees, investors, media, and even public. The skills and the creativity of digital public relations might be combined with the skills and the knowledge in computer operationalization and social media in order to create the positive impression. It is these activities that will be applied in the social media applications. With reference to the statement, one of the social media applications that have been popular in Indonesia is Instagram. Looking at the popularity, Instagram might be utilized as the media of digital public relations.

Based on the data from <https://daily.social.id/>, Instagram has occupied the first place with 82.60% users, followed by Facebook with 66.50% users and Path with 49.60% users (<https://daily.social.id/post/survei-mastel-apjii-pengguna-internet-butuh-campur-tangan-pemerintah-lindungi-pribadi-dan-data-pribadi>, accessed on April 4<sup>th</sup>, 2018). The social media platform Instagram has been indeed been favoured by so any people. The reason is that Instagram does not only serve as a place for showing off the pictures as the way of expression for many people but also for earning living and even for building the fame or the popularity of an individual.

Due to these characteristics, the ordinary people among the public in the daily life might suddenly be very famous in the virtual world. This kind of people is thus known as the celebrities of Instagram or celebgram. The term celebgram refers to the people who have Instagram Account with intelligent skills of self-actualization and account management. Consequently, they become very famous and have so many fans throughout the network. One of the celebgram that has been quite famous recently is Awkarin. The celebgram whose real name is Karin Novilda is a female teenager who has suddenly been famous due to the various postings in her Instagram Account. The name Awkarin itself is initially an abbreviation of Awkward Karin. Since the name is too long, Karin has decided to change the name into Awkarin because this name is considered very earcatching.

Prior to being famous in Instagram, Awkarin was famous in YouTube as Vlogger Drama Queen in the first place. Awkarin owns a YouTube Channel under the name Karin Novilda. The contents that have been posted by Awkarin in this channel depict the love story between Karin and her ex-boyfriend Muhammad Gaga or popularly known as Gaga. Her love story was indeed full of drama. In one of her contents, she weeped sadly telling about her disappointing love story. It is her love story that draws the attention of the YouTube users and, later, these users call her as the Vlogger Drama Queen. Ever since then, the subscriber of her account raised into 735,302 people. Not only that, her YouTube Channel was overwhelmed by so many followers and the number of her followers on Instagram has increased into 4,8 million people. This increase might be consulted in Figure 1 below.

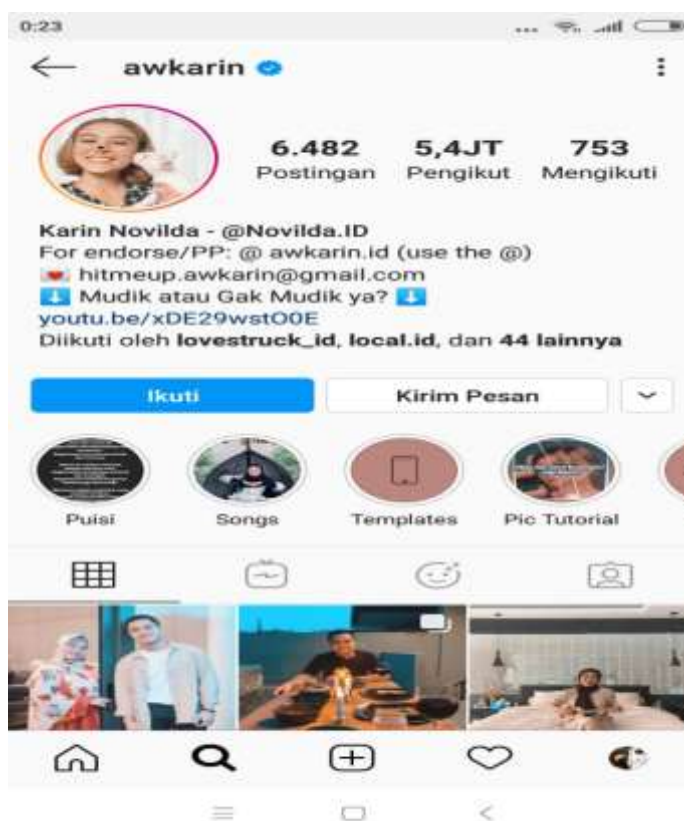


Figure 1. Profile Instagram Awkarin  
Sumber : <https://www.instagram.com/awkarin/>

In terms of content, her Instagram Account is completely different from her YouTube Channel. Since Karin has changed her name into Awkarin in her Instagram Account, the concept in this account is different and even the contents of this account are different from those of her YouTube Channel. In her Instagram Account, Awkarin depicts herself as a very fashionable person and such depiction has been able to draw the interest of her fans. Being fashionable and creative certainly distinguishes her from other celebgrams. This is the reason why many other Instagram Accounts follow her accounts. Not to mention, the social media platform that belongs to Awkarin is quite unique and interesting to follow. In sum, Awkarin becomes quite famous in an instant manner among the social media users.

Due to the recently appearing celebgrams, Instagram has delivered multiple perceptions about the development of these celebgrams as the trendsetter among the social media users. These perceptions appear among the university students, specifically the students of Communication Study Program, the Department of Public Relations, Mercu Buana University, who have been the active users of Instagram, and the university students of worker classroom, who have been assumed to earn their own living and thus possess the purchase capacity for the consumption products. Definitely, these students have their own reason is being so interested in Instagram that they utilize this social media platform as part of establishing friendship network in the virtual world. As the active users of Instagram, these students have their own perception as well, especially with regards to the impacts that Instagram might inflict for both the life of their own and the life of other people. Looking at these phenomena, a new dimension in the virtual world that might alter the life instantly and manage the interest in social media such as Instagram is created. As a result, a peculiar sense of popularity might be created for the individuals who have been active and creative users of social media such as Awkarin. Indeed, Awkarin has been a smart celebgram because she is able to mix and match her outfit so that the Instagram users are interested with the contents displayed in her account.

Many followers of Awkarin adopt her fashion style, which has been a peculiar icon in the fashionable world. The high interest of the young generation toward the utilization of social media Instagram becomes an attractive object of study especially with regards to how the development of the media digitalization might alter the behaviour of an individual. In relation to the situation, the following problem will be formulated for the conduct of the present study: (1) how the current personal branding of the celebgram Awkarin on the digital public relations through the social media Instagram is; and (2) how the digital behaviour influences the behavioural imitation of the followers that takes place in the account of the celebgram Awkarin.

## **2. THEORETICAL FRAMEWORK**

### **2.1 Personal Branding**

Personal branding is based upon the values in the personal life and holds high relevance to the actual personality of an individual. Personal branding is indeed the personal brand of an individual that has been perceived among all of the individual's acquaintances. Personal branding will encourage people to regard individuals differently and uniquely. People might forget the face of an individual but they will always remember the personal brand of the individual. With reference to the statement, consistency becomes the main requirement of a strong personal branding. Thus, the inconsistent aspects will weaken the personal branding of an individual and, eventually, will diminish the sense of trust and the memory toward the individual (McNally & Speak, 2004, p.13).

O'Brien states that personal branding is a personal identity that creates an emotional response toward other people with regards to the quality and the value that an individual has. On the other hand, according to Montoya personal branding refers to the products, both the goods and the service, that strive at internalizing an impression in the mind of the public by means of all attributes and differentiations; therefore, branding should be afforded in order to achieve this end. In other words, it might be concluded that personal branding refers to the process of shaping the public perception toward the aspects that an individual has, namely personality, capacity, and values, and also how the three aspects might result in the positive perception from the public so that the positive perception might be utilized as a marketing tool (Haroen, 2014, p.13).

Furthermore, Montoya states that there are eight concepts of personal branding establishment. As the foundation for the personal branding establishment, the eight concepts that should be fortified are as follows:

1. The Law of Specialization  
The peculiarity of a great personal brand is the accuracy on a specialization and the concentration on peculiar power, expertise or, achievements.
2. The Law of Leadership  
Personal brand should be equipped with the figure of a leader who might make decisions in uncertain situations and provide clear directions.
3. The Law of Personality  
A great personal brand should be based on the figure of humble personality with imperfection. This concept thus eliminates several pressures on the concept of leadership (The Law of Leadership). In other words, an individual should have good personality but should not necessarily be perfect.
4. The Law of Distinctiveness

An effective personal brand should be displayed with different ways relative to the competitors. Differentiation is indeed necessary in order to discern one personal brand from another. In addition, through differentiation an individual will be more well-known to the public.

5. The Law of Visibility

Personal brand implies the constant and continuous visibility so that the personal brand of an individual might be acquainted. As a result, the visibility is more important than the ability. Then, in order to be visible, an individual should promote himself or herself and should benefit every single opportunity.

6. The Law of Unity

The personal life that lies behind the personal brand should be in accordance to the moral ethics and the attitude that has been identified from the brand. The personal life should indeed be the reflection and the impression that has been desired within a brand.

7. The law of Persistence

Personal brand cannot be created instantly; instead, personal brand takes time to develop. During the process, it is important to pay attention to every single stage.

8. The Law of Goodwill

An capable and successful individual in establishing good personal branding is the one who has been able to control himself or herself by being kind. This trait is important in building the positive impression before the public.

9. Personal Brand Itself

Personal brand will deliver good result and last longer if an individual has been perceived as displaying positive impression. This individual should be associated with the values or the ideas that have been generally admitted as the positive and useful values.

## **2.2 Authentic Personal Branding**

Rampersad has developed a personal branding model known as Authentic Personal Branding. This model of personal branding offers the framework and the guidelines for establishing, implementing, maintaining, and managing the authentic, different, relevant, consistent, brief, meaningful, crystal-clear, and easy to remember personal brand. The authentic personal brand indeed should always reflect the genuine characters and should be established based on the values, the strengths, the peculiarities, and the prominence.

Without, vision, self-knowledge, self-learning, ideas, paradigm change, integrity, happiness, desire, sharing, trust, and love, the authentic personal brand will never appear. Then, in relation to the arguments by Peter Montoya and by Rampersad, several criteria that are relevant to the continuous, authentic, consistent, and easy to remember personal branding might be concluded as follows:

1. **Authenticity:** the personal brand should belong to an individual only. The reason is that the leader of the personal brand is the individual himself or herself. Not to mention, the personal brand should be established based on the genuine personality and, at the same time, the personal brand should reflect the characters, behaviours, values, and visions of the individual. Therefore, the personal brand should be adjusted to the personal ambition.
2. **Integrity:** an individual should cling onto the moral and behavioural guidelines that have been defined by the personal ambitions.
3. **Consistency:** an individual is required to display consistency in his or her behaviours. In order to be consistent, he or she should have courage. The questions that might linger about the consistency within in an individual are whether the individual is reliable for other people and whether the individual performs relevant actions repetitively or not. For example, the hamburger, the cheeseburger, and the Big Mac from McDonald is always consistent.
4. **Specialization:** specialization implies that an individual should focus on a single domain of specialization. In other words, the individual should focus on one core talent or one peculiar skill. Being generalist without a peculiar skill, expertise, or talent will make individual not unique, special, and different.
5. **Authority:** an individual should be perceived as a famous expert in certain domain with extraordinary talent, long years of experience, and effective leadership.
6. **Distinguishability:** the personal brand of an individual should be different. As a result, the personal brand should be expressed uniquely and differently in comparison to the competitors. At the same time, the personal brand should deliver additional values to other people. Eventually, the personal brand should be defined clearly so that audience might grasp the message from the personal brand of the individual.
7. **Relevance:** the message of the personal brand from an individual should be associated with something that the audience has considered important.
8. **Visibility:** the message of the personal brand from an individual should be broadcasted repetitively, constantly, and consistently until the message has been internalized into the mind of the targeted audience. Visibility refers to the constant repetition and long-term exposure.
9. **Persistence:** the personal brand of an individual takes time to develop. The personal brand should develop in organic manner. The individual itself should be loyal to the personal brand. In addition, the individual should also be persistent, confident, and patient with his or her personal brand. The great owner of personal brand such as Tiger

Woods and Oprah Winfrey takes time to be an icon. Such personal brand has finally thrived after a long period of hard work with dedication, sacrifice, courage, planning, and patience in getting committed to persistence.

10. Goodwill: people will only do business with the ones that they like. Therefore, the personal brand of an individual will provide better results and durability when the individual is perceived positively by public. In other words, the individual should be associated with positive values. The goodwill of the brand that belongs to Bill Gate is the willingness to make the world a better place through the Bill & Melinda Gates Foundation. Nowadays, this foundation has been known as the biggest charity foundation that has been operated transparently.
11. Performance: performance is the most important element after the personal brand of an individual has been known. If the individual does not improve himself or herself continuously, then the personal brand, or the personal branding, will be nothing more than a shame. Therefore, the personal brand should be interpreted into the Personal Balances Scorecard.

### **2.3 Social Learning Theory**

A theory from the domain of Psychology that might be useful for studying the impact of the mass media is the Social Learning Theory. With reference to the statement, Bandura states that many learning processes take place through an observation toward the behaviours of other people. Departing from the statement, it is possible that the Social Learning Theory might be implemented through the observation toward the behaviours of other people. This theory is mainly valuable for analysing the possible impact of the violence that has been broadcaster over the television. On the other hand, the Social Learning Theory might be defined as a general learning theory that can be applied to the impact of other media.

The basic assumption of Social Learning Theory admits that individuals are able to realize or to think that they are able to take advantage from observation and experience. Indeed, the Social Learning Theory admits that most of the learning process among the individuals take place by witnessing other people who display various behaviours. This kind of learning process also clearly takes place in the mass media. One individual might observe another individual who has been involved in certain behaviours over the television and, consequently, the individual might practice the behaviour in his or her life.

The impact of the mass media can be found abundantly and can take place through the social learning process. The impact itself covers people who have just learned about how to dress under the new mode, people who have attained new lesson about how to date someone, and people who have internalized the behaviours that deal with male or female traits. Social learning is indeed very effective in the form of mass media such as television. In such media, an individual will gain multiple power from the single model that transmits the way of thinking and the new behaviours for many people over the different locations.

Harrison & Cantor implement the Social Learning Theory in order to review the role of the television in influencing the ideas of the audience member about the thin and the ideal body shape. The two researchers mention that the impression of being thin and the diet have been very common in the mass media and that the mass media has frequently appreciated the thin actors. Then, they have also found that the audience who have received more messages about the thin description and promotions about being thin tend to score high in terms of encouragement toward being thin and thus have higher possibility to be unsatisfied with their current body shape (Severin, Wener J., James W., Tankard, Jr., 2001, pp.330-331).

### **2.4 New Media**

New Media refers to the media that offers digitization, convergence, interactivity, and development of network in relation to the message creation and the message delivery. The capacity of the new media in offering the interactivity enables its users to have alternatives over the information that will be consumed, to select the desired alternatives, and to control the output of the information that has been consumer altogether at the same time. It is the capacity of offering an interactivity that becomes the central concept of the understanding toward the new media (Terry, 2002, pp.11-12). The appearance of virtual media, virtual community, and virtual identity are the phenomena that frequently take place altogether with the presence of the new media. Such phenomena appear to the surface because New Media enables its users to utilize as many wide spaces as possible, to expand these wide spaces, and to display shared identities among the users in the real world (Terry, 2002, p.25).

## **3. METHOD**

In conducting the study, the descriptive qualitative approach had been implemented. Then, the subjects that had been involved within the conduct of the study were the millennial generations, namely the university students who had been actively using the social media Instagram and who had the purchase capacity for affording the fashion introduced by the celebgram A wkarin. Furthermore, in gathering the data, the data gathering technique that had been implemented was the observation toward the content, the “Comment” section, the number of followers in the Instagram Account of A wkarin, the influence of the content uploaded by the celebgram A wkarin toward the subjects, and the content, both the feeds and the story, that the celebgram A wkarin had uploaded to her Instagram account. In addition to the observation, an interview session was also held to the subjects with regards to the instant popularity and the personal branding that the celebgram A wkarin had gained as well as the contents that she had uploaded and, indeed, that had results in pros and cons over the social media.

Eventually, the documentation technique was also implemented in the study by looking for the data with regards to the personal branding that the celebgram Awkarin had established, the books, the newspapers, the magazines, the epigraphs, the minutes of meeting, and the agendas. These sources served as the references within the conduct of the study. After the data gathering process had been completed, the data were analysed by using the Interactive Model which had been proposed by Miles & Huberman (1986). Interactive Model Analysis refers to the data analysis technique that describes the interactive traits of the data collection. Last but not the least, in ensuring the data validity, the Data Validity Inspection Technique (Validation and Accuracy) that had been implemented was the triangulation. Within the implementation of the triangulation, the direct observation and the interview session with the information were conducted and the data that had been gained from the two activities were compared.

## 4. RESULTS AND DISCUSSIONS

### 4.1 The Personal Branding of the Celebgram Awkarin in the Digital Public Relation of Instagram

Today's phenomena of celebgram are not uncommon among the mind of the people. For example, Karin Novilda, popularly known as Awkarin, is a young female teenager who has suddenly become popular due to the numerous contents in her Instagram account. In other social media platform, namely YouTube, Awkarin is popularly known as Vlogger Drama Queen. Speaking about the social media, the number of the followers in the Instagram account of the celebgram Awkarin is 5,2 million people.

With the openness of the social media, many people have started to utilize the media for exposing their expression. For example, Awkarin has exposed her tiny body by using the open outfit in her Instagram account. Furthermore, on many occasions Karin has upload her dating style with Alfia Asyari, the guy with contemporary style who broke the relationship with her. These kinds of exposure have indeed resulted in the pros and contras among the millennial generations. The sensation of the news that have been exposed in her Instagram accounts invite the millennial generations to both respond to and bully these contents. The incidents that Awkarin has experienced with regards to this situation might be consulted in Figure 2 below.



Figure 2. Deretan Kejadian Yang Dialami Oleh Awkarin  
Sumber : Instagram @Awkarin

As having been explained, the personal branding is based on the life values of an individual and the high relevance with the genuine personality of the individual. With regards to the statement, the technological development has made an individual capable to expose his or her personal life under the vulgar manner since the social media might be easily accessed by anyone from anywhere.

### 4.2 The Establishment of Personal Branding by Montoya & Rampersad in the Social Media

Montoya & Rampersad state that within the activities of establishing the effective personal branding, every actor should meet the following 11 main criteria.

#### 4.2.1 Authenticity/Originality

The first criterion deals with the authenticity/ originality in establishing the individual personal branding within the social media. The representation of the personality or the behaviour from each individual should be in accordance to the personal brand that will be established in the context of the daily life. If there is any discordance between the personal brand and the personality or the behaviour, then dishonesty will appear within the establishment of the self-identity inside the personal branding initiative. Specific to the context of the study, in performing the personal branding activities the celebgram Awkarin has exposed her activities onto the social media. Awkarin has presented herself as an ordinary person and she has posted all of her good and bad sides in her Instagram account.

An original identity in the social media is highly important within the efforts of personal brand establishment because the audience trust will be established when an individual represents his or her personality in daily life. With regards to the statement, Susanti states that the life that Awkarin has highlighted in her social media is original. In her opinion, Awkarin has highlighted both the good sides and the bad sides of her life (an interview with Dwi Rahayu Ita Susanti on Saturday, March 23<sup>rd</sup>, 2019). Originality is also linear with honesty, which has been based on the figure of ordinary personality with imperfection since every individual should have good personality but every individual should not be perfect. Indeed, the personal branding initiative should reflect the self-identity and should be embedded into the moral guidelines and the behaviours that have been set into the personal ambitions. Every time an individual breaks his or her promise for any reason, the personal brand of the individual will be impacted. The balance between the ambitions and the behaviours should be the stable foundation for gaining trust.

#### **4.2.2 Integrity**

The internal aspect of an individual is not always instant in packaging the popularity over the social media. One evidence is that the implementation of the personal branding method becomes a peculiar icon for an individual so that the individual will be more famous and, in turn, will gain more followers. Therefore, the personal branding initiative of an individual should cling firmly onto the moral guidelines and the personal ambitions that have been set. The reason is that an individual with integrity is the one that will firmly execute the personal ambitions that have been established. Consequently, an individual with originality will be considered having integrity before the public. Departing from the statement, people can see clearly how Awkarin has portrayed and highlighted herself in order to be famous over the social media by means of her Instagram account and YouTube channel. The integrity that has been built at the beginning is the results of the Awkarin's consistency in telling her life and her fashion style in her own social media. In addition, the social activities that she has performed with her friends are not solely intended to support her career but, on the contrary, are intended to show her compassion to the fellow mankind. However, out of her knowledge, these social activities have made her career skyrocketing. This explains why she always uploads her activities onto the social media but she never tells the location of her activities.

Due to her integrity as a fashionable figure who is compassionate with the others' well-being, the number of the followers on her Instagram account has been increasing steadily. Unfortunately, the negative side of Awkarin is that she likes wearing bikinis and going to the night club with her friends (an interview with Aditya Rasyidi on Saturday, March 30<sup>th</sup>, 2019).

#### **4.2.3 Consistency**

A celebgram with so many followers should have consistency in the contents that have been uploaded based on both the real events and the fake events. A good personal branding takes place when an individual is confident in a relationship based on the consistent behaviours that they display or that they observe. If the image of an individual changes then the perception among the followers of the individual will change as well and the changing perception among these followers might turn into the negative perception. Specific to the context of the study, Awkarin has indeed been consistent in her posts and her consistency becomes the admiration of the millennial generations in becoming the followers of her account. Through the very fashionable style in her pictures, Awkarin has asserted her existence in the social media.

The consistency of her style and make-up shows that there has been peculiar admiration among the fans club of Awkarin, which has been dominated by the young generations (an interview with Dwi Rahayu Ita Susanti on Saturday, March 23<sup>rd</sup>, 2019). In addition, another aspect that shows her consistency is the peculiar fashion taste; indeed, Awkarin has peculiar style that makes her prominent (an interview with Dwi Rahayu Ita Susanti on Saturday, March 23<sup>rd</sup>, 2019). Such peculiar taste might be consulted in Figure 3 below.



**Figure 3**  
*Fashion Awkarin*

#### 4.2.4 Specialization

From the aspect of personality, the Instagram account of Awkarin has focused on a certain domain and has mastered the whole contents in the domain. Such initiative certainly delivers peculiar strength of an individual among the people who view and assess the individual. In other words, being generalist without any peculiar skill, expertise or talent will not make an individual special. Specific to the context of the study, every post of Awkarin is identical with a fashionable individual who always depicts the peculiar and interesting fashion style. In turn, the attention of the millennial generations is taken away and they would like to change their fashion style in the daily life.

#### 4.2.5 Authority

In terms of authority establishment, many parties have admitted that the personal branding of Awkarin has been related to the peculiar and contemporary fashion. The statement is confirmed when Awkarin was invited to be a speaker in numerous seminars. In most of these seminars, many parties referred to Awkarin as an experienced person with high credibility in the domain of fashion. Awkarin was once invited by @uifashionweek, which is the social media account of the University of Indonesia (UI) Mode Club. The mission of the University of Indonesia Mode Club is to educate public about fashion. Returning to the invitation, Awkarin was invited to share her experiences in the domain of fashion, as having been detailed in the Figure 4 as follows.



**Figure 4**  
*Postingan UI Fashion Week*



#### 4.2.6 Distinguishability

Distinguishability is certainly possessed by every individual especially Awkarin, one of the most famous celebgram who have so many followers among the millennial generations. What makes Awkarin distinguished from other people is that Awkarin peculiar characteristics that draw the attention of the audience, especially the millennial generations who have been very fond of contemporary fashion. The personal branding that has been expressed by Awkarin has been very unique and different from the competitor and has returned in competitive advantage. As a result, people will not be bored with the daily fashion style that Awkarin has uploaded on her Instagram account.

The personal branding of Awkarin is so crystal clear that the audience, most of which are the millennial generations, might quickly grasp the message of her personal branding in the Instagram. At the same time, Awkarin has also joined one of the celebgram management companies namely Takis Management. One of the CEOs in the Takis Management is Young Lex. After having joined the celebgram management, her personal branding becomes more skyrocketing due to the contents that have been packaged as interesting as possible so that these contents might result in the behavioural changes among the millennial generations. However, the symbol that has been prominent within the image of a bad girl is negative personal branding. In this regard, Awkarin has drawn the pros and contras due to her dating style.

Despite the situations, Awkarin has established her own personal management under the label A-Team Management. Under this management, the impression of Awkarin has changed. Now, the symbol that has been highlighted by Awkarin is a fashionable figure with compassion to others. Not to mention, under this label the millennial generations fall in love with the ignorant Awkarin who has peculiar fashion style. At the same time, the content of the present team management is different in terms of package (an interview with Lisna Ariestyka on Saturday, March 30<sup>th</sup>, 2019).

#### 4.2.7 Relevance

The fashion style that has been highlighted by Awkarin leaves an impression of concordance or relevance to the characteristics of the contemporary millennial generations. The message of the personal branding that has been delivered should be associated to something that has been considered important for the audience especially for the young generations. Awkarin who has been known as an individual who has unique fashion has encouraged many online clothes shop stores to endorse for their products.

#### 4.2.8 Visibility

In packaging the personal branding, visibility is created by delivering the same message repetitively and consistently until the message has been internalized in the mind of the audience. In this regard, Awkarin has frequently uploaded the Outfit of the Day that she has put on. Then, the repetition of the message that has been delivered through her posts has triggered the public opinion that leads to the interaction inside her social media. Then, the fashion that Awkarin has put on might be consulted in Figure 5 below.



Figure 5 Outfit Awkarin

Sumber : <https://www.instagram.com/awkarin/>

#### **4.2.9 Persistence**

An individual who has personal branding should be loyal to the icon that he or she has highlighted and should promote the self-confidence. In the content posting, not all followers or millennial generations agree to what a celebgram has exposed and this also applies to Awkarin. There are the times when the followers or the millennial generations do not completely respond to what she has done. However, her persistence is not only found in Instagram but also in YouTube and Twitter as part of her personal branding.

These social media have been selected because of the trend that has been going around the society under the objective of expanding the information that Awkarin would like to deliver. Whenever she creates a content, not only in Instagram but also in YouTube which number of subscribers has been 1,41 million people, Awkarin strives to look for other alternatives of social media in order to facilitate the establishment of her personal branding. As a result, Awkarin does not stop at one social media platform.

#### **4.2.10 Goodwill**

Goodwill contains the perspective of the audience. The positive perspective of the audience does not come by itself; instead, the positive perspective of the audience should be fostered by the values that have been internalized by the personal branding initiator, in this case Awkarin. An individual who has been perceived will have personal branding that lasts longer. Therefore, an individual who has been developing the personal branding should internalize the values or the ideas that the society has admitted as being positive or beneficial.

In her social media, Awkarin promotes her business as well, namely Hally by Awkarin, A Team Management, Bad Influence by Awkarin, and Awkenyang, in addition to uploading the daily activities in her life. Indeed, the 22-years old Awkarin has already has 4 business units that she has developed independently. With the establishment of the four business units, Awkarin has been able to open employment opportunities for the society and this establishment is certainly a peculiar bargaining position for Awkarin before her audience. At the same time, this establishment motivates her audience especially those who have running certain business units as well.

#### **4.2.11 Performance**

The establishment of the personal branding for a celebgram in the social media is similar to the establishment of the public trust among the public and both of them always go hand in hand. In this occasion, the personal branding of social values becomes the main foundation in facilitating the fluency of an individual's activities in the social media especially Instagram, YouTube, Facebook, and alike. The pattern of communication that has been implemented in the social media Instagram is so intimate that the followers perceive close contact or proximity with the celebgram, in the context of the study Awkarin. As a result, in affording her personal branding, Awkarin should be able to make people like the contents that she has highlighted in the social media. In turn, more and more people would like to endorse Awkarin.

The performance of the personal branding establishment in the case of Awkarin might be considered successful because Awkarin has been provided with so many endorsements by means of paid promote. For this paid promote endorsement, Awkarin sets the price from 3,5 million IDR until 9 million IDR. Therefore, the establishment of the personal branding in the social media of Awkarin should not be set apart from the presence of the personal branding characteristics.

### **4.3 The Establishment of Digital Public Relations in Changing the Behaviours of the Millennial Generations**

The establishment of the digital public relations by Awkarin is not apart from the identity of the social media which has currently been utilized by so anyone. Social media is indeed able to shape the personal branding of an individual due to the establishment of the audience trust when an individual presents his or her original personality. The establishment of the digital public relations within the personal branding should reflect the identity that has been embedded to the morale and the behaviour that have been set on the personal ambitions that will be highlight. The balance between the ambitions and the behaviours and actions become the basis for gaining the trust.

The digital public relations become the combination of the traditional public relations and the marketing content search engine optimization altogether with the social media that has been currently developing. The individual use of the digital public relations integrates several elements in order to maximize the online visibility. Nowadays, the media digitalization is highly important for each individual especially for the social media celebgram such as Awkarin. In this regard, Awkarin has utilized the social media such as YouTube and Instagram for establishing the personal branding.

Within the creation of the digital content in the social media YouTube, Awkarin has created various contents and one of these contents is Kelana Karin. The intention of creating this content is to introduce various cultures in Indonesia, starting from Aceh to Bali, Riau, East Nusa Tenggara, and even more. These contents indeed deliver insight and information about the Indonesian cultures in order forge the sense of nationalism.

The morale and the behaviours that Awkarin has developed as a fashionable celebgram is able to change the behaviours of the millennial generations nowadays in terms of fashion use that has been popularly discussed over the social media. However, Awkarin has wrapped the content in her Instagram account with more compassion for other people. Unfortunately, despite the compassionate content over her Instagram account, there are pros and contras over the outfit

that Awkarin has put on in the social media. For example, Awkarin likes to put on more open clothes and bikinis. In the Indonesian society, someone who likes putting on sexy clothes is associated with negative meaning.

The establishment of the digital public relations has relevance to the establishment of the personal branding. The statement is confirmed by Awkarin's social media. The characteristics in her social media are established by promoting numerous types of fashion in the contents. The reason is that Awkarin has been known as a celebgram of fashion and this popularity has become a peculiar identity and has resulted in numerous endorsements of outfits that Awkarin has been offered. In addition, Awkarin has been invited as a speaker in the fashion-related activities, which forges her self-identity as well.

As the identity reinforcement in changing the behaviours of the millennial generations with regards to the contemporary fashion, Awkarin has striven to upload the fashion-themed pictures on the behalf of her own repetitively. With reference to the statement, the social media has certain role in shaping the public opinion, the public propaganda, and the identify proof of an individual in establishing his or her personal branding. The Instagram account @Awkarin has been conclusive evidence of existence in publishing the contemporary and peculiar fashion.

The establishment of the personal branding in the digital public relations has significant impact because such establishment, especially in the case of Awkarin, over the social media Instagram has been running smoothly. The reason is that the response from the public, especially from the millennial generation, shows that the current personal branding of Awkarin is much better than the personal branding from the time when Awkarin appeared on screen for the very first time.

However, as a celebgram, the contents that Awkarin has created depicts peculiar uniqueness. Both the positive and the negative aspects of her content might be adopted by her followers, who have been parts of the millennial generations nowadays. With regards to the statement, the results of the study show that not all subjects in the study, most of which are from the millennial generations, adopt the behaviours of the celebgram Awkarin. The term adoption in this regard might be defined as uploading pictures using bikinis and always putting on branded and expensive outfits. Instead, the adoption of behaviours that has taken place is the desire to purchase the products that have been under the business of Awkarin.

Then, the meaning that the celebgram Awkarin has delivered as a celebgram is fashionable, which implies that her fashion style is peculiar in comparison to other celebgrams. Although there is a conformity among the uploads of her daily activities, Awkarin always puts on the unique and fashionable outfits. In this case, the establishment of the digital public relations by Awkarin does not only rely on the Instagram account but also the YouTube Channel and the Twitter account for changing the behaviours of the millennial generations. These social media platforms are selected because these media follow the trend among the society and, therefore, by adhering to the trend, Awkarin might expand the information that she would like to deliver.

In uploading the contents in her social media, Awkarin has utilized her YouTube Channel which has 1,41 million subscribers. In this regard, Awkarin strives to find the alternatives social media in order to facilitate the establishment of her social branding. Although some of the contents are negative, these negative contents have been encountered by the positive contents which promotes the compassion toward the fellow mankind and the promotion of the compassion might motivate the young generations to start running a business at the young age.

Furthermore, in establishing and changing the behaviours of the young generations through her social media, Awkarin frequently makes her followers fall in love; as a result, her followers like the contents that have been uploaded in her social media. At the same time, the contents in her social media is able to improve the endorsement of Awkarin's business. The endorse has been promoted by means of paid-promote service which rate ranges from 3,5 million to 9 million IDR. Indeed, the success in establishing and changing the behaviours of her followers is apparent from the netizens' responses toward her social media. Many young generations, especially the students from the Faculty of Communication Science Regular 2, put on the fashion or the outfits that have been endorsed in her social media account.

## **5. CONCLUSIONS**

Personal branding activities are not new phenomena among the people nowadays. With reference to the statement, many millennial generations have accessed their social media in order to be exist and to highlight the impression of their personal branding in each domain of virtual world. Not only that, the millennial generations might easily access the social media in order to view, update, and adopt the behaviours of an individual who has been considered popular. One of the figures in the social media that has been considered popular is Awkarin. Awkarin is a celebgram who has been very popular over Instagram. The presence of the personal branding and the behaviours of the digital public relations by the celebgram Awkarin represent the conclusion that the personal branding of the celebgram Awkarin in the digital public relations is a figure who has changed the impression of a bad girl into the impression of fashionable and compassionate personality.

Awkarin is indeed a personal branding actor when she has to meet or to deal with her audience in the real world. In this occasion, Awkarin should be present based on the representation of her daily life activities and should not commit any unnecessary activity because the commitment of the unnecessary activity will be considered inelegant. Not to mention, such commitment might also be considered as a commitment of public lie for her audience. As a celebgram, Awkarin should be able to utilize the combination of numerous social media well such as Line, YouTube, and Twitter.

Eventually, not all subjects in the study adopt the behaviours of Awkarin despite the fact they are her followers in Instagram. However, the subjects who do not adopt her behaviours are indeed interested in purchasing the products of her

business units. In the opinion of the subjects, the semantic meaning of Awkarin has been defined by the posts that she has uploaded. These contents or these posts have always highlighted Awkarin as a peculiar and fashionable figure.

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