

ABSTRAK

Personal branding merupakan proses perencanaan yang dengan sengaja dibentuk seseorang untuk membentuk *image* yang khas, bertujuan untuk mempertegas citra dirinya yang dapat tertanam di benak masyarakat. Upaya *personal branding* dapat dilakukan melalui media sosial, seperti Instagram. Hadirnya Instagram dapat mempengaruhi bidang politik di Indonesia, seperti aktivitas kampanye. Sebagai pemain baru di dunia politik, Tsamara Amany menggunakan Instagram untuk membentuk *personal branding* guna membangun cita positif di mata masyarakat. Maka dari itu, penelitian ini dilakukan untuk mengetahui *personal branding* Tsamara Amany sebagai politikus perempuan di Instagramnya. Peneliti menggunakan teori logika penyusunan pesan, konsep *personal branding*, dan *political branding* untuk menganalisis data penelitian. Penelitian ini termasuk dalam penelitian kuantitatif dengan pendekatan metode analisis isi deskriptif. Hasil penelitian ini menunjukkan bahwa *personal branding* Tsamara ditunjukkan melalui unggahan foto Tsamara di Instagram yang secara konsisten membahas tentang kebijakan politik dan vokal menyuarakan isu perempuan. Unggahan Tsamara di Instagram didominasi oleh aktivitas politik, namun tidak semua aktivitas politik diiringi dengan *caption* pesan politik. Selama periode 2019-2021, Tsamara jarang mengunggah foto menggunakan atribut Partai Solidaritas Indonesia (PSI), dalam foto kirimannya Tsamara berpakaian kasual saat mengikuti acara PSI. Tsamara menggunakan metode *emotional appeal* dalam merangkai kata-kata *caption*, artinya lebih mengutamakan perasaan dan emosi pembaca. Terkait *personal branding*, Tsamara memiliki tiga hal menadasar (khas, relevan, dan konsisten). Namun, sebagai politikus Tsamara masih kurang memobilisasi massa melalui unggahannya di Instagram.

Kata kunci: Instagram, Politik, Politikus, *Personal Branding*

ABSTRACT

Personal branding is a planning process that is deliberately formed by a person to build a distinctive image, aiming to reinforce his own image that can be embedded in the minds of the public. Personal branding efforts can be done through social media, such as Instagram. The presence of Instagram can affect the political field in Indonesia, such as campaign activities. As a new politician, Tsamara Amany uses Instagram to form personal branding in order to build a positive image in the public. Therefore, this study was conducted to determine the personal branding of Tsamara Amany as a female politician on her Instagram. The researcher uses the theory of message design logic, the concept of personal branding, and political branding to analyze the research data. This research is a quantitative research with a descriptive content analysis method approach. The results of this study indicate that Tsamara's personal branding is shown through Tsamara's photos on Instagram which consistently discusses political policies and voicing women's issues. Tsamara's posts on Instagram are dominated by political activities, but not all political activities are accompanied by political message captions. During the 2019-2021, Tsamara rarely uploaded photos using the attributes of the Partai Solidaritas Indonesia (PSI), in the photos that she sent Tsamara dressed casually while attending PSI events. Tsamara uses the emotional appeal method in assembling caption words, meaning that she prioritizes the feelings and emotions of the reader. Regarding personal branding, Tsamara has three basic things (characteristic, relevant, and consistent). However, as a politician Tsamara is still lacking in mobilizing the masses through her photos on Instagram.

Keywords: Instagram, Politic, Politician, Personal Branding