

ABSTRAK

Maraknya penggunaan sosial media khususnya Instagram, membuat orang banyak mengenal sosok Awkarin yang viral dan mengundang kontroversi. Ia dikenal memiliki gaya hidup yang terlalu bebas dan frontal. Namun beberapa tahun terakhir, Awkarin mampu mengubah citranya yang buruk menjadi jauh lebih baik dimata khalayak masyarakat. Sehingga penelitian ini dilakukan dengan tujuan untuk mengetahui *personal branding* Awkarin melalui sosial media Instagram. Metode yang peneliti gunakan adalah metode kualitatif, dengan analisis teks, dimana peneliti melakukan obeservasi pada beberapa postingan dari akun Instagram @awkarin. Berdasarkan hasil observasi yang dilakukan, peneliti menyimpulkan bahwa *personal branding* pada Awkarin melalui sosial media Instagram memenuhi delapan hukum *personal branding* yakni meliputi: *Laws of Specialization, Leadership, Personality, Distinctiveness, Visibility, Presistence, dan Goodwill* dan tiga dimensi utama pembentukan personal branding yang meliputi kompetensi, gaya, dan standar. *Personal branding* yang dibentuk Awkarin melalui sosial media Instagram adalah menonjolkan karakter wanita yang mandiri, cerdas, visioner, pekerja keras, dan *fashionable*. Selain itu pada *feed* Instagram Awkarin menonjolkan keestetikan konten yang diunggah.

Kata kunci : Awkarin, Instagram, *Personal Branding*

ABSTRACT

The widespread use of social media, especially Instagram, has made many people recognize the viral and controversial figure of Awkarin. She is known to have a lifestyle that is too free and frontal. But in recent years, Awkarin was able to change her bad image for the better in the eyes of the public. So this research was conducted with the aim of knowing Awkarin's personal branding through Instagram social media. The method that the researcher uses is a qualitative method, with text analysis, where the researcher makes observations on several posts from the @awkarin Instagram account. Based on the observations made, the researchers concluded that Awkarin's personal branding through Instagram social media fulfills eight personal branding laws which include: Laws of Specialization, Leadership, Personality, Distinctiveness, Visibility, Persistence, and Goodwill and the three main dimensions of personal branding which include competencies, styles, and standards. Awkarin's personal branding through social media Instagram is to highlight female characters who are independent, intelligent, visionary, hardworking, and fashionable. In addition, Awkarin's Instagram feed emphasizes the aesthetics of the uploaded content.

Keywords: Awkarin, Instagram, Personal Branding