

PERSONAL BRANDING STRATEGIES OF THE DEPUTY MAYOR OF SURABAYA THROUGH THE INSTAGRAM ACCOUNT @cakj1

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ABSTRACT

Basically, everyone has personal branding, which is their form of personal brand, not just companies that have a brand. It becomes very important to develop a positive personal image in this modern era dominated by technology. Competition is becoming tougher, and the easy and fast use of social media has made people more dependent on it. The ease of accessing Instagram social media has made Cak Ji, the Deputy Mayor of Surabaya, active in using the platform. He routinely documents his daily activities through photos and videos and uploads them to his personal Instagram account. Researchers seek to analyze the video and photo content uploaded by the individual on their Instagram account, from February 26, 2021, to February 26, 2022. The aim is to determine whether the image displayed is in line with the actual personality or merely a portrayal done to meet content needs on the platform. This study uses the concept of personal branding, particularly through the application of The Eight Laws Of Personal Branding developed by Peter Montonya. The research method used is qualitative research with a descriptive qualitative approach. In collecting data, the method used is documentation. Data analysis uses the model of data reduction, data presentation stage, and conclusion drawing or verification stage, by interpreting and analyzing the existing data based on the theory used by researchers to draw conclusions. From the research conducted on the Instagram account @Cakj1, it can be shown that Cak Ji's personal branding fulfills the eight main concepts of personal branding by Peter Montonya, namely: 1. (The Law of Specialization), 2.(The Law of Leadership), 3. (The Law of Personality), 4. (The Law of Distinctiveness), 5.(The Law of Visibility), 6. (The Law of Unity), 7. (The Law of Persistence), 8. (The Law of Goodwill).

KEYWORDS Personal Branding, Leader, Social Media



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INTRODUCTION

Personal branding, an increasingly popular marketing strategy, has been the main focus of professionals from various fields in recent years. It is the process of

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taking individual characteristics, such as skills, personality, and values, and shaping them into an identity that distinguishes them from others. In the political world, personal branding through social media is key to shaping public perception and facilitating politicians' interaction with the public.

Social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn, play a crucial role in facilitating personal branding. Through these platforms, individuals can build different images and reach a wider audience. Politicians also utilize social media to increase their presence and interaction with the public, enabling direct dialogue that has never occurred before.

The success of a politician's personal branding depends on several key factors, including attributes, promised benefits, values, and authenticity. Building deep relationships and maintaining characteristics that resonate with voters are crucial. Furthermore, authenticity and the ability to appeal to the emotions of the audience are important factors in influencing public opinion and support.

The use of social media also affects how a leader communicates and influences public perception of them. Through social media, leaders can bridge the gap with the public and provide direct clarification. However, this communication strategy also poses new challenges in maintaining credibility and maintaining good relationships with the public.

With the increasing importance of social media in politics and leadership, the analysis of a politician's personal branding, as done with the figure of Cak Ji, is essential. In politics, Cak Ji is considered one of the prominent politicians in East Java with several positions held in his party, the Indonesian Democratic Party of Struggle (PDI Perjuangan). Some positions he has held include secretary of the PDI Perjuangan Surabaya Regional Executive Board from 2010 to 2015 and vice-chairman of the PDI Perjuangan Surabaya Regional Executive Board from 2015 to 2019. In the period 2010-2015, Cak Ji was entrusted as Vice Chairman of the Labor Sector of the East Java PDI Perjuangan Regional Executive Board. Then, from 2015 to 2020, Cak Ji served as Vice Chairman of the Tourism Sector of the East Java PDI Perjuangan Regional Executive Board. As for his legislative career, Cak Ji has also been successful. He once served as Chairman of the Surabaya City Council during the Tri Rismaharini era.

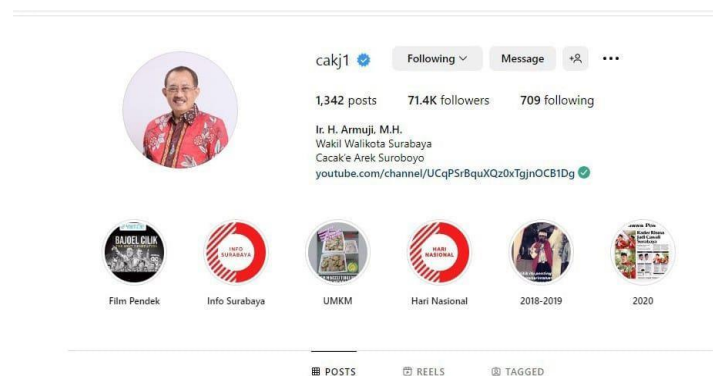


Figure 1. Instagram Page Ir.H. Armuji. M.H

Cak Ji also has social media accounts on Facebook and Twitter, with some differences in their appearance on each account based on their functions. On Facebook, Cak Ji's account is managed by his staff, while Twitter is used as a two-way communication tool with the people of Surabaya, as he mentioned in one of his interviews in the media. The researcher chose Cak Ji's Instagram account not only because the deputy mayor of Surabaya went viral through Instagram, but also because Instagram is a visual-based social media platform considered to be more captivating. This allows the research to focus more on the photos and captions uploaded by the deputy mayor of Surabaya.

Public figures can become opinion leaders because the messages and information they convey can be trusted by the general public (Sugiono & Irwansyah, 2019). An opinion leader in the realm of communication science plays a strong role in being a credible source of information and being able to convince the audience (Jacksen, Eko Harry Susanto, 2021).

This research is in line with a study conducted by Dinar Asvi Nurjannah entitled "Personal Branding Strategy of the Regent of Pacitan Regency (Qualitative Content Analysis of the Instagram Account @Inb_Indratanurbayuaji in Building Personal Branding)". Previous research analyzed the Instagram account of Indrata Nur Bayuaji @inb_indratanurbayuaji in building personal branding. Meanwhile, this research analyzes the Instagram account of the deputy mayor of Surabaya.

The purpose of this study is to explore the personal branding strategy of Surabaya Deputy Mayor Ir. H. Armuji. M.H through the Instagram account @cakj1. The academic benefits include adding knowledge, especially in the field of political communication, social media development, and personal branding. Theoretically, this research is expected to contribute to thought and enrich insights for general knowledge, especially in political communication and personal branding strategies on the Instagram social media platform. The practical benefit is to provide understanding to the public about building personal branding on social media, especially in the political context.

This research is important because it is intriguing for the author to delve deeper into how Ir. H. Armuji, M.H as the deputy mayor of Surabaya forms personal branding through the Instagram account @cakj1 as a tool for personal branding formation, hence the author's interest in choosing the title "Personal Branding Strategy of Surabaya Deputy Mayor Through the Instagram Account @Cakj1".

RESEARCH METHOD

This research utilizes a qualitative method with a descriptive approach to explore the personal branding strategy of Surabaya Deputy Mayor Ir. H. Armuji. M.H through the Instagram account @cakj1. The study is conducted by analyzing the concept of personal branding on this Instagram account from February 26, 2021, to February 26, 2022, following the inauguration of the Mayor and Deputy Mayor of Surabaya for the 2021-2026 period. The research subject consists of the posts (photos and videos) on the @cakj1 account, while the object of the study is the personal branding concept presented in these posts.

This research employs the 8 concepts of personal branding proposed by Montoya, including specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. Content analysis is performed on the videos and captions on the @cakj1 account using these categories of personal branding. Primary data sources come from followers or the media team of the Instagram account, while secondary data sources include documents, books, journals, and relevant archives.

Data collection techniques are conducted through documentation methods, gathering information such as files, articles, photos, and videos related to personal branding from various sources. Data analysis is carried out through stages of reduction, data presentation, and verification to draw conclusions based on the findings.

In summary, this study employs a qualitative descriptive method to explore the personal branding strategy of Surabaya Deputy Mayor Ir. H. Armuji. M.H through the Instagram account @cakj1. The analysis focuses on the personal branding concept presented in the posts (photos and videos) on the account from February 26, 2021, to February 26, 2022, following the inauguration of the Mayor and Deputy Mayor of Surabaya for the 2021-2026 period. The @cakj1 account serves as the research subject, while the personal branding concept within the posts is the object of study. Using Montoya's 8 concepts of personal branding, analysis is conducted on the videos and captions on the account. Primary data is sourced from followers or the Instagram account's media team, while secondary data is obtained from relevant documents, books, journals, and archives. Data collection is performed through documentation methods, and analysis is conducted to draw conclusions based on the findings.

RESULT AND DISCUSSION

Research Findings

In this study, the researcher classified the posts on the Instagram account @cakj1 into eight categories. In Peter Montoya's theory of personal branding, the author utilizes 8 categories that align with The Eight Laws of Personal Branding. The eight groups described by the author include the following:

Specialization (The Law of Specialization)

Regarding personal branding, it is crucial to create the right impression by focusing on core strengths, talents, or achievements. There are seven main steps in developing a specific Personal Brand in the target domain:

1. **Skill Specialization:** Building an effective personal brand is about showcasing uniqueness and excellence among targeted competitors. Remarkable skills and outstanding achievements in the target can be significant differentiators.
2. **Behavioral Specialization:** In the effort to build a brand identity, it's important to have a good personality, speaking style, leadership skills, and good listening abilities.
3. **Lifestyle Specialization:** Personal branding is a process of building an individual's image and identity through their daily lifestyle.

4. **Mission Specialization:** Personal brand formation can be achieved through the objective aspects possessed by the individual.
5. **Product Specialization:** Portraying a brand as an expert in a specific field for important products or several types of products.
6. **Professional Specialization:** This is the main foundation for the most common specialization, particularly suitable for professionals. It means finding and identifying a specific market segment in a profession and introducing it through promotion strategies and building a personal image.
7. **Service Specialization:** Similar to product specialization. Service specialization is choosing one of several available services to provide evidence to the audience.

Leadership (The Law of Leadership)

The Laws of Leadership influence personal self-image by providing authority and trust where people in the domain perceive them as trustworthy leaders.

Personality (The Law of Personality)

The Laws of Personality state that a personal brand must be developed from authentic personality aspects, without engineering. The Laws of Personality reduce the pressure on The Laws of Leadership by explaining that individuals don't need to be perfect as long as they behave well.

Distinctiveness (The Law of Distinctiveness)

The Laws of Distinctiveness reveal that an effective Personal Brand must be expressed in a way different from competitors.

Visibility (The Law of Visibility)

According to the Laws of Visibility, it's important to continuously display the Personal Brand until it is deeply ingrained in the domain's consciousness to be effective. It's not about how good a brand is but loses its meaning if it's not known by anyone. A strategy for implementing visibility is through marketing and promotional activities.

Unity (The Law of Unity)

According to The Law of Unity, an individual's personal brand should reflect moral values and behaviors associated with that brand. Personal branding includes three main aspects: relationships or relations, Finances and Duct Comment are two important topics to discuss.

Persistence (The Law of Persistence)

Building an individual's personal image is a long process and requires consistency in maintaining that image from the beginning without hesitation and without the frequent changes.

Goodwill (The Law of Goodwill)

According to The Laws of Goodwill, if an individual with a personal brand is associated with values or ideas considered positive and valuable in general, that personal brand will achieve better and long-lasting results.



Analysis of 8 Personal Branding Categories in Photo & Video Posts

Analysis of Personal Branding Posts under The Law of Specialization on Photos/Videos




In their field of expertise, an individual must possess strengths that serve as the foundation for building their image. Skills then become characteristics or special things for individuals to explain their identity. One sign of outstanding personal branding is the ability to focus on the right specialization, by focusing on specific strengths, skills, or achievements. Becoming a specialist can be achieved by leveraging individual abilities to identify opportunities to create content, the behaviors they exhibit, the lifestyle they adopt, understanding the needs of others, having products that can be sold, building a professional identity, and providing adequate services to their followers or fans.

On the Instagram page @cakj1, there are 9 photo/video posts within the period from February 2021 to February 2022 that fall into the category of The Law of Specialization. These contents show Cak Ji's activities as the Deputy Mayor of Surabaya carrying out his duties as Deputy Mayor. Here are the posts and their analysis:

Table.1

| | |
|---|--|
|  <p>26 February 2021</p> | <p>This photo is classified as a specialization category because in this photo, Ir. H. Armuji, M.H and Eri Cahyadi show that they have been officially inaugurated as the Mayor and Deputy Mayor of Surabaya City for the 2021-2026 period by the Governor of East Java, Khofifah Indar Parawansa.</p> |
|  <p>19 March 2021</p> | <p>This photo post falls into the specialization category because it shows Cak Ji attending an event at the Balai RW.5 Gadukan Utara, where he is conducting socialization about Surabaya City Government programs to local residents. The aim is to provide accurate and transparent information to Surabaya residents about existing programs.</p> |
| | <p>This image falls into the specialization category because it reflects Mr. Armuji, representing the Surabaya City Government, participating in a meeting with the Regional Representatives Council (DPD RI), the</p> |

| | |
|---|--|
|  <p>16 April 2021</p> | <p>Ministry of Home Affairs (Kemendagri), and the Ministry of ATR/BPN to discuss the release of the Surat Ijo for Surabaya residents. This action demonstrates the commitment of the Surabaya City Government and is a continued evidence of the hard work of Eri-Armuji for the people of Surabaya. Committed with a strong determination to fight for the release of Surat Ijo and will not stop until realizing the dreams of the people of Surabaya.</p> |
|  <p>28 January 2022</p> | <p>This image can be classified as a specialization type because in this image, Armuji, who is the Deputy Mayor of Surabaya, along with Crazy Rich Surabaya, is conducting a "Market Operation" visit to distribute cooking oil to local residents. With the hope that the price of cooking oil can return to stability and affordability for the community, and remain profitable for producers, distributors, and traders especially those in Surabaya City.</p> |
|  <p>19 April 2021</p> | <p>This photo falls into the specialization category because it shows Mr. Armuji and related agencies attending a Market Operation in Tandes District, organized by the Surabaya City Department of Industry and Trade. In order to secure the stability of staple food prices during Ramadan, this activity is carried out as a tangible action. The aim is to ensure that the supply of staple foods remains sufficient and there is no shortage.</p> |
|  <p>02 May 2021</p> | <p>This image falls into the specialization category because it shows that Cak Ji, the Deputy Mayor of Surabaya, together with Mr. Eri Cahyadi and Ms. Risma, officially inaugurated the Sawunggaling Bridge and Joyo Boyo Intermodal Terminal.</p> |
| | <p>In this photo, Cak Ji and Mr. Anas Karno are seen providing assistance to MSMEs in Tenggilis District to support their growth</p> |

| | |
|--|--|
|  <p>15 September 2021</p> | <p>and development. It is hoped that micro, small, and medium enterprises (MSMEs) can boost their spirit in creating better innovations in marketing their products.</p> |
|  <p>06 May 2021</p> | <p>This photo falls into the specialization category because it captures the moment when Cak Ji, who is the Deputy Mayor of Surabaya, together with the President, inaugurated the waste-to-energy plant (PSEL) at the Benowo Final Disposal Site.</p> |
|  <p>13 November 2021</p> | <p>This photo falls into the specialization category because it shows Armuji, the Deputy Mayor of Surabaya, coming to inaugurate the Surabaya Public Kitchen building which coincides in Babatan Pancal. Which has a noble mission to help others.</p> |

The above photos demonstrate Cak Ji's personal branding categorized into "The Law of Specialization." It can be seen that in the Specialization category, Cak Ji wants to show to netizens, especially Instagram users, about his figure as a politician who has a simple character and cares about the needs of the people, thus trusted to become the Deputy Mayor of Surabaya.

Analysis of Personal Branding The Law of Leadership (Kepemimpinan) in Photo/Video

Society needs leaders who can make decisions in an atmosphere filled with uncertainty and provide clear guidance to meet their needs. A personal branding equipped with power and credibility can position someone as a leader formed from their perfection because fundamentally a leader has a goal to influence or inspire.

In the analysis of personal branding "The Law of Leadership" in the photos/videos on the Instagram account @cakj1, Armuji appears as a leader who provides direction and motivation to his audience. Posts included in this category show Armuji giving speeches or instructions in front of an audience focused on listening to his message. In these posts, Armuji appears as a leadership figure playing a crucial role in providing guidance and instructions to the individuals present around him. The messages conveyed are considered important by them, creating an image of Armuji as a leader who has the power and credibility to

influence both the people in the photo and the community viewing it through the @cakj1 Instagram account.

Analysis of Personal Branding The Law of Personality (Kepribadian) in Photo/Video

Strong personal branding should be based on an authentic personality that can embrace all imperfections. This concept alleviates the pressure on the concept of leadership (The Law of Leadership), where one does not have to be perfect to be considered an effective leader. On the Instagram account @cakj1, there are 18 photo/video posts in the period from February 2021 to February 2022 that fall into the category of The Law of Personality. Here are some examples of posts and their analysis:

1. On February 18, 2022, Cak Ji and his staff were seen immediately responding to the collapsed house of Mr. Tego due to a disaster. This demonstrates a caring and responsive personality towards the needs of the community.
2. On June 5, 2021, Cak Ji was seen casually playing soccer with a sarong, showing that he is a Deputy Mayor who maintains a balance between work and recreation.
3. On September 8, 2021, Cak Ji participated in a beach cleaning activity at Kenjeran Beach with local residents, demonstrating awareness of the environment and his social responsibility.
4. On October 31, 2021, despite being busy, Cak Ji took the time to read a book to his grandson before bedtime, showing warmth and care as a grandfather.
5. On December 12, 2021, Cak Ji was seen pursuing his hobby of urban farming, showing a fun activity amidst his busy schedule as a deputy mayor.

These photos reflect Cak Ji's authentic personal branding and depict him as a politician who cares about issues around him, actively participates in community activities, and maintains a balance between official duties and personal activities. Despite being busy, Cak Ji still demonstrates high involvement in family and hobbies.

Analysis of Personal Branding The Law of Distinctiveness (Perbedaan) in Photo/Video

Effective personal branding needs to be conveyed in a distinctive manner. On the Instagram page @cakj1, there is 1 photo/video post from February 2021 to February 2022 that falls into the category of The Law of Distinctiveness. However, for now, 112 is no longer handling what is called TGC (Tim Gerak Cepat - Rapid Response Team). So, the phones distributed to the community in each health center are phones that can be accessed by those in need, especially the sick. But what is the reality, the reality is that out of 63 health centers, I randomly called each one and there were 18 health centers that did not answer my calls. There was only 1 that picked up, and that was from the health center on Simo Street. What does this mean? This means that this should be a real concern for the health department to really discipline its staff. As the Deputy Mayor, I have personally checked. I am very

disappointed! Moreover, the public! Extremely disappointed indeed... That's why we really shouldn't let the public be tossed around like a ping-pong ball. What the health center said earlier to 112, after we called 112, it turned out that they also conveyed that they no longer handle TGC. This really needs to be paid attention to. Once again, don't inconvenience and toss around the public. I feel sorry for them. Please pay attention!!!! This shows that Cak Ji is a politician who expresses his criticism boldly to improve the quality of service. The above post illustrates Cak Ji's personal branding, which can be grouped into the concept of The Law of Distinctiveness. Cak Ji asserts that he is an intelligent, critical politician dedicated to serving the people, as indicated by the hashtags often used by Cak Ji.

Analysis of Personal Branding The Law of Visibility (Terlihat) in Photo/Video

Strong personal branding requires consistency in introducing oneself to the public. On the Instagram account @cakj1, there are 21 photo/video posts between February 2021 and February 2022 that fall into the category of The Law of Visibility. Here are some examples of posts and their analysis:

1. On January 5, 2022, Cak Ji was directly involved in assisting people in need, demonstrating his involvement and responsiveness as a deputy mayor.
2. On June 15, 2021, Cak Ji was seen playing and interacting with children, strengthening his visibility as a leader close to the people.
3. On September 14, 2021, Cak Ji interacted directly with the community at an event, reinforcing his image as a responsive and actively engaged leader.
4. On December 2, 2021, Cak Ji summarized his activities with a YouTuber, delivering inspirational messages to the younger generation, expanding his visibility among the youth.
5. On November 20, 2021, Cak Ji enjoyed Surabaya's culinary delights with a YouTuber, enhancing public understanding of his activities and personal preferences.

These posts reflect how Cak Ji builds his visible image in society, in line with the principle of The Law of Visibility. In each post, Cak Ji demonstrates his involvement and closeness to the community, reinforcing the impression that he is a caring leader actively engaged in Surabaya's community life.

Analysis of Personal Branding The Law of Unity in Photo/Video

Cak Ji ensures that his personal life aligns with the brand identity he wants to promote. In personal branding, it is important to adhere to ethics and moral values that align with the brand identity. On the Instagram page @cakj1, there are 5 posts in the category of The Law of Unity between February 2021 and February 2022. Here are some examples of posts along with their analysis:

1. On May 21, 2021, Cak Ji met with official representatives from Japan to discuss cooperation between Indonesia and Japan, especially in preventing the spread of COVID-19.
2. On April 27, 2021, Cak Ji attended the Surabaya Art Collaboration event to support Surabaya artists and millennials affected by the pandemic.

3. On October 26, 2021, Cak Ji visited government offices in Solo City and interacted with the Deputy Mayor of Surakarta, strengthening inter-regional government relations.
4. On November 29, 2021, Cak Ji discussed education with the Indonesian House of Representatives Commission X, demonstrating his commitment to face-to-face learning and educator vaccination in Surabaya.
5. On December 15, 2021, Cak Ji met with representatives from the Croatian embassy to discuss the management of tourist attractions, strengthening diplomatic relations with Indonesia.

These posts reflect Cak Ji's efforts to strengthen positive relations with local governments, organizations, and community groups across Indonesia, in line with his determination to advance national development, particularly in education, health, and tourism.

Analysis of Personal Branding The Law of Persistence

In every effort to build personal branding, it's important to pay attention to the development and growth that occurs during the process. It can also be adapted to advertising or public relations. One must maintain the initial self-image that has been established without hesitation and with the intention of not changing it. This is evidence that someone's strength to persevere remains present throughout their life, no matter how long. Persistence also indicates that someone has positive traits they uphold throughout their life. On the Instagram page @cakj1, there is 1 photo/video post from February 2021 to February 2022 that falls into the category of The Law of Persistence.

Analysis of Personal Branding The Law of Goodwill

Cak Ji demonstrates involvement in positive actions and sets an example for the community through two posts that fall into the category of The Law of Goodwill on Instagram. In the first post on October 20, 2021, Cak Ji delivers a message to the people of Surabaya about the importance of avoiding illegal online loans. He emphasizes caution in decision-making. The second post on May 4, 2021, shows Cak Ji supporting community collaborations with SWK and MSMEs, with the hope of supporting Surabaya's economy affected by the Covid-19 pandemic. This aligns with the principle of The Law of Goodwill where individuals build personal branding with positive associations to their actions.

Analysis of 8 Personal Branding in Captions





Analysis of Personal Branding Post The Law of Specialization





In their field of expertise, an individual must have strengths that serve as the foundation for building their image. These abilities then become distinctive characteristics for the individual in explaining their identity. One notable aspect of exceptional personal branding is the ability to focus on the right specialization, by directing attention to specific strengths, skills, or achievements. Becoming a specialist can be achieved by leveraging an individual's ability to identify opportunities to create content, the behaviors they exhibit, the lifestyle they embrace, understanding

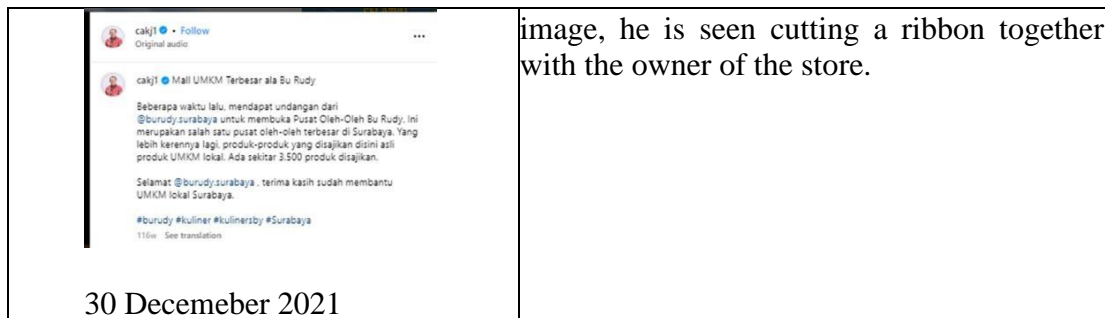
the needs of others, having sellable products, building a professional identity, and providing adequate services to their followers or fans.

On the Instagram page @cakj1, there are 9 caption posts from February 2021 to February 2022 that fall into the category of The Law of Specialization. These posts prove that Armuji as the Vice Mayor carries out various activities and duties within his authority. Here are the posts accompanied by their analysis:

Table 2.

| | |
|---|--|
|  <p>2 May 2021</p> | <p>This post falls under the specialization category as it shows Cak Ji, the Vice Mayor of Surabaya, together with Mr. Eri Cahyadi and Mrs. Risma, officially inaugurating the Sawunggaling Bridge and the Joyo Boyo Intermodal Terminal.</p> |
|  <p>28 January 2022</p> | <p>This image can be classified as a specialization type because in this image, Armuji, who is the Vice Mayor of Surabaya along with Crazy Rich Surabaya, is conducting a "Market Operation" to distribute cooking oil to local residents. With the hope that cooking oil prices can stabilize and be affordable for the community, while still being profitable for producers, distributors, and traders, especially those in Surabaya.</p> |
|  <p>6 May 2021</p> | <p>This post falls under the specialization category as it captures the moment when Cak Ji, the Vice Mayor of Surabaya, together with the President, inaugurates the conversion of waste into electric energy (PSEL) at the Benowo Final Disposal Site.</p> |
|  <p>19 April 2021</p> | <p>This post falls under the specialization category as it shows Mr. Armuji along with OPD attending a Market Operation in the Tandes District, organized by the Surabaya City Department of Industry and Trade. This activity is carried out to secure the stability of staple food prices during Ramadan, aiming to ensure an adequate supply of staple foods and prevent shortages.</p> |

| | |
|--|--|
|  <p>19 March 2021</p> | <p>This post falls under the specialization category as it shows Cak Ji attending an event at the Gadukan Utara RW.5 Hall, where he is conducting socialization about the Surabaya City Government's programs to the local residents. The goal is to provide accurate and transparent information about the existing programs to the people of Surabaya.</p> |
|  <p>16 April 2021</p> | <p>This post falls under the specialization category as it reflects Mr. Armuji, representing the Surabaya City Government, participating in a meeting with the Regional Representative Council, the Ministry of Home Affairs, and the Ministry of Agrarian and Spatial Planning/National Land Agency to discuss the release of the "Green Letter" for Surabaya residents. This action demonstrates the commitment of the Surabaya City Government and is a further proof of the hard work of Eri-Armuji for the people of Surabaya. Committed with a strong determination to fight for the release of the "Green Letter" and will not stop until realizing the dreams of the people of Surabaya.</p> |
|  <p>15 September 2021</p> | <p>This post, where Cak Ji and Mr. Anas Karno are seen providing assistance to MSMEs in the Tenggilis District to support their growth and development. It is hoped that micro, small, and medium enterprises (MSMEs) can increase their enthusiasm in creating better innovations in marketing their products.</p> |
|  <p>13 November 2021</p> | <p>This post falls under the specialization category as it shows Armuji, the Vice Mayor of Surabaya, coming to inaugurate the Surabaya Public Kitchen building, which coincides in Babatan Pancal. This has a noble mission to help others.</p> |
| | <p>This post can be classified as a specialization type because in this image, Armuji, who is the Vice Mayor of Surabaya, officially inaugurated the largest souvenir center in Surabaya known as Bu Rudy. In the</p> |



The captions above demonstrate Cak Ji's personal branding categorized into "The Law of Specialization". It can be seen that in the Specialization category, Cak Ji wants to show to netizens, especially Instagram users, about his figure as a politician who has a simple character and cares about the needs of the people, thus being trusted as the Vice Mayor of Surabaya.

Analysis of Personal Branding The Law of Leadership

Cak Ji demonstrates leadership through three Instagram posts that fall under the category of The Law of Leadership. In these posts, he is seen delivering speeches and directives to the audience with seriousness and formality on November 5, 2021, and May 26, 2021. As a leader, Armuji, the Vice Mayor, is recognized to have the authority to provide guidance, materials, and motivation that influence both the individuals present and the community viewing his posts on Instagram.

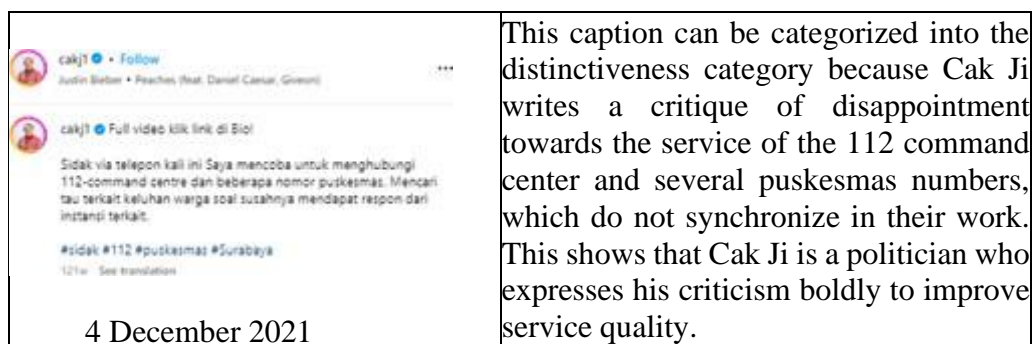
Analysis of Personal Branding The Law of Personality

Cak Ji shows authentic and diverse personalities through 18 Instagram posts within the period of February 2021 - February 2022, which fall under the category of The Law of Personality. He engages in various activities such as assisting disaster-affected residents, handling conflicts, exercising, interacting with the community, and conducting field inspections. Through his posts, Cak Ji demonstrates that he is a politician who understands the issues in the surrounding environment, listens to the needs of the residents, and actively provides solutions. Despite being busy, he still finds time to express his hobbies and devote attention to his family.

Analysis of Personal Branding The Law of Distinctiveness

Good and effective personal branding needs to be conveyed in a different way. In the @cakji1 account, there is 1 post that falls under the category of The Law of Distinctiveness (perbedaan). Here is the post and its analysis:

Table 3.



This caption provides an overview of the Personal Branding owned by Cak Ji and can be classified as "The Law of Distinctiveness." In the caption, Cak Ji describes his activity when trying to directly contact 112 & several puskesmas numbers and then tells a story about the field conditions that are not as expected. Cak Ji shows through this caption that he is a wise politician who is critical of policies that potentially harm the public. He also shows that he is intelligent and always works for the interests of the people, as indicated by his frequently used hashtags.

Analysis of Personal Branding The Law of Visibility

A person's personal life behind their personal image must align with the ethical rules and moral values that shape that brand. Cak Ji's ethics and behavior should reflect the values he believes in as the foundation for creating his image. Personal life becomes a reflection of the identity one wants to promote in personal branding. In personal branding, it's important to present oneself according to our true character in real life, to avoid giving off a false impression or dishonesty.

On the @cakj1 Instagram page, there are 21 posts in the period from February 2021 to February 2022 that fall under the category of The Law of Visibility. These contents show Cak Ji actively involved in community activities and directly providing assistance to them. Through these posts, Cak Ji reveals his humanity and concern for the people of Surabaya, showing that he is an engaged figure who is close to the needs and desires of the citizens. Thus, Cak Ji builds an image of being close to the community because he is often seen and interacts directly with them.

Analysis of Personal Branding Unity (The Law of Unity)

A person's personal life behind their personal image must align with the ethical rules and moral values that shape that brand. Cak Ji's ethics and behavior should reflect the values he believes in as the foundation for creating his image. Personal life becomes a reflection of the identity one wants to promote in personal branding. In personal branding, it's important to present oneself according to our true character in real life, to avoid giving off a false impression or dishonesty in behavior.

On the @cakj1 Instagram page, there are 5 posts in the period from February 2021 to February 2022 that fall under the category of The Law of Unity. These contents show Cak Ji's efforts to strengthen positive relations with local governments, organizations, or community groups in various regions of Indonesia.

Through meetings and discussions with various parties, Cak Ji strives to strengthen diplomatic relations, build cooperation, and support various initiatives aimed at the progress and welfare of the community.

The captions depict Cak Ji's determination to strengthen positive relations with various parties, such as the X Commission of the Indonesian Parliament (DPR RI), the Croatian Embassy, local governments, as well as artist and millennial communities. With consistency in building these relationships, Cak Ji demonstrates his commitment to national development, especially in the fields of education, health, tourism, and community empowerment.

Analysis of Personal Branding The Law of Persistence

In building personal branding, it's important to pay attention to the growth and development that occurs throughout the process. One must maintain the personal image that has been established without hesitation, demonstrating the strength to persevere throughout one's life history. This is reflected in the @cakj1 Instagram posts from February 2021 to February 2022, which fall under the category of The Law of Persistence.

One post on January 10, 2022, shows Cak Ji's perseverance in facing the pandemic situation. Despite limited budgets and significant challenges faced by the community, Cak Ji remains optimistic in seeking solutions to every problem that arises. This post reflects Cak Ji's positive attitude and perseverance in carrying out his responsibilities as a leader, in line with the principle of persistence in personal branding.

Analysis of Personal Branding The Law of Goodwill

If one wants to achieve maximum results and maintain personal branding in the long run, they need to be associated with values or ideas that are considered positive and beneficial overall. On the @cakj1 Instagram page, there are 2 posts in the period from February 2021 to February 2022 that fall under the category of The Law of Goodwill.

A post on October 20, 2021, consisting of multiple photos, highlights the message about the importance of avoiding Illegal Online Loans. Cak Ji firmly reminds the people of Surabaya to be cautious in making financial decisions, reflecting his good intention to protect the community from harmful financial risks.

Meanwhile, a reels video post on May 4, 2021, shows Cak Ji visiting a community collaboration with SWK and UMKM. In the video, Cak Ji gives full support to the collaborative activities aimed at accelerating the economic recovery of Surabaya post the Covid-19 pandemic. Cak Ji shows enthusiasm and commitment to supporting activities that advance the local economy, in line with the principle of The Law of Goodwill in building personal branding.

Discussion of Cak Ji's Personal Branding on Instagram

Discussion of Personal Branding Specialization (The Law of Specialization)

In the content observed and classified under The Law of Specialization, Cak Ji portrays himself as a Deputy Mayor of Surabaya who is capable of carrying out

his duties and responsibilities well. He also demonstrates his ability to perform the functions and powers inherent in his position as a deputy mayor. This is evident from his involvement in various activities and the use of his authority in making important decisions. Additionally, Cak Ji is dubbed as a simple and caring politician towards the needs of the people. He can show that he is a leader who can represent the voice of the people.

Discussion of Personal Branding Leadership (The Law of Leadership)

Society needs a leader who can make decisions in uncertain situations and provide clear guidance to meet their needs. A personal branding equipped with power and credibility can position someone as a leader formed from their perfection because a leader inherently aims to influence or inspire. When Cak Ji is declared as a leader, he immediately carries a big brand as a leader. He must be able to meet the criteria of his own branding as someone who can make decisions, possess power, and high credibility. His experience and intelligence in leading Surabaya in the previous period have led Surabaya to receive various awards, one of which is the 2021 Digital Vice Mayor award, proving that Surabaya led by Cak Ji has achieved various improvements.

Cak Ji always emphasizes the importance of integrity and professionalism in work, changing the mindset of bureaucrats by teaching that government officials are duty-bound to serve the people. Through these policies, Cak Ji hopes that leaders can set an example for the community. Cak Ji's leadership attitude, as seen through his Instagram account, can be seen from several of his posts with the community. He appears as a leader with an attractive and inspiring leadership style, firm and contemporary, intelligent, understanding the needs of the community, and has good communication skills and proficiency in utilizing technology. All of these make him respected and loved by the people. In addition, his experience in the government sector causes Cak Ji to no longer appear stiff as a leader. He successfully shows his image through social media Instagram. Information is provided with the aim that those who listen can follow what he says.

Discussion of Personality Personal Branding (The Law of Personality)

Based on the researcher's findings regarding Armuji's personal branding classified under "The Law of Personality," it can be seen that Cak Ji strives to show himself as a politician who understands the potential issues in the surrounding environment, understands the concerns and hopes of the people, and understands the solutions proposed so that the message and goals can be achieved. On the other hand, despite being busy as a deputy mayor, Cak Ji still takes the time to express his hobbies. A series of content often involving family also depicts Cak Ji as a family man towards his family.

Discussion of Personal Branding Difference (The Law of Distinctiveness)

In line with what was stated by Peter Montoya and Tim Vandahey in 2004, The Law of Distinctiveness reveals that an effective Personal brand needs to have a strong impression by being different from others in the same field or business. Based on the researcher's findings regarding Cak Ji's personal branding classified

under "The Law of Distinctiveness," it can be seen here that Cak Ji shows uniqueness compared to other politicians, where he is willing to conduct his own investigation into the performance of the 112 command center and several health center numbers. And provide firm support according to his direct observation at the location. This shows that Cak Ji has a different style in delivering criticism based on facts compared to his competitors.

Discussion of Personal Branding Visibility on Photo/Video

From the photo/video posts and captions above, it shows how Cak Ji builds an image visible in society, following the principle of The Law of Visibility. In these posts, Cak Ji shows interest in directly engaging with the community, both through interaction and providing assistance. This makes him seen as an individual close to the community, as they have the opportunity to meet and interact directly with Cak Ji.

Discussion of Personal Branding Unity on Photo/Video

From the photo/video posts and captions above, it depicts Cak Ji's personal branding efforts classified under the unity category. Because Cak Ji sincerely strengthens positive relations with local governments and also organizations or community groups in various regions in Indonesia. Besides social visits, Cak Ji is also involved in discussing issues in the region, especially education, health, and tourism issues. This is in line with his determination upon entering the political world, which prioritizes national development, especially in the field of education.

Discussion of Personal Branding Persistence on Photo/Video

Every personal branding requires time to grow and develop as long as the process is still ongoing, it is very important to always pay attention to each stage. It can also be modified with advertising or public relations. Someone needs to firmly maintain the personal image that has been formed without hesitation and the intention to change it. This fact shows that someone can maintain their perseverance throughout their life history. The good attitude that someone always maintains can also be seen from the perseverance they have. Based on the researcher's findings regarding Armuji's personal branding classified under "The Law of Persistence," it can be seen that Cak Ji shows a personal identity that emphasizes his loyalty to the political party he supports. In addition, he remains positive-minded and seeks appropriate solutions despite facing various problems.

Discussion of Goodwill Personal Branding on Photo/Video

Based on the analysis of Cak Ji's photos/videos and captions uploaded, it is apparent that he wants to portray himself as someone who is always involved in positive actions such as directly helping the community and inspiring others by taking tangible actions.

CONCLUSION

Personal branding is an important process in building one's image in the eyes of the public. It involves aspects such as appearance, personality, values, and other

stimuli that create a positive perception. Through his Instagram account, Cak Ji has successfully built an image as a respected leader accepted by the people of Surabaya and Indonesia. From this research, it is evident that Cak Ji fulfills the characteristics of the concept of personal branding as explained in *The Eight Laws of Personal Branding*. However, there are some suggestions that can be given for further research: 1. Conducting more in-depth research on each component of the personal branding concept to ensure that the research results are more comprehensive. 2. Seeking cooperation from the Instagram media team @cakj1 or relevant institutions to facilitate students in collecting data for research. 3. Advising that every leader remains authentic with their uniqueness, showing themselves as they are to be closer to the community. 4. Analyzing more deeply the negative responses to personal branding on social media, so as to produce more comprehensive research and serve as a reference for future studies.

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