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Personal Branding on Social Media Through Peter Montoya Analysis

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Abstract: This study aims to analyze the personal branding of Sandra Lubis and Clarissa Putri through social media Instagram @sandrallubis and @clarissaputri_ through Personal Branding Peter Montoya. This research type is Qualitative. This research applied an approach with a constructivism paradigm. The research was conducted with observation, interviews and documentation. Validation is done through data triangulation. The results of the study showed that the personal branding carried out by Sandra Lubis and Clarissa Putri through Instagram @sandrallubis and @clarissaputri_ based on Peter Montoya's personal branding concept, indicated that the branding strategies made by Sandra Lubis and Clarissa Putri, met the standards in Peter Montoya's concept. This leads to, these two endorsers are able to build branding strategies through their respective Instagram. Their reliability in building branding strategies is recognized by their followers through comments on Instagram, and also through expert analysis related to the two influencers who are considered to have a fairly strong branding strategy.

Keyword: Personal Branding, Influencer, Instagram, Peter Montoya

INTRODUCTION

The invention of the internet has had a tremendous impact on human life today. With the internet, one of the developments and changes in society in sharing information is the existence of new media, which then creates social media as a communication platform that is different from mainstream media, and is considered more effective (Purwa, 2022). Indonesians are categorized as people who love social media, with an average usage time of 3 hours 14 minutes to access social media and 8 hours 52 minutes for internet access (Purwa, 2022). Data 2021 (Digital: 2021) states that of the total 274.9 Indonesian population (in 2021), 170 million of them have used social media. The most accessed social media are YouTube (93.8%), Whatsapp (87.7%), Instagram (86.6%), Facebook (85.5%), and Twitter (63.6%) (Stephanie, 2021). The

data shows that Instagram is the third choice of Indonesians, following YouTube and WhatsApp.

Instagram is one of the social networking media having the main function of sharing photos and videos with a duration of 60 seconds. Along with feature updates, Instagram now presents the function of sharing photos and videos within a 24-hour period called insta-story. Instagram was developed by Kevin Systrom and Mike Kriger Apple App Store, on October 6, 2010 (Kompas.com. 2021) which is incorporated in the company they developed themselves, namely Burbn, Inc until it was finally acquired by Facebook on April 9, 2012 (Kompas.com, 2021).



Figure 1 Instagram Reach Rankings
Source: We Are Social, Hootsuite January 2023

Based on the results of the We Are Social survey in Figure 1, Instagram is one of the social mediums that has developed quite rapidly. Based on a survey conducted by We Are Social, Indonesia is in the 4th most active position using Instagram after India, US, and Brazil (We Are Social, 2023). The function of social media Instagram is not only used as a medium of communication with various photos and videos, but as a medium that builds one's personal branding that is effective for an influencer. An influencer is not always a celebrity, but everyone can be said to be an influencer if that person has uniqueness, ability or content that can inspire their followers. The reason influencers are used by companies is to increase awareness, educate target consumers, increase followers and of course to increase sales (Sugiharto & Ramadhana, 2018), one of which is Sandra Lubis and Clarissa Putri who are Instagram influencers.

A digital influencer is someone who has the ability to influence others using their digital platform. The influence can be in the form of changes in opinion, attitude, and behavior. A digital influencer must also have aspects of reach, resonance, and relevance or "engagement" to his followers.

In this study, the authors made Sandra Lubis and Clarissa Putri as research objects. Sandra Lubis with the Instagram account @sandrалubis is one of the Instagram users who has 332,000 followers or followers. Clarissa Putri with the Instagram account @clarissaputri_ is one of the Instagram users who has 1.2 million followers.

LITERATURE REVIEW

Peter Montoya's Eight Concepts of Personal Branding

Personal branding, as stated by Peter Montoya (2002), is an effort to create an external identity, related to the business (being conducted), and not as a form of promotion or embellishment of a deliberately created image, nor is it a manipulative effort and not a novelty (Montoya, in Kolodyazhnyay, 2008). This concept implies that there is a correspondence between what is shown in front of the public, through the so-called Personal Branding, appearing as it is, and not as a manipulative effort.

According to Montoya (2002), there are eight concepts of personal branding formation, as for the eight concepts of personal branding formation as a strong foundation (Haroen, 2014), namely:

1) Specialization (The Law of specialization)

Montoya said that a good personal brand is like a laser beam that is focused and shines intensely on one small area. A strong personal brand is characterized by the right specialization, and focuses only on a particular strength, expertise, or achievement.

2) Leadership (The Laws of Leadership)

Montoya (2008) says, that by nature people want to be influenced, they want a leader, someone who can remove the uncertainty and offer them clarity.

3) Personality (The Laws of Personality)

To achieve a strong personal branding, one simply needs to be who he or she is, complete with all the imperfections of being an ordinary human being.

4) Distinctiveness (The Laws of Distinctiveness)

Being different among many things that are the same is a must for creating an effective personal branding. This means that someone who wants to have an external identity, must also have a difference with the personal branding built by others.

5) Visibility (The Laws of Visibility)

Personal branding must be seen consistently until it can finally be recognized by the public if it is to produce results. Consistency will help people to remember what you want to show.

6) Unity (The Laws of Unity)

The image that you want to convey in the form of personal branding should be in line with what you do in your daily life. Because, according to Peter Montoya (2002), the image displayed in the creation of personal identity must be in line with the daily life of someone who wants to create personal branding for himself.

7) The Laws of Persistence

As time grows, the personal branding process is important to always pay attention to every stage and trend.

8) Reputation (The Laws of Good Will)

A personal branding will give good results and last longer, if someone behind it is speculated with a positive image.

METHODS

This research is qualitative research, which emphasizes the observation of phenomena and examines the substance of the meaning of these phenomena (Samatan, 2017). The analysis and sharpness of qualitative research is greatly affected by the strength of the words and sentences used. The object of research can be interpreted as an attribute or trait or value of people, objects or activities that have certain variations set by researchers to study and then draw conclusions (Sugiyono, 2016). The objects in this study are the Instagram accounts @sandrallubis and @clarissaPutri_.

The research subject is a research limitation where the researcher can determine it with objects, things or people to which the research variables are attached (Samatan, 2018). Subjects or informants in this study were determined based on representative informants (Samatan, 2018), which is one strategy for determining informants who are relevant to the research problem. The subjects of this research are Sandra Lubis and Clarissa Putri as key informants in this research. In addition, namely Ratih Widiyanti, and Fabian Rahma (Sandra Lubis' followers), Ghassani Dira and Miawe, from Clarissa Putri's team, as well as expert Mr. Fadli Hafizan, practitioner and LSPR Lecturer.

The method used in this research is a qualitative method by conducting a descriptive study approach. According to Samatan (2018), a paradigm is a way of looking at understanding the complexity of the real world, a paradigm is deeply embedded in the socialization of its adherents and practitioners, is normative in nature showing its practitioners what to do without the need to make lengthy extensions or epistemological considerations. The paradigm of this

research is constructivist, which is the antithesis of the notion that puts observation and also objectivity in finding a reality or science.

The data collected in the research is divided into two, namely, primary data through observation, documentation, and interviews of research subjects, namely Sandra Lubis, Clarissa Putri, two Sandra Followers, two Clarissa Putri teams, and LSPR Lecturer Experts. Secondary data will be used by researchers through books, journals, previous research, and also various articles and information that can be accessed via the internet with reliable sources.

Researchers used Peter Montoya's concept of specialization, leadership, personality, difference, visible, unity, constancy, and good name. In data validity techniques, researchers use source triangulation, where source triangulation is comparing or rechecking the degree of trust in information obtained from different sources, through the Instagram posts of the two research subjects and the results of interviews.

RESULT AND DISCUSSION

Personal Branding as an external identity that is deliberately created (Montoya, 2002), emphasizing that the identity is not a manipulative identity (Montoya, 2002). This research explains the formation of personal branding through the social media Instagram of two celebrities Sandra Lubis and Clarissa Putri. The formation of personal branding is built through personal branding strategies (Yusanda, et al., 2021), as well as the concept of personal branding proposed by Peter Montoya. Observations were made through Sandra Lubis and Clarissa Putri's Instagram, namely @sandradlubis and @clarissaputri_ in forming personal branding.

Personal Branding of Sandra Lubis Specialization (The Law of Specialization)

The specialization that has been Sandra Lubis's personal branding is in make-up, as she uploads, in the form of her make-up activities such as make-up tutorials, skincare, and hair care.



Figure 2. Sandra Lubis' Make-Up Look
(Source: <https://instagram.com/sandradlubis>, accessed on June 13, 2023)

Figure 2 shows Sandra performing a very flawless make-up. This is in accordance with the concept of personal branding specialization which is Sandra's expertise as a beauty influencer. As the result of an interview with the author:

"... even before I became a beauty influencer, I really liked make-up so before making content, I really liked watching make-up tutorials and then I tried to do make-up myself, because it was a hobby and I understood it so I only talked about make-up on Instagram" (Sandra Lubis, Interview June 12, 2023).

Apart from uploading her activities through the Instagram feeds feature, Sandra often uploads her makeup activities through insta-story feature which has a 24-hour period to be able to see it. In surfing Instagram social media, Sandra seems too often upload her makeup activities in insta-story rather than through the feeds feature, according to Sandra's followers'

statements that: "I often see Sandra's content from the insta-story feature for sure and the content that I often see is in her story" (Ratih Widiyanti Sandra Followers, June 8, 2023). Overall, almost the average content of Sandra Lubis' Instagram, uploads a lot of makeup activities, especially for daily make-up, make-up art and flawless make-up.

In addition to do make-up activities, Sandra also uploads life style, skincare, hair care and also her personal life, as well as her achievements as an influencer, as Sandra stated:

"For example, I work with a brand that I like, let's say I really like Mac Cosmetic's make-up products, then it turns out that I can work together and can also come to the event. The point is that I feel really happy to finally be able to work with a brand that I like, besides that it is also one of the achievements that I feel my income has increased". (Sandra Lubis, Interview June 12, 2023)

As said by Sandra that she collaborated with a make-up product brand from Mac Cosmetic which products she liked.

The Law of Leadership

Leadership can be established through excellence when seen as an expert in the field. Sandra is a beauty influencer who is considered superior in the application of make-up on Instagram social media. She can also share knowledge about make-up directly, such as when attending beauty events when Sandra does make-up tutorial in front of the audiences.

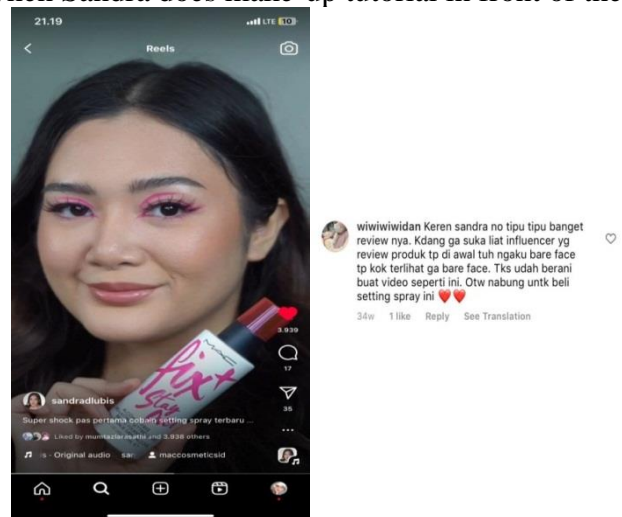


Figure 3. Content Promoting the Brand

(Source: <https://instagram.com/sandrallubis>, accessed on June 13, 2023)

In Figure 3, Sandra as a beauty influencer promotes Mac Cosmetic in which the product has a good durability when used. The post shows that Sandra has credibility as a beauty influencer. According to the opinion of one of followers, @wiwiwiwi's, currently there are many beauty influencers who lie in promoting products, while Sandra is honest, as stated by Fabian Rahma to researchers:

"Personal branding ..., because she is an influencer that I like. So in my opinion, it's really easy for her to influence her followers to be stylish like her and really affect the sales of the products she reviews. A good influencer is like that." (Fabian Rahma Sandra Followers, Interview June 6, 2023)

Sandra Lubis' credibility is also shown when she is a speaker at special events, as shown in Figure 4 below:



Figure 4. Sandra as a guest speaker
(Source: <https://instagram.com/sandradlubis>, accessed on June 13, 2023)

Figure 4 shows Sandra as one of the speakers at a beauty event. This can show that Sandra has good credibility so that Sandra is trusted by a brand to be one of its sources, as Sandra admitted to the researcher:

"ohhh there is, I have been trusted by several brands for a long period of time. I was contracted with *Dove* for a year, then I freelanced again for six months so that was the longest. Oh, *Tokopedia* has also been a year, the rest is only like three months or two months or just freelance, like one project is over." (Sandra Lubis, Interview June 12, 2023)

Sandra is trusted by several brands to collaborate for a long time, one of which is by the *Dove* brand where Sandra has been contracted by *dove* for one year and six months and *Tokopedia* for a year. The rest are only contracted by brands for three months, two months, or only once the project is completed. This is one of Sandra's leadership skills.

The Law of Personality

The personality that Sandra shows is natural and not made up. Seen from make-up, using flawless make-up, and unique in the eye looks. Sandra also often uploads her life style appearance which looks very feminine and fashionable. The personality displayed by Sandra before she became an influencer to become an influencer, there is no difference, as Sandra admitted to the researcher:

"ehmm ..., to be honest, yes before and after I became an influencer, if the personality is the same, like what I am, ehm ... I'm chatty, I like to talk and ehm ... especially since I was not a celebrity, now I'm not a content creator, I'm the same Sandra who was before YouTube or on Instagram, just like that. . ." (Sandra Lubis, Interview June 12, 2023)

Sandra Lubis's confession is in line with the statement of one of Sandra's followers regarding her personality:

"I like her personality, because she is like any other influencer who is different in terms of content and stories about her life, both in terms of content about makeup and content from her daily life she always presents herself as she is without being exaggerated or reduced" (Ratih Widiyanti Sandra Followers, Interview June 8, 2023).

According to Ratih, one of Sandra's followers, the personality shown by Sandra is what it is, unlike other influencers who are different in every piece of content and life. Sandra always presents herself as she is.

The Law of Distinctiveness

The difference that is shown, Sandra looks relaxed and not much imaging, according to Sandra's follower, Ratih, saying "she is what she is, the same between the content and her daily life, relaxed, her personality is good not much drama." (Ratih Widiyanti Sandra Followers, Interview June 8, 2023).

When viewed based on the contents of Sandra Lubis's personal Instagram @sandradlubis, it can be seen that she looks the same by uploading photos and videos regarding the content of her makeup activity content and the content of her own personal life. As she said that she is a relaxed person and does not bring personal matters into her content or social media. This is based on the statement of Sandra's follower, Rahma, who said that:

"Sandra is the person she is, so with her chubby body she tries to be beautiful, stay in style, the difference with other influencers, they have nose surgery, botox butt surgery and all kinds. If Sandra is as she is and not trying to look thin, so I like her because she is as she is". (Fabian Rahma Sandra Followers, Interview June 6, 2023).

According to Fabian Rahma, Sandra's follower, said that Sandra appears as she is, by having a big size body she tries to make herself still beautiful and stylish. Unlike other influencers who do various treatments to be able to look their best in front of the public.

The Law of Visibility

Consistently and regularly Sandra always uploads her make-up activities through the Insta-story feature, a feature that allows Instagram users to upload photos or short videos of 15 seconds to 30 seconds duration that have a 24-hour period to be viewed. According to her, uploading videos makes it easier for her followers to know what she intends:

Sandra is quite active in using Instagram, seen from her posts, Sandra always uploads her activities every day on insta-story, both related to her make-up activities or related to daily activities. The average upload is related to her make-up. There are approximately 300 of her uploads from 1,043 uploads that researchers consider that these uploads are uploads about her make-up (Observation, June 14, 2023, on her personal Instagram @sandradlubis).

The Law of Unity

The unity in meaning is the reality of life, in line with the reality of personal branding that has been built. The personal branding carried out by Sandra Lubis as a beauty influencer is in line with her daily life. This can be seen through the way of make-up, clothing stylists that are in line between Instagram and daily life.

Sandra, who looks very relaxed, as she is, and confident in herself, shows a significant difference between herself and other beauty influencers. In the sense that Sandra does not make a difference between herself in everyday life or in social media. As assessed by one of her followers:

"Sandra's make up is cool and flawless, she has good make up, sometimes she really likes to do eye makeup. I like it, because I look like her. my eyes are also small, so sometimes I really like to follow her style for make-up" (Fabian Rahma Sandra Followers, Interview June 6, 2023).

Fabian Rahma considers that Sandra's makeup is good and looks flawless, Sandra also likes to share her makeup about eye looks where it matches the shape of Fabian's eyes which have small eyes and he likes to follow Sandra's eye looks. This statement can be seen when Sandra uploads her makeup on feeds that show her flawless makeup, as shown in Figure 5 below:



Figure 5. Sandra with Flawless Make-up
(Source: <https://instagram.com/sandradlubis>, accessed on June 13, 2023)

Sandra's flawless make up looks the same as the results of researcher observations when conducting interviews with her, Sandra uses flawless make up. Sandra also shows her relaxed and friendly attitude to people she doesn't know (Researcher Observation, June 13, 2023). A relaxed and friendly attitude can also be seen through Sandra's uploads through her insta-story. In her insta-story Sandra uses casual language and greets her followers with the greeting 'guys' (friends).

The Law of Persistence

Through observations made on her Instagram account, it appears that Sandra Lubis has never changed the personal branding she has created as a beauty influencer. Sandra's personality that appears as it is, does not like glamorous make-up, dresses up with flawless make-up, and a casual way of speaking has been her trademark since using Instagram in 2017. Although various kinds of viral make-up content have appeared, according to her, it is not something that cannot be followed but still with her own make-up style. In accordance with Sandra's statement:

"That's for sure ..., that's for sure because we are looking for viewers, yes, besides the people who follow us, I definitely follow what's viral but sometimes I twist it, which means changing it with my own style. for example, if it's viral, you can use a sound that is currently viral and then what makeup" (Sandra Lubis, Interview June 13, 2023).

Sandra stated that she likes to follow the viral make-up trend and change it with her own style. In addition, Sandra's consistency in doing make-up content is as seen by one of her followers below:

"so far, from what I've seen of her content, she is very consistent..., maybe it takes a while for her to make content but once she makes content it stays the same, still makes up and always better" (Ratih Widiyanti Sandra Followers, Interview June 8, 2023).

Judging from the content, Sandra is consistent, her make-up looks always better. Since she first uploaded her photos and videos on her personal Instagram @sandradlubis, Sandra has started branding herself as a beauty influencer who has flawless makeup, and has survived until now.

The Law of Goodwill

Sandra Lubis has a desire to make her followers happy when they see her Instagram contents. In an interview with researchers, Sandra revealed that she wants to be a role model or be a good example for her followers:

"so that's for sure, although the point is that I really just want it to be as simple as that, as simple as yes, people are already happy to see me, see me doing something like that in the story, so the point is that if I see them already happy to see me, I'm already happy so if you say what the goal is, yes, just to make this person happy, so because there is language about spread good vibes, spread happiness, that's how I think" (Sandra Lubis, Interview June 13, 2023).

Judging from her Instagram, Sandra shows herself to have good happiness, loving herself as she is. This can be proven by the statement of one of her followers, Rahma, that: "yes ... Sandra's image is like I said, she is the way she is, she doesn't follow other influencers, she is who she is like that" (Fabian Rahma Sandra Followers, Interview June 6, 2023).



Figure 6: Sandra with no make-up look
(Source: <https://instagram.com/sandradlubis>, accessed on June 13, 2023)

Through the upload in Figure 6, Sandra shows her face without makeup, as in the following interview with Sandra:

"It's really so, because yes I started a long time ago so there are some who already know, ohh Sandra is like this, oh Sandra is like that so I'm really happy like eh how come people know ..., I actually it's not a surprising thing anymore because indirectly I've shown it, but apparently people remember" (Sandra Lubis, Interview June 13, 2023).

According to Sandra, the image built through Instagram has been embedded in the minds of her followers, without realizing it, her followers have memorized what kind of person Sandra is. Through Instagram social media, Sandra does not only use it as a support for her make-up content, but she also uses it while educating her followers, especially young people, to always be confident and as they are.

Personal Branding of Clarissa Putri

Clarissa Putri's personal branding is observed through her personal Instagram @clarissaputri_.
Specialization (The Law of Specialization)

Clarissa Putri's Instagram account, @clarissaputri_ is focused on beauty and fashion enthusiasts. This is because Clarissa, is a beauty influencer and also loves fashion. Some of Clarissa's make-up and fashion activities dominate the content of her personal Instagram posts, including her make-up such as make-up tutorials, skincare, and hair care, as shown in Figure 7 below:



Figure 7. Clarissa Putri's Make-Up Look

(Source: https://instagram.com/clarissaputri_, accessed on June 13, 2023)

Figure 7 shows Rissa doing a soft glam make up combined with fashion that makes her look very gorgeous. The upload is in accordance with Clarissa's expertise as a beauty influencer. This is also supported by an interview with the researcher: "because I like make-up and many people want to know more about make-up on Instagram" (Clarissa Putri, Interview June 13, 2023).

In addition to uploading her activities through the feeds feature on Instagram, Clarissa often uploads her makeup activities through other Instagram features, namely insta-story and reels. Clarissa looks very balanced in uploading her make-up activities on Instagram, ranging from insta-story, feeds, to reels. This is in accordance with the statement of one of Clarissa's team:

"For myself, I often watch the reels and feeds, but sometimes I also like to see the insta-story, because sometimes the content is edited by me, until it is repeated, repeated again until finally you agree with the content, finally it is uploaded so we watch it first, you could say because of the editor" (Miawe, team Clarissa, Interview June 12, 2023).

According to team Clarissa's statement, that she more often sees Clarissa's content from feeds and reels, not infrequently, seeing from her insta-story. Mia is in charge of editing Clarissa's content repeatedly until Clarissa agrees to be posted.

On average, Clarissa's Instagram content uploads a lot about her make-up activities. Clarissa also uploads her diet, life style, skincare and also her personal life, in addition to her achievements as an influencer: "Actually, there are many, the first is definitely income, so like some of my wish lists have been achieved, then like being known by many people so several times I got privileges like that" (Clarissa Putri, Interview June 13, 2023).

According to Clarissa's statement, her achievements as an influencer are many, including: increased income, fulfilment of desires, being known by many people so that she is given special privileges by her followers.

Leadership (The Law of Leadership)

Clarissa is a beauty influencer who is considered superior in applying makeup on social media Instagram, Rissa also shares her knowledge about her makeup tutorials through reels on Instagram, where Clarissa does detail makeup tutorials for her followers to follow.

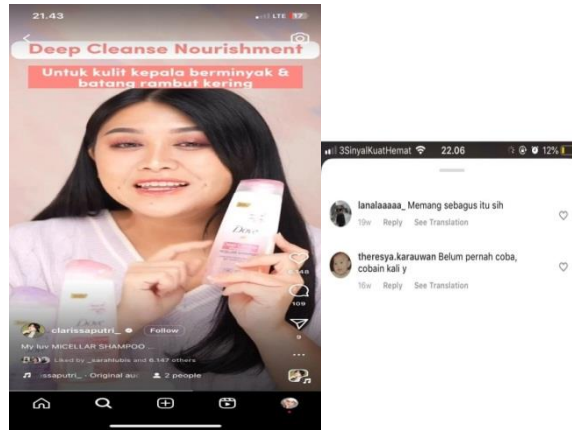


Figure 8. Content of Promoting Brand
(Source: https://instagram.com/clarissaputri_, accessed on June 13, 2023)

Figure 8 is one form of promoting a brand done by Clarissa as a beauty influencer, a shampoo product. The post is a visual record uploaded via Instagram @clarissaputri_. The post shows that Rissa has credibility as a beauty influencer, as stated by one of Clarissa's team to researchers:

"In my opinion, it affects, it really affects because she can influence her followers, for example, she is using a product, a make-up product, for example, which is affordable, now people can try it because there is already a review from ka Clarissa. So, people feel good, it means that it is already that influential so people already believe it" (Ghassani Dira Team Clarissa, Interview June 13, 2023).

Clarissa's influence on her followers is reinforced by her various uploads of make-up tutorials, one of which, as shown in Figure 9:

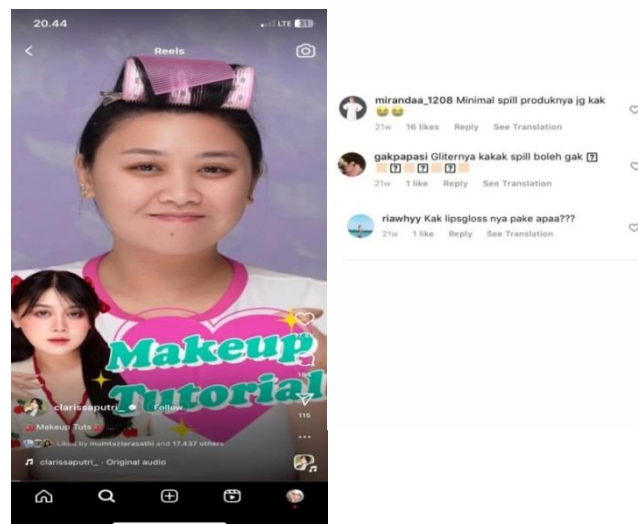


Figure 9. Clarissa Putri's Make-Up Tutorial
(Source: https://instagram.com/clarissaputri_, accessed on June 13, 2023)

Figure 9 shows Rissa doing a make-up tutorial with the concept of Korean look make-up. The comment column shows some of Clarissa's followers asking to spill the make-up products used in the make-up tutorial. This shows that Clarissa has good credibility so that she is trusted by her followers, as the following interview results show:

"Actually, at first I didn't feel that I was that influential to people, but it turns out, sometimes the intention is not to influence people but people are influenced like that, so it's more like unintentionally, it's not intended to influence people but it turns out that many people relate or

need what I use too, so indirectly they might be influenced by my daily life, lifestyle, or the products I use like that" (Clarissa Putri, Interview June 13, 2023).

Clarissa stated that initially she did not feel that she had an influence on her followers, but over time, it turned out that many of her followers felt influenced by Clarissa in their daily lives, lifestyle and makeup products used.

The Law of Personality

Personality can be seen from Rissa's posts, showing herself cheerful, being herself and not made up. Judging from her makeup appearance, she looks like she uses soft glam make-up, and can create a make-up looks like marvel edition. Clarissa also often uploads about her life style such as exercise, healthy lifestyle, and her diet program.

In addition, Clarissa's personality before and after becoming an influencer is no different, other than her increasingly busy days, according to Clarissa's statement to the researcher: "the days are definitely busier now, so because this is the main job, so it's like creating content, working with brands to create campaigns, but before I became an influencer, I was still in college so I was just a student" (Clarissa Putri, Interview June 13, 2023).

This confession is in line with the statement of one of her teams to the researcher: "I'm really happy when I look at her, and also she's originally really happy and cheerful, although sometimes there is ... a little upset because now she has a boyfriend" (Miawe Team Clarissa, Interview June 12, 2023).

According to one of her team, Clarissa is a cheerful person, not only on social media, but also in her real life.



Figure 10. Personality Displayed by Clarissa Putri
(Source: https://instagram.com/clarissaputri_, accessed on June 13, 2023)

Figure 10 shows Clarissa's cheerful daily life, just as Miawe said that Clarissa has a cheerful personality.

The Law of Distinctiveness

Clarissa is an influencer who is different from others because she used to have an over-wide body, but with her imperfections she still looks beautiful without following beauty standards. This is in accordance with the statement of Clarissa's team, Ghassani Dira who said that:

"If beauty influencers, other beauty influencers ..., like those who are really beautiful and then what, the beauty standards are like girls with high standards, well, if you are Rissa, she can tell you that the beauty standards don't have to be white girls, skinny girls, so with your imperfections, you can still look beautiful" (Ghassani Dira Team Clarissa, Interview June 13, 2023).

When judging by the content of Clarissa Putri's Instagram @clarissaputri_ uploads, it looks the same as her personal life, who loves herself, likes to wrap her makeup content with comedy. As stated by her team below:

"Because she likes to joke in her makeup content, sometimes she is also taken jokingly too if she replies to people's comments on her content, for her beauty that is different because she has a face shape that is from being full and also made up even so thin, anyway I don't know why she can make her face shape look like that, while the others are usually just like it's okay they are tapered if you Rissa is not but can make it like that" (Miawe Team Clarissa Putri, Interview June 12, 2023).

In addition to enjoying replying to her followers' comments with funny comments, Clarissa's appearance has a full face but can make her make-up looks look like she has a thin face before.

The Law of Visibility

Clarissa consistently and routinely uploads her makeup activities, through feeds, reels, and insta-story. According to her, uploading photos or videos makes it easier for her followers to know her goals:

"I upload content once a day or for example if I'm diligent once a day, but if I'm really diligent, for example if I'm on vacation, I can do it twice a day, but if I don't have much time or I'm working, then once every two days or three days through all Instagram features" (Clarissa Putri, Interview June 13, 2023).

Clarissa is quite active in using Instagram, by uploading one or more activities via Instagram. There are approximately 500 of her uploads out of 1,920 uploads that researchers consider uploads about makeup (observation, June 14, 2023, on personal Instagram @clarissaputri_).

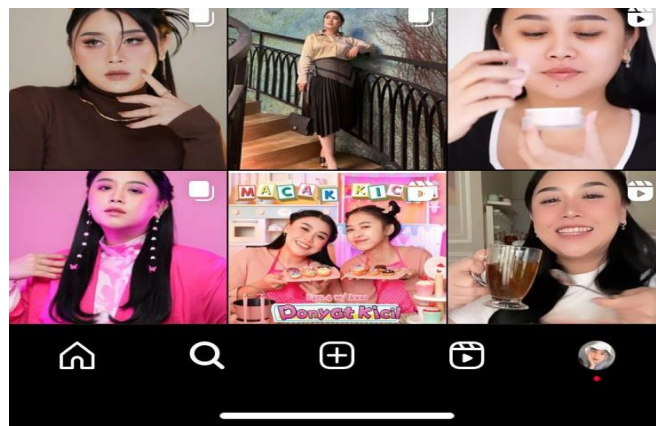


Figure 11. Instagram upload @clarissaputri_
(Source: https://instagram.com/clarissaputri_, accessed on June 13, 2023)

Figure 11 shows that the content of the feeds from Clarissa's Instagram shows that her posts are dominated by her make-up activities. Clarissa has routinely uploaded her make-up since she started becoming a beauty influencer on Instagram. Gradually, Clarissa is known as a beauty influencer who has a soft glam make up signature that looks very gorgeous.

The Law of Unity

Clarissa is very inspiring to many people or motivates people to do a good life style and is known to be a person with positive vibes, showing a significant difference between herself and other beauty influencers. She also always presents herself on social media as she is, as in her daily life. When the researcher conducted an interview with her, her way of speaking, dressing, and grooming were the same as her Instagram posts:

"Her make up is different, sometimes she can make flawless make up, sometimes there is also content that besides she can make flawless make up, there is also content whose make up makes Disney characters, like she can imitate, make people look like that character, then glam, sometimes there is natural make up too" (Ghassani Dira Team Clarissa, Interview June 13, 2023).

This statement can be seen when Clarissa uploads on feeds that show her colourful make-up or various types of make-up, as seen in Figure 12 below:



Figure 12. Clarissa's Look with One Type of Make-Up
(Source: https://instagram.com/clarissaputri_, accessed on June 13, 2023)

Figure 12 shows Clarissa's Korean make-up look. This can be seen from several uploads on her Instagram. This is the same as the results of the researcher's observations when conducting an interview with her. Clarissa uses one type of make-up look, namely flawless make-up. Clarissa also shows her cheerful, playful, and friendly personality.

The Law of Persistence

The constancy of Clarissa's personal branding through Instagram is visible. She has never changed the personal branding she has created as a beauty influencer. Clarissa's cheerful personality, positive vibes, various types of makeup, and healthy life style have created her personal branding since she started using Instagram in early 2017. Clarissa was seen following viral make-up trends several times, as she stated to the researcher:

"Yes, because sometimes it's like a race for us also to create content looking for something that people are looking for and people really want to know, so there are several times when there is a make-up trend that we follow" (Clarissa Putri, Interview June 13, 2023).

As Clarissa said, that she likes to follow make-up trends that are going viral, because according to her it becomes a stimulus to create make-up content that is being searched for by many people and is trending.

The Law of Goodwill

Researcher observations show that Clarissa has a desire to be able to entertain and inspire others or her followers, as in the following interview:

"I totally agree because, if people sometimes see from social media, what can it be, actually people's perceptions are different, but sometimes we can also share our lives, people can also see who we are. Although actually we as social media users can't trust one hundred percent what is seen on social media and in real life. There is a difference, you can't trust it but just enjoy it, if there are positive things that we can take, then take it, if there are negative things, it's better not to do it" (Clarissa Putri, Interview June 13, 2023).

In her Instagram posts, Clarissa shows herself to be cheerful, hilarious and confident, as stated by one of her team:

"she was hilarious, especially when she was posting with her friends, she made her look like a metal band girl, but besides that, when she's not with them, her image is just like she is, her makeup is also good" (Ghassani Dira Team Clarissa Putri, Interview June 13, 2023).

Her self-concept is shown through various posts through her Instagram, as in Figure 13 below:



Image13. Clarissa with her Playful Look

(Source: https://instagram.com/clarissaputri_, accessed on June 13, 2023)

In Figure 13, Clarissa shows herself always cheerful, in accordance with the image she has built, and in accordance with what is in the minds of her followers. This is based on the results of the researcher's interview, he said that: "I think so, because many people also share with me about the same things that I'm doing, for example about my makeup or life style" (Clarissa Putri, Interview June 13, 2023).

Through Instagram social media, Clarissa not only uses it as one of the supports for her makeup content, but also for sharing about the life style she lives, as well as educating her followers to always have a healthy lifestyle.

DISCUSSION

Analysis Based on Peter Montoya Concept Specialization (The Law of Specialization)

The specialization shown by Sandra Lubis and Clarissa Putri, namely @sandrallubis and @clarissaputri_ in forming personal branding, Sandra shows her specialization as a beauty influencer who presents herself as she is, casual and makes flawless make-up content. It can be said that Sandra does personal branding in harmony with her life on social media and her daily life. Meanwhile, Clarissa shows her specialization as a beauty influencer who presents herself as always cheerful, self-love, and makes make-up content of various types of make-up.

Leadership (The Law of Leadership)

Sandra Lubis's leadership can be seen from the level of trust of certain brands, such as Mac Cosmetic, to be one of the sources. In addition, Sandra is one of the beauty influencers who is truthful in promoting products. Sandra's form of personal branding is to create a leader who can be trusted by her followers. Meanwhile, leadership is carried out by Clarissa, seen in doing make-up tutorials with the concept of Korean look make-up, making her followers ask her to spill the make-up products used in the make-up tutorial. This shows that Clarissa has leadership and is trusted by her followers.

Personality (The Law of Personality)

Sandra Lubis and Clarissa Putri, who are known as beauty influencers, show themselves as they are, cheerful, and look very gorgeous with make-up with fashionable outfits. Sandra and Clarissa's team stated that Sandra is a person who is as she is, she is casual, her makeup is flawless. While Clarissa has a cheerful character, loves herself, and shows various types of make-up. Through Instagram, Sandra and Clarissa are quite active in posting make-up contents.

The Law of Distinctiveness

The difference that can be seen from Sandra and Clarissa with other beauty influencers is that Sandra is an influencer who appears as she is, dares to show her posture and is a confident figure. This is what distinguishes her from other beauty influencers. While Clarissa is a different influencer figure, because she used to have an over-wide body but with her imperfections she looks beautiful without following beauty standards. Clarissa is a hilarious beauty influencer, who can mix her makeup with comedy.

Visibility (The Law of Visibility)

Sandra Lubis consistently and regularly uploads her make-up activities through the Insta-Story feature, as well as her daily activities. Sandra has been uploading her make-up activities since she started social media. Sandra is known as a beauty influencer who has a flawless make-up characteristic and dares to play her make-up around eye looks. Meanwhile, Clarissa Putri consistently and regularly uploads her make-up activities through feeds, reels, and insta-story. Clarissa is known as a beauty influencer who is characterized by soft glam make-up that looks very gorgeous.

The Law of Unity

This study found that the Personal Branding carried out by Sandra Lubis and Clarissa Putri as beauty influencers is in line with their daily lives. This can be seen through the way make-up; clothing styles are in line between Instagram and daily life. Sandra does not make a difference between herself in everyday life or in social media, as seen when researchers conducted interviews with Sandra, how she speaks, dresses, and dresses up like her uploads on Instagram. A casual and friendly attitude can also be seen through Sandra's posts through her insta-story. Meanwhile, Clarissa Putri also does not make a difference between herself in everyday life and in social media. This is in accordance with researchers when conducting interviews with Clarissa, how to talk, dress, and dress up the same as her uploads on Instagram. Her cheerful, humorous and friendly personality can also be seen through Clarissa's uploads through feeds, reels, and insta-story.

Persistence (The Law of Persistence)

The constancy of Sandra Lubis and Clarissa Putri's personal branding through Instagram, is shown that they have never changed the personal branding they have created as a beauty influencer. Sandra's personality who appears as it is, does not like glamorous make-up, dresses up with flawless make-up, and a casual way of speaking has created her personal branding

since she first used Instagram in early 2017. While Clarissa's personality who has a cheerful personality, presents herself with positive vibes, dresses with various types of make-up, and shows a healthy life style, has created her personal branding since she started using Instagram in 2017.

The Law of Goodwill

Sandra Lubis has a desire to make her followers happy when they see her contents. In an interview with researchers, Sandra revealed that she wants to be a role model or be a good example for her followers. Sandra is a person who has good happiness, loves herself as she is, so that the image created by Sandra can be embedded in the minds of her followers. While Clarissa Putri, has a desire to entertain and inspire others or her followers. In her interview with researchers, Rissa revealed that she wanted to be a person who brought positive influence. Clarissa shows herself to have a cheerful, hilarious, and confident nature.

Broadly speaking, of the eight personal branding concepts that are more highlighted by Sandra Lubis and Clarissa Putri is the concept of specialization. Sandra Lubis and Clarissa Putri display their characteristics as a beauty influencer who always uploads their activities about beauty on Instagram. The content of Sandra and Clarissa's Instagram uploads is dominated by beauty activities.

Expert Analysis

Based on the interviews conducted by the researcher, Fadli believes that personal branding is very important for an influencer or social media user:

"Personal branding is very important for us as influencers or digital marketing actors, or maybe actors who use social media, because personal branding is what we want to create what we want to make, and becomes the view of outsiders towards us. For example, if we want to be seen as a beauty influencer, then our personal branding must be strong, if we want to show that we are a beauty influencer. Personal branding is not just about digital marketing, but rather the personal self must be made as much as possible to create that personal branding" (Fadli, Interview July 8, 2023).

Meanwhile, the Personal Branding built by Sandra and Clarissa, according to Fadli, is very strong, they are only focused on the field of beauty, they also create beauty content with unique things that make their followers when they see it become mood, and the content they create is very relatable. As Fadli said that:

"The specialization done by Sandra Lubis and Clarissa Putri is very strong, especially in the field of beauty where their focus is indeed on beauty. In addition, they also blend their beauty content with things that are quite funny and also in the mood for their followers. And also, the content they do is very relatable." (Mr. Fadli, Interview July 8, 2023)

The leadership carried out by Sandra and Clarissa is also very good where, it can be seen that the team that works with them is quite solid and comfortable because of the leadership they apply. In accordance with Fadli's statement, that:

"The leadership carried out by Sandra and Clarissa is good, because it can be seen from the fact that they already have their own team, from those who do it all by themselves, now they have a team that is really solid to help create Sandra and Rissa's content, and also the leadership is also good, so that the team is quite comfortable working at Sandra and Clarissa." (Fadli, Interview July 8, 2023)

The personality that needs to be done by Sandra and Clarissa according to Fadli is a personality that is enough to be itself, nothing needs to be changed. They just need to be more innovative in creating content, and strengthen the content about beauty:

"The personality doesn't have to be anything, just be yourself, because Sandra and Clarissa's target audience likes their fun, funny personality, and also about beauty. There is no need to

change anything, and maybe just be more innovative in creating new content, which is more fun, more beauty is strengthened. Those two things are strong enough for them." (Mr. Fadli, Interview July 8, 2023)

The difference between Sandra and Clarissa and other influencers lies in their personalities, which are fun, funny, what they are and outspoken. Where they also create relatable content that matches their daily lives and activities on social media:

"the difference with other influencers is about their personality. Because Sandra and Clarissa's personal branding is very strong, besides beauty about their personalities, they are also funny, who are outspoken and always create interesting and relatable content, that's what distinguishes them from other influencers. maybe other influencers are some who are not natural, some are really focused on beauty who don't want to bring out their personality side, but Sandra and Rissa bring out what they are." (Fadli, Interview July 8, 2023)

What Sandra and Clarissa need to do to make their personal branding visible to their followers is to create content that is more relatable. This is in accordance with Fadli's statement, that:

"To make it more visible, actually, increase the content that is more relatable. Because of the relatable content, it makes their personal branding even stronger. In terms of how they speak, how they joke, how they communicate with their followers, so maybe they are more intense with their followers, which makes them get new target followers, new target brands too." (Fadli, Interview July 8, 2023).

According to Fadli, the way Sandra and Clarissa maintain their reputations is quite good, where Sandra and Clarissa already understand to filter what is good and what is bad for them to upload on social media:

"A good name is something that can be built up, and something that comes naturally. If you look at them, they already understand to sort out what is good and what is bad to share on social media. So far, if you look at their social media, they are very smart to sort out what is shared and what is not. So, for this matter, there is actually no need to worry for them, because they can already sort out these things." (Mr. Fadli, Interview July 8, 2023)

Sandra and Clarissa have been successful in building a reputation for themselves on social media, especially Instagram, because realizing it or not, this reputation has been embedded in the minds of their followers.

CONCLUSION

The branding strategy made by Sandra Lubis and Clarissa Putri, in this study, meets the standards in Peter Montoya's concept. This causes, these two endorsers build branding strategies through their respective Instagram. Their reliability in building branding strategies is recognized by their followers through comments on Instagram, and also through expert analysis related to the two influencers.

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