

CHAPTER I INTRODUCTION

1.1 Title of The Study

An Analysis of Tasya Farasya's Personal Branding Through Her Instagram Reels.

1.2 Background of the study

Social media is a platform that is currently widely used by the public, especially for interacting, obtaining, and sharing information widely and quickly through technology supported by the internet network. According to Sutrisno and Mayangsari (2021), social media, especially Instagram, has become the main focus in meeting the information needs of the Indonesian people. This has made social media a common phenomenon, where people are free to choose the platform they want to use to meet their needs, including following the developments of public figures through personal branding.

According to Montoya (2002), personal branding is built through eight main principles: specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. These principles highlight that a strong personal brand should have a clear focus, show credibility, reflect an authentic personality, and have unique characteristics that differentiate an individual from others. This is supported by Haris and Hariyanto (2023), who found that the consistent application of these principles helps beauty influencers like Tasya Farasya maintain their identity and gain audience trust on social media. In addition, personal branding should be consistent across both online and offline contexts and carried out continuously to build a positive public image. Therefore, personal branding is not formed instantly, but develops through a planned and continuous process.

Instagram is one of the platforms that strongly supports the practice of personal branding. As a visual-based platform, Instagram provides features such as Feed, Stories, and Reels that allow users to present their identity and expertise to a wider audience. Among these features, Instagram Reels has become one of the most

influential because it enables content to reach broader audiences through short videos and algorithm-based distribution. Reels allows creators to deliver content in a more engaging and authentic way through a combination of audio, visuals, and creative editing. Hakim (2024) also states that Instagram is widely used by Generation Z to access information and express themselves because it is easy to use and allows fast content distribution. These advantages make personal branding easier to manage and more effective in a highly competitive digital environment.

Among the available features, Instagram Reels has become one of the most popular tools in recent years. Reels allows users to create short video content combined with music, effects, and editing features, making the content more interesting and interactive. This feature also supports wider content distribution, enabling creators to reach audiences beyond their followers. Therefore, Instagram Reels is considered effective in supporting personal branding strategies in the digital era.

In the digital beauty industry, personal branding plays a crucial role in determining the success of a beauty influencer. With so many new content creators emerging every day, maintaining audience trust is no easy feat. This depends not only on the quality of the content but also on the consistency of the influencer's personality. This is evident in Tasya Farasya, who has successfully built a strong reputation through her honest review style and distinctive personality. Her success is reflected in high engagement rates on Instagram and her ability to build strong audience loyalty, particularly through short-form video content like Reels, which is more interactive and reaches a wider audience.

Tasya Farasya is one of the influencers known for having a strong personal branding on social media. Through her Instagram account, she consistently shares content related to beauty, product reviews, and lifestyle while maintaining her unique personality. Her consistency in content, delivery style, and visual appearance especially in Reels shows a clear strategy in building her identity and differentiating herself from other beauty influencers. Based on this background, this study aims to analyze the strategies used by Tasya Farasya in building her personal

branding through Instagram Reels as the main content platform, focusing on five key aspects: specialization, personality, distinctiveness, visibility, and goodwill.

Although various social media platforms offer short-form video features, Instagram Reels presents a unique digital ecosystem that distinguishes it from platforms such as TikTok or YouTube Shorts. Instagram Reels operates within an established, visual-centric social network where content creators must balance aesthetic presentation, algorithmic distribution, and direct engagement with an already loyal follower base. This creates a highly competitive environment for beauty influencers, where maintaining long-term credibility requires more than just short-term viral engagement. Despite the growing popularity of Instagram Reels as a primary hub for beauty endorsement, empirical studies analyzing how top-tier Indonesian beauty influencers strategically construct their personal brand on this specific feature remain limited.

To bridge this gap, this study combines the personal branding principles of Peter Montoya (2002) with the operational communication strategy framework of Anwar Arifin (2016). While Montoya originally outlined eight personal branding principles, this research specifically focuses on five key principles: specialization, personality, distinctiveness, visibility, and goodwill as they represent the most salient and observable dimensions of digital content creation in the beauty industry. Meanwhile, analyzing personal branding solely through visual and verbal attributes is insufficient to understand the underlying process. Therefore, Arifin's four-step communication strategy framework (recognizing the target audience, message formulation, determining methods, and media selection and usage) is integrated to uncover how the creator systematically plans, packages, and executes her content on Instagram Reels. The combination of these two frameworks provides a comprehensive qualitative lens to examine both the structural elements of Tasya Farasya's personal brand and the strategic communication actions driving it.

1.3 Formulation of the Problem

Based on the background that has been explained, there are several problems that need to be analyzed in this study. These problems include:

1. How is Tasya Farasya's personal branding constructed through Instagram Reels?
2. What communication strategies does Tasya Farasya use to build her personal branding through Instagram Reels?

1.4 Limitation of the Problem

This study focuses on analyzing Tasya Farasya's personal branding through Instagram Reels content uploaded on her official account (@tasyafarasya) between February 2025 and March 2026. The analysis was limited to 10 Instagram Reels selected through purposive sampling because they were considered the most relevant and information-rich content for addressing the research objectives. The selected Reels represented various types of beauty-related content, including skincare reviews, makeup tutorials, product comparisons, and beauty education, enabling an in-depth qualitative analysis.

The personal branding analysis is limited to five out of the eight principles proposed by Peter Montoya (2002): specialization, personality, distinctiveness, visibility, and goodwill. In addition, to answer the second research question, this study applies the four operational steps of communication strategy proposed by Anwar Arifin (2016, as cited in Kurniawan, 2024), consisting of recognizing the target audience, message formulation, determining methods, and media selection and usage. This study does not analyze audience perception metrics (such as likes, engagement rate, or sales conversion) but focuses purely on the qualitative content analysis of the verbal messages, visual presentation, and communication techniques displayed in the selected Instagram Reels.

1.5 Purpose of the Study

Based on the formulation of the problem above, the purpose of this study is:

1. To analyze how Tasya Farasya builds her personal branding through Instagram Reels based on the dimensions of specialization, personality, distinctiveness, visibility, and goodwill.

2. To identify and analyze the communication strategies used by Tasya Farasya to build her personal branding through Instagram Reels.

1.6 Significance of the study

Based on the research objectives and issues described above, this study is expected to provide the following benefits:

1. For Researchers:

This study is expected to provide additional references and insights for future researchers, especially those who are interested in personal branding and social media analysis. It can also serve as a foundation for further studies related to digital content, particularly Instagram Reels, using similar or different theoretical approaches.

2. For Readers:

This study is expected to give readers a better understanding of how personal branding is built through Instagram Reels. It may also help content creators and social media users to develop their personal image more effectively by applying the aspects of specialization, personality, distinctiveness, visibility, and goodwill.