

Impression Management in Building Personal Branding by Bengkulu Influencers Through the Reels Feature on Instagram

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Article Information:

Received December 17, 2023

Revised January 20, 2024

Accepted January 21, 2024

Keywords:

Impression Management;
Influencers; Instagram Reels;
Personal Branding

Abstract

Personal Branding is a process carried out to show and maintain a positive impression about oneself based on certain characteristics to other people. The personal branding built by Bengkulu Instagram Influencers is realized by managing impressions through the Instagram accounts of each Bengkulu Influencer. The aim of this research is to find out how impression management is used to build personal branding by influencers through the reels feature on Instagram. The type of research used in this research is qualitative with a descriptive approach. The data collection techniques used are observation, interviews and documentation, as well as looking for references through books, journals, theses and articles related to research. This research also uses data analysis techniques through data collection, data reduction, data display, and verification and drawing conclusions. Informants for this research were obtained using purposive sampling techniques. The theory used in this research is impression management theory which is rooted in two areas consisting of self-presentation and social identity management. The research results show that Bengkulu Influencers differentiate to build personal branding by uploading video content in the hope of feedback from followers. Then, the average age groups of teenagers and adults are targeted to gain benefits from the personal branding that is built.

A. Introduction

Technology is increasingly developing to produce the internet. Social media is a medium on the internet that allows users to represent themselves through interaction, collaboration, and communicating with other users virtually. However, basically social media has the function of sharing messages in the form of news, information, images and videos (Dania & Griffin, 2021; Lombardo et al., 2021; Vilarinho-Pereira et al., 2021).

Social media has a positive impact on users to build relationships with other users, and as a place to build personal branding that suits our wishes. With the unlimited reach of social media, users can easily interact without being hindered by time and space. Not only for interaction, social media is currently used to seek profits in the form of self-satisfaction and a source of income (Salam, 2020; Tiara, 2021; Yusanda et al., 2021).

Everyone creates personal branding on social media as an affirmation of their self-image. The term branding or labeling is more familiarly used in the marketing world. Labeling is done because there are so many similar products in circulation, so it is necessary to differentiate between one product and another. This is done to make it stand out more than other types of products. This basic principle is then applied in the context of personal branding.

How to Cite : Elvina, M., Gushevinalti, G., & Widiastuti, W. (2024). Impression Management in Building Personal Branding by Bengkulu Influencers Through the Reels Feature on Instagram. *IJOEM Indonesian Journal of E-Learning and Multimedia*, 3(1), 22–27. <https://doi.org/10.58723/ijoem.v3i1.219>

ISSN : 2830-2885

Published by : Asosiasi Profesi Multimedia Indonesia

In the process of forming personal branding, a person must create or instill good perceptions and views from other people, especially when we share them in public. One of the most popular social media today is Instagram with facilities in the form of photos or videos to express yourself. Apart from that, Instagram users can take advantage of the like, comment and direct message features to provide direct responses as a form of two-way communication to something they find on Instagram. Therefore, Instagram has become one of the most popular social media in Indonesia and the world.

Based on data from Napoleon Cat, Instagram users in Indonesia reached 97.38 million as of October 2022. Instagram's development is experiencing continuous improvement, such as the presence of the latest features to support the activities of its users. Initially, Instagram introduced the Instagram stories feature which could be used to share photos and videos instantly. Then on June 23 2021, Instagram released its newest feature, namely Reels.

Reels is a feature on Instagram that can be used by every user to create short videos lasting 15 to 90 seconds, equipped with other aspects such as effects, audio, filters and other tools. Reels has the advantage of a wider video distribution algorithm, in contrast to Stories which are only shared with followers. This is what makes Reels videos able to get more viewers, depending on how interesting the video is (Harahap, 2022; Liang & Wolfe, 2022; Szeto et al., 2021).

Before social media and the internet became more sophisticated, only public figures or certain people could build personal branding. But nowadays everyone can build a good personal brand independently or independently by utilizing social media. The presence of Instagram with the Reels feature is used as a forum for building personal branding (Kunkel et al., 2020; Ledbetter & Meisner, 2021; Park et al., 2020).

The advantage you get from building personal branding is that you can easily be recognized by many people with your unique characteristics and it's also easy to find relationships. When an Instagram user is known to many people or has many followers on their Instagram account, the impact felt by the user themselves will be greater. Creators who have many followers who have a lot of impact or influence on other people will be called influencers. Influencers which has Many followers can create quite promising business expectations. Where an Instagram Influencer can apply fees to online business people for making videos or photos related to the products to be marketed (Ki et al., 2020; Lou, 2022; Nasih et al., 2020).

The marketing concept used by Influencers is to describe a product or brand in detail, in the form of photos or videos. Then the content will be disseminated to the general public via his social media accounts. Instagram users are expected to be able to create original versions of content that contain their own uniqueness and display a good influence to attract the attention of other users.

When Instagram users are known by many people, these users can be said to have succeeded in building personal branding because they provide content that suits their wishes. However, maintaining the personal branding that has been created well in the eyes of the public is a challenge for creators. Erving Goffman stated that everyone will try to show themselves as well as possible, this effort is called impression management. Impression management is a process where a person in a social situation can manage verbally and non-verbally, clothing style, words, actions and other ways that reflect and shape other people's perceptions of a person.

Researchers chose Bengkulu influencers as informants because researchers were interested in following the process and development of Bengkulu influencers in building personal branding on social media, especially the Reels feature on Instagram. In the past, people who built personal branding were usually famous people, but now influencers in Bengkulu have started to develop independently by utilizing social media.

Based on the explanation above, it can be seen that personal branding is an important thing that must be built in maintaining a good image or impression to other users. Therefore, researchers are interested in researching "Impression Management in Building Personal Branding by Bengkulu Influencers Through the Reels Feature on Instagram".

B. Research Methods

The type of research used by researchers in this research is a qualitative approach. The qualitative approach is a research method used to examine the conditions of natural objects (as opposed to experiments) where the researcher is the key instrument, Data collection techniques were carried out using triangulation (combination), data analysis was inductive, and qualitative research results emphasized meaning rather than generalization.

Based on the description above, the qualitative method is the appropriate method for this research in obtaining information through in-depth interviews or a complete description of the methods carried out by influencers Bengkulu in managing impressions to build personal branding through the Reels feature on Instagram. By using data collection techniques, namely through observation, in-depth interviews, and documentation. Meanwhile, to draw samples using purposive sampling technique. And collect data using the Miles and Huberman model data analysis techniques until the data is saturated, in the form of data reduction, data presentation, and drawing conclusions.

C. Results and Discussion

Instagram is an application that can upload photos as a medium for sending information quickly via the internet. Instagram was founded by Kevin Systrom and Mike Krieger on October 6, 2010 through the company Burbn Inc. At first, Instagram was just a simple platform used to share photos and videos without any interesting features. However, as Instagram's popularity grows, a series of interesting features continue to be added and launched, such as Instagram Stories for uploading everyday photos and videos in real time, Instagram Shop for shopping via Instagram, and other features including Instagram Reels.

The Instagram Reels feature is used to upload videos up to 90 seconds long and is equipped with aspects such as effects, audio, filters and other tools. It is not uncommon for the Reels feature on Instagram to be used to build personal brands by creators and promote businesses or brands.

In this research, the researcher determined four main informants, namely Bengkulu Instagram Influencers and two supporting informants each, namely followers of each main informant. Informants were chosen according to the problems examined in this research, where personal building was carried out by Bengkulu Influencers, as well as followers who became supporting informants in the form of strengthening the Influencer's statements.

Personal Branding in Reels Video Uploads

In this research, researchers discovered how Influencers carry out personal branding on their respective Instagram accounts. Someone who wants to be known on social media, apart from having to prepare adequate equipment and a mature content idea concept, another thing they must have is personal branding. This is very necessary to attract a lot of attention from the public through content uploaded to social media.

From observations made by researchers on the three informants, Bengkulu Influencers present themselves by packaging video content with their own characteristics. Starting from special content promoting make up with its characteristics, comedy concepts, beauty and fashion, recommendations, tips, or information about beauty and fashion, daily life. Up to uploading content by following trends or using sounds that are currently viral.

Application of Differentiation through the Uniqueness of Bengkulu Influencers in the Reels Feature

Differentiation is an effort to create differences in terms of content, context and infrastructure. As an Influencer, the application of differentiation is very influential in creating the perception of followers or everyone who sees the content on Instagram Reels regarding the Influencer's self-image.

From observations made by researchers on the four informants, Bengkulu Influencers apply differentiation to highlight their uniqueness to create differences with other content creators and strengthen their self-image or personal branding which they want to build in the perception of other users.

Starting from the field of make up which has differentiation in the main vocal point of eye beauty, dolly eye make up, the use of style and language, such as using Bengkulu language and its accent which has become a characteristic or uniqueness as a differentiation in each content, displaying a video with color settings which attracts the attention of other users to like videos that are uploaded beautifully and conceptually. And shows the uniqueness of Instagram Reels in the form of the style displayed, such as the distinctive facial appearance and smile in each uploaded video content.

Consistency in Uploading Reels Videos

In building personal branding, it is very necessary to have a commitment to presenting yourself. From observations made by researchers on the four informants, Bengkulu Influencers have their own timeline for uploading Reels videos on their Instagram accounts. Such as uploading Reels video content every two days, uploading two to three videos a week, to uploading four to five videos a month. This is done according to the conditions of their respective jobs or endorsements. Therefore, one of them always creates Instagram

Stories, and makes a target of uploading Reels video content at least one video a day so that his account remains readable by the algorithm.

Benefits of Building a Personal Brand

Instagram is a social media application that provides space for each user to express themselves, this can also provide opportunities to earn income in the form of collaboration offers from various brands or e-commerce.

From observations made by researchers on the four informants, Bengkulu Influencers have gained many benefits in building Personal Branding through the Reels feature on Instagram. By getting lots of followers, you will get more relationships, offers of cooperation such as being invited to be a keynote speaker in educational events about Public Speaking, language literacy and make up seminars, brand ambassadors, endorsements, store visits, and getting benefits in the form of money, trust, and self-credibility.

Analysis of Personal Branding Formation in Reels Video Uploads

To get a good personal branding according to what is desired, a person must have the courage to present himself according to a concept related to the desired identity.

In this research the researcher will describe the analysis of the formation of Personal Branding from the four Bengkulu Influencers which is more specific from Personal branding in Reels videos, the application of differentiation, consistency, profits, Instagram followers and interactions, challenges and ways of dealing with building Personal Branding, to innovation and personal improvement Branding.

Instagram Followers and Engagement Categories

In creating video content to be uploaded to Instagram Reels, each informant must already know the market or target they want to reach, such as the age group that views the video content they have. Categories or groups of followers of each research informant on Instagram accounts who have the same interest as the video content uploaded by the research informants.

From observations made by researchers on the four informants, Bengkulu Instagram Influencers have follower group categories according to the personal brand they have built, the average group of followers is of active age, namely teenagers to adults.

Challenges and How to Face them in Building a Personal Brand

To get a good personal brand as desired, of course there will be several challenges during the process experienced by research informants.

From observations made by researchers on the four informants, Bengkulu Influencers have different challenges and ways of dealing with them. Starting from fighting feelings of laziness within oneself to create content or uploading content, holding back not to face insults or insults from other people who don't like uploaded content, a decrease in the number of views on Reels video content, to feelings of insecurity and lack of confidence in appearing in front camera in creating content.

Thus, they started looking for solutions to face the challenges of building a Personal Brand. Start by raising a sense of enthusiasm by looking at the video content of other influencers who are role models, sorting out negative and positive things to improve. By finding out the causes and creating content according to the audience's wishes, even giving yourself time to manage your emotions so you can appear confident.

Innovation and Improvement of Personal Branding

When we succeed in building engagement with other people as followers, of course we have to continuously innovate so that many people still like us.

From observations made by researchers on the four informants, Bengkulu Influencers always innovate the video content that will be uploaded to the Reels feature on their Instagram accounts. By creating fresh and original video content that carries the video concept following current developments or trends, making videos with elements of comedy in it even though the video concept is different, following things that are of great interest to the audience, and always being up to date to update video content according to what is currently happening. viral.

Personal Branding Influencers Bengkulu in Impression Management Theory

In the process of building personal branding, there are many efforts made by Bengkulu Influencers. All things or efforts carried out by Bengkulu Influencers are a form of impression management which has been

discussed previously, namely focusing on discussing a person or institution trying to build a good impression in the social environment through interaction (Kresna, 2020). Self-presentation is needed to create a good perception in the eyes of others.

Influencers Bengkulu, in this case, consciously or unconsciously has tried to highlight a self-portrait through their Instagram account, especially the Reels feature. On this social media account, Dwi Rissy Oktiyana, Ando Ramadika, Riska Septi Belinda and Nahra Gildeslika Putri Arwendya are seen presenting themselves by uploading video content that matches certain characteristics or characteristics according to the personal brand they want.

In this research, self-presentation is carried out through social media applications, namely Instagram, especially the Reels feature. Everyone always tries to be seen well by others through uploaded Reels video content.

Social identity management (Situational social identity) is the management of social identity in certain situations such as organizing interactions with audiences. Erving Goffman argued that people involved in a conversation will basically present drama to the person they are talking to. A person chooses a certain character and shows that character in a situation and the interlocutor matches the chosen character.

In interacting via their Instagram account, Bengkulu Influencers carry out social identity management to support the personal branding built on their Instagram account. Informant Dwi Rissy Oktiyana always shows her identity as someone who is cheerful, enthusiastic, clever and understands makeup, and describes herself as an intelligent person. This was conveyed by Dwi Rissy Oktiyana through the Reels video content he uploaded and the interactions he carried out with his followers and other Instagram users. That is a social identity that he displays on Instagram Reels, in line with the personal brand he has built, namely as a Make Up Artist Influencer.

Then Ando Ramadika, in every Reels video upload and interaction he makes on his Instagram account, illustrates that he is a humorous person, who can entertain many people with his behavior and language style. He displays this social identity in order to build personal branding according to what he wants.

Likewise with Riska Septi Belinda, she displays a certain social identity on her Instagram account. Riska built a personal brand as a content creator who understands fashion and beauty. Riska always appears in a contemporary style according to the outfit she chooses. This is conveyed through uploading his Reels video content to form and support the formation of personal branding.

Meanwhile, Nahra Gildeslika Putri Arwendya presents herself as a beautiful and smiling figure. He displays this in every Reels video content upload that he makes following content updates that are currently busy. Nahra displayed the upload in order to achieve the personal branding she wanted.

When interacting via an Instagram account, especially on the Reels feature, it can be said that Influencers choose what kind of self-portrayal or self-presentation they want to display. They have to pay attention to the impression management they do on Instagram Reels because there is an image and brand they want to build. Apart from that, basically when communicating, a person should carry out impression management so that the communication process runs smoothly and produces results that meet expectations.

D. Conclusion

From the results of research conducted to determine Impression Management in Building Personal Branding by Bengkulu Influencers through the Reels Feature on Instagram, there are several things that can be concluded in this research, namely: a) Personal branding built by Bengkulu Instagram Influencers is realized by managing impressions through the Instagram accounts of each Bengkulu Influencer; b) Influencers Bengkulu carries out social identity management to support personal branding built on Instagram accounts; c) Three Bengkulu Influencers have concepts and characteristics that are carried out continuously in creating Reels video content, while one Influencer does not have a specific concept and only follows Reels video content that is currently popular or viral. Likewise with the differentiation they make, three of the Influencers differentiate through their uniqueness which is used as a differentiator from other Influencers, while one other Influencer does not make any particular differentiation on his Instagram account; d) Influencers Instagram Bengkulu has categories of follower groups according to the personal brand they are building. The average group of followers is of active age, namely teenagers to adults; e) All efforts made by Bengkulu Influencers on Instagram Reels are a form of impression management. On Instagram Reels they build a social identity according to the personal brand they want.

E. Acknowledgement

Thank you to all parties who have contributed to this research activity.

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Indonesian Journal of Elearning and Multimedia (IJOEM)

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