PUBLIC OFFICIAL'S PERSONAL BRANDING ON SOCIAL MEDIA
(Content Analysis on DediMulyadi Fan Page Timeline on October 2017)

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Abstract

Personal branding using social media often used by public officials. Dedi Mulyadi is one of the public official that uses social media to do his personal branding. This research's purpose is to identify personal branding on Dedi Mulyadi's Fan Page Account on October 2017. Researcher explains this research using planning theory, new media concept, and personal branding concept. This research type is content analysis with quantitative method. Result of this research shows that content on Dedi Mulyadi fan page account's timeline dominated by writing, video, and picture. Words that are used in the fan page are well-mannered, using Bahasa Indonesia or native language. The themes are about politics, economy, culture, environment, religion, health, tourism, social, sports, livestock, and combination of the stated topics. All the contents picture 8 concepts of personal branding. Dedi Mulyadi presents himself as an official who is skilled, religious, nationalist, humble, close with local culture, wise, and decisive. Dominant personal branding shown by Dedi Mulyadi as public official who is religious and nationalist could be seen on Purwakarta. Facilities that were built there and his advice to his city focus on religion and nationalism.

Keyword: *content analysis, personal branding, Dedi Mulyadi*

INTRODUCTION

In this era where technology information was rapidly developed, it affects internet user growth in Indonesia. It could be seen from the increase of internet user in Indonesia. On January 2017, We Are Social and Hootsuit records from 262 million Indonesia population, 132,7 millions are internet user. Internet user grows in number along with growth of social media user in Indonesia. Active social media user in Indonesia on January 2017 reaches the number of 106 million (https://www.slideshare.net/wearesocialsg/digital-in-2017-southeast-asia). Social media has wide impact because of its quick access and the access is unlimited. The growth of social media user is used by public officials to create their personal account. RidwanKamil is one of the officials who is active in social media. RidwanKamil was known for his branding on city park.

Facebook is social media that was accessed by most Indonesian. One of Facebook's featute is Fan Page. Fan Page

can be used for business, create a group or community, promoting company or institution, and to create official account of celebrity, music group, or public figure. DediMulyadi is one of the public figure that makes use of Fan Page. DediMulyadi, governor of Purwakarta, uses social media to share his activities to his followers. His Fan Page's followers are about 9 millions. With this phenomenon, research should be done in order to have positive sentiment from public so it could be seen what kind of personal branding that was done and what kind of personal branding that was the most dominant. Researcher doing the content analysis research on DediMulyadi Fan Page Account's timeline on October 2017. The time period was chosen because it has the most content with various topics on October 2017 and DediMulyadi got Social Media Award as governor with positive sentiment.

According to the background, researcher defines the problem as "How is the personal branding on DediMulyadi Fan Page Account on October 2017?". Researcher used three theory in this study. Planning Theory, New Media and Content Analysis Model in Cyber Media Analysis Level.

First, planning theory was developed by Charles L. Berger. Planning theory was developed in response to the idea that communication is a goal directed process. People do not engage in communicative activity merely for the sake of doing so, they communicate to statisfy goals. Cognitive plans provide the guidance necessary for constructing and deploying messages to reach goals. Sophisticated messages plan enable communicators to reach their goals more frequently and more efficiently thus, communication competence is vitally dependent on the quality of individuals message plans (Littlejohn, 2011: 162).

In relation to this theory, Dedi Mulyadi did his personal branding to achieve something. His shared activities does not solely give information of his activities to his followers, but also to create positive sentiment on his followers.

Second, poster explains in his book about The Second Media Age, which marks a new period where interactive technology and network communication will change the public (Littlejohn, 2014: 313). Social media is a part of new media. Social media as a part of new media is used to share information, idea, experience, and relation development. This kind of new media gives a room for part of public whom socially and politically not did not get many chance to voice their opinion.

Third, Content Analysis Model in Cyber Media Analysis Level, there are 4

levels in seeing reality-cyber in social media. Those levels are :

1. Media Space

    This level shows the structure or device (regulations and procedure) of social media

2. Media Archive

    Media archive is used to analyze what is the content on social media and meaning of the text

3. Media Object

    Media object sees the activity and interaction between each user, in micro unit or macro unit

4. Experience Stories

    Experience stories create bridge between cyber and reality (Nasrullah, 2016: 60-61).

    Researcher uses second analysis level, which is media archive. Media archive could be used to see and categorize the message on Dedi Mulyadi Fan Page and to understand personal branding on Dedi Mulyadi. In order to create personal branding, Peter Montoya define 8 concepts. Those concepts are:

1. Law of specialization

    Characteristic of great personal branding is how accurate the specialization of a personal branding. The branding only concentrates on one strength, skill, or achievement. Specialization could be done on one or other point such as

ability, behavior, lifestyle, mission, product, profession, or service.

2. Law of Leadership

    Personal branding must have power and credibility to position someone as a good leader

3. Law of Personality

    Good personal branding must be based on someone's personality along with his weakness. One must have good personality, but that does not mean one have to be perfect.

4. Law of Distinctiveness

    Effective personal branding presentation must be different than other's personal branding

5. Law of Visibility

    To become visible, one must promote himself, market himself, and take every chance that will have positive outcome

6. Law of Unity

    One's private life behind his personal branding must follow ethics and act as how he brands himself. Private life is mirror that shows how relevant the personal brand with his character

7. Law of persistence

    Every personal branding take time to grow and while the personal brand grows, one must paying attention to every step he takes and trends that going on in public. One must stay true to his

personal brand and try not to change it for as long as possible.

8. Law of Goodwill

Personal brand will yield better result and stay longer if someone from behind the scene was given positive reception. The one behind the scene must be associated with idea or value that was accepted as positive manner (Haroen, 2014: 67).

METHOD

This content analysis research uses quantitative method. Content analysis was used as research technique to describe communication phenomenon that manifests in objective, systematic, and quantitative way (Krippendorf, 1993:16). Researcher uses content analysis to explain in detail personal branding message characteristic on Dedi Mulyadi Fan Page on October 2017 period.

Object in this research is all content on Dedi Mulyadi Fan Page Account's timeline on October 2017 period that adds up to 51 contents. Researcher chooses this time period because this month has more content than other month in 2017 and on October, Dedi Mulyadi receives Social Media Award.

Populations in this research are objects and subjects that have certain characteristic and quality that was determined by the researcher and then concluded (Sujarweni, 2014: 65).The population in this research is contents on Dedi Mulyadi Fan Page Account's timeline on October 2017 period that adds up to 51 contents.

This research uses category and analysis unit. Analysis unit can be explained as part of researched content and can be used to conclude a text. Content's part consist of words, sentence, photo, and paragraph. Those parts must be split and the difference between those parts must be clearly shown and will become researcher's basic to make note (Eriyanto, 2015: 59). Analysis unit and category in this research are:

Table 1. Category and Analysis Unit

No.	Analysis Unit	Category
1.	Media	*Fan Page Facebook*
2.	Content	a. Writing and picture or photo b. Writing and video c. Information Website
3.	Grammar	a. Formal b. Informal c. Combination
4.	Word's choice	a. Well-mannered b. Rude
5.	Usage of native language	a. Use native language b. Did not use native language c. Combination
6.	Content's theme	a. Politic b. Economy c. Culture d. Environment e. Religion f. Health g. Tourism h. Social i. Sports j. Livestock k. Combination
7.	*Personal Branding*	a. Specialization b. Leadership c. Personality d. Difference e. Visibility f. Unity g. Persistence h. Goodwill

(Source : Primary Data)

In this research, researcher uses document analysis and literature review as data collecting method. Document analysis aims for more concrete proof. With this instrument, data from document will be analyzed to support the research (Sujarweni, 2014: 75). Literature review on this research came in form of literature, books, newspaper, and other material that supports this research. Data analysis

technique in this research uses coding sheet.

DISCUSSION

Poster in his book on The Second Media Age that marks new period where interactive technology and linked communication will change the public (Littlejohn, 2014: 413).This explains that new media existence will change how people communicate with other individual, social relations, political relations, and other relations that are not dominated by conventional mass media and traditional media, but also by new media. Social media is a part of new media that has a lot of user and number of user still grows. Growth of social media user makes social media place for its user to presenting themself and communicates with other user without time or distance limit. This strength was used by public officials to present oneself and share their daily activities as information for their followers.

Personal branding in its nature is realized one's potential, actualize it, and market it for better purpose (Haroen, 2014: xvii). This shows that personal branding is a need for every individual that has personal interests to get some support from other people by communication process. In this research, researcher already observes how active Dedi Mulyadi is by noticing how many content that was posted on his

Fan Page Account on January 2017 until December 2017 period. Dedi Mulyadi almost everyday shares his activities on his Fan Page. Month with least content is on December 2017. On this period, Dedi Mulyadi only shares 20 contents. The most contents shared are on October 2017 because he shares 51 contents. On this period, Dedi Mulyadi shares his content every day and on special occasion, the content that he shares could be more than one on a day. There are various contents on his Fan Page, starts from advice for Purwakarta residents, Purwakarta development progress, Purwakarta government's program, until his personal opinion. From those many contents, researcher uses analysis and category unit to see which content dominates Dedi Mulyadi Fan Page Account.

From analysis unit, content on Dedi Mulyadi Fan Page account was dominated by writing with picture or photo with 63% and writing with video with 35%. Dedi Mulyadi most likely uses those categories because those categories have visual and audiovisual aspect to make his message clearer and effective. Information website is the least dominating categories with 2% content.

Grammar unit was dominated by formal language with 84% from all of his content. Dedi Mulyadi uses formal

language so that his message could be understood by everyone. Informal language cannot be found on his contents because Dedi Mulyadi mostly combines it with formal language, with combination between formal and informal takes 16% content. Combination language mostly used on his content that aims for young generation by using term that was popular on young generation. This signifies that Dedi Mulyadi is close to young people.

On word choosing unit, Dedi Mulyadi uses well-mannered words on all of his content. DediMulyadi did not use rude words because he tried to become public official that was well-mannered.

On usage of native language unit, Dedi Mulyadi Fan Page account content that did not use native language is 59%. Dedi Mulyadi wants his content to be understood not just by Purwakarta residents, but also by all Indonesian people. He combines native language with Bahasa Indonesia with 41%, but this enough to show that Dedi Mulyadi is proud of his culture and do not hesitate to use his native language.

On content's theme unit, it is dominated by social category with 23%. Content on his Fan Page shows Dedi Mulyadi's social activity perceives him as a public official who cares for his people. Political category follows with 17%.

Political category signifies Dedi Mulyadi as an official who always keep an eye for his people's welfare. Next category is religion with 14%. Dedi Mulyadi is religious official because his programs, facilities that he gave for Purwakarta residents, and his advice are religion-oriented. Tourism category is the next dominating category with 14%. Dedi Mulyadi wants to make tourism an identity for Purwakarta. Dedi Mulyadi also combines his topic until it makes 14% of all contents in his Fan Page. Other categories that are not dominating are economy with 4%, culture with 4%, environment with 2%, and livestock with 2%. Different category in his Fan Page shows that Dedi Mulyadi keeps an eye for every aspect of Purwakarta to make Purwakarta a better place.

On personal branding analysis unit, specialization dominates the category with 58%. In this category, Dedi Mulyadi presents himself as a leader and official who is skilled and able, religious, nationalist, and care for his people. This statement could be proved when observing his Fan Page content that shows his program, built facilities, product that created in Purwakarta, how Dedi Mulyadi cater his people which orients on religious value, and how Dedi Mulyadi tries to prosper his people. On leadership category which takes only 12% on personal branding

analysis unit, Dedi Mulyadi presents himself as a man who can be trusted. It could be seen from the content where he uses his power and authority wisely.

On personality unit, two percent of the content depicts Dedi Mulyadi as a humble person, which could be seen when Dedi Mulyadi did some banquet with President of Algiers. On difference category, two percent of the content presents Dedi Mulyadi as a person who is close with his culture. It could be seen on his program that based on local culture.

On visibility unit, Dedi Mulyadi depicts himself as someone who is skilled. It takes 2% of all content in his Fan Page. It usually shows his skill aside from his ability as governor. Unity category takes 4% of all content where Dedi Mulyadi shows himself as wise person. It could be seen when Dedi Mulyadi made priority scale when doing his job as a governor.

On persistence category, four percent of the content presents Dedi Mulyadi as persistent person, where he discusses his program when he was a candidate. On goodwill category, sixteen percent of the content depicts Dedi Mulyadi as a caring official, where his program and built facilities have positive impact on his people because they were made to protect his people.

This research's result is message that wants to be delivered by Dedi Mulyadi in his Fan Page account is his own personal branding. This links with Charles Berger's Planning Theory. Berger, in (Littlejohn, 2011: 162). Planning theory was developed in response to the idea that communication is a goal directed process. People do not engage in communicative activity merely for the sake of doing so, they communicate to statisfy goals.This theory explains that communication that was done by human is to achieve a goal. Human involve themselves in communication not just for socializing sake, but also to achieve their goal.

In relation with this theory, Dedi Mulyadi as a public official shares his activity in order to achieve a goal. Message that was arranged and then shared does not just to tell his followers of his activity, but the message is also to create his personal branding. The message was arranged neatly in words choosing, language choosing, and the content of the message that was prepared to make personal branding for Dedi Mulyadi. This is intended to create positive perception among his followers and then use the perception as a marketing tool.

CONCLUSION

Dedi Mulyadi presents himself as a public officials that is skilled, religious, nationalist, care for his people, trusted, humble, and close on his culture. Those things could be seen on his program that based on religion, culture, and Pancasila that intent to make Purwakarta a better place. Dedi Mulyadi also depicts himself as an able official by giving his people solution by creating programs for them and building facilities for his people. Dedi Mulyadi also presents himself as humble person by appearing in public as he is but still stay firm when he cares for his people.

Personal branding on his account also presents Dedi Mulyadi as a nationalist and religious people. Dedi Mulyadi also presents himself as an official who is loyal to his people. His loyalty could be seen from his program, facilities, and his advice towards his people that was oriented on Pancasila value and religious value. From all analysis and category unit that was used by the researcher, contents on Dedi Mulyadi Fan Page account filled with personal branding in order to get positive perception from his followers.

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