



# Queens of the Digital Realm: Unveiling of Female Social Media through Personal Branding Analysis

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## Abstract

Personal branding is a crucial aspect of communication, particularly in social media. Someone who can influence others, usually referred to as an influencer, must have positive personal branding from the public perspective. An influencer can come from various industries besides entertainment, including politics and lifestyle. The research was conducted to examine personal branding as displayed by Maria Rahajeng and Tsamara Amany through their Instagram personal account, @tsamaradki, and @mariarahajeng, and to describe the alignment of their personal branding with the eight main concepts of Montoya's concepts. This study employed a post-positivist qualitative research methodology that focused on the personal branding phenomenon formed by the two influencers. This study uses eight main concepts of personal branding Montoya in analyzing content posted by the two influencers. Data was gathered from the influencer's accounts through feeds, Instagram stories, reels, and comment features. Research results show that the personal branding displayed by Maria Rahajeng and Tsamara Amany differs according to the context of their work, where the two influencers show their respective advantages. Both influencers possess contrasting abilities in various aspects of Montoya's eight main concepts in personal branding, setting them apart from one another.

**Keywords:** Personal Branding; Influencer; Social Media; Instagram Features; Instagram

## Introduction

Communicating effectively to a large audience requires strong self-presentation skills. It includes conveying a clear, confident, approachable, and trustworthy message. Self-presentation, or personal branding, refers to the image others form of us based on our name. It is important for personal branding to accurately reflect our true selves, as it enables us to authentically express ourselves and become the person we aspire to be (Johnson, 2019). By building personal branding on social media, individuals can showcase their unique qualities or superiority to stand out. However,

it is important for personal branding to align with the individual's true personality and to express themselves authentically (Johnson, 2019).

Technology significantly impacts human existence, affecting us in various ways (Afriluyanto, 2018). Social media is a new technology, where users have the means to produce, collaborate, and develop it. It is called user-generated content (UGC) (Naab & Sehl, 2017). Indonesian social media users have reached 170 million accounts for active daily usage. There is an increase of around 6.25% from the previous year, which shows

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that a person can easily be seen on social media due to the open nature of social media (Data Indonesia, 2021). It implies that people can easily develop their personal branding virtually through social media. Users try to improve their online image by selecting and sharing specific content and portraying a polished version of themselves instead of showing their authentic selves (Blyth et al., 2022).

The emergence of influencers, a group of people who can influence others through social media, is a new phenomenon. Influencers emerged in the early 2000s and have evolved from a hobby to a profitable career. The popularity of influencer marketing has led to a rise in social media users aspiring to become influencers (Joshi et al., 2023). Influencers now have accounts like Instagram to interact with their audience. They use social media features, such as uploading photos with captions, to provide information and convey messages (Anjani & Irwansyah, 2020). Social media influencers use their online presence to shape their identity by sharing various aspects of their personal lives to engage and grow their audience (Joshi et al., 2023; Kay et al., 2020). Social media makes it easy to spread information, as Indonesia has around 92.53 million Instagram users, allowing influencers to be acknowledged by the public quickly (Databoks, 2022).

Influencers have a large following or audience and can use their words or actions to influence others. They lead the way in exploring new opportunities on platforms and typically educate or raise awareness about a specific topic in creative ways (Riedl et al., 2023). The credibility of an influencer is crucial in effectively conveying their message. An influencer doesn't need to be a celebrity;

anyone with significant followers or audience can become one (Sugiharto & Ramadhana, 2018). It is supported by an article from Starngage (2022), which shows 20 millennial influencers with followers starting at 150 thousand. It demonstrates that an influencer does not only come from an entertainment industry background but also from several other fields such as politics, culinary, lifestyle, and others. Nevertheless, there exist influencers who derive their main source of income from their influential endeavors, alongside those for whom being an influencer is merely a secondary occupation or those who choose not to monetize their online pursuits in any way (Riedl et al., 2023).

This study aims to compare personal branding between two influencers in different categories. First, Tsamara Amany Alatas, as an influencer in the political category, has several achievements, such as having served as chairman of the Partai Solidaritas Indonesia (PSI) party central board and spokesperson for Jokowi-Ma'ruf Amin during the 2019 election. She is active on social media, expressing her thoughts and reactions to current political topics with her followers through the Instagram platform, where, indeed, political influencers do refer to people who primarily focus on political or social issues on social media, as well as those who occasionally promote such issues through their accounts (Riedl et al., 2023). In the area of lifestyle influencers is Maria Rahajeng, who has won titles as Miss Indonesia 2014 and Miss World Top 25 & Beauty with a Purpose. In addition to her job as an influencer, Maria Rahajeng is a host on the E! News Asia TV station.

The research aims to examine the types of personal branding displayed by

Tsamara Amany and Maria Rahajeng on their personal Instagram accounts and analyze the alignment of personal branding displayed by Tsamara Amany and Maria Rahajeng with the eight main concepts of Montoya's Personal Branding: The Law of Specialization, The Law of Leadership, The Law of Personality, The Law of Distinctiveness, The Law of Visibility, The Law of Unity, The Law of Persistence and finally The Law of Goodwill.

### Methods

This study used a qualitative content analysis based on the post-positivism paradigm where the research is carried out naturally or the naturalistic method, which will be focused on the phenomenon of personal branding formed by the two influencers, Tsamara Amany and Maria Rahajeng (Uno, 2020). The data were collected by downloading the content of the two influencers on Instagram, namely on the @tsamaradki and @mariarahajeng accounts, through the Feeds, Instagram Story, Reels, and Comment features. Secondary data are used from previous book sources and journal articles as a literature study of the research. The data was collected from October 1, 2022 to November 15, 2022. The data were collected using the screenshot technique, and the two influencers' organic (non-paid promotion) content was examined on the influencer's Instagram accounts. The data obtained was grouped into different categories using the observation method to make it easier to analyze as per the scoring criteria in Table 1.

**Table 1.** Criteria of Montoya's Personal Branding

Law	Criteria
The Law of Specialization	Knowing the benefits or qualities of an achievement that makes it an advantage

The Law of Leadership	Knowing the benefits of the research objective enables the informant to hold leading positions in their sector.
The Law of Personality	Knowing the value of personality displayed by the source in the object of research, particularly their Instagram
The Law of Distinctiveness	Knowing the differences in research objects that make sources have different values in their fields.
The Law of Visibility	It was knowing the source's consistent value in the study object so the audience could see it.
The Law of Unity	It was knowing the legitimacy or worth of the real sources shown on the object of inquiry, especially Instagram.
The Law of Persistence	It was knowing the source's consistent value in the object of study so that it impacts the audience.
The Law of Goodwill	Understanding how the speakers' personal branding manifests itself helps the research object positively impact the audience.

Source: Montoya (2002)

According to a study by Wei & Watson (2019) utilizing the same approach, the study's data analysis followed the guided content analysis approaches such as in the study of Hsieh & Shannon (2005). This study involves several phases, including:

1. Constructing a deductive categorization matrix. In this research, the matrix is based on the formulation of personal branding by Montoya (2002).
2. Coding using the eight concepts of personal branding by Montoya (2002).
3. Arranging categories based on the similarity between each code's content or meaning, such as assessment criteria.

4. Identify or find relationships between categories at a higher level and formulate them into themes.
5. Interpret or formulate the meaning of the overall findings obtained from the Instagram objects of research, such as uploaded photos of feeds, Instagram stories, comments, and reels.

To verify the accuracy of the data collected—primarily using method triangulation techniques—researchers consult earlier publications and journals on related research subjects or items (Abdussamad, 2021).

## Result and Analysis

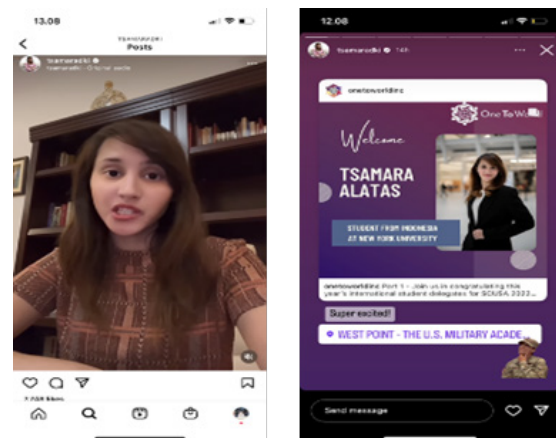
Montoya's formulation of Personal has eight concepts: (1) The Law of Specialization, (2) The Law of Leadership, (3) The Law of Personality, (4) The Law of Distinctiveness, (5) The law of visibility, (6) The Law of Unity, (7) The Law of Persistence and (8) The Law of Goodwill. The following is the analysis of Tsamara Amany and Maria Rahajeng's Personal Branding based on the eight main concepts of personal branding according to Montoya:

### The Law of Specialization

The development of personal branding displayed by Tsamara Amany through her personal Instagram account shows an element of specialization, which is demonstrated through the reel video upload and Instagram story on 23 & 27 October 2022, as shown in Figure 1, where through these two uploads, Tsamara explains the careful attitude that the public must-have for the upcoming 2024 presidential and vice-presidential elections. Tsamara also shared a post containing information that she was a representative

to attend a student conference at the United States military academy. The two uploads portray Tsamara engaging in politics or expressing her voice and opinion. Tsamara has an element of specialization through a sub-element of behavior because she could speak in conveying her opinion to the audience and a sub-element of ability because of her superiority, which made her selected as a speaker or participant in a conference or researcher.

**Figure 1.** Tsamara Amany's Instagram posts



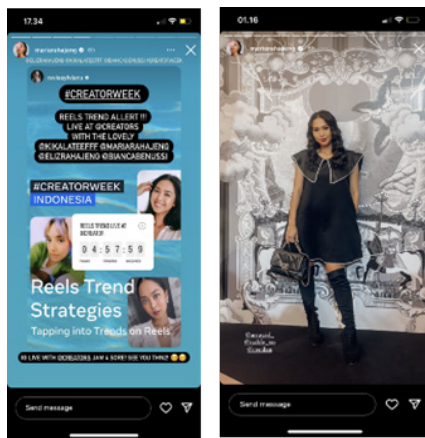
Source: Instagram @tsamaradki, 2022.

The personal branding built by Maria Rahajeng also showed an element of specialization through her uploads on November 3 & 4, 2022, via Instagram Story, as shown in Figure 2. Through this upload, Maria announced that she had been invited to be a speaker at a webinar event with the Instagram Live concept, which would discuss strategies for making Reels videos and sharing her experience while attending a fashion show where she was not only a guest but also the opening model for the event. The two uploads show that Maria Rahajeng has an element of specialization in her personal branding, as she is a lifestyle influencer who understands the latest trends and how to develop social media. Apart from that, through



her uploads, Maria Rahajeng has an element of specialization, which she portrays through her image as a lifestyle influencer with skills in the fashion field, one of which is modeling skills, which makes her an influencer and a fashion show model. Maria shows an element of specialization based on the lifestyle sub-element built by her and the ability sub-element because of her excellence, which made her chosen as a speaker or model.

**Figure 2.** Maria Rajaheng’s Instagram posts



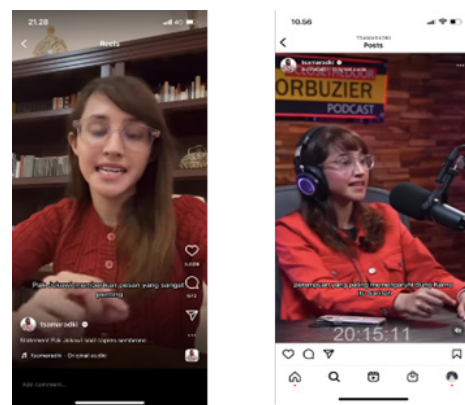
Source: Instagram @mariarahajeng, 2022.

### The Law of Leadership

The personal branding that Tsamara built through her Instagram fulfills the leadership element that can be seen in Figure 3, according to Montoya, by uploading the Reels video on October 16, 2022, containing her opinion on a recent domestic violence case on celebrities and encouraging the audience not to make a domestic violence case a mere joke and instead try to help the most immediate victim of domestic violence. In addition, Tsamara, as a female politician who cares about female issues, also encourages the audience to respect women, especially housewives, because Tsamara feels that society has not maximized their respect for women and their work, which she

showed through uploading the Reels video on November 13, 2022, containing footage of herself on Deddy Corbuzier's podcast. Tsamara has an element of leadership through her encouragement to the audience to do positive things such as seeing problems from a positive side, respecting women, and being one of Indonesia's representatives in an event.

**Figure 3.** Tsamara Amany’s Instagram posts



Source: Instagram @tsamaradki, 2022.

Meanwhile, Maria Rahajeng was less dominant in building personal branding on Instagram to show her leadership elements. During the research period, Maria Rahajeng only showed one upload that fulfilled the aspects of leadership elements, according to Montoya, which was uploaded on October 27, 2022, as depicted in the illustration provided in Figure 4. In this upload, Maria Rahajeng invited her audience to join the campaign she's participating in to celebrate breast cancer month. Maria Rahajeng uploaded a Feeds photo in which she participated in the Pink Ribbon campaign to support breast cancer survivors and invited her audience to join the movement to commemorate breast cancer. The upload displays elements of leadership shown by Maria Rahajeng, a female influencer in the lifestyle sector who is considered competent as a leader in this campaign,

through her invitation to the audience to do positive things.

**Figure 4.** Maria Rajaheng's Instagram posts



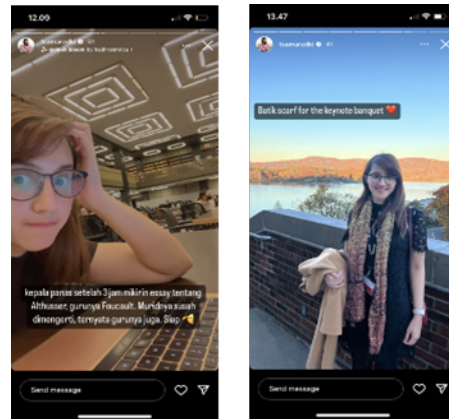
Source: Instagram @mariarahajeng, 2022.

### The Law of Personality

Personality elements that complement Tsamara's personal branding development were shown through her Instagram Story, which was uploaded on October 27, 2022, as shown in Figure 5, which demonstrates that she has a dynamic, intelligent personality and has responsibility for her education where Tsamara presents herself as having completed her study process in the library during her study period in the United States. Apart from having a dynamic and intelligent personality in education, Tsamara, as a millennial female politician, also shows a personality of nationalism or a high value of love for her country, Indonesia. She showed this through her Instagram Story that was uploaded on November 4, 2022, which portrayed a moment when Tsamara was attending a student conference at the United States military academy. She wore batik attributes unique to Indonesia, which she displayed by wearing a scarf to complement her outfit that day. The two uploads show that Tsamara Amany has a high personality element of nationalism, extensive knowledge,

and the ability to share her moments with the audience.

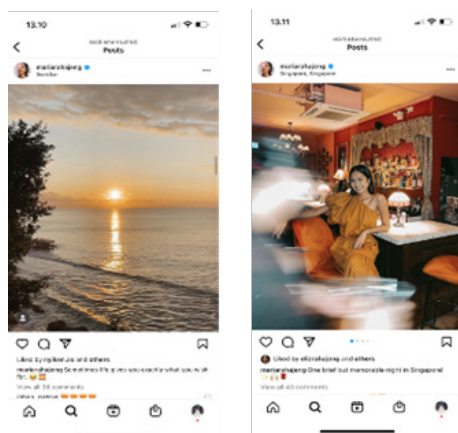
**Figure 5.** Tsamara Amany's Instagram posts



Source: Instagram @tsamaradki, 2022.

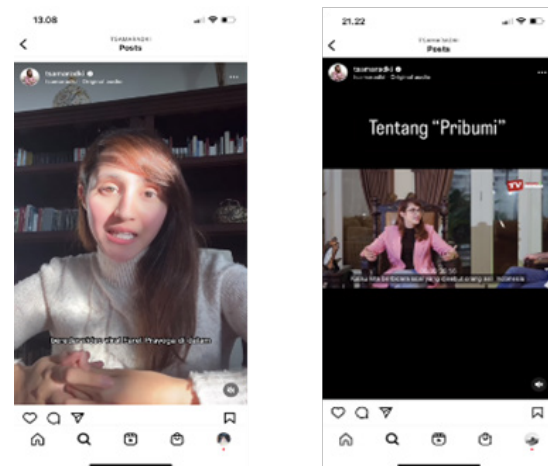
In building her personal branding on Instagram, as displayed in Figure 6, Maria Rahajeng shows personality elements to deliver her brand in her feed photo uploads on 8 & 20 October 2022. Through these uploads, Maria Rahajeng shows a wise and motivating personality by uploading nature photos accompanied by positive and inspiring affirmations for the audience. Besides being intelligent and inspiring, Maria Rahajeng also uploaded a photo of herself enjoying dinner in Singapore after attending an event in that country as a guest. As an influencer in the lifestyle sector, the image shows that Maria has a classy personality and a high lifestyle. Apart from being classy, the clothes Maria is wearing in the photo show that Maria has an elegant personality, as seen from the clothes she is wearing.

**Figure 6.** Maria Rahajeng's Instagram posts



Source: Instagram @mariarahajeng, 2022.

**Figure 7.** Tsamara Amany's Instagram posts



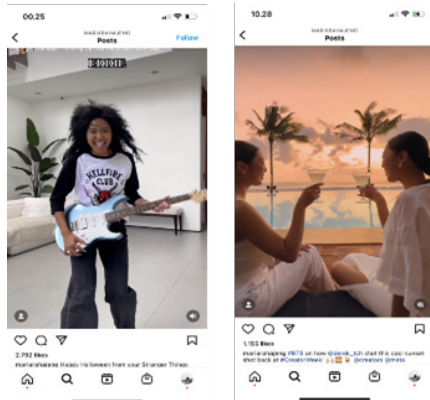
Source: Instagram @tsamaradki, 2022.

### The Law of Distinctiveness

On October 9, 2022, Tsamara Amany displayed an element of difference in completing her personal branding development on Instagram. It can be seen in Figure 7 from the upload of a Reels video containing statements she gave on the issue being discussed by the community that religion is privacy. The opinion that Tsamara gives in the video shows a different element than her branding on Instagram, where Tsamara conveys that everyone has their rights. Through her opinion, she also educates the audience to tolerate these differences of opinion. Then, on November 8, 2022, Tsamara also gave her contradictory response to the term "Indigenous" because, according to her, all Indonesian citizens were a mixture of other nations. These differences give Tsamara Amany new ideas and fresh opinions.

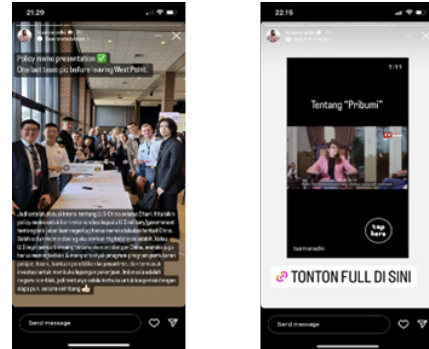
Elements of difference as a complement in creating personal branding that will later make someone different or superior among others are also displayed by Maria Rahajeng in her uploads on October 29, 2022, as shown in Figure 8, where Maria shows a video of herself and her family showing off themed costumes for their family's Halloween celebration. Then, on November 10, 2022, Maria also uploaded a Reels video showing the secret behind her video shooting technique. Through uploading the two videos, Maria Rahajeng shows that she has different elements presented through ideas and high creative values in making a video. In addition, the difference that Maria Rahajeng presents as a lifestyle influencer by showing the secret behind her aesthetic and unique video production.

**Figure 8.** Maria Rahajeng's Instagram posts



Source: Instagram @mariarahajeng, 2022.

**Figure 9.** Tsamara Amany's Instagram posts



Source: Instagram @tsamaradki, 2022.

### The Law of Visibility

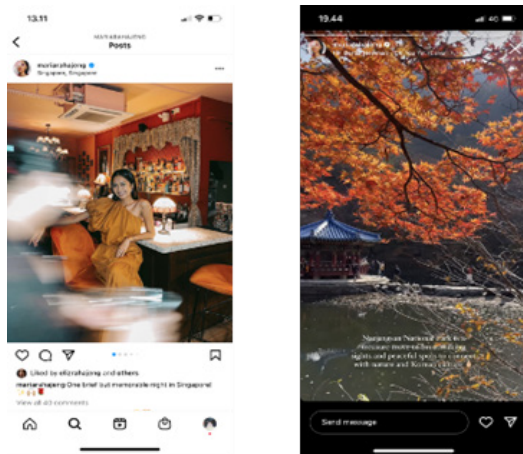
Consistency in developing personal branding on social media is essential so people know who they are. Tsamara Amany displays this consistent value as an effort to build personal branding on her Instagram through uploads on November 6, 2022, as displayed in Figure 9, where she shares her moments with the audience while attending a student conference at the United States military academy and also educates the audience about what knowledge she has gained while there. It shows that she likes and enjoys sharing the knowledge she gets with the audience.

Apart from that, Tsamara is also seen giving a lot of responses to current issues through her Instagram. Therefore, Tsamara consistently gives her opinion on political and non-political topics. The upload of the video clip makes Tsamara Amany, as a female politician, show an element of visibility through strategy by giving her opinion on an ongoing issue through various platforms so that it can be seen in the eyes of the public.

Maria Rahajeng also demonstrated the value of visibility in developing her personal branding on Instagram by consistently displaying her activities on vacation or fashion-related matters, as shown in Figure 10. One is the October 20, 2022 upload, where Maria Rahajeng shows a photo of herself enjoying dinner in Singapore after attending an event in a simple but classy outfit. Then, the consistency of Maria Rahajeng as a lifestyle influencer, especially traveling, is also shown in the upload on November 6, 2022, where Maria educates the audience about one of the tourist sites in South Korea during the fall she is visiting. The two uploads show that Maria Rahajeng is consistent in sharing her vacation moments with her audience and is consistent in showing that she is an influencer in the lifestyle sector, especially travel and fashion.

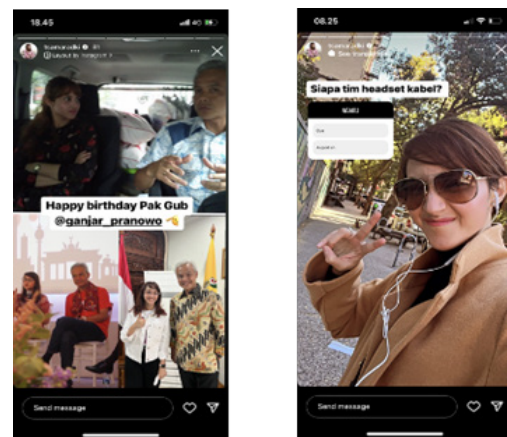


**Figure 10.** Maria Rahajeng's Instagram posts



Source: Instagram @mariarahajeng, 2022.

**Figure 11.** Tsamara Amany's Instagram posts



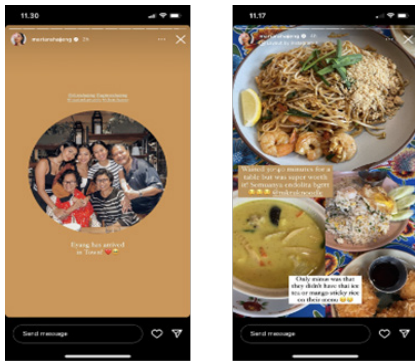
Source: Instagram @tsamaradki, 2022.

### The Law of Unity

Harmony between one's personal life and the personal branding that is built is a must, as Tsamara Amany showed in Figure 11 in her upload featuring elements of unity in the upload on 28-30 October 2022. The upload shows Tsamara giving birthday wishes to politicians Ganjar Pranowo and Tsamara, who interact with the audience using the poll feature on Instagram. The two uploads show that Tsamara has a good relationship and respects fellow politicians and her position as a millennial female politician. She still remembers to appreciate other senior political figures. The upload also shows the alignment of Tsamara's personal life and the development of her personal branding on Instagram, which is friendly and open to interactions with the audience.

Maria Rahajeng also shows unity by showing the harmony of her personal life and self-brand built through her personal Instagram account, as shown in Figure 12. Maria uploaded a photo of herself and her family together on November 4, 2022, showing that as a lifestyle influencer, Maria still has good relationships with her family members and the people around her. Other elements of unity are also demonstrated through uploads on November 14, 2022, where Maria shared her impressions when she visited a restaurant in South Korea. The photo shows that as an influencer, Maria continues to show her openness to her audience by giving her an honest impression of the food she eats at the restaurant. It shows Maria Rahajeng's honest opinion about something and likes to try new things.

**Figure 12.** Maria Rahajeng's Instagram posts

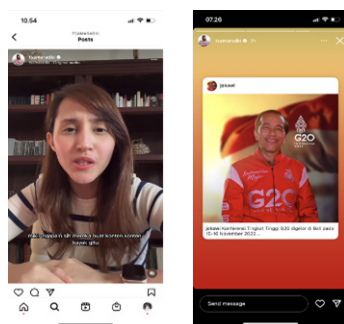


Source: Instagram @mariarahajeng, 2022.

### The Law of Persistence

In Figure 13, Tsamara Amany shows the determination element in completing the development of her personal branding on Instagram through several photo and video uploads on her account. One of them was uploaded on October 19, 2022, where she voiced her opinion on the current issue of celebrity domestic violence and educated her audience on what to do about this discussion. Then, on November 2, 2022, Tsamara again displayed unity via a post commemorating the G20 in Indonesia. The two uploads show that Tsamara Amany has a firm value in building her personal branding on Instagram as a millennial female politician who responds to current news and stays current on new issues regarding politics and diplomacy.

**Figure 13.** Tsamara Amany's Instagram posts

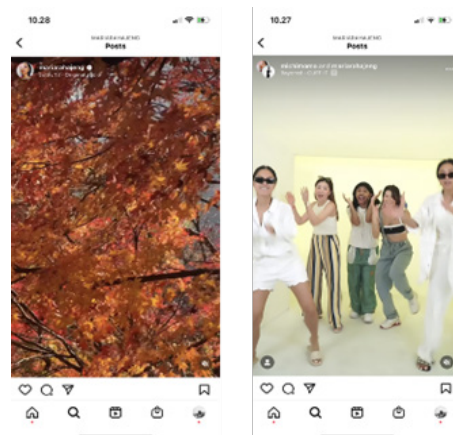


Source: Instagram @tsamaradki, 2022.

On November 3 & 9, 2022, Maria Rahajeng also showed an element of determination, as

shown in Figure 14, when Maria uploaded videos to her Instagram. The footage she uploaded shows her traveling moments by showing the natural beauty of South Korea in autumn, which is complemented by education about one of the favorite tourist sites in South Korea. It shows her moment during her vacation, but she remembers continuing to educate her audience about the place as one of the influencers in the lifestyle sector. The next video shows Maria doing a dance challenge with other influencers while attending the Creator Week event in Bali. Maria Rahajeng displayed determination following the TikTok dance trend with other influencer friends.

**Figure 14.** Maria Rahajeng's Instagram posts



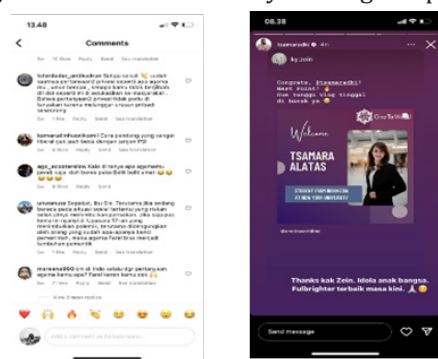
Source: Instagram @mariarahajeng, 2022.

### The Law of Goodwill

The last element that complemented the personal branding development of the two influencers was that on October 16, 2022, Tsamara received several comments, both pro and con, against her opinion regarding the withdrawal of a celebrity domestic violence lawsuit. The audience agreed with Tsamara's views, as seen in Figure 15, on the importance of society taking cases such as domestic violence seriously. She was then uploaded on November 2, 2022, showing that Tsamara received praise from her

friends for her election as a representative for Indonesian students to attend events in the United States. The two uploads show elements of a good name where the audience gives praise and positive reactions in the form of validation of the responses Tsamara gave. However, Tsamara received validation for her opinion and several counter comments from the audience regarding her opinion, which was considered to have too liberal thoughts.

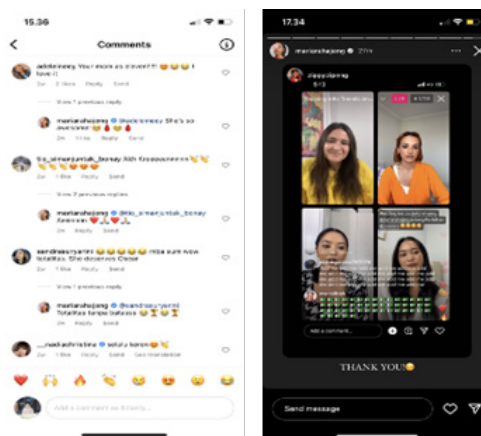
**Figure 15.** Tsamara Amany's Instagram posts



Source: Instagram @tsamaradki, 2022.

Meanwhile, Maria Rahajeng showed an element of a good name in Figure 16 through her comment column on October 30, 2022, containing reactions and other positive comments from the audience regarding uploading a video containing Maria and her family members showing off the theme of Halloween costumes. Then, on November 3, 2022, Maria thanked her for the positive reaction she got from her friend while watching a Live talk show on Instagram, which Maria attended. Maria showed an element of a good name, and the audience praised and reacted positively by validating Maria's responses.

**Figure 16.** Maria Rahajeng's Instagram posts



Source: Instagram @mariarahajeng, 2022.

## Discussion

### The Law of Specialization

Based on the study results, Maria Rahajeng showed that specialization elements were more dominant than Tsamara Amany's specialization elements. As an influencer in the lifestyle category, Maria has personal branding as someone with a classy lifestyle, excels in fashion, and loves to travel. Maria also masters technology and is open to trying new things. Meanwhile, the development of personal branding is shown by Tsamara Amany, a millennial female politician with extensive public speaking knowledge and advantages. Tsamara also developed an element of specialization as someone critical of an issue by conveying her views and voice to her audience as a form of personal branding on her social media. The two influencers' specialization elements show a difference where the specialization element in Maria Rahajeng's personal branding refers more to a lifestyle category influencer. In contrast, Tsamara Amany refers more to the personal branding of an influencer in the political field.

### The Law of Leadership

The leadership element shown by the two influencers in developing personal

branding on Instagram indicates that Tsamara Amany is more dominant in showing her leadership side when compared to that shown by Maria Rahajeng. It is demonstrated through Tsamara, who often expresses her opinion or voice and invites the audience to act and think the same way. In addition, Tsamara also invites the audience to be more open and aware of political and government issues in Indonesia by providing her views on current issues in Indonesia as an influencer in the political field, especially by monitoring and posting content related to popular topics on social media can impact the appeal of Tsamara's personal branding (Mustofa et al., 2022). Meanwhile, the leadership element shown by Maria Rahajeng is less dominant but is still shown as a female influencer in the lifestyle field through her invitation to the audience to join the Pink Ribbon campaign in commemorating breast cancer month. It is also an opportunity for Maria Rahajeng to invite her audience to care more about the welfare of women in Indonesia. The two elements of leadership shown by the two influencers show that Tsamara Amany shows more of this side of the leader because Tsamara Amany is a female politician who is critical of issues in Indonesia. In contrast, Maria Rahajeng, as a female influencer in the lifestyle category, shows her leadership side by referring more to the welfare and problems of women in Indonesia because keeping up with current content can help establish the branding of Maria Rahajeng as a woman influencer (Mustofa et al., 2022).

### **The Law of Personality**

The development of personal branding built by the two influencers shows that Maria Rahajeng is more dominant in displaying elements of her personality than

Tsamara Amany. The personality element Maria Rahajeng shows on Instagram as an influencer in the lifestyle category is that she is polite, caring about her family, and has good relationships with those closest to her. Apart from having a supportive personality towards those around her, Maria also shows a competitive character, which makes her open to new things and a perfectionist, as well as having a taste for classy and fashionable clothes since fashion clothing has always been important for people seeking to express their personal style and taste in life (Shin et al., 2023). Meanwhile, based on the personality elements shown by Tsamara Amany on Instagram indicate that Tsamara has an intelligent and broad-minded personality that makes her critical of current issues and willing to develop. Besides being smart and having an elegant and straightforward sense of dress, Tsamara also displayed good relations with other politicians.

### **The Law of Distinctiveness**

Elements that complement the personal branding development of the two influencers are the elements of difference in each social media account. In the development of Tsamara Amany's personal branding on Instagram, she is more dominant through her opinions, showing that Tsamara has new and fresh thoughts and views for the audience on issues in Indonesia. This opinion gives her a different point of view from other public members so that she can become a new perspective for her audience and be critical to lead the audience to the proper understanding. Meanwhile, the elements of difference are displayed by Maria Rahajeng through her creative and innovative ideas as an influencer in the lifestyle category. Another distinguishing element that complements Maria's personal branding is her



openness to her audience regarding the video content production process, which makes her different from other video influencer models. The elements of difference displayed by the two influencers show that the personal branding built by Maria Rahajeng refers more to her authenticity, which makes her superior to other lifestyle influencers, and the personal branding displayed by Tsamara Amany refers more to her fresh opinion on political issues in Indonesia, making her different from other political influencers.

### **The Law of Visibility**

Consistency is one of the keys to building one's personal branding to be successful and known by the public. Based on the results of research conducted by the author, Maria Rahajeng is more dominant in showing consistent values in presenting her personal branding to her audience compared to Tsamara Amany. It is demonstrated through her content, which often shows the clothes she wears daily and shares her moments while on vacation as a form of effort as an influencer in the lifestyle sector, especially fashion and travel. Apart from that, she also often shares moments of togetherness with those closest to her and shows her achievements as a form of consistency in building her brand as a millennial female influencer who is an expert on social media content. Meanwhile, the consistent efforts shown by Tsamara Amany were seen from the opinions or responses she gave to the audience regarding the latest issues on an ongoing basis. Apart from that, Tsamara also often shares moments when she attends events or seminars to maintain her personal branding as a millennial female politician influencer. The two efforts made by the two influencers to be visible to the audience show the difference where Maria

Rahajeng displays this element of visibility by consistently publishing moments while on vacation, the clothes she wears, or being together with those closest to her. Meanwhile, Tsamara completes the development of her personal branding through an element of visibility by consistently sharing her voice on issues currently happening in the country to maintain her brand as a millennial political influencer.

### **The Law of Unity**

The element of unity, as a complement to the personal branding development displayed by Maria Rahajeng on her Instagram account, is superior to that of Tsamara Amany. Maria shows the harmony between her personal life and personal branding, which she has built by showing her daily life, such as exercising and having moments with family and friends. Even though she has created a personal brand with a classy lifestyle, Maria Rahajeng still shows harmony by not forgetting to be grateful for achievements and prioritizing honesty. Meanwhile, Tsamara Amany shows a balance between her personal branding as a female politician but still displays her personal life as a master's student in the United States so that her position as a female politician does not interfere with her study activities. As a female politician, Tsamara respects other senior politicians in Indonesia and has clear and firm words when expressing her opinion. The unity displayed by the two influencers shows harmony between the personal branding they have built and their personal lives.

### **The Law of Persistence**

In complementing the personal branding development of the two influencers, the element of persistence shown by Tsamara Amany is more dominant than

that demonstrated by Maria Rahajeng. It is shown through Tsamara, who often shares her opinions or responses to issues in Indonesia, which keeps her current on the latest issues that are currently rife among the public. Meanwhile, the determination displayed by Maria Rahajeng is shown by continuing to follow the latest trends but still maintaining her brand, namely influencers in the lifestyle sector, especially fashion and travel, by creating content related to these two categories and educating the audience about these tourist sites. The determination displayed by Maria Rahajeng refers more to showing her personal branding, which is cheerful and fun and likes to educate the audience. Meanwhile, the element of determination displayed by Tsamara Amany refers more to politics, namely a millennial female political influencer who is critical and likes to share her views on current issues in Indonesia.

### **The Law of Goodwill**

The good name element shown in the development of Maria Rahajeng's personal branding is more dominant than Tsamara Amany, although it does not show a significant difference. This element is shown through the comments the audience gave to the two influencers in the comment column. Tsamara received praise for her achievements and positive responses to the opinions she conveyed. The responses were not always positive, like some of the counter comments from Tsamara. However, Tsamara remains open for discussion with the audience by responding to these comments.

Meanwhile, the audience's goodwill towards Maria Rahajeng can be seen from the positive reactions and praise for Maria's

achievements. Apart from that, the audience often questioned the source of the clothes worn by Maria Rahajeng. As a lifestyle influencer in the lifestyle sector, especially fashion, this shows the audience's trust in Maria Rahajeng's taste in clothing.

### **Conclusion**

This study reveals differences in the development of Personal Branding between the two influencers, namely Tsamara Amany and Maria Rahajeng, as seen from the eight concepts of Montoya's Personal Branding (2002). It is applied to the content uploads of the two influencers, where each influencer excels in a different category. Maria Rahajeng displays five out of eight advantages in Specialization, Personality, Visibility, Unity, and Good Name. Meanwhile, Tsamara Amany demonstrated her excellence in three of the eight elements: Leadership, Diversity, and Firmness.

These differences show that Maria Rahajeng, through her social media, has adopted Montoya's eight personal branding concepts, which make her have elements that strengthen her personal branding on Instagram, namely a lifestyle category influencer who is an expert on trends in social media, has extensive friendships, and is wise and friendly to the audience. On her social media, Tsamara Amany has strong characteristics such as being smart, having a leadership spirit, and having a visionary way of thinking. The difference between the Personal Branding built by the two influencers occurs due to differences in the category backgrounds of each influencer. Maria Rahajeng is an influencer in the lifestyle category whose scope of work requires her

to have extensive friendships and show an element of uniqueness by traveling and attending fashion events. Tsamara Amany, as an influencer in the political category, requires herself to be firm, visionary, and neutral because she works in the political field and is a role model for millennial youth in increasing their concern for the Indonesian government's latest issues.

This research shows that although Maria Rahajeng and Tsamara Amany have the same gender and age, this does not determine the Personal Branding the two influencers built on their respective Instagram accounts. This difference arose due to the different work backgrounds of the two influencers, Maria Rahajeng as an influencer in the lifestyle category and Tsamara Amany as an influencer in the political category. The author hopes this research can be further developed using the interview research method to deepen the research so that the results found are more comprehensive.

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