Personal Branding Analysis Of Food Blogger Cindy Lulaby Through Instagram Social Media

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Abstract: This study is proposed to determine the strategy of @cnlulaby as a food blogger in building personal branding through social media Instagram. The type of research used in this study is a qualitative method with a descriptive approach. This research shows that personal branding performed by @cnlulaby through social media Instagram using special strategies applied from some personal branding concept that is personality, leadership, specialization, persistence and goodwill. Therefore, through social media Instagram, personal branding created by @cnlulaby has formed a positive perspective on her.

Index Terms: Food Blogger, Personal Branding, Social Media Instagram, Strategies.

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1 INTRODUCTION

As the culinary community and the use of social media and blogs develop, food bloggers become a lucrative job and is targeted by many food entrepreneurs. Various benefits can also be obtained by cultivating this activity. Food bloggers are the name for those who provide their blogs with a review of food or places to eat, from snacks, cafes, to restaurants available at hotels. For most people, being a food blogger is very fun because the job is only to eat for free. In fact, being a food blogger is not easy. Being a food blogger means they have to provide a reliable guide or recommendation about food that is worth a try. They have to understand what good food is or places to eat and hang out comfortably. In short, they must have great interest or passion in the culinary world. Becoming a famous food blogger is of course not as easy as turning your palm. It takes a lot of effort and struggle to bring a lot of visitors to the blog. In addition, blogger must definitely have strong writing skills. Food bloggers must also display photos of the food they are reviewing, therefore they are also encouraged to master some shooting techniques. Writing and photography skills will be a strong capital to become a successful food blogger. For food bloggers, writing must be a habit. This means that those who decide to jump in the world of blogging must be consistent in writing so that their blogs are always alive. If food bloggers always update their blogs by writing and reviewing culinary diligently, they can minimize losing their blogs readers. The development of technology and the use of social media in the world are growing rapidly. Especially, in Indonesia, the monthly active users of Instagram social media have reached 100 million since April 2017 [1]. Social media is an application that serves to help people communicate with the recipient of the message without being limited by space and time. Instagram is an application to share photos and videos that can be shared with various social networking services. Now Instagram social media is one of the growing social media, it can be seen from the data above that Instagram ranks second from most social media users.

This is because Instagram is also easily accessible from smartphones and is becoming the highest social media booster of existence among young people (Ridwan, 2016). Instagram is used by people in the Jakarta area as a tool for branding, selling goods, tourist attractions and even promoting food services (Food Blogger). Based on these data, food blogger requires a platform to increase its popularity. The platform that is widely used by food bloggers today is Instagram. According to [2], the public can get recommendations both for old restaurants and new restaurants that are trending. People can consider whether the restaurant is worth visiting or not. In addition, Instagram makes it easier for people to read information from food bloggers and can influence readers to follow their recommendations. Most readers themselves tend to visit restaurants, therefore it is not surprising that food blogger recommendations can directly influence their intention to follow their recommendations. Cindy, better known as Cindy Lulaby by her followers, is one of the characters born due to her personal branding on the internet through her blog "Lulaby Spoon" at lulabyspoon.com. @cnlulaby developed the "Lulaby Spoon" blog along with her schoolmate, June Wijaya. Not only through her blog, @cnlulaby also used several social media to post photos of food. @cnlulaby uses Instagram as one of the media to boost her existence as a food blogger. In addition to uploading photos of food on the "Lulaby Spoon" blog, she also uploaded the photos to Instagram social media. On February 23, 2018, @cnlulaby had a total of 38.9K followers on Instagram. She started to upload food photos on her Instagram since 2015. The update made by @cnlulaby was done consistently and the theme that was carried around food and new restaurants make the number of followers on @cnlulaby's Instagram account keeps increasing. On the @cnlulaby Instagram account, Cindy wrote brief information about her data in the biography column on Instagram. There, Cindy wrote that she is a Graphic Designer domiciled in Jakarta, and there are some contacts that can be contacted if people want to have business or other needs with her. They divided their work, @cnlulaby as a food photographer and June Wijaya as a blog writer. They both usually visit restaurants that invite them together. This is done because June as a blog writer also needs to know the reviews of the restaurant that need to be highlighted and Cindy as a food photographer to produce extraordinary works. In its development, social media can be used as a medium of self-actualization. Through social media, a person's personality can be judged related to what he wrote. Instagram is one of the social media that is used as a medium of self-actualization. Self-actualization will form an image

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(branding) as desired, because Instagram users must be able to form a positive perception and in accordance with the image that will be formed. In humans, the brand that inherent in them is called a personal brand. Personal branding aims to build associations and expectations of the community towards a person. Personal brand is a reflection of a person's ability, excellence, and reputation which is able to show someone's speciality and excellence in a particular field. Personal branding that is built of course does not only cause association and hope for the community. This must go through a real process of self-actualization. When @cnlulaby works and builds a career as a food blogger and interacts in the community or professional world, she is actually in the process of building a reputation or personal brand. So basically, every day and every time of our lives is a process of forming a personal brand which also means our self-image. Through personal branding strategies, a business person, whether a food blogger or other professional service provider, is required to be able to build a certain image and self-identity to influence others so that they will have positive perceptions and views on character, personality, ability, appearance, and offers submitted. If the personal brand that is owned by a food blogger is strong enough, then consumers will trust more in the ability of the business they run and will not doubt in using their photography services. The phenomenon is the condition where the emergence of many food bloggers makes the competition in the world of food blogger increasingly tight. One of the most important things that every food blogger needs to do and pay attention to is to continue to innovate and be creative so that they can continue to exist in the midst of intense competition. To survive in the world of food bloggers, we also need personal branding where we have to build a name or reputation which means we create "brand" or the perception of other people or society towards us. This is the thing we need to pay attention to, because personal reputation or brand is an intangible asset that can give great results when that reputation becomes increasingly known and trusted by others. Previous research that was raised in this research was first, research from [3] Journal of Education Vol 6, with the title Personal Branding & E-Professionalism. The research has similarities in discussing personal branding, but the difference is that the research carried out by this researcher focuses more on the personal branding of public figures through social media alone. The second previous research was the research of Fahim Shaker & Reaz Hafiz (2014) from the Journal of Education and Social Science Vol 9, entitled Personal Branding in Online Platform. The research from Fahim Shaker found that these researches both discussed personal branding through online. The difference is that the research carried out by the researcher focuses on discussing public figures only through social media. The theoretical background used in this research is personal branding and features of Instagram. According to Montoya in [5] there are eight concepts of forming personal branding. The eight concepts of forming personal branding are the foundation of a strong personal brand, namely:

(i)   The Law of Specialization
  A distinctive feature of a great personal brand is the accuracy of a specialization, concentrated solely on a certain strength, skill or achievement.

(ii) The Law of Leadership
  Society needs a leader who can decide something in an atmosphere of uncertainty and provide a clear direction.

(iii) The Law of Personality
  A great personal brand must be based on the personality as what it is, and present with all its imperfections.

(iv) The Law of Distinctiveness
  Effective personal brands need to be displayed in a way that is different from the others. Differentiation is needed to distinguish between one another. In addition, with differences, one will be better known by the public.

(v)   The Law of Visibility
  Personal brand means that it must be seen consistently and continuously until someone's personal brand is known.

(vi) The Law of Unity
  A person's personal life behind a personal brand must be in line with the moral ethics and determined attitude of the brand. Personal life should be a mirror of an image that you want to instill in a personal brand.

(vii) The Law of Persistence
  Every personal brand needs time to grow, and as long as the process is running, it is important to always pay attention to every step and trend that occurs.

(viii) The Law of Goodwill
  Personal brands will provide better and longer lasting results, if someone behind them is perceived in a positive way. Someone must be associated with a value or a generally recognized and positive idea.

Instagram is a photo sharing application where we can apply digital filters to change the appearance of photo effects, and share them to various social media services, including Instagram's own. Instagram has several main menus, all of which are located at the bottom [6], namely followers, uploads, filters, captions, photo labels, locations, social networks, likes, instastory, live. Based on the description of this research, the the problem formulation of this research is what are the food blogger strategies in building personal branding through Instagram, what is the role of Instagram usage in the formation of personal branding, and what are the obstacles faced by food bloggers and their solutions in building personal branding through Instagram? Thus the purpose of this research is to find out food blogger strategies in building personal branding through Instagram, to find out the role of Instagram usage in the formation of personal branding, and to find out the obstacles faced by @cnlulaby and her solutions in building personal branding through Instagram

2 RESEARCH METHODOLOGY

The type of research used in the research "Personal Branding Analysis of Food Blogger Cindy Lulaby through Instagram Social Media" is a type of descriptive research. The most common type of descriptive research includes the assessment of attitudes or opinions on individuals, organizations, circumstances or procedures. Descriptive data is generally collected through a list of questions in surveys, interviews, or observations [7]. The type of research used in this research is a qualitative method with a type of descriptive approach. Qualitative usage is because this research only describes situations or events and does not look for or explain relationships and does not test hypotheses or make predictions (Rachmat, 2009). Also, the qualitative descriptive format focuses on a particular unit of various phenomena, thus allowing this research to be carried out in depth and in-depth

data that is considered in this research [8]. The use of qualitative descriptive methods in this research by considering the purpose of the research is to find out how the process of forming personal branding can be built by @cnlulaby through Instagram social media. This method is found to be the most suitable theory related to this research on personal branding of public figures through social media. This method is carried out by examining directly in the field to collect all related data and record any events that occur. This study uses data collection techniques, one of them is interview. Ratna (2010) explains that interviews are ways to obtain data by facing directly, conversing, both between individuals and individuals, as well as individuals with groups. As a communication mechanism in general, interviews are conducted after observation. A researcher who conducts an interview basically has made observations directly or indirectly through preliminary studies. In interview techniques, there is a direct relationship between the researcher and the person being studied, so the data obtained is called information. Research on "Personal Branding Analysis of Food Blogger Cindy Lulaby through Instagram Social Media" uses semi-structured interviews in data collection techniques. Semi-structured interviews according to [9] are types of interviews that are more free than structured interviews. The purpose of this interview on April 4 2018 was to find problems more openly, where the parties invited to interview were asked for their opinions and ideas. Data analysis techniques, according to Sugiono, is the process of searching for and compiling data obtained from interviews, field notes and documentation systematically by organizing data into categories, describing into units, synthesizing, compiling into in patterns, choosing which ones are important and which will be learned, and making conclusions so that they are easily understood by themselves and others. According to Sugiono reducing data means summarizing, choosing the main things, and focusing on looking for themes and patterns of the things that are important so that the reduced data will provide a clearer picture and make it easier for researchers to collect data. Thus the data that has been reduced will provide a clearer picture, and make it easier for researchers to carry out further data collection, and look for it if needed [9].

3 Result and Discussion

Based on the research findings, the following are the results of the research and the discussion on personal branding of @cnlulaby through Instagram social media which can be shown:

3.1 Personal Branding Strategy

The thing that stands out in @cnlulaby in the eight concepts of the formation of personal branding is on the law of personality, leadership, specialization, determination and good will. The law of personality planned in building personal branding is choosing personal branding that is in accordance with our original character. In fact, in the community, there are many public figures who build personal branding that is not in accordance with their own original character. They feel they will be famous with the fake mask of personal branding. The focus of @cnlulaby is that there are so many people who don't get maximum results on social media because they don't become themselves. Making good personal branding that result to a positive response in the community requires a planned strategy. Personal branding is not as easy as many

people think. Sometimes public figures do not realize that they do many things to get good and positive personal branding in the eyes of society. @cnlulaby herself has a special strategy to succeed the personal branding that she builds.

(i)   **The Law of Personality**
       @cnlulaby's personal branding strategy in the process of forming a personal branding is to be herself, no need to be someone else with other identity to be conveyed to the public, of course it will be very difficult if someone uses a fake identity.

(ii)   **The Law of Leadership**
       At the law of leadership, @cnlulaby also has a friendly character. She likes to answer the questions given by her followers about the places she has reviewed. @cnlulaby wants to be known as a friendly and honest person who honestly answers her followers' questions. @cnlulaby answers and gives review according to what have to be said, so followers who have asked about the review would ask @cnlulaby again. This is done because @cnlulaby can give a big influence in giving food or restaurant reviews to her followers. This can be seen from the trust of followers in giving feedback to @cnlulaby.

(iii) **The Law of Specialization**
       @cnlulaby also has the advantage of other food bloggers. The followers owned by @cnlulaby are real followers since the beginning of her career. Nowadays, there are a lot of food bloggers who cheat by buying followers because they think that with a large number of followers they will get invitations from restaurants or get endorsement. This is very fraudulent because restaurants use food blogger services as part of a promotional strategy, hoping to get good feedback from the public or raise awareness of the restaurant.

(iv)   **The Law of Persistence**
       At this law of persistence, @cnlulaby is also actively participating in gatherings with other food bloggers so that they can share what is the current trend, or maybe they can find new connections that can boost the popularity of food bloggers.

(v)   **The Law of Goodwill**
       It's not only celebrities who must maintain a good reputation in public, food bloggers must also have a good reputation in public. Every job must be done with pleasure, without having a sense of burden. When someone's image in public is negative, then the career will slowly fade.

3.2 The Use of Instagram in Forming Personal Branding

The thing that stands out from @cnlulaby in using Instagram as a means of forming personal branding is on points of followers, upload, filter, caption, hashtag, and instastory. Based on the results of the research, Instagram is the social media used by @cnlulaby as a tool for the formation of personal branding. @cnlulaby now has 39.1K followers (accessed April 6, 2018), which is a large enough amount to become an influencer.

(i)   **Followers**
       @cnlulaby actively greets her followers on Instagram by asking whether they have already eaten or not. That is done to make herself always present in the eye of her followers. Thus, @cnlulaby has

unconsciously entered into the minds of her followers.

(ii) Upload
@cnlulaby also actively uploads food photos on her Instgaram account at least twice a day. This is done as part of building her personal branding, so that the public will be aware of her existence on social media through her posts. She can think of what is needed by the public. If the weather is gloomy, she will upload photo that will make our body feel warm, such as with warm foods. @cnlulaby does not have a specific particular time to upload photos unless it's a client's request.

(iii) Filter
Instead of uploading photos directly to her Instagram account, @cnlulaby does editing process for her photos by choosing filters that will beautify the photos and give better presentation on her Instagram account by using VSCOCam application. @cnlulaby does not always use the same filter because it is considered boring. She always tries to give new touches to her photos filters. That is done by @cnlulaby so that she will have a distinctive characteristic as a food blogger that is having different tones in her photos making her photos easily recognized by many people. As food bloggers, they must have different identities from other food bloggers to be more easily recognized by the public with their own characteristics.

(iv) Caption
In the use of captions in each post @cnlulaby photos, she makes a caption with the utmost honesty. If she does not like the food being reviewed on the photo, she will give other positive values that can be highlighted on the product. This caption feature is one of the methods used by @cnlulaby to build personal branding through Instagram social media, because by doing so, the public can assess @cnlulaby as a positive person by always using captions that do not drop someone's product or restaurant. Therefore, the trust of @cnlulaby's followers will form a positive thing for @cnlulaby.

(v) Hashtag
@cnlulaby also uses photo labels, or better known as hashtag, on each photo that she uploads. @cnlulaby has a hashtag that she created herself, namely #lulabyspoon, and always lists the hashtag, so that her followers can easily find her photos in Instagram. This is done by @cnlulaby as a way to form personal branding through Instagram social media.

(vi) Instastory
@cnlulaby also uses Instastory as a promotional media on Instagram. This is done because it is also a good personal branding strategy. By doing Instastory, she can get feedback from her followers on Instagram. According to @cnlulaby, Instastory can be a bridge to provide information to her followers that she doesn't give to Instagram posts.

3.3 Obstacles and Solutions
@cnlulaby's journey as a food blogger is not without any obstacles. The first obstacle that @cnlulaby has in building personal branding through social media is when @cnlulaby first started to become a food blogger. There are many other food bloggers that are more famous (senior) and @cnlulaby

does not have her own characteristics as a food blogger. Now, @cnlulaby already has her own characteristic of being a food blogger, which has a different tone (color) from other food bloggers so that the photos uploaded by @cnlulaby are easily recognized by many people.

4 Conclusion and Suggestions
Based on the research "Personal Branding Analysis of Food Blogger Cindy Lulaby through Instagram Social Media", the conclusions that can be drawn are as follow:

(i) Personal Branding Strategy
As a food blogger, @cnlulaby is good at building her personal branding so that she can be remembered well by the community, especially those who are active in social media. @cnlulaby's personal branding strategy in the process of forming a personal branding is to be herself, no need to be someone else with other identity to be conveyed to the public, of course it will be very difficult if someone uses a fake identity. @cnlulaby can also provide positive information to her followers and what is reviewed by @cnlulaby is honestly said. The least prominent thing is specialization, this is because @cnlulaby has started to become a food blogger for a very long time, but when compared to other well-known food bloggers, followers of @cnlulaby are fewer.

(ii) The Use of Instagram in Forming Personal Branding
The first thing that stands out in the use of Instagram features in forming personal branding is the caption. In the use of captions in each post @cnlulaby photos, she makes a caption with the utmost honesty. If she does not like the food being reviewed on the photo, she will give other positive values that can be highlighted on the product. By doing this, the community can judge @cnlulaby as a positive person by always using a caption that does not drop someone's product or a restaurant. The second thing that stands out in the use of Instagram features in forming personal branding is the filter. Instead of uploading photos directly to her Instagram account, @cnlulaby does editing process for her photos by choosing filters that will beautify the photos and give better presentation on her Instagram account. That is done by @cnlulaby so that she will have a distinctive characteristic as a food blogger that is having different tones in her photos making her photos easily recognized by many people.

(iii) Obstacles and Solutions
The first obstacle that @cnlulaby has in building personal branding through social media is when @cnlulaby first started to become a food blogger. There are many other food bloggers that are more famous (senior) and @cnlulaby does not have her own characteristics as a food blogger. Now, @cnlulaby already has her own characteristic of being a food blogger, which has a different tone (color) from other food bloggers so that the photos uploaded by @cnlulaby are easily recognized by many people.

The suggestions that can be given from this research from an academic point of view is that when we want to start forming our personal branding, we need to appear in public as who we are. Suggestions for students who want to start research on personal branding are to be more diligent in looking for reference study materials and try to find references from

outside Indonesia, and conduct research on appropriate informants to be used as material for personal branding because the informant will greatly influence the results research. For the practical suggestions, it is expected that readers will be able to know the characteristics of their followers in order to be able to treat and place the position of @cnlulaby in the position of their followers to avoid misunderstandings and also avoid conflicts and inconveniences.And always continue to maintain the good personal branding that has been built so far, so that it can continue to develop its career as a food blogger to be better and also be able to continue to explore themselves in every photo editing to be known by the public.

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