

ABSTRAK

Romy Hidayat, 110610199, *Strategi Personal Branding Pada Praktisi Industri Kreatif*, Skripsi, Fakultas Psikologi Universitas Airlangga, 2011
xviii + 147 halaman, 7 lampiran

Penelitian ini bertujuan untuk mengetahui Strategi personal branding pada praktisi industri kreatif. Personal Branding adalah suatu persepsi atau emosi yang dipertahankan oleh orang lain, dimana menunjukkan nilai-nilai, kemampuan dan perbuatan yang diasosiasikan orang lain kepada diri seseorang.

Penelitian ini merupakan penelitian kualitatif. Penelitian ini dilakukan pada praktisi-praktisi industri kreatif yang melakukan personal branding. Jumlah subyek penelitian sebanyak empat orang, yang terdiri atas empat laki-laki dengan latar belakang profesi yang berbeda-beda. Konteks strategi personal branding dipahami sebagai konteks dimana praktisi industri kreatif membangun strategi personal branding. Alat pengumpul data berupa wawancara. Analisis data dilakukan dengan teknik analisis tematik.

Hasil analisis data menunjukkan bahwa terdapat tujuh strategi pesonal branding, yaitu a) Pioneer Advantages, b) Create Creation, c) Provide Free Creation, d) Communication of Identity Branding, e) Communitaizing, f) Brand Sharing in Social Media, g) Brand Sharing in Offline World

Manfaat yang dapat diperoleh praktisi industri kreatif ketika melakukan personal branding, antara lain : a) Praktisi industri kreatif semakin terkenal, b) Praktisi industri kreatif mendapatkan keuntungan finansial yang lebih, c) Praktisi industri kreatif merasa lebih didengar oleh orang lain, d) Praktisi industri kreatif merasa tidak ada kompetitor

Kata kunci: *Merek Diri, Industri Kreatif*
Daftar Pustaka, 29 (1988--2010)

ABSTRACT

Romy Hidayat, 110610199, Personal Branding Strategy in Creative Industry Practitioner, undergraduate theses, Faculty of Psychology Airlangga University, 2011

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This study aimed to understand the personal branding strategy in the creative industry practitioners. Personal branding is a perception or a stronghold emotion that was maintained by others, which values, capability, and action of others associated to one's self.

Qualitative Approach has been chosen as the method of the study. This study was conducted in the creative industry practitioners whom performed Personal Branding. The number of the subjects of the study was four persons, which consisted of four men with different professional background. Personal branding strategy context viewed as the construction of the personal branding strategy context by the creative industry practitioners. The data were conducted with interview. As for data analysis which were used in this study by using thematic analysis.

The result of this study shown that there are seven personal branding strategies, which are a) Pioneer Advantages, b) Create Creation, c) Provide Free Creation, d) Communication of Identity Branding, e) Communitaizing, f) Brand Sharing in Social Media, g) Brand Sharing in Offline World

When the creative industry practitioners do the personal branding, the benefits are: a)The more famous the creative industry practitioners get, b) the financial benefits which the creative industry practitioners get has gotten much more, c) there is no other competitor in the field of creative industry practitioners.

Key words: *Personal Branding, Creative Industry Bibliography, 29 (1988--2010)*