

ABSTRAK

Perkembangan media sosial memberikan ruang bagi individu untuk membangun citra diri atau *personal branding* di ruang digital, termasuk bagi mahasiswa yang memperoleh eksposur publik melalui media. Penelitian ini bertujuan untuk mengidentifikasi proses pembentukan *personal branding* Brian Arianto Tanuwidjaja di media sosial setelah memperoleh popularitas melalui kompetisi *Ruangguru Clash of Champions Season I*. Penelitian ini menggunakan pendekatan kualitatif dengan paradigma konstruktivisme dan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi digital terhadap aktivitas media sosial, serta studi dokumentasi, yang kemudian dianalisis menggunakan teknik analisis tematik. Hasil penelitian menunjukkan bahwa pembentukan *personal branding* Brian berlangsung melalui 3 (tiga) fase utama, yaitu pra-kompetisi, saat kompetisi, dan pasca kompetisi. Pada fase pra-kompetisi, Brian telah memiliki modal berupa rekam jejak prestasi akademik sebagai mahasiswa Fakultas Kedokteran, Kesehatan Masyarakat, dan Keperawatan Universitas Gadjah Mada. Pada fase kompetisi, Brian memilih untuk menampilkan dirinya secara natural tanpa membentuk persona baru guna menjaga konsistensi identitas diri. Sementara itu, pada fase pasca kompetisi, peningkatan eksposur publik dimanfaatkan untuk memperluas jejaring profesional dan menyebarkan konten edukatif di bidang kesehatan. Analisis menggunakan konsep Dramaturgi dan *Eight Laws of Personal Branding* menunjukkan bahwa *personal branding* Brian terbentuk melalui pemanfaatan media sosial seperti Instagram, TikTok, dan WhatsApp Channel sebagai sarana distribusi konten serta interaksi dengan audiens, sehingga citra yang dibangun tetap selaras dengan latar belakang akademik dan kompetensi profesionalnya.

Kata Kunci: media sosial, mahasiswa kedokteran, Eight Laws of Personal Branding, Ruangguru Clash of Champions

ABSTRACT

The development of social media provides individuals with the opportunity to build their self-image or personal branding in the digital space, including students who gain public exposure through the media. This study aims to identify the process of Brian Arianto Tanuwidjaja's personal branding on social media after gaining popularity through the Ruangguru Clash of Champions Season I competition. This study uses a qualitative approach with a constructivist paradigm and case study method. Data was collected through in-depth interviews, digital observation of social media activities, and documentation studies, which were then analyzed using thematic analysis techniques. The results of the study show that the formation of Brian's personal branding took place through three main phases, namely pre-competition, during competition, and post-competition. In the pre-competition phase, Brian already had assets in the form of a track record of academic achievements as a student at the Faculty of Medicine, Public Health, and Nursing at Gadjah Mada University. During the competition phase, Brian chose to present himself naturally without creating a new persona in order to maintain consistency in his identity. Meanwhile, in the post-competition phase, he took advantage of his increased public exposure to expand his professional network and disseminate educational content in the field of health. Analysis using the Dramaturgi and Eight Laws of Personal Branding concept shows that Brian's personal branding was formed through the use of social media such as Instagram, TikTok, and WhatsApp Channel as a means of content distribution and interaction with audiences, so that the image he built remained in line with his academic background and professional competence.

Keywords: *social media, medical student, Eight Laws of Personal Branding, Ruangguru Clash of Champions*