

ABSTRAK

Penelitian ini dilatarbelakangi oleh semakin berkembangnya penggunaan media sosial, khususnya Instagram, sebagai sarana membangun *personal branding*. Salah satu *influencer* yang dinilai berhasil membangun citra dirinya melalui Instagram adalah Fira Assegaf melalui akun @sashfir. Penelitian ini bertujuan untuk mengetahui dan menganalisis *personal branding* Fira Assegaf berdasarkan model *The Eight Laws of Personal Branding* yang dikemukakan oleh Peter Montoya. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis isi (*content analysis*) menurut Holsti. Data penelitian diperoleh melalui dokumentasi berupa sembilan konten Instagram @sashfir yang terdiri atas *foto/feed*, *video/reels*, dan *caption*, kemudian dianalisis berdasarkan delapan indikator *personal branding*, yaitu *specialization*, *leadership*, *personality*, *distinctiveness*, *visibility*, *unity*, *persistence*, dan *goodwill*. Hasil penelitian menunjukkan bahwa Fira Assegaf berhasil membangun *personal branding* sebagai *influencer fashion muslim* sekaligus *entrepreneur* yang profesional, konsisten, dan memiliki karakter visual yang khas. Seluruh indikator dalam model Peter Montoya ditemukan dalam konten yang dianalisis, dengan indikator *specialization* dan *visibility* sebagai aspek yang paling dominan. Dominasi kedua indikator tersebut menunjukkan bahwa Fira Assegaf secara konsisten memfokuskan identitasnya pada bidang *fashion muslim* serta aktif memanfaatkan Instagram untuk memperkuat citra diri, meningkatkan eksistensi, dan membangun hubungan dengan audiens. Penelitian ini menyimpulkan bahwa model *The Eight Laws of Personal Branding* Peter Montoya relevan digunakan untuk menganalisis pembentukan *personal branding influencer* di media sosial, khususnya Instagram.

Kata kunci: *Personal Branding*, Peter Montoya, Instagram, *Influencer*, Analisis Isi.

ABSTRACT

This study was motivated by the growing use of Instagram as a platform for personal branding. One influencer who has successfully built a strong personal brand on Instagram is Fira Assegaf through her account @sashfir. This study aimed to analyze Fira Assegaf's personal branding based on Peter Montoya's The Eight Laws of Personal Branding model. A qualitative approach employing Holsti's content analysis method was used. The data consisted of nine Instagram posts from @sashfir, including feed photos, reels, and captions, which were analyzed based on the eight dimensions of personal branding: specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. The findings revealed that Fira Assegaf successfully built a personal brand as a Muslim fashion influencer and entrepreneur characterized by professionalism, consistency, and a distinctive visual identity. All eight dimensions of Peter Montoya's model were identified in the analyzed content, with specialization and visibility emerging as the most dominant dimensions. These findings indicate that Fira Assegaf consistently positions herself as a Muslim fashion influencer while actively utilizing Instagram to strengthen her personal image, enhance her online presence, and build strong relationships with her audience. This study concluded that Peter Montoya's The Eight Laws of Personal Branding model is relevant for analyzing the development of influencers' personal branding on Instagram.

Keywords: Personal Branding, Peter Montoya, Instagram, Influencer, Content Analysis.