

## **Ganjar Pranowo's Personal Branding Analysis on Instagram**

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**Abstract.** *Political actors use social media to increase public trust in them and build their image in the eyes of society. Politicians will shape people's perception of themselves and political communication will be easier with their personal branding on social media. One of the most active political actors is Ganjar Pranowo, who uses social media, especially Instagram, to communicate with his people. This article aims to explain the suitability of Ganjar Pranowo in forming personal branding which he carried out through uploads on Instagram social media based on eight basic concepts of personal branding. This research study was conducted using a descriptive qualitative approach. The results show that Ganjar Pranowo uses eight basic concepts of personal branding as a strategy for creating successful personal branding, which makes him closer to society and grows people's trust in him. Apart from that, his efforts to build personal branding through social media have an impact on Ganjar Pranowo's image in the eyes of the public. This was proven by the election of Ganjar Pranowo as governor of Central Java for two terms and his success in becoming one of the candidates for the 2024 presidential election of the Republic of Indonesia.*

**Keywords:** *Social media, Instagram, Personal branding, Ganjar Pranowo*

### **I. INTRODUCTION**

In today's modern society, personal branding is important in shaping the self-image of a person in a social society. A person's visual image can be formed from how he or she looks, which generally includes how he dresses, behaves, and interacts with his surroundings. The formation of this reflection of one's identity is often associated with the quality of one's professional abilities and capabilities. In the development of information technology and modern communication media, a branding or image can occur in virtual representations, such as social media, or in real time and space. Among the various types of social media, Instagram is one of the most commonly used social media platforms by people around the world. Everyone must have various motivations in using social media, especially Instagram, whether it's just to communicate with others, find out the development of something, just entertainment, or share information as a form of self-existence. Someone who just wants to maintain friendship and just follow the times will usually use media such as Whatsapp, Telegram, Massanger, or the like. Even though sometimes he enters open media such as Facebook, Tiktok and Instagram, they will only be connoisseurs.

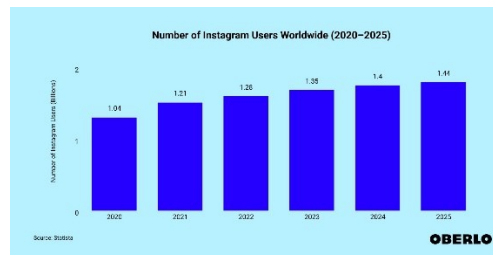
In the modern era, personal branding is a way to increase an individual's selling point and help a person market their skills, experiences, and personal career, The definition of personal branding is mentioned in the sources found, which include the presence, message, self-conduct, and marketing tactics that are part of the self. (Rangkuti 2013)

In the book *Personal Brand-Inc*, Erwin and Tumewu explain that personal branding is an

impression related to a person's skills and abilities, behavior, and achievements that are built intentionally or unintentionally to display their self-image. Personal branding can also be used as an identity that others use to remember someone.

In this context, the intended existence is the one formed by Ganjar Pranowo through his Instagram account as a form of his image and branding. More than that, the formation of a distinctive image and branding will play a major role in increasing Ganjar's electability as a politician. Also with the formation of good personal branding in the end, it is important to show potential, especially as a public figure who has millions of *followers*. Ganjar Pranowo is considered important to form personal branding on social media, especially Instagram.

The formation of a good personal branding requires several interrelated elements. In order to influence the formation of effective personal branding, such as strong leadership qualities can help strengthen legitimacy and reputation through personal branding.



**Figure 1.** Instagram user data

Source: <https://www.oberlo.com/statistics/how-many-people-use-instagram>

The data above is a survey of Instagram users in 2024 of 1.4 billion users and is targeted to increase to 1.44 billion in 2025. With the large use of Instagram social media, researchers are interested in analyzing *personal branding* which was built by Ganjar Pranowo on his Instagram account. @ganjar\_pranowo, Ganjar Pranowo is a politician who previously served as the Governor of Central Java for two terms from August 23, 2013 to September 5, 2023. He is a very influential figure in the development of Central Java from 2019 to 2020, focusing on community economic empowerment, infrastructure improvement, and environmental alignment. Ganjar Pranowo is also a leader who is popular, courageous, and firm, with a people's commitment that is manifested in real programs. Ganjar Pranowo uses social media such as Instagram to build personal branding, which makes a positive perception of him. He is also known as a leader who supports MSMEs, is willing to work with the younger generation, and accepts all differences. Ganjar Pranowo also impressed that he was a religious leader, tolerant, and accepting of all differences. In addition, he is also experienced in making programs for the community, such as the Farmer Card which has successfully become a national program. The uniqueness of Ganjar Pranowo lies in his personal attributes, such as competence, empathy, and an attractive personality.

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Ganjar Pranowo has effective personal branding on social media, especially Instagram. He consistently builds a millennial-style self-image and is close to the community. He also has a spirit of mutual cooperation, a contemporary leadership style, and is transparent and accountable. (Adah and Murbantoro 2023)

The majority of Ganjar Pranowo's content is a campaign and an effort to build a Ganjar's self-image to increase his electability. In addition, Ganjar Pranowo also often shares content related to the people's voice expressed to him. It has attracted the attention of many people as in his reel upload entitled "from Papua". The video, which is more than 2 minutes long, has reached 1.4 million views, 415 thousand likes, and 15.9 thousand comments as of March 13, 2024, since the video was released. Not only that, Ganjar Pranowo also showed his existence as an old politician to his followers by writing "Tuanku Ya Rakyat Jabatan Only Mandat" in his Instagram bio.

The concept of personal branding refers to a study conducted by Syaifur Rahmah on "Ganjar Pranowo's Personal Branding to Build Political Communication on Instagram Social Media". In this study, it was concluded that Ganjar Pranowo succeeded in carrying out personal branding through four strategies, namely *determine who you are, determine what you do, position yourself, and manage your brand*. These four personal branding strategies of Ganjar Pranowo have succeeded in making Ganjar closer to the community and building public trust in him. Ganjar Pranowo's political communication is very simple but organized, through social media platforms he describes himself as a simple and popular figure. From the findings of this study, personal branding does not only spur a person's appearance and personality. Rather, it is through the process of messaging political messages related to branding. That is what makes public support increase because it has the impression of giving hope.

Furthermore, this research on personal branding also refers to Elda Franzia's study on "Personal Branding Through Social Media". From this study, the more social media platforms are used for branding, the more messages related to self-branding will also be accepted by the audience. Likewise, if a branding is not communicated through the media, then the message and content about a branding will be more difficult for others to capture.

In addition, the research focuses on strategies to improve the formation of a brand through social media. As a result, there are several ways to improve branding in the media, namely sharing content consistently and continuously on social media and using various social media platforms after the function and purpose.

The previous study had a relationship with the title of this study, as both previous studies focused on branding and social media. The purpose of this study is to find out how personal branding is carried out by Ganjar Pranowo on his Instagram account, @ganjar\_pranowo, by focusing on analyzing his Instagram content from February to March 2024 through eight personal branding concepts by Peter Montoya, using this theory will give rise to trust inherent in the hearts of the public regarding the figure of Ganjar Pranowo.

## II. METHODS

In this study, the method used is the qualitative method. The main purpose of qualitative research is to reveal every event, natural phenomenon, fact, and reality related to a particular problem, not to find the cause and effect of the event or problem, because this qualitative research method does not require statistical measurement or proof, this method does not use hypotheses. (Semiawan 2010). The subject of the study is @ganjar\_pranowo's Instagram account, while Ganjar Pranowo's personal branding is the object of the research. The type of data uses secondary data by taking data from posts on Instagram @ganjar\_pranowo in the form of photos and caption text in the duration of February and March 2024. In addition to data taken from other reference sources, such as reference journals, books, and other theses that are considered relevant to the subject of discussion, this data citation also comes from ebook sources and scientific articles that are considered relevant to the subject of discussion.

Based on the results of observations made by researchers by observing the research object, this @ganjar\_pranowo Instagram account always shows progress every day. This is proven by the fact that during a period of only 2 months, Instagram @ganjar\_pranowo uploaded 114 feeds and reels. The feed that is sent is always given an orderly, short and concise caption. Although unique in the Instagram account, @ganjar\_pranowo does not use hashtags at all when uploading feeds and reels, each post always gets tens of thousands of likes, and thousands of comments.

The documentation technique is used by the researcher as a data collection technique. Documentation can be both textual and visual, such as artwork, living images, footage of past events, photographs, videos, and more. Therefore, through documentation techniques, researchers are able to obtain data with built-in features on mobile phones or personal computers, namely screen capture, this technique is needed to support the course of research whose primary data comes from Instagram account posts @ganjar\_pranowo.

This study has a data analysis unit, namely eight main concepts of personal branding according to Peter Montoya, including; *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 the law of goodwill.*

The qualitative content analysis technique has three stages in the analysis process, the first stage is the researcher begins to collect the symbols in the data, the second stage groups the data based on predetermined criteria and the third stage is included in the step of analyzing the data that has been in the previous data. (Bungin and Faisal 2012). In qualitative research, triangulation is one of the methods of data validity; The mechanism is used to re-verify the accuracy of data obtained from various sources. (Shofa, n.d.) To check the validity of the data, the researcher uses the source triangulation technique, namely by testing the correctness of data from other sources that raise the figure of Ganjar Pranowo

### III. FINDINGS AND DISCUSSION

Aaker (1997) explained that the definition of a brand is a promise given by a seller to his prospective buyers, which includes certain values, features, benefits, and performance. The brand aims to deliver all the things that have been promised beforehand, thus creating an emotional bond between consumers and the company that produces the product. (Romadhan., 2018)

There are four types of brands that need to be known: the first is Product brand: A brand related to the product. It is a brand that is known to the public as a product produced by the company. For example, Nike, Coca-Cola, and Sony. The second is Company brand: A brand that is related to a company or organization. It is a brand that is known by the public as the identity of a company or organization. For example, Apple, Google, and Microsoft. The third is Personal brand: A brand that deals with individuals. It is a brand that is known by the public as an individual's identity, such as an entrepreneur, company owner, or someone who has a high reputation in a field. And the fourth is Brand destination or brand related to a place or destination is a concept that combines the introduction and promotion of a location or destination with the product or service being sold.

In brand development, it should be noted that branding is the process of creating a strong and positive perception of a company, its product or service in the minds of customers. Effective branding helps companies to differentiate themselves from competitors and build a loyal customer base.

Personal branding is the process of capturing and promoting a person's personality, skills, or unique characteristics. In this process, one builds a consistent and goal-relevant self-image, using appropriate content and focusing on the niche. Building a personal brand requires a consistent process and cannot be done in an instant, but by trying and implementing according to the training that has been given, this is not difficult to do. (Winarti et al., 2023)

The researcher used the concept of The Eight Law Personal Branding to analyze data on personal branding carried out by Politician Ganjar Pranowo on the Instagram social media account @ganjar\_pranowo. Personal branding itself is all activities, behaviors, activities, and all things related to oneself that can reflect a person. To form personal branding, especially on social media, one must use social media in accordance with its function and purpose (Franzia., 2018) In this case, on the Instagram social media account @ganjar\_pranowo. To find out more about the form of Ganjar Pranowo's personal branding by referring to: *The Eight Law Personal Branding* forming personal branding according to Montoya and Vandehey. Montoya mentioned that there are eight concepts of forming personal branding (the eight laws of personal branding). The eight concepts consist of specializations (*the law of specialization*), leadership (*the law of leadership*), personality (*the law of personality*), difference (*the law of distinctiveness*), *the law of visibility*, kesatuan (*the law of unity*), constancy (*the law of persistence*), and good name (*the law of goodwill*) is described as follows:

#### **1. Specialization ( The Law of Specialization )**

Specialization means focusing on a specific area of expertise, lifestyle, strengths, and achievements made by the individual. Ganjar Pranowo focuses on image content, which is indeed a must for a

politician to be active also in social media, popular, and firm in taking a strong *stance*. The content of discussions and talks with the people created by Ganjar's social media team is content that shows his class as a high-class politician. This can be seen in his Instagram post uploaded on March 22, 2024, Ganjar is talking to Demak residents. In the caption written by Ganjar, he prayed that the floods that previously hit 90 villages in Demak would gradually improve. This post received more than 71 thousand likes, and invited netizens to comment as many as 3,914 comments as of April 3, 2024. In the post, it also shows Ganjar being greeted by a group of residents who are riding a truck, this photo is on slide 4 in the same post. One of the characteristics that Ganjar Pranowo has is that he is familiar with the small people. Then it was closed with a photo of Ganjar taking a portion of food, this photo is on the last slide, Ganjar who was swarmed by residents was seen having dinner together with a simple menu.

## 2. Leadership (*The Law of Leadership*)



*Figure 2. Bio Instagram Ganja Pranowo*

In terms of Ganjar Pranowo's leadership on his Instagram account @ganjar\_pranowo has an interactive character, it can be seen from his Instagram bio which is written "Tuanku ya rakyat, the position is only a mandate". Even when Ganjar was still the governor of Central Java for two periods he wrote "My lord, the people, the governor is only a mandate". Ganjar did this in order to give an impression of hope to his supporters.

The reel uploaded by Ganjar on March 23, 2024 also shows the leadership shown by Ganjar. In the video, which lasts 2 minutes and 31 seconds, it managed to get 1.5 million views, 65 thousand likes, and invited nearly four thousand comments. This video titled "with the victims of the Demak flood" which is shown in the video is the flood conditions and residents' activities as usual. What is interesting is the scene where Ganjar is greeted and given a red carpet by residents, Ganjar also visits the elderly who are sick, the leadership shown by Ganjar is very much in accordance with the bio he wrote. At the end of this video, there is also a mother who said in front of the camera that the residents were very enthusiastic, enthusiastic, and grateful in welcoming Ganjar Pranowo's visit. In this study, Ganjar Pranowo's popular leadership style is considered a characteristic of leaders who come from the civilian community. Civilian leaders are considered to be more flexible and closer to society, so they are better able to understand and handle complex conditions in Indonesia. (Permana., 2021)

### **3. Personality (The Law of Personality)**

Personality is one of the important characteristics of personal branding. Personal branding is an identity that many people use to remember someone, and a good and great personality is one of the aspects that makes personal branding describe something about an individual. However, an ideal personality does not have to be perfect in the eyes of others. Personal branding is a strategy that individuals use to build a good and high image of themselves and others.

A good personality and great personality in personal branding can be a factor that improves performance and success in career and performance. Personal branding that is consistent, consistent, and prioritizes a unique and strong personality can help individuals gain greater trust and appreciation from others, because personal branding is the image that others get about an individual, and not everyone will have the same perspective on that individual's personality. To build effective personal branding, individuals must provide the right personality, which is relevant to the individual's goals and roles, and that is consistent with the image that has been built. Personal branding must also be updated and strengthened continuously, so that individuals can adapt to change and develop themselves.

In this context, the personality shown by Ganjar Pranowo through his Instagram gives an impression of being ambitious and extroverted. Ambitious can be seen from his post on March 27, 2024, the upload in the form of a reel / video titled "the price of democracy". The narrative that is built is a reminder of the great task of all Indonesia people to unite to take care of the struggle for democracy, this video is mostly a snippet of Ganjar Pranowo's speech when suing the results of the 2024 election at the Constitutional Court. This video has received nearly 71 thousand likes, and has been watched by more than 3.2 million people. While the extroverted impression built by Ganjar Pranowo is present in almost every post, the impression of a friendly and sociable personality is proof of a Ganjar's personality that has been attached to the hearts of the community.

Personality is one of the aspects that a person must have that can shape the perception of society. In building personal branding, personality must be maintained and managed properly to create a positive image and increase credibility. (Winarti et al. 2023)



**Figure 3.** Ganjar Pranowo took a photo with the community after breaking the fast together

### **4. Difference (The Law of Distinctiveness)**

What distinguishes Ganjar Pranowo from other politicians in using Instagram social media is the

aesthetics in compiling his feeds and reels. There is always a white frame in every post made by Ganjar Pranowo. This is what makes it unique and not many politicians use this method. In addition, Ganjar Pranowo also does not use hashtags in every content upload, where most content creators, influencers always use hashtags that are in accordance with the content to be uploaded to get more views and appear the video on the Instagram explore menu. In addition, Ganjar also often uses the greeting "lur" in Javanese which if translated means "brother, bro".

Ganjar also often makes content about simple things in his daily activities, such as cycling and performing tarawih prayers. This is what distinguishes Ganjar Pranowo from other politicians in the use of social media Instagram. This is also what makes a person have a good and honorable name in the eyes of others. (Dewi et al., 2023)

### 5. Visible (The Law of Visibility)

According to the personal branding standard, According to the characteristics of Rampersad's personal branding, visibility is personal branding that is often aired, consistent, and repetitive. (2008:19). Ganjar Pranowo has done it consistently very well. It is proven that in the two months between February and March 2024, Ganjar has posted at least 110 posts consisting of feeds and reels. In February, it was indeed the time for the election and Ganjar Pranowo competed in the election of the presidential candidate of the Republic of Indonesia. So what Ganjar did to post his activities on Instagram other than for personal branding was for the 2024 presidential election campaign. The consistency that Ganjar has built is also not only in terms of feeds and reels, but also Instagram stories and replying to netizens' comments in the comment column.



**Figure 4.** Ganjar greets one of his followers

In the picture above, Ganjar was also enthusiastic about answering the greeting from one of his followers. Of the thousands of comments, Ganjar did not mind replying to one of the random comments, this shows that Ganjar Pranowo's familiarity with the community is not only seen in the video reel or photo feed, but his interaction on social media is also carried out by Ganjar Pranowo.

The Law of Visibility is a law in psychology that explains that a person is more likely to pay attention to and remember information that is visible than invisible. This law applies because humans have a tendency to pay attention to and remember information that is visually better than information that is not visual.



## 6. Unity (*The Law of Unity*)

The Law of Unity or which means unity, in the context of this research, Ganjar Pranowo tries to synergize his daily life with what he displays on social media. Because he is indeed an old politician. Everything that happens in his daily life is a reality of his personal experience that is in the same direction as what he shares on his social media. Ganjar Pranowo in the analysis of every post upload on his Instagram account gives a popular impression which describes him as a friendly and interactive person. In addition, every content of Ganjar Pranowo also shows that he is generous, smiling, energetic, and insightful. This can be seen from every content that is always crowded with positive comments from netizens or followers.



**Figure 5.** Netizens' comments on one of @ganjar\_pranowo Instagram feeds

The comment was posted by Ganjar Pranowo in one of the reels entitled "bukber". The video reels uploaded on March 23 yesterday received more than 28 thousand likes, 718 thousand views and invited more than two thousand three hundred comments from netizens Interestingly, almost all comments in the video were respectful to Ganjar Pranowo, because the personal life of a Ganjar is indeed popular, Ganjar does not popularize when only campaigning, Indeed , *the Law of Unity* is inherent in him. What is displayed on Instagram social media is the original character form of a Ganjar Pranowo.

## 7. Constancy (*The Law of Persistence*)

The constancy in question is the concept of regulating it, every personal branding takes time to grow and develop. During the process, individuals must be firm and confident that they will get good personal branding in the eyes of the public. This steadfastness leads individuals to become leaders in the development of the times and form a unique and strong personal branding. Ganjar Pranowo in the personal branding process that is carried out has quite good determination, he is consistent in his principle to become a politician who is also a PDI-perjuangan cadre. Ganjar often gives the impression of struggle in his Instagram feeds and reels. One of Ganjar's posts that contains the impression of struggle was when he went to the Constitutional Court regarding the 2024 Presidential and Vice Presidential Elections of Indonesia. Ganjar firmly voiced the price of democracy in his speech, the excerpt of the speech published in one of his reels received many positive responses from

Ganjar Pranowo's followers and supporters, in this case it is one of the personal branding concepts of The Law of Persistence. That constancy will give a good and strong personal branding effect.

In a study about Ganjar, it was also stated that the firmness possessed by the former Governor of Central Java in terms of personal branding is one of the elements that helps Ganjar Pranowo's personal branding as a Governor of Central Java to be well received by the audience. This steadfastness helps form a consistent and strong identity. (Trianto et al., 2022)

### **8. Good name (The Law of Goodwill)**

In the context of personal branding, it refers to an important concept to maintain a good and friendly reputation. If an individual has been known as a good person, then he must be consistent in maintaining the good name so that he continues to provide positive and useful things. Personal branding is an image of oneself that has positive values. The important thing in building personal branding is to be consistent, know your passion and strengths, and maintain a good name. Consistently refers to the same thing as the concept of The Law of Unity, which states that every personal branding must be in line with the ethics and morals and attitudes that have been determined by him. The Law of Goodwill or Good Name is the last concept in personal branding. Good name or personal branding is a description of one's uniqueness that can come from achievements, passions, advantages, or life goals. Personal branding aims to build a positive impression of ourselves, which can be a valuable investment for the future. To build personal branding, it is necessary to make internal and external efforts, such as building personal qualities that you want to display and promoting or introducing these personal qualities to the audience. How to build an effective personal branding includes setting an image that you want to recognize, honing skills, expanding networking, honing skills, and determining your audience. Personal branding also helps to differentiate yourself from others, open up opportunities, and increase credibility. This principle addresses the importance for an individual to always carry his or her good name and maintain a positive reputation. If you want to build a good personal branding.

In the personal branding strategy built by Ganjar Pranowo, he managed to catapult his good name consistently, neatly and measurably. Ganjar became Governor for two consecutive terms and was able to become one of the contestants in the 2024 Indonesian presidential election is proof that Ganjar Pranowo is able to maintain his good name consistently for a long time.

In the results of this study, there are similarities with previous research, namely Ganjar Pranowo has succeeded in doing personal branding, in the previous study, which discussed social media, that social media is the easiest and most practical place to do personal branding.

As for the eight personal branding concepts by Montoya and Vandehey, Ganjar Pranowo has successfully applied all of these concepts in his personal branding on social media, especially Instagram.

#### IV. CONCLUSIONS

Based on the results of the research conducted by the researcher, there are several conclusions that can be drawn as follows:

- Based on the results of the analysis through the content uploaded by Ganjar Pranowo on the Instagram account, @ganjar\_pranowo meet the 8 basic characters or concepts of personal branding, or the eighth law on personal branding. They consist of eight concepts: law of specialization, law of leadership, law of personality, law of distinctiveness, law of visibility, law of unity, law of persistence, and good name.
- Of the 8 personal branding laws from Montoya, the most prominent are the *Law of Specialization and the law of distinctiveness*.
- Ganjar Pranowo has shown success in building personal branding through social media, especially Instagram. Among others;
- Personal Branding carried out by Ganjar Pranowo in building his political communication image on social media, Ganjar Pranowo consistently builds a self-image that is millennial-style and feels close to the community, and has a spirit of mutual cooperation, a contemporary leadership style, and is transparent and accountable. (Adah & Murbantoro., 2023)
- Ganjar Pranowo's personal branding on Instagram uses the value of local wisdom and builds a self-image as a "servant of the people" with the differentiation of "njawani".

In the overall research, Ganjar Pranowo has shown success in building a positive personal branding and influencing public perception of him.

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