

## **Utilization of Instagram Application as Personal Branding Dr. Richard Lee on Instagram Account @dr.richard\_lee**

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**Abstract.** *Social media provides a space for individuals to express themselves, build their self-image, and achieve personal and professional goals. One of the popular social media platforms is Instagram. Apart from being able to build a brand, the function of Instagram's presence can also build personal branding for individuals. Personal branding is the process of building a positive and distinctive self-image to achieve certain goals. For individuals themselves, personal branding can help them in various aspects of life, such as career, business, and social relationships. The existence of this research aims to analyze the use of the Instagram application as Dr Richard Lee's personal branding on the @dr.richard\_lee Instagram account. Therefore, the problem formulation of this research is how the utilization of the Instagram application as Dr Richard Lee's personal branding on the @dr.richard\_lee Instagram account. This research method uses descriptive qualitative with observation and documentation data collection techniques. This research uses purposive sampling technique, personal branding theory from McNally & Speak using 3 points, namely: a.) distinctiveness, b.) relevance, c.) consistency. Through these 3 points, it is easier for researchers to find out how the use of Instagram social media can affect the personal branding of Dr. Richard Lee. As a result of this research, it can be concluded that Dr. Richard Lee succeeded in doing the 3 main points in this personal branding theory on the Instagram platform. Through the features provided by Instagram, such as IGTV, Instagram stories, and Reels. Dr Richard Lee can strengthen and promote his self-image and be recognized internationally. Effective personal branding involves choosing distinctive characteristics, relevance, and consistency. Through effective personal branding, Dr. Richard Lee can create a positive self-image, build trust, and become an inspirational figure for the community.*

**Keywords:** *Social Media, New Media, Personal Branding, Instagram*

### **I. INTRODUCTION**

Along with the rapid advancement of information technology, communication can be delivered through many media. One of them is social media which is favored by many audiences. According to experts (Brogan, 2010), social media is a collection of new communication and collaboration tools, also allowing for various types of interactions that were previously inaccessible to the general public.

Information delivery also requires a communication channel called mass media so that it can be conveyed to the audience. Mass media itself refers to the use of media as a tool to exchange information or even to change public opinion. Therefore, according to David Canagra (2002), mass media can be explained as a means used to transmit messages from sources to audiences through the use of mechanical communication devices such as newspapers, radio, television, films, and so on. It is undeniable that social media has changed people's communication patterns, and its impact can be seen in various aspects of life. The presence of social media has had a significant impact on many aspects of our lives.

According to previous research (Sholichah & Febriana, 2022) social media helps a person in forming his self-image, namely how others see a person through what is shown. Social media is also a manifestation of the new media era of communication. New media or new media is media that develops in the era of interactive communication. According to previous research by (Salam, 2020)

new media or new media is referred to as a form of simple interactive communication that can currently be obtained cheaply or even for free. The emergence of this new media allows everyone to create something and share this content. New media as digital media requires tools with internet access such as social media to be used.

Social media itself has many functions, including providing a space for expressing ideas, thoughts or videos. Social media is very suitable for the era of digitalization where people can share ideas with the features available on each media, so that what is shared can be seen by anyone who accesses it when using social media. There are also those who use social media as a medium for specific purposes, such as building or branding themselves.

People certainly love the features provided by social media platforms. Because these features can help people in carrying out daily activities. Such as finding information, connecting with friends and even as a place to realize certain goals. One of the media that is currently being widely used is Instagram social media. According to previous research by (Eridha & Dianti, 2020) through the Instagram feature personal branding can be conveyed more quickly and easily.

As attached from the survey results of **WeAreSocial.net** and **Hootsuite** (Databoks, 2023), Instagram is the social media platform that ranks fourth in terms of the number of users worldwide. In November 2023, the number of Instagram users reached 116.16 million. With this platform, users have access to various features available, such as interacting with other users through commenting or liking their content. In addition, users can also upload photos or videos featuring people they have met or places they have visited. These features greatly assist users in building a self-image.

Self-image is a general picture of ourselves or the view we create for ourselves. In a previous study conducted by (Restuari & Farida, 2020) in the personal branding process, self-image can be formed when uploading photos and videos on Instagram. Self-image is the result of evaluation in a person based on perception and understanding of images that have been processed, organized and stored in a person's mind. So self-image can also be seen through an attractive lifestyle or appearance, thus making other people impressed or like their lifestyle and appearance. However, it is also important to note that self-image does not only depend on physical appearance or an attractive lifestyle. Self-image also involves other aspects such as personality, values, and life choices that affect how others see each of us.

The emergence of new media certainly aims to change public opinion about oneself, create a convincing impression, build a wide network whether desired for personal or professional goals. Through effective personal branding, one can form a strong image, inspire others, and make meaningful relationships in this increasingly connected world. This is reinforced by research results (Montoya & Vandehey, 2008) who say that personal branding is a strategy to manage other people's perceptions of a person before they meet in person.

Personal branding is an image that is formed in someone's mind about ourselves. The goal is for others to have a positive view or positive perception of us, which in turn can build trust and trigger other actions. (McNally & Speak, 2002), personal branding is the process by which individuals create, maintain, and manage their own image and identity as a unique and distinct brand in the minds of others. They suggest that personal branding involves selecting and highlighting an individual's attributes, values, and uniqueness that distinguish them from others. This branding theory emphasizes

the importance of individuals understanding their own identity, creating consistent messages, and building strong relationships with their audiences. In this context, individuals are considered as brands that must be promoted and positioned within the social marketplace.

There are three fundamental things needed to form a strong Personal Branding, as written (McNally & Speak, 2002). These three things are a.) Distinctiveness, b.) Relevance, c.) Consistency. According to Timothy (O'Brien, 2007), author of the book "The Power of Branding", Personal Branding can be interpreted as a way for someone to build a personal identity that is able to trigger an emotional response from others related to the qualities and values possessed by that individual.

As done by Dr. Richard Lee on his Instagram account @dr.richard\_lee who is successful in building personal branding as shown by the number of followers of 1.163 million followers. With this platform, he has the opportunity to utilize the various features provided by Instagram to strengthen and promote his personal branding. These features include IGTV, Instagram Storis, Live, Feed, Reels, and many more. Apart from being known as a YouTuber, Dr. Richard Lee is known as an internationally recognized professor.

In the same research theme, there are studies that have been conducted by several previous researchers, namely with the title Utilization of Instagram Social Media as Personal Branding Selebgram @okvitaandini (Junedi Agustian, 2022) that from the results of this study, using 8 theoretical concepts from Montoya, Okvita Andini's celebrity has fulfilled personal branding by utilizing existing features on Instagram using the following 8 concepts: a.) concept of specialization, b.) concept of leadership, c.) concept of personality, d.) concept of difference, e.) concept of appearance, f.) concept of unity, g.) concept of constancy, h.) concept of constancy.

Then the next previous research, with the title Visual Analysis od Sisca Kohl's Personal Branding on Instagram (Hakim & Febriana, 2023) from previous research there are results that sisca kohl in the @siscakohl Instagram account fulfills 5 personal branding laws from 8 personal branding laws according to Montoya, namely: specialization (the law of specialization), leadership (the law of leadership), difference (the law of distinctiveness), the law of visibility, unity (the law of unity). Of the 5 laws of personal branding from Montoya, the most prominent are specialization (the law of specialization) and distinctiveness (the law of distinctiveness).

Based on the previous studies above, there are things that have not been explored regarding the distinctiveness, relevance, and consistency of social media users such as Instagram. This will show the self-image that a person builds positively. This research also contributes to understanding personal branding strategies on social media and provides inspiration for other individuals or brands to utilize Instagram as an effective social media.

## **II. METHODS**

This research uses a qualitative method with a descriptive approach. According to Bungin, Burhan (Bungin, 2007) in the book Qualitative Research Data Analysis, qualitative descriptive methods focus on in-depth analysis of certain units of various phenomena. This approach allows this research to investigate in depth and gain a deep understanding of the data that is the focus of the research.

Researchers will use Descriptive Qualitative methodology to make their observations. The

data analysis technique used in this research is Miler and Huberman's qualitative data analysis technique. According to Miles and Huberman (1992), there are 3 data analysis techniques, namely data reduction, data presentation, and conclusion drawing.

### **1. Data Reduction Stage**

Data reduction in the utilization of the Instagram application as personal branding @dr.richard\_lee involves making summaries, tracing themes, and compiling data. In this study, researchers used data sources that took several posts from 634 reels and 70 photos in the form of feeds uploaded by Dr. Richard Lee on his Instagram account. The uploads taken are 10 posts consisting of 6 photos in the form of feeds and 4 videos in the form of reels. As for some dates taken to conduct this research, as for some dates taken to conduct this research, namely March 27, 2023, March 6, 2023, February 29, 2024, March 8, 2023, January 17, 2024, September 1, 2023, July 23, 2023, November 14, 2023, June 15, 2023, September 26, 2023.

### **2. Data presentation stage**

Researchers use a systematic presentation of data in the form of descriptive narratives. This research uses the theory of McNally & Speak as the basis for its theoretical analysis. The 3 things that will be examined are: a) distinctiveness, b) relevance, c) consistency.

The results showed that the use of Instagram as a tool to build personal branding by Dr. Richard Lee on the @dr.richard\_lee account had a significant impact on the level of public trust. Analysis of the aspects of distinctiveness, relevance, and consistency based on McNally & Speak's personal branding theory shows that Dr. Richard Lee manages to highlight a unique image, adhere to medical and professional ethical standards, and is consistent in delivering inspiring content. This illustrates that Dr. Richard Lee is considered a trusted and respected figure by his followers on Instagram, showing the success of the personal branding strategy implemented.

This data collection is expected to provide information related to the theory used to complete the research with a qualitative descriptive method. The data collection technique used is determined through documentation using purposive sampling, with the following conditions a.) the post has more than 3000 likes on Instagram, b.) the post taken does not contain advertising elements in it. This research is expected to be useful for other individuals or entities who want to build their personal branding on Instagram or other social media platforms.

## **III. FINDINGS AND DISCUSSION**

Personal branding according to (McNally & Speak, 2010) is the process by which individuals create, maintain, and manage their own image and identity as a unique and distinct brand in the minds of others. They suggest that personal branding involves selecting and highlighting an individual's attributes, values, and uniqueness that distinguish them from others.

This research will discuss the results of utilizing the Instagram application as Dr. Richard Lee's personal branding on the Instagram account @dr.richard\_lee. Dr. Richard Lee was born in Medan on October 11, 1985. Dr. Richard Lee is a medical practitioner or beautician who has contributed a lot to the health sector in Indonesia. He is the owner of a beauty clinic called Athena. With dedication and expertise Dr. Richard Lee has provided valuable treatments to many patients and

contributed to the advancement of medical science. Dr. Richard Lee is also known as a doctor and beauty influencer, he often speaks out about the harmful ingredients contained in a number of beauty products through social media platforms. One of them is the Instagram platform. So the importance of the role played by Dr. Richard Lee requires this personal branding for social media. From the branding carried out by Dr. Richard Lee, people make him a role model. Indirectly, Dr. Richard Lee has a positive impact on his followers.



**Figure 1.** Dr. Richard Lee, Never Give Up on Natural Product Education

Source: Instagram social media @dr.richard\_lee

Seen in DR Richard Lee's post on March 27, 2023, the caption reads:

*Making achievements... educating...*

As seen in figure 1, Dr. Richard Lee often gives lectures and presentations at international conferences, providing his knowledge to audiences, including students, academics, and practitioners in the field of social science. Dr. Richard Lee's branding on Instagram is to be inspirational and critical of beauty products. He often focuses on sensitive and complex aspects of society, such as gender issues, social change, reviewing local beauty products and ethnic identity. Besides being a prolific researcher and academic, Dr. Richard Lee is also known as an influential inspirational and educational speaker.



**Figure 2.** Netizen comments on @dr.richard\_lee's Instagram account

Source: Instagram social media @dr.richard\_lee



Figure 2 shows some of the comments that match and do not match Dr. Richard Lee's posts. According to the results of research conducted by researchers on the Instagram account @dr.richard\_lee, researchers observed one of Dr. Richard's posts on March 6, 2023, out of 202 comments there were 188 comments whose results were positive and there were 14 comments whose results did not match what Dr. Richard discussed. As for some accounts with appropriate comments, namely:

*@usliadinata Doc, I use anzora so, there are white spots around the nose and mouth as well as the eyes, and the itching is really disturbing like getting caterpillars,, I have been prescribed DPO cream at the same anzora clinic but there is absolutely no change.*

*@wilistary17 Doc... In my place there is a dermatologist who releases skincare products in packages, morning, afternoon, evening cream and face wash, but all products are plain. The products are only written in marker pen. The people who use it are glowing and the acne is gone.*

*@deannasauruss My neighbor also uses what he says is a doctor2 cream so after using it, it can make his face smooth white, when he doesn't use it, his face burns like a saucepan's butt..we were told not to use fake creams like that, it will damage the skin but still use it, he said, to make it glowing..👩🏻👉🏻👎🏻*

The following is also a comment that does not match Dr. Richard Lee's upload by the account:

*@wibowo.stark the glasses are cool*

*@patimaaa.11 Nice batik shirt Doc....*

This Dr. Richard Lee has positive feedback for most of his posts. But on other social media applications, Dr. Richard Lee has a different image, and not a few still consider Dr. Richard Lee as a destroyer of other people's businesses.

Using the theory of (McNally & Speak, 2010) which emphasizes the importance of individuals understanding their own identity, creating consistent messages, demonstrating self-distinctiveness, and the relevance of their branding. These three aspects will be discussed in this chapter.

## **1. Distinctiveness**

In Instagram personal branding, distinctiveness lies in consistent values and messaging, quality and relevant content, consistent visual aesthetics, active interaction and engagement, and authenticity and self-consistency. By establishing this distinctiveness, one can differentiate themselves among millions of Instagram users and build a strong image and increase their effectiveness on the Instagram platform. According to (McNally & Speak, 2002) distinctiveness in the context of personal branding refers to the ability to explain something very specific or distinctive that distinguishes yourself from most people. This distinctiveness can be seen from various aspects, such as personal qualities, physical appearance, or expertise. This can help them achieve their career goals and create a positive and memorable impression on others.

The distinctiveness of Dr. Richard Lee's personal branding on his Instagram account can include several aspects, this is also what distinguishes him from other doctors. Dr. Richard Lee also creates a positive and memorable impression on his audience.

One of the distinctiveness of Dr. Richard Lee's personal branding comes from his expertise in a specific medical field, namely beauty specialists. Where he always shares in-depth knowledge and insights about beauty products and often educates the public about the dangers of using beauty products that have not been BPOM. According to previous research (Mustaqimah & Rahmah, 2022) Dr. Richard Lee is a Digital Influencer in the beauty field who always shares positive things that contain product education and the dangers of beauty products currently on the market.

A unique communication style is also used by Dr. Richard Lee on his Instagram account @dr.richard\_lee, as in every uploaded content posted by Dr. Richard Lee always uses subtitles (additional writing), usually to emphasize the statement conveyed the subtitle will automatically enlarge. Dr. Richard Lee is also known as an aesthetic content creator. Where in every upload of his posts he always uses cinematic videos to beautify his content. In every content that discusses Dr. Richard Lee's beauty product review, he definitely uses the title, namely:

*if you stop your skincare and this is what happens, you might be using fake skincare.*

This means that Dr. Richard Lee will start discussing dangerous beauty products, or directly give examples of pictures of patients who have damaged skin barriers. Dr. Richard Lee also often responds to netizens' comments using his video reels. He often reviews dangerous beauty products by including evidence of laboratory checks. If you are not a specialist, this cannot be done by just anyone. That makes Dr. Richard Lee different from doctors in general.



**Figure 3.** Grand Opening of Athena Batam Branch

Sources: Media sosial Instagram @dr.richard\_lee

Figure 3 shows Dr. Richard Lee's post on February 29, 2024 with the caption:

*23rd branch opening!!!*

*@athena.batam*

*Next @athena.padang !!!*

*After that, which city will it be?*

*Doctor batam: @beltamaraa*

In the post, Dr. Richard Lee cut the ribbon accompanied by several of his colleagues including doctor

beltamara who wore a pink shirt with a white coat. This event is the 23rd Grand Opening of the Athena branch in batam. in the distinctive points displayed in the @dr.richard\_lee Instagram account is as an inspirational person and famous motivational speaker. Dr. Richard Lee successfully built a cosmetic company that is now growing very rapidly. It is known from the upload of the hops.id website on April 3, 2024 that Dr. Richard Lee is recorded as having 18 Athena clinic branches and 23 companies throughout Indonesia.

The statement Dr Richard Lee successfully emphasized the importance of consistency in values and messages, quality and relevant content, consistent visual aesthetics, active interaction and engagement, and authenticity and self-consistency. The consistency referred to in this case is that the efforts made by Dr. Richard Lee finally get real results such as the Athena clinic which was built from scratch until now has many branches. By applying the distinctive qualities described by the researcher in the previous discussion. Dr. Richard can differentiate himself among other Instagram users, and build a strong self-image to increase his effectiveness on the Instagram platform.

Dr. Richard Lee's expertise in the field of beauty specialists and his ability to communicate well enable him to create personal branding on Instagram. Dr. Richard Lee's good communication is demonstrated through his responsiveness to patients' questions and needs.



**Figure 4.** Dr. Richard Lee's Response to his Followers' DMs

Source : Media sosial Instagram @dr.richard\_lee

Like picture 1 in Dr. Richard Lee's post on March 8, 2023, he received a Direct Message (DM) from his followers:

*Doc, does it change color because the lid is not tight in the wind (message accompanied by a picture of a skincare product with a white container whose contents are black and does not mention the brand name)?*

Then Dr. Richard Lee's response in his caption:

*What do you think about your skincare changing its color to black? Is it because of the wind? 2 people who answered correctly I got free skincare.*

*Note: don't say it's because of oxidized vit C, because as far as I know oxidized vit C is yellow, not black.*

Through the response shown by Dr. Richard Lee in his caption, his followers also answered the question in the comments column, such as on several accounts, namely:



@\_ku.suka My experience from college days using beauty clinic cream if oxidized the color is at most yellow or slightly light brown not that black ☐

@luisa\_mariska Skincare like serum containing vit C but the acid content is too high so when oxidation is difficult to break down. So it will turn brownish, my doctor said it's better not to use it.

@dewitanthy So I remember when selling product A there was a cust from a friend who asked why this cream turned black ... well the leader said this, oh it's okay, it's because it contains vit C and oxidized so it changes color ... Oh my gosh since then I decided to leave because I know this cream is not oxidized but does contain high hydroquinone....

This mutual response activity eventually became a good approach between Dr. Richard Lee and his followers. This is also evidenced by the @dr.richard\_lee account upload on January 17, 2024.



**Figure 5.** Dr. Richard Lee Listens to Netizen Comments

Source : Media sosial Instagram @dr.richard\_lee

It can be seen in Image 1 with the caption:

*"In accordance with the wishes of netizens, a tumor surgery gift for Loga Apriyanti; may it be a blessing for Loga."*

In response to netizens' comments requesting his help to provide a birthday gift in the form of surgery for a woman named Loga, who is suffering from cancer on her face, Dr. Richard explained that not just anyone can perform such an operation. Dr. Richard also minimized the possibility of negative comments if he were to proceed with the surgery himself. However, with good intentions, Dr. Richard agreed to the operation. Not only did he take it upon himself, but Dr. Richard also consulted with the hospital and BPJS (Social Health Insurance) regarding the continuation of the surgery.

It can be seen that Dr. Richard Lee's approach is quite authentic and sincere; he has encouraged active engagement and interaction, allowing him to connect with his followers on a deeper level. As a result, Dr. Richard Lee has successfully distinguished himself from millions of Instagram users and effectively utilized the Instagram platform to build a strong personal brand.

Dr. Richard Lee's uniqueness, achieved through perseverance, has gone through various obstacles in building the Athena clinic, including legal cases and the revocation of his practice license. However, this did not deter Dr. Richard Lee from continuing to fight until he achieved his current

success. He is also known for his various breakthroughs in the beauty field, such as education through social media and the educational content he creates. Dr. Richard Lee always strives to provide the best service for his patients with the latest technology and innovative methods.

His courage in expressing honesty and daring to criticize unsafe and harmful beauty products has enabled many people to be more critical in choosing beauty products they will use. This was evidenced in a post on his account @dr.richard\_lee dated September 1, 2023.



Figure 6. Kartika Putri's Helwa Beauty Product Statement Letter

Source : Media sosial Instagram @dr.richard\_lee

In Image 1, Dr. Richard Lee displays evidence or a statement addressed to Kartika Putri. He also commented on his post, saying:

*"Dear @kartikaputriworld, it is clear what the content is, right? Their side has already acknowledged it... All the education I have conveyed is indeed true.*

*I hope she can also have the heart to say sorry.*

*"It has been a long journey to speak the truth.*

The last sentence written by Dr. Richard Lee refers to his case with Kartika Putri, which has been ongoing for approximately two years. The conflict began when Dr. Richard Lee reviewed Kartika Putri's Helwa Beauty product, stating that there were two dangerous skincare ingredients that should not be sold freely (they should be under medical supervision). Unwilling to accept this, Kartika Putri then filed two cease-and-desist letters regarding: defamation and illegal access. After the legal process, Dr. Richard Lee was deemed a victim of criminalization (innocent).

This situation has made Dr. Richard Lee an active participant in social activities and someone who often helps those in need. He frequently provides free education on health and beauty, which has endeared him to the public and established him as an inspirational figure.

## 2. Relevance

Personal branding is the process of building and strengthening an individual's image or identity with the aim of creating influence and trust in the minds of others. According to previous research by Adah & Murbantoro (2023), relevance in personal branding must be reinforced by what is typically depicted as something considered important by society and has relevance to that person's

personality. In this case, the relevance of Dr. Richard Lee's personal branding on his Instagram encompasses how far the messages and information he conveys relate significantly to his characteristics and expertise as a doctor.

Dr. Richard Lee can use Instagram as a tool to expand his reach and influence a broader audience. By leveraging personal branding, he can provide accurate and useful medical information, explain common health conditions, offer practical advice, and share insights in the medical field. Through relevant content, he can build trust and credibility as a medical expert.

The relevance of personal branding can also be seen in how Dr. Richard Lee communicates information. He can adjust his language and communication style to make it easier for a wider audience to understand, including those without a medical background. In this way, he creates a connection with his audience and influences their thoughts regarding health.

Additionally, relevant personal branding on Instagram may also include the disclosure of consistent personality traits and values, portraying himself as a trustworthy doctor who cares about public health. For example, Dr. Richard Lee could share stories about his personal experiences in treating patients or provide insights into the importance of maintaining mental and physical health.



**Figure 7.** Dr. Richard Lee and Inara Rusli with Athena Clinic Patients

Source : Media sosial Instagram @dr.richard\_lee

As seen in Image 7 from a post on Dr. Richard Lee's Instagram account dated July 23, 2023, with the caption:

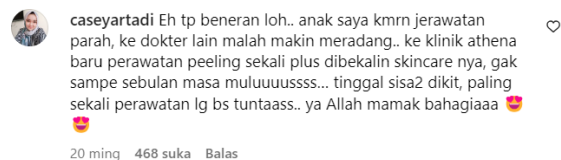
*Better to buy something certain; if it's like this, healing will be difficult and take a long time... Try the WT premium series, highly recommended!! Consult online with me: 0823 85555 963. By the way, on July 25, I will be live on TikTok and will offer COD!! Plus, a special discount!*

*Credit: patient @athena.aceh*

This post discusses Dr. Richard Lee treating a patient, a mother from Aceh who is suffering from ochronosis (mercury and hydroquinone dependency). The patient admitted to using one bottle of a turmeric-based product in 2019. By 2022, dark spots appeared on her face resembling black freckles. In this post, Dr. Richard also explains the long-term effects of mercury use that can lead to cancer in the future.

In this context, the relevance of Dr. Richard Lee's personal branding on his Instagram can have a positive impact on influencing public opinion. By conveying relevant and accurate

information, he can help enhance public understanding and awareness of health issues, as well as inspire them to take better action regarding their own health. Furthermore, through relevant personal branding, Dr. Richard Lee can build a strong reputation as a trusted source of medical information on social media platforms.



**Figure 8.** One of the Netizen Comments on Instagram @dr.richard\_lee

Source : Media sosial Instagram @dr.richard\_lee

The statement in Image 8 is evidenced by a post on Dr. Richard Lee's Instagram account dated November 14, 2023, in a comment by the account @caseyartadi:

*Hey, but it's true... my child had severe acne yesterday, and going to another doctor only made it worse... After just one peeling treatment at Athena Clinic and receiving the skincare, within less than a month, it's so smooth... just a few spots left, probably one more treatment can finish it off... Oh God, I'm so happy!* 🥰🥰

It can be concluded that Dr. Richard Lee conveys relevant messages that inspire the public to be more discerning when choosing beauty products. This allows the public to see the good reputation that Dr. Richard Lee.

However, it is also important to remember that relevant personal branding must adhere to medical ethics and professionalism. Dr. Richard Lee must ensure that the information conveyed is not misleading or confusing for his audience. Additionally, he should maintain patient privacy and avoid excessive or unethical promotion.

### 3. Consistency

Consistency is crucial for building a strong personal brand. A strong personal brand often results from consistent branding efforts through various means. This leads to what is often referred to as brand equity. According to previous research by Pertiwi & Irwansyah (2020), consistency means repeating or reiterating aspects of uniqueness and relevance. Thus, this consistency operates in personal branding that is designed continuously so that the audience can easily and clearly identify the personal brand.

Moreover, consistency is a hallmark of all strong brands. As a brand, an individual will gain acceptance or recognition from others. By building a consistent personal brand on Instagram, one can create strong brand recognition among the audience. When someone sees posts, profile pictures, and stories on Instagram, consistency in visual branding, tone & voice, and content will help the audience recognize the brand and easily distinguish it from others. This helps Dr. Richard Lee create a strong image and enables him to build better relationships with his audience.



Figure 9. Explanation of Johnson Brand Baby Products

Sumber : Media sosial Instagram @dr.richard\_lee

Image 9 shows a Reels video of Dr. Richard Lee holding a Johnson baby powder product with the caption:

*Did you know?? In other countries, it's banned, but why is it safe in Indonesia??  
#justasking*

In the video on his Instagram account @dr.richard\_lee, Dr. Richard Lee consistently provides educational content and beauty product reviews, and he often posts with his family. One of his posts dated July 15, 2023, features Dr. Richard Lee explaining the issue surrounding Johnson baby powder in Indonesia and the United States. In his explanation, Dr. Richard Lee states that Johnson baby powder can cause cancer in America, while the product is still widely sold in the Indonesian market. With honesty and courage, Dr. Richard Lee offers reviews and explanations regarding prevalent issues.

Building a consistent personal brand on Instagram can help Dr. Richard Lee expand his network and create new opportunities. Establishing a strong and credible reputation on this platform can ultimately open doors for collaborations, job opportunities, or meetings with experts and stakeholders in the industry. By leveraging his growing network, Dr. Richard Lee can also enhance visibility and take steps forward in his career or business.



Figure 10. Muri Record Award to Dr. Richard Lee

Source: Media sosial Instagram @dr.richard\_lee

This can also be evidenced by a post on the Instagram account @dr.richard\_lee dated September 26, 2023, with the caption:



*Procedia of Social Sciences and Humanities*  
*International Conference on Emerging New Media and Social Science*

*World Record!! Continuous achievements!!"*

Dr. Richard Lee, in collaboration with one of Indonesia's personal care product manufacturers, Newlab, set a new achievement by breaking the MURI record for the fastest bundling sale of collagen drinks worth 5 billion within 1 hour and 50 minutes. This achievement was made possible through Newlab's collaboration with Dr. Richard Lee, who assisted in selling on the e-commerce platform on September 25, 2023.

Not only that, but the consistency shown by Dr. Richard has also successfully garnered him many endorsements. Through dedication and hard work, Dr. Richard has managed to project a positive self-image, often showcased through his Instagram account. He has attracted the attention of many companies looking to collaborate with him. Additionally, Dr. Richard Lee has successfully built a strong and easily recognizable personal brand identity. He possesses courage, honesty, meticulousness, and has a unique style in delivering his content.

Dr. Richard Lee stays up-to-date with changes around him and understands current market trends. This enables him to create content that is relevant to his followers' interests. Researchers then conducted a study of the Instagram account @dr.richard\_lee, and the results showed that Dr. Richard Lee is active and consistent in posting on his Instagram account. He can upload approximately 14 posts within one week.

This has also significantly impacted the beauty products from his Athena clinic. With Dr. Richard Lee's consistency, his beauty products have become more recognized by the public. He has received many positive responses, making his beauty products highly sought after in the market. Although considered expensive, Dr. Richard Lee's beauty products are still in demand among various segments of society. Thanks to the self-image portrayed by Dr. Richard Lee on social media, he is now increasingly trusted by the public.

#### **IV. CONCLUSION**

Based on the results of this study using the three points of personal branding theory from McNally & Speak, it can be concluded that the utilization of the Instagram application for Dr. Richard Lee's personal branding on his account @dr.richard\_lee has a significant impact on public trust. This trust can be seen from the research conducted by the researcher using the three points from McNally & Speak: a.) uniqueness, b.) relevance, c.) consistency.

First, regarding the point of uniqueness, it is concluded that the uniqueness present in Dr. Richard Lee makes him increasingly liked by the public and recognized as an inspirational figure. Second, in terms of relevance, it is concluded that Dr. Richard Lee's personal branding adheres to medical ethics and professionalism. It can also be ensured that the information conveyed is not misleading or confusing for his audience. Third, concerning consistency, it is concluded that the combination of uniqueness and relevance displayed by Dr. Richard Lee through his active and consistent content posting on Instagram creates a positive image in the eyes of his followers. The conclusion from these three points is that Dr. Richard Lee has successfully utilized the social media platform Instagram to showcase his personal branding.

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