Self-Disclosure as a Form of Personal Branding on Instagram Social Media Platform

Rahmadya Putra Nugraha S[1], Siti Komsiah[2]
[1]Mercu Buana Universit, Jakarta Indonesia
[2]Universitas Persada Indonesia Y.A.I Jakarta, Indonesia

ABSTRACT: This study aims to find out the implementation of self-disclosure on Instagram as a form of personal branding among Radio Broadcasters as well as MCs involved as the members of the "Solo Raya MC" community. To be able to describe a form of self-disclosure in a person, the authors applied the Johari Window self-disclosure theory which classifies self-disclosure into 4 parts. Furthermore, the theory was linked with the concept of personal branding theory by McNally & Speak to be able to understand the aspects of personal branding, namely the forms and assessment of the effectiveness of certain personal branding activity. The study data were collected through direct interviews and document studies, namely by conducting a study on the Instagram accounts of 3 informants involved. Based on the results of the study, it was found that self-disclosure was only focused on sharing information related to the profession. The informants didn't disclose personal issues considered unimportant to convey publicly via Instagram. Their personal branding was formed because they were consistent in making self-disclosures related to their profession that were packaged by highlighting their respective characters to be firmly embedded in the minds of other people or audience.

KEYWORDS: Self-Disclosure, Personal Branding, Social Media, Instagram.

INTRODUCTION

Basically, humans as social beings need to interact or relate to other people. This interaction process is one part of communication since it involves elements of communication, such as the presence of communicators and communicants, messages conveyed, the intent or purpose of the message content, even the responses and effects of the messages exchanged (Mukarom, 2020). Such interaction can be observed in the communication made by someone with friends or colleagues at school, in the office, or in their closest environment (peer group). From the existence of communication between individuals or so called interpersonal communication, a relationship between individuals will be created which is called an interpersonal relationship.

The interpersonal relationship formed will become closer and deeper if both parties are willing to open themselves up by conveying various information related to personal, sensitive, or confidential matters (pakarkomunikasi.com, 2022). The process of conveying various personal, sensitive or confidential information related to oneself is termed self-disclosure.

Devito (2011) explains that self-disclosure has several general characteristics, namely (1) self-disclosure is a type of communication about personal information that is generally stored and then communicated to others; (2) self-disclosure is a person's self-information as knowledge that was not previously known by others and thus must be communicated; (3) self-disclosure is information about oneself about thoughts, feelings and attitudes; (4) self-disclosure can be both informational and specific. Specific information is related to secrets that are disclosed to other people personally and not to everyone; and (5) self-disclosure involves at least another individual. Therefore, self-disclosure is information that must be accepted and understood by other individuals.

Along with the times, self-disclosure is not only done face-to-face, but can also be done through social media. Human communication changes from time to time after new media appears. Relationships between individuals do not only occur at face-to-face meetings but also get mediation through technological devices (Kholisoh & Sulastri, 2017). Internet has changed the way of communication at the interpersonal, group, organizational and inter-cultural levels. The presence of social media increasingly supports individuals to be able to express and disclose themselves freely (Haniza, 2019). There are several types of social media, some of which are: Facebook, Twitter, Instagram, Google+, Youtube, LinkedIn, and there are several other social media. This study focused on Instagram social media platform.

People in this era of globalization use the internet as a medium to find all kinds of information (Suraya et al., 2021). Modern people all over the world can be connected via the internet (Kotler et al., 2019). Social media are defined as internet applications built on the fundamental ideologies and technologies of web 2.0, which enable the creation and exchange of user-generated content (A. M. Kaplan & Haenlein, 2010). The term web 2.0 was first used in 2004 to describe a new technique by which software developers

and users started using WorldWideWeb (www) applications. This is a new platform where applications are no longer created and published by someone but are continuously modified by their users (A. Kaplan & Mazurek, 2018).

Everyone has their own background and way of fulfilling their needs to be recognized by many people. The image of a person will be viewed positively by others because of his ability to be a role model. Besides, it can also form a Personal Branding with personal selling values that are in accordance with what they have and convey, such as talent, personal character, identity, fame, and physical appearance that support them to have their own personal branding that characterizes them (Mujianto, Nurhadi, & Kharismawati, 2021).

Researchers are interested in conducting a study related to Instagram as a form of Personal Branding for Radio Broadcasters as well as Master of Ceremony (MC) involved as the members of the "Solo Raya MC" community. The basic concept of this study was Personal Branding.

LITERATURE REVIEW
Previous Study
One of the studies on self-disclosure was published in the Communications Library Journal in 2019, written by Saifulloh and Siregar entitled "Gofar Hilman's Self-disclosure as an Influencer through Instagram Social Media Platform" (Saifulloh & Siregar, 2019). In this study, the researchers focused on Gofar Hilman's Instagram account of @pergijau which had 148K active followers. This study applied phenomenological theory by Alfred Schutz and the Johari Window model for the analysis. The study resulted in findings related to uploads that were not only in the form of writing, but also in other forms such as sharing photos related to activities, certain quotes, and short videos. The study also revealed that the purpose of doing self-disclosure through Instagram was to release the burdens experienced by the influencer related to the problems he was facing, in addition to sharing what he felt and to inspire others through contents uploaded on his Instagram account.

Interpersonal Communication
Mulyana (2014) explains that understanding face-to-face communication must begin with the formation of a self-concept. That self-concept is our view of who we are, and it can be obtained through information provided by other people. The earliest self-concept is generally influenced by family and other close people around us. They are called the significant others. Our parents or whoever first took care of us were the first to know how we were. Therefore, Mulyana says that humans never communicate with other humans, they are not aware of how they really are and that awareness is obtained from a communication process called interpersonal communication (Azhar, 2018).

Widjaya (in Azhar, 2018) explains that interpersonal communication has the following objectives: 1. to know oneself and others; 2. to know the outside world; 3. to create and maintain relationships; 4. to change attitudes and behavior; and 5. to help others.

Self-disclosure
Self-disclosure has two sides, namely being "open to" and being "open for". Factors that influence self-disclosure are as follows (Yeanita Lestarina, 2012):
a) Group Size. Self-disclosure occurs more easily in small communication groups. In this case, interpersonal communication makes self-disclosure happen more easily and intensely. Group of two is called dyad. This is the best group for self-disclosure process. One of the parties can be an individual who expresses his personality, while the other can understand it more carefully, and then they do the opposite in turn.
b) The feeling of liking. We tend to be more open to people we like than to those we do not like. Feelings of like or love can encourage a person to communicate more and open up more deeply.
c) The dyadic effect. Self-disclosure can occur if the communication partner also makes self-disclosure. This makes individuals feel more secure and strengthens self-disclosure. Dyadic communication is usually spontaneous and informal.
d) Topic. An individual is more likely to open up to certain topics than others. Sensitive or personal topics are less likely to be disclosed.
e) Gender. Another factor behind self-disclosure is gender. According to Judy Pearson (Yeanita Lestarina, 2012), women tend to be more open than men.

To understand ourselves, Joseph Luft and Harrington Ingham introduced a concept known as the Johari Window (Devito, 2011). This is a window glass consisting of four parts, namely the open area, blind area, hidden area and unknown area.

Personal Branding
Personal branding refers to the formation of a self value. Branding is the value given to customers as a combination of design, symbol (logo), sign and name that distinguishes the company's products from competitors. When it comes to brands, people often perceive that it is a name that has a different value to other names. In fact, brand equity has an influence on purchasing decisions towards a product (Khasanah, 2013). Everyone is competing to build their personal branding according to their area of expertise

and interests. Many public figures then use the mass media for various purposes such as increasing reputation, creating a sensation so that their name remains popular, or using the media as promotional media for their business interests, and others (Pattipeilohy, 2015).

Personal branding can also be defined as the process by which people and their careers are branded. Personal branding is a process where a person is considered as a brand by the target market. Thus, it can be concluded that personal branding is a process of shaping public perception of aspects owned by a person, including personality, abilities, or values, and how these stimuli drive positive perceptions from the public which can ultimately be used as a marketing tool (McNally & Speak, 2011).

METHODS
Study Methods
This was a qualitative study with descriptive method. Descriptive study aims to describe the current state of the subject or object of study (a person, institution, community, etc.) based on the facts that exist or present (Ardial, 2014). This study was conducted to describe the implementation of self-disclosure as a form of personal branding among radio broadcasters as well as MCs in Solo City through their Instagram stories and feeds.

Sampling Technique
The samples in this study were Radio Broadcasters and MCs in the Solo Raya area who were involved as the members of the 'Solo Raya MC' community. Informants were determined through purposive sampling technique, namely the technique of determining the study samples through certain considerations (Sugiyono, 2016). Certain criteria to determine the informants were made based on the study objectives. After the informants were determined, then interviews were performed in order to obtain more accurate information. Informant selection was based on criteria that they could be easily met and were not geographically dispersed.

This study fouced to self-disclosure made by individuals who worked as radio broadcasters and MCs in Solo City. The researchers chose samples of radio broadcasters and MCs in Solo City based on certain indicators, namely individuals who did not only undergo one of the two professions, instead both at the same time and they were also members of the 'Solo Raya MC' community by 65 people. However, the researchers further determined a number of criteria from the existing study samples to then become proper informants as follows:

1) Had already registered as a member of the Solo Raya MC Community for approximately 1 year, as evidenced by certain indicators such as following and being followed by the IG account of @mcsoloraya.official, and joining the Whatsapp group of 'Solo Raya MC'.
2) Had or often been involved in activities held by the Solo Raya MC Community, for example member gatherings.
3) Had been or was still a radio broadcaster at one of the radio stations in the Solo Raya area (Surakarta & Sukoharjo).
4) Actively used Instagram based on uploads contained in the stories and feeds.

DISCUSSION
Self-Disclosure of Radio Broadcasters and MCs of Solo Raya via Instagram
One of the models to understand self-disclosure is to review the self-disclosure theory of the Johari Window. The Johari Window theory states that to understand the level of self-disclosure, it is divided into four frames, namely **open area, blind area, hidden area** and **unknown area**. If self-disclosure carried out by radio broadcasters as well as MCs in Solo Raya is related to Johari Window's theory of self-disclosure, then it can be illustrated as follows:

a. Open Area
This open area means that an individual knows well who he or she is in terms of personality, weaknesses, and strengths, as known by other people. In this open area concept, an individual as well as other people have known about who he or she is. Based on self-disclosure made by individuals who worked as radio broadcasters and MCs in Solo Raya, they took the time to share activities, especially those related to their profession through Instagram, both feeds and stories to be known by many people, given that Instagram is included in the public domain. Such act was performed so that they could develop personal branding as active broadcasters and MCs, had lots of experiences, and being considered as good & positive people. Of course, the informants understood that they were making disclosures and understood very well what they conveyed, as well as what were seen by many people on their Instagram accounts.

b. Blind area
This blind area means that a person does not know much about himself, but other people know a lot about him. In this case, the form of self-disclosure made by Solo Raya radio broadcasters and MCs can also be included in the blind quadrant due to quite high frequency level in updating their Instagram contents. All informants who were radio broadcasters and MCs in the Solo Raya area agreed to say that they would make postings regarding their jobs, both on Instagram stories and feeds. Maybe some people could understand that they were busy and productive people, but there were also those who felt annoyed because it was considered as spams, or even as show off acts or so called over-disclosure.

c. Hidden area

In the hidden area quadrant, only we know and understand information about ourselves, while other people don't. That is, we hide information from others and keep it to ourselves. In this study, self-disclosure made by individuals who worked as radio broadcasters and MCs revealed that all informants did openness, but by filtering and not explicitly telling the problems being experienced. These broadcasters and MCs were more likely to show only the positive side in order to develop certain personal branding the way they want. Therefore, other people would not know who they really were, what they saw were only their activities, jobs and achievements, not the problems at hand.

d. Unknown area

This area is the most critical area in communication. This is the part about us that no one else knows, not even ourselves. Self-disclosure made by the broadcasters and MCs of Solo Raya was not included in this area because they and other people knew about themselves.

Based on the discussion regarding four Johari windows, it can be seen that in general self-disclosure made by individuals who worked as radio broadcasters and MCs through Instagram was involved in **3 quadrants**, namely open area, blind area, and hidden area.

Personal Branding of Radio Broadcasters and MCs of Solo Raya via Instagram

Personal branding is a concept about an activity that has the ultimate goal of making the public have a positive view of oneself, so that it can lead to trust and loyalty (McNally & Speak, 2011). Personal brand is a perception that is embedded and maintained in the minds of others. Based on the results of the study conducted, it can be seen that the informants were individuals who worked as radio broadcasters and MCs in Solo Raya who developed their personal branding by utilizing the features on Instagram such as uploading photos and videos, both on Instagram stories and feeds, to make interactions through comments, replied stories or direct messages (DM), sas well as writing captions as a form of provoking other people's interactions or reactions. They really optimized Instagram as a medium to develop their personal branding.

To conduct an analysis related to personal branding made by Solo Raya broadcasters and MCs, the researchers applied three aspects of McNally & Speak's personal branding. There are three main dimensions that form personal branding, namely individual abilities or competencies, styles, and standards (McNally & Speak, 2011)**.**

In accordance with the first aspect of personal branding explained by McNelly & Speak, namely individual ability or competence, the Solo Raya radio broadcasters and MCs really highlighted their profession which is a distinct competence in the field of public speaking, which in fact not everyone can own it. If one looks at the contents they uploaded on Instagram, especially in the feeds section, it can be seen that the majority of their contents contained photos or videos that described professional activities as a radio broadcaster and an MC.

Although their personal branding had the same goal, there were some differences in style and delivery method. Some did personal branding by branding themselves as they were. There were also those who deliberately chose certain framing to form a desired personal brand.

As for an activity that was carried out consciously or intentionally, Solo Raya radio broadcasters and MCs also had their own standards in assessing how effective or successful their personal branding was on Instagram. Those standards consisted of general standards such as the number of comments/likes on uploaded feeds or how many people saw insta-story, to standards that assessed significance on how many job offers/endorsements came in, or even the embedded personal branding in other people's minds.

In line with the indicators used as the basis for conducting the analysis in this study, (Williams, 2010) also has several indicators that are similar, including authentic which is in line with individual competence and presentation style. According to him, authentic means being yourself and being your own brand. A person must be formed from a true personality that reflects the character, behavior, values, and vision of the self. Those aspects must also be in tune with personal ambitions.

CONCLUSIONS

Based on the presentation and analysis of data regarding the implementation of self-disclosure as a form of personal branding through Instagram among individuals involved as the members of the "Solo Raya MC" community, it can be concluded that they formed their personal branding by self-disclosure via Instagram on their respective personal accounts, which generally uploaded in certain forms, namely by showing their activities related to their profession, sharing information about education, or positive things. They did not show problems or other sides of themselves considered unimportant to convey.

Furthermore, in relation to self-disclosure based on the Johari Window model, it can be concluded that self-disclosure in this study was generally performed in the hidden window quadrant. In general, they uploaded various things that they really wanted to show, but still kept secrets to themselves. Self-disclosure through Instagram was more focused on their profession which aimed to attract sympathy and attention and develop positive perceptions.

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