

ABSTRACT

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Sipit Gaming's Personal Branding Strategy on Social Media Through the YouTube Account @sipitgaming Hd

Keywords : Personal Branding, Social Media, SipitGamingHD, Self-Presentation Theory

(xi + 69 + Appendix)

The aim of this research is to find out what communication strategies Sipit Gaming uses in building its personal branding on social media via the YouTube account @sipitgaminghd. Personal branding is very important because it influences how people see us, both professionally and personally. Personal branding helps us build a good image about ourselves. The research method used is a qualitative method with Self-Presentation Theory and the Constructivism Paradigm. There are two methods for collecting data, namely primary data by conducting interviews and secondary data, namely data obtained from the internet, books and journals and also the results of documentation during interviews as reinforcement for primary data. The research results show that @sipitgaminghd has succeeded in creating a unique identity that depicts expertise in the world of gaming. A friendly speaking style, unique dressing style, and active interaction with followers are the keys to success in a personal branding strategy.

References (2001 – 2023)