

ABSTRACT

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Komunikasi Kontroversial sebagai Strategi dalam Membangun Personal Branding di Instagram (Studi Kasus Pada Aktor Aldi Taher)

Kata kunci: Controversial Communication, Personal Branding, Social Media, Instagram, Dramatism, Aldi Taher

(xi + 87 + Appendices)

This study aims to analyze the controversial communication strategies that Aldi Taher uses to build his personal brand on Instagram. His tendency to appear eccentric and absurd in the digital space has sparked both support and criticism, yet he has maintained his presence as a public figure. This study employs a qualitative approach using the case study method. Data collection techniques include observing Instagram content, conducting in-depth interviews with the management team, and reviewing supporting documentation. The theoretical framework is Kenneth Burke's dramaturgy, which analyzes the five elements of act, scene, agent, agency, and purpose. The research findings suggest that Aldi Taher consistently uses unconventional and spontaneous communication methods to capture public attention. This strategy is organic and not based on editorial plans or algorithmic research yet remains effective in creating anomalies that drive audience engagement. Aldi Taher's personal branding is shaped by the uniqueness of his expressions, the integration of religious, entertainment, and absurd elements, and the leveraging of viral momentum on social media. This study demonstrates that, when implemented consistently, in line with one's character, and relevant to the digital ecosystem, controversial communication strategies can be an effective tool in building a public image.

Bibliography (2015-2024)