

# The Effect of Personal Branding Instagram Account @tantrinamirah on the Confidence Level of Followers

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## ABSTRACT

### Keywords

Personal Branding  
Confidence  
Instagram

The popularity of Instagram gave birth to influencers who use Instagram to build an image for their followers. This study aims to determine how much influence the personal branding built by influencer namely Tantri Namirah on her Instagram towards on the level of confidence of her followers. The sampling technique used convenience sampling, 100 samples were obtained using a questionnaire that had been tested for validity and reliability. The data analysis technique uses simple linear regression. The results of this study are that there is an influence between Tantri Namirah's personal branding on followers' self-confidence with a determination coefficient value of 0.310. The partial t value of this study is 6.927, so the result of this study showed that Tantri Namirah's personal branding on her Instagram had a significantly positive effect on increasing followers' self-confidence.

## 1. Introduction

Nowadays, the world is in an era with rapid advances in information and communication technology. The rapid advancement of technology has created sources of information and communication that are too broad from what humans already have (Ahmad, 2012). The internet is one of these developments that makes it easier for users to obtain various information. The ease of accessing the internet gave birth to social media to interact with other people in a wide range. Through social media, anyone with internet access can share their thoughts, ideas, materials and life online with millions of people who have the possibility to interact with them. Social media creates new personal or business relationships. Users who become consumers of social media can turn into creators of the content that has been created (Petruca, 2016). Social media has the potential as a means of marketing, mass communication, as well as media public relations. Social media is interactive, relatively cheap, fast, and easy to reach a wider target audience compared to conventional media (Yuliarti, 2020).

One of social media that widely be used by people today is Instagram. Instagram is a photo and video sharing application that allows users to take pictures and videos by using digital filters and share them on various social networking services, including Instagram itself. The popularity of Instagram among many people has spawned many celebgrams (Instagram celebrities), both from those who are already well-known and from ordinary people (Yuliarti, 2020). Many of them use the mass media to increase their reputation, create a sensation to become popular, or use it as a promotional medium for business purposes, and so on (Butar Butar & Ali, 2018). Instagram celebrities or what are commonly called influencers, are increasingly emerging with a variety of unique characters, as well as different styles to support a good image on their Instagram account. Celebgram need to have their own uniqueness so that it can be distinguished from other celebgrams. This uniqueness is built with good personal branding as the main thing in creating it (Butar Butar & Ali, 2018).

Influencers started their career in social media by creating content that builds a different image through personal branding. Personal Branding is one way to carry out public relations activities on social media that individuals need to show their identity more clearly. This is intended to prove that the individual is interesting, unique, and different from other individuals, so that they can be easily

recognized and remembered. Personal Branding can control other people's perception of yourself before other people have a direct meeting with yourself. Personal Branding is able to build connections. The more unique and different an individual is, the more it makes other individuals interested and curious about the life of the individual. This can add more instagram followers on social media (Yuliarti, 2020). The key to strengthen personal branding is consistency. If consistency in personal branding is unstable, the result will be loss of trust and impressions of other people towards an individual (Rusdiana & Sidik, 2020).

One of several Influencer accounts on Instagram, who has unique personal branding in her posts on Instagram is Tantri Namirah. Tantri Namirah's account has a lot of followers, namely 420.000 followers and has 1,457 instagram posts. In her post, Tantri Namirah builds personal branding with confidence in unique appearance. Tantri always combines clothes with different motifs and colors, but still looks fashionable. Tantri Namirah is a fashion influencer who was born on August 22, 1990. Tantri started her career in 2008 at the Pond's Face Campaign and is increasingly known in the world of entertainment after joining the world of acting. In addition, Tantri is known to be proficient in designing clothes and mixing and matching clothes. Then, Tantri Namirah collaborated with several fashion brands, namely Meccanism, Klamby, Oemah Etnik, and Uniqlo. After collaborating with many fashion brands, Tantri opened a business with her own brand, namely Namira The Label and House of KYNKY.

Tantri Namirah's creativity in combining clothes and using props in creating content to upload to her Instagram has managed to attract the attention of her Instagram followers. This is supported by the number of likes on each upload. The likes uploaded by the owner of the Instagram account @tantrinamirah can reach around 17,000 likes. According to Montoya, personal branding is an art that attracts many consumers by actively creating public perceptions (Indah & Rachman, 2020). The uniqueness and creativity of uploading Tantri Namirah's Instagram account, which has garnered a lot of attention, has resulted in the formation of various influential public perceptions.

The formation of public perception of personal branding that was built by Tantri Namirah, can be found in the comments section on her Instagram posts. The following are comments written by several accounts:



**Fig. 1.** Comments on Instagram Tantri Namirah

In the comment sections on Tantri Namirah's Instagram account, it proved that the personal branding carried out by influencer Tantri Namirah had a direct or indirect impact on the personality aspects of followers. Personal branding is the process of forming public perceptions of several aspects that a person has, namely; personality, abilities, and value. One possible aspect of personality can be influenced by personal branding built by influencers, namely self-confidence (Yunitasari & Japarianto, 2013). Confidence is important for an individual in developing activity and creativity. Self-

confidence does not grow by itself, but rather grows from a healthy and sustainable interaction process in the individual's social environment (Syam, 2017). The personal branding built by Tantri Namirah on her Instagram posts is able to respond to followers wanting to try new things.

## 2. Literature Review

### 2.1 Credibility Theory

The theory of credibility explains that an individual will be more likely to be persuaded when the communicator or person delivering the communication message shows himself as a credible individual, in other words, communication sources that have high credibility will be more effective in changing one's opinion than communication sources with low credibility. (Winoto, 2015). According to Winoto, there are three components of source credibility, namely:

1. Expertise, which is the impression formed by the recipient regarding the ability of persuasive communication sources related to the topic being discussed. Expertise has similarities with authoritativeness, namely the communicator's expertise in understanding the subject presented, how the audience perceives the communicator's intelligence, the information he possesses, his competence, and his authority.
2. Trustworthy, which is the recipient's opinion about the source of communication related to his character such as honesty, sincerity, fairness, politeness, ethical behavior or vice versa.
3. Attractiveness, which includes physical and non-physical attractiveness of the communicator. This factor is one of the complements in establishing source credibility.

### 2.2 Social Cognitive Theory

Bandura developed the principle of human functioning in the publication of Social Foundations of Thought and Action: A Social Cognitive Theory. From a social cognitive perspective, individuals are seen as having the ability to be proactive and self-regulating rather than being merely figures formed or controlled by the environment. Individuals are also understood to have self-beliefs which allow them to practice controlling the thoughts, feelings, and actions of these individuals (Mukhid, 2009).

Research conducted by (Indah & Rachman, 2020), (Yuliarti, 2020), (Sartika, 2020) and (Rusdiana & Sidik, 2020), stated that personal branding carried out by people who have a significant effect on followers' trust in the media social. Social media is very influential in aspects of today's life. However, in some of these studies personal branding does not discuss the influence on self-confidence. Therefore, researchers in this study will discuss the influence of personal branding built by research subjects on followers' self-confidence by using the theory of credibility, which is regarding audience perceptions of the nature of communicators. Using Bandura's social cognitive theory that individuals are seen as having the ability to be proactive and self-regulate rather than merely being controlled by the environment.

## 3. Method

### 3.1. Population and Sample

According to Ulber (2015), population is the total number of a unit or element which is the origin of the sample taken for measurement. In this study, @tantrinamirah followers follow the @tantrinamirah Instagram account. The total number of followers on the @tantrinamirah Instagram account is 420 thousand followers.

The sample is part of the population to be studied (Ulber, 2015). The sample in this study was taken using a convenience sampling technique. The convenience sampling technique is method to take respondents as a sample based on accidental or coincidence but it still fulfills the requirements as respondents. Respondents who met the requirements in this study were followers of the @tantrinamirah Instagram account who filled out a Google form questionnaire that was distributed via direct messages. This study used a sample based on the slovin formula with an established error tolerance limit of 10%. Researchers examined 100 respondents from followers of the @tantrinamirah

Instagram account for this research. The slovin formula was used to determine the minimum number of samples needed if the population size was known (Husein, 2002).

$$n = \frac{N}{1 + Ne^2} \quad n = \frac{420.000}{1 + (420.000)(0,1)^2}$$

$$n = 99,97$$

(rounded to 100)

Explanation:

N: Total Population (420.000)

n: sample

e: margin error, 10% (0,1)

### 3.2. Data Collection Techniques

The data collection technique in this study used a questionnaire. The technique was used by providing questions that had been prepared by researchers to be given to the respondents for getting data of responses or information (Sugiyono, 2018). This online-based questionnaire used an intermediary Google Form which were filled in by followers of the Instagram account @tantrinamirah. The principle of writing a questionnaire involved several content factors and the purpose for measuring them. The scale on the questionnaire used was a Likert Scale. Each question item was given a score with a weight of 1 to 5, starting from Strongly Agree (SS), Agree (S), Less Agree (KS), Disagree (TS), Strongly Disagree (STS).

### 3.3. Data Validity Test

The validity test showed how far and accurate of the measuring device could measure the variable to be measured. If the size represented a construct, then the research size instrument was valid (Ulber, 2015). The validity test carried out on respondents outside the @tantrinamirah follower population who had the same or similar characteristics as the @tantrinamirah account. To find the coefficient value, the researcher used the *Pearson product moment* formula as follows:

$$r = \frac{n \cdot \Sigma(XY) - (\Sigma X)(\Sigma Y)}{\sqrt{\{n \Sigma X^2 - (\Sigma X)^2\} \{n \Sigma Y^2 - (\Sigma Y)^2\}}}$$

### 3.4. Data Reliability Test

Reliability test is a value that shows the consistency of a measuring device in measuring the extent to which measurement results using the same object producing the same data (Sugiyono, 2012). The reliability test of the questionnaire in this study used the *Alpha Cornbach formula*:

$$\alpha = \left[ \frac{K}{K - 1} \right] \left( 1 - \frac{\Sigma s_i^2}{s_x^2} \right)$$

### 3.5. Hypothesis

H0 = There is no personal branding effect on the level of confidence of followers of the @tantrinamirah Instagram account

Ha = There is an influence of personal branding on the level of confidence of followers of the @tantrinamirah Instagram account

### 3.6. Data analysis technique

Data analysis in this study used simple linear regression analysis, which was a regression that had one independent or independent variable and one dependent or dependent variable (Sujarweni, 2012). The purpose of the regression was to test the effect of one variable on another. The formula was used as follows:

$$Y = a + bx$$

## 4. Result and Discussion

### 4.1. Variable X Personal Branding Recapitulation

Item No	Sub Variable X	Total Score	Ideal Score	%
1-3	Competency	728	885	82.30%
4-7	styles	739	792	69.30%
8-10	Standard	527	651	81.00%
<b>Total Score</b>		<b>1994</b>	<b>2328</b>	<b>77.53%</b>

The total score of sub-variable X is 1994 with an ideal score of 2328, so a percentage score of 77.5% is obtained. Thus, personal branding was included in the **Agree category**.

### 4.2. Variable Y Confidence Recapitulation

Item No	Sub Variable Y	Total Score	Ideal Score	%
11-13	Belief in Self Abilities	832	954	77.20%
14-16	Optimistic	628	618	80.60%
17-18	Objective	727	884	82.20%
19-20	Responsible	549	666	82.40%
21-22	Rational	838	858	75.70%
<b>Total Score</b>		<b>3574</b>	<b>3980</b>	<b>79.62%</b>

The total score of the Y sub-variable is 3574 with an ideal score of 3980, so a percentage score of 79.6% is obtained. Thus, personal branding included in the **Agree category**.

### 4.3. Normality test

Significance value  $0.084 > 0.05$ , it concluded that the residual values were normally distributed.

### 4.4. Simple Linear Regression Test Results

- The constant value of unstandardized coefficients (a) is 16,729 and the value of the regression coefficient (b) is 0.379 which is used as a reference in making the regression equation with the formula  $Y = a + bX$  so that the simple linear regression equation of this study is:  **$Y = 16,729 + 0.379X$**
- Significance value (Sig.) is as big 0.000 Which where number the  $< 0.05$  so that If associated with base follower confidence level so  $H_a$  accepted And  $H_0$  is rejected which it means hypothesis "There is influence between personal branding on the confidence of followers" can be accepted.
- The R value or correlation coefficient is equal to 0.638 \_ which is where it means that there is a strong correlation between variable X and variable Y because number it approaches number 1
- R square or the value of the coefficient of determination is equal to 0. 310 which it has meaning that variable X influences variable Y with bigthe effect of 31 % and 69 % other influenced by variables who does not researched in this research.

#### 4.5. T and F Test Results

- a. Mark t Partial study this is 6,927 which number is  $>$  the t table value of 1,671 so if it associated with base taking decision, so  $H_a$  is accepted And  $H_0$  is rejected so that in a manner Partial, "There is influence between variable X to variable Y"
- b. Results test F show that mark Sig.  $<$  alpha or  $0.000 < 0.05$ , which means variable personal branding affects the variable level of followers' confidence.

The data proves that Tantri Namirah's personal branding influences the self-confidence of her followers. Respondents' responses that they were interested in Tantri's creativity as well as the personality she showed on Instagram led to positive perceptions from her followers. It can be concluded that research supports the credibility theory that an individual is more likely to be persuaded when the communicator or person conveying the communication message shows himself as a credible individual. And also, the cognitive theory that individuals are seen as capable of being proactive and self-regulating.

#### 5. Conclusion

Based on the results of research conducted on The Effect of Personal Branding Instagram Account @tantrinamirah on Followers Confidence that the significance value (Sig.) is 0.000 which is  $< 0.05$  so if it is related to the basic level of followers' confidence then  $H_a$  is accepted and  $H_0$  is rejected, which means the hypothesis "There is an influence between personal branding on followers' self-confidence" can be accepted. The R square value or the coefficient of determination is 0.310, this means that the X variable affects the Y variable with a large influence of 31% and the other 69% is influenced by variables not examined in this study. Based on the output table above, it can be seen that the partial t value of this study is 6,927, meaning that number  $>$  t table value of 1,671 so that if it is related to the basis for decision making,  $H_a$  is accepted and  $H_0$  is rejected so that partially, "There is an influence between variable X on variable Y". The conclusion of this study is that Tantri Namirah's personal branding on Instagram has a significant positive effect on increasing followers' self-confidence.

#### 6. Acknowledgments

The researchers thank the University of Muhammadiyah Yogyakarta for the facilities and funding for this research so that researchers can complete this research well. The researchers also thank all those who were involved in this research.

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