Sisca Kohl Personal Branding on Instagram @SiscaKohl

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Abstract. This study aims to determine the personal branding of influencer Sisca Kohl. Sisca Kohl is a celebgram, Instagram content creator who often makes food and product review content. . Sisca kohl reviews food and products in large quantities. Sisca kohl has been active on tiktok since 2018. reviewing food and products with a small amount but with a large amount. Sisca kohl has also been active on Tiktok since 2018. The research method used is descriptive qualitative, with 10 informants who follow Sisca Kohl's Instagram. Data collection with interviews and documentation. . Research results regarding Montoya's 8 personal branding concepts on Sisca Kohl through Instagram @siscakohl, namely specializing in food review videos. Having personal branding is important for everyone, including for a celebrity or other important person. Forming a personal branding must be based on the reality of life by doing various positive activities that can strengthen personal branding, because personal branding based on needs alone cannot form good personal branding because the process of building personal branding is not easy and instant.

Keywords: personal branding, instagram

1 Introduction

This research aims to find out the *personal branding of influencer* Sisca Kohl. Sisca Kohl is a celebgram, Instagram content creator who often creates food and product review content. Sisca kohl reviews food and products in large quantities. Sisca kohl has been active on *Tik Tok* since 2018. Sisca Kohl became famous for her *viral* video breaking a piggy bank from her elementary school which contained a number of RP.100,000 and Rp.50,000. this girl who was born in 2002 is also nicknamed a *food vlogger*, and is a celebrity and *Tik Tok of* Chinese descent from Tangerang. Sisca Koh l is not only active on Instagram which is followed by 1.8 million people. Also actively creating content on *Tiktok*. And youtube with 1.36 million *subscribers*.

With the *opening* video "Cook in the check room!". Researchers chose Sisca Kohl because it is unique and when reviewing food with a large amount and every upload on Sisca Kohl's Instagram has more varied food *review* content.

The outline in the concept of *personal branding* is how a person shows a uniqueness and difference from within himself, what are the advantages that a person can show so that it can have more value and how also a person builds a good and positive impression in front of others. And nowadays social media can be a person's facility in building a *personal branding*. Especially *Instagram*. including Sisca Kohl who builds her personal branding through her personal Instagram by creating food review content and various kinds.[1]

How to build *personal branding* through *Instagram* often raises pros and cons from other social media users from positive to negative responses. The emergence of *Instagram* provides

different changes to the style of interaction in society, such as how a person's current assessment does not need to meet in person but by looking at profile photos and activities carried out on Instagram can be used as a reference in assessing others.[2] There are even new types of jobs that have emerged because of *Instagram*. so that how *Instagram is* able to shape and package the *personal branding of* its users so as to produce a new style of interaction.[3]

The problem that occurs without others realizing and intentionally is imperfect personal branding. There are still quite a large number of people who do not realize they have built personal branding, but are not strategic and effective so that their *personal branding* they build fails because it is covered by their weaknesses.[4] Not only that, the development of technology now also provides a different style of community communication and the existence of New Media.[5]

Developing technology makes it easier for someone to access various kinds of information, such as on Instagram, Facebook, and blogs. Social media has become an existence tool to show identity to the social level that a person creates.[6]

This information produces a communication, as a social being humans are not used to being away from interaction with other humans, humans need communication as a means of either personal or group, because humans need other people.[7]

Social media is seen as an efficient tool and medium for communication and sales activities. It is related to Sisca Kohl because she uses Instagram to build her personal branding. Sisca Kohl is an *Instagram* celebrity or *influencer* who likes to review food and unique items and then she uploads them on *Instagram*, *Tik Tok*, and *Youtube*.[8]

And this *Instagram* application is widely used by people including teenagers and adults. The appearance of *Instagram* itself which is very visual then encourages users to upload their best videos and photos.[9] And some of them upload *videos* and photos with their own concepts and styles in such a way that is useful for the appearance of their posts to be a neat arrangement of *videos* and photos and different from other users.[10] That's why Instagram makes it easy for users to show self-image by using existing features, namely the selected photo *filters*, photo captions and so on. So that other people or other users can infer a person's life and personality from his Instagram profile photo.[11]

2   Research Methods

The method used is descriptive qualitative. Qualitative approach as a research procedure that produces descriptive data written or spoken words from people and behaviors that can be observed.[12]

Researchers chose qualitative methods because adjusting qualitative methods makes it easier when researchers are dealing with multiple realities, and this method presents data directly related to researchers and their informants. The subject of this research is Sisca Kohl, who is the main source or informant in this research. And the object is the thing that is the target in a study [13]

The object of this research is *Instagram* @Sisca Kohl. Research variables are the basis of the research subject.[2] The subject of this research is Sisca Kohl's *personal branding* when reviewing and creating food content on her Instagram account.

The location in this study is the subject of research related to the research and in accordance with the context related to the research theme.[14]. Researchers when choosing a location in the study must choose the right location, situation and conditions of the region. The location of this

research is in Sidoarjo, Sidoarjo was chosen as the research location, and a housing complex located at Bumi Candi Asri RT 4 RW 4. Candi, Ngampelsari. Sidoarjo. In this study, researchers chose 10 people who have Instagram accounts as informants and aim to get a variety of interesting and different answers in this study.

The type of data used in compiling this research comes from two types of data collected by researchers, namely: Primary data is data obtained directly from the source or object under study or has something to do with what is being studied. Primary data is specifically collected by researchers to answer problem formulations or questions in research and has been previously analyzed based on the results of observations and interviews. Data obtained from recorded interviews with informants to get opinions and opinions about sisca kohl's personal branding in reviewing food on her Instagram @siscakohl. Secondary data is a source of research data obtained by researchers indirectly through intermediary media, as well as from Sisca Kohl's youtube, instagram, and *Tik Tok* accounts and websites on the internet related to the research theme.[1]

In-depth Interview An interview is a conversational activity with a specific purpose and intent. This conversation is carried out by two people, the interviewer who asks questions and the interviewee by this interviewer who provides answers and responses to questions given by the interviewer.[5] During in-depth interviews with 10 informants and researchers used a technique in the form of an interview guide containing systematic and directed open questions. The interview guide in question is a question that has been made by the researcher beforehand. The interview took place informally in order to provide a relaxed atmosphere so that informants were comfortable and could respond openly without discomfort.[5]

Observation In the form of deliberate and systematic observations of individual activities or objects to be investigated or researched on the Instagram account @siscakohl, the life of a subject related to problem solving from either a theoretical or practical perception.[2] Researchers observe and see the subject of research through uploads on social media instagram, this technique has the aim of obtaining other information, understanding more in the research conducted by researchers. And the subject of this research is Sisca Kohl's Instagram account which is the main source in this research.

This research analyzes data by means of descriptive analysis, which is an analysis that explains the state or status of an activity or event in words or sentences. Then separated by category to produce conclusions. So in this study the data obtained in the field, both those obtained from interviews or documentation are described or presented in the form of sequential words, not in the form of numbers in statistical research, and are separated and adjusted to the problem formulation in this study. [12]

Data reduction is a process of selection, centralization, attention to data simplification, attention to data simplification, abstracting data from information. Data presentation includes steps to organize the data that has been obtained by researchers, that is, connecting one group of data with another group of data makes the data that has been analyzed into one unit, making it easier for researchers to present the data.[15]

3   Results and Discussion

Based on research and interviews conducted by researchers to find out Sisca Kohl's personal branding when reviewing food on *Instagram* social media @siscakohl. Then the discussion is

associated with descriptive analysis, which is an analysis that explains the state or status of an activity or event with words or sentences. Then separated by category to produce conclusions.

So in this research, the data obtained in the field, whether obtained from interviews or documentation, is described or presented in the form of consecutive words, not in the form of numbers in statistical research, and separated and adjusted to the problem formulation in this study.

From the results of the research conducted by researchers, they have found 8 concepts of Sisca Kohl's *personal branding,* namely:

1. *Specialization* (*The Law Of Specialization*) Sisca kohl has a characteristic in creating food review content of various types and with a large number, her accent, and the food review carried out by sisca kohl is also a type of food that is different from others starting from the price and also the place of origin of the food. As well as another characteristic is the style of speech during the opening and closing of the video 'let's try' and 'good luck' this explains that sisca kohl wants to be seen as a celebrity who is different from other celebrities in reviewing food.

2. *Leadership* (*The Law Of Leadership)* In each of her food review videos, Sisca Kohl is often seen reviewing food alone rather than with other people or inviting her sister, which means that she is the main person in each of her food review content. From the responses and answers of all informants, it can be said that this is true, then it can be concluded that sisca kohl more often makes individual review content than with other people or her sister, which shows that she is the main person in all the review content she creates and does.

3. *Personality* (*The Law Of Personality*) From her food review video and interview informant responses, Sisca Kohl is a person who has a smiling, cheerful, and simple and energetic nature, Sisca Kohl's personality is a cool person, and also after reviewing the food she reviews in large quantities it is then shared with the surrounding people, such as her household assistants, online motorcycle taxis and her employees from it explains that Sisca Kohl is a positive person for the people around her and where she lives.

4. *Distinction* (*The Law Of Distinctiveness)* Every video review of sisca kohl's food shows differences that are not owned by other celebrities, namely the style of speech, the amount of food that is strange, the style of dress, the food is a lot, expensive and luxurious, another differentiator of sisca kohl's review content is that she displays the luxury of her house, where usually celebrities and ordinary krator content use a plain background and do not show the house, which other celebrities do not do even though if they do it will not be like what sisca kohl does.

5. *Visibility (The Law Of Visibilty)* In her food review video, Sisca Kohl wears clothes that viewers think are different and expensive, namely Sisca Kohl's style has a simple, elegant *style* and still looks luxurious, including branded, and sisca kohl has a fashionable style that is not too flashy or prominent but is still interesting to know but not to buy because of its high price, and sisca kohl's stye is actually the same as other celebrities, but the clothes used by sisca kohl include simple, high class, stylist and branded clothes but remain simple and sometimes adjust to the content of the review.

6. *The Law Of Unity* Sisca Kohl's personality displayed on her Instagram account is that Sisca Kohl has a good, cheerful and friendly character. But it could be that the traits and characters and other things that she displays are exactly the same as what she shows in her food

review content videos on Instagram and we cannot conclude that the person is good or not just from her Instagram, because Instagram is only an intermediary for Sisca Kohl's personal branding.

7. *Persistence* (*The Law Of Persintence)* Sisca kohl is included in the criteria that follow trends and developments in social media, by making food reviews that are viral or trending among many people but in a different way, and he is consistent in creating personal branding in this celebrity or content creator where he only creates more food review content than product review content. and he is quite consistent and persistent in building personal branding, and the themes given are also different in each different food review, actively uploading new reels with different food reviews every week and being consistent in everything such as opening and closing. And he is quite consistent and steadfast in building personal branding, and the themes given are also different in each different food *review*, actively uploading new reels with different food reviews every week and being consistent in everything such as opening and closing that does not change.

8. *Goodwill (The Law Of Goodwill*) Sisca kohl forms her goodwill or good name by the way when reviewing food or products she also promotes the food or product, and does not reply to bad comments against her in the comments column. And other good intentions in this video review, Sisca Kohl also mentions the brand of the tools used when reviewing food such as MITO brand cooking utensils.

Because when Sisca Kohl did a food review she also mentioned the name and brand of the food she reviewed, it was a good thing for the food she reviewed. Because it is true that every food or product reviewed by Sisca Kohl mentions the *brand*, brand, and store where she got the food and product review. From this response, Sisca Kohl's activities do have a good impact on other parties, namely those who have products or food reviewed by Sisca Kohl.

The results of this research are then associated with the theory used by researchers, namely Montoya's personal branding. Personal branding is a product, whether goods or services, so that the brand is remembered in the hearts and minds of the public with all its characteristics and disferences, therefore an effort called branding is needed. In Personal Branding theory Monotoya has 8 *Personal Branding* concepts, namely: Specialization *(The Law Of Specialization*), Leadership (The Law Of *Leadership*), *Personality (The Law Of Personality)*, *Distinction (The Law Of Distinctiveness), Visibility (The Law Of Visibilty),* Unity (The Law Of *Unity), Persistence* (The Law Of *Persistence*).[15] The theory was chosen by the researcher to be an auxiliary tool and reference in Sisca Kohl's *personal branding*. From the research and interviews that have been conducted by researchers to find out Sisca Kohl's personal branding when reviewing food on social media.

Instagram @siscakohl. Then the discussion is associated with descriptive analysis, which is an analysis that explains the state or status of an activity or event in words or sentences. Then separated by category to produce conclusions. So in this study the data obtained in the field, both those obtained from interviews or documentation are described or presented in the form of sequential words, not in the form of numbers in statistical research, and are separated and adjusted to the problem formulation in this study.

4   Conclusions

The conclusion of this study is based on Montoya's Personal *Branding* theory on Sisca Kohl's *Personal Branding* when reviewing food through Instagram @siscakohl, namely in the specialization of the food review video, Sisca Kohl reviews food and characteristics in creating food review content of various types and with a large number, her accent, and the food review carried out by Sisca Kohl is also a type of food that is different from other people starting from the price and also the place of origin of the food.

In terms of leadership, Sisca Kohl is the main person on all her food review content that she uploads on her Instagram. In terms of personality, Sisca Kohl is a person who has a smiling, cheerful, and simple nature and provides a positive atmosphere for the people around her. In terms of differences, Sisca Kohl has differences that are not owned by other celebrities, namely the style of speech, the amount of food she reviews, closing and opening videos, style of dress. In terms of the appearance of sisca kohl from dressing which according to the viewers and followers is different and expensive, namely branded, glamorous, high class, elegant clothes. in terms of unity The personality of sisca kohl displayed on her Instagram account is that sisca kohl has a good, cheerful and friendly character. In terms of constancy, Sisca kohl is included in the criteria that follow trends and developments in social media, by making food reviews that are viral or trending among many people but in a different way, and is consistent in uploading food review content on her Instagram. Good intentions or good name by the way when reviewing food or products he also promotes the food or product Sisca Kohl's activities do have a good impact on other parties, namely those who have products or food reviewed by Sisca Kohl, and he does not reply to bad comments against him in the comments column on his Instagram.

Suggestion: Based on the research that has been conducted by researchers from the results of research on Sisca Kohl's personal branding when reviewing food on Instagram, researchers provide suggestions that might be used or considered. For students or other researchers, especially students of the communication science education program, it is hoped that this research can be used as a reference for similar research on personal branding, and if necessary also examine the use of social media as a second account or the use of closes friends on features on social media instagram. A personal branding formation has a strong relationship between activities and social media carried out to become a self-character for someone who produces a difference, views or perceptions, and positive responses from followers and a strong audience. The formation of personal branding is not only through social media, but can be done in various ways and aspects.

Acknowledgments

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