

ABSTRAK

Nama : C. Rimbi Edna Putri Arnimas
Program Studi : Magister Komunikasi
Judul : *Personal Branding* Politisi Melalui Media Sosial
(Analisis Semiotika Instagram Ridwan Kamil)

(xiii + 150 halaman: 21 gambar; 6 tabel)

Media sosial menjadi fenomena baru dalam dunia komunikasi politik untuk membentuk citra di era digital. Instagram sebagai salah satu platform media sosial digunakan sebagai media *branding* di ruang virtual untuk mengelola kesan. Tesis ini membahas bagaimana representasi *personal brand* Ridwan Kamil sebagai politisi melalui instagram.

Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian analisis isi, teknik semiotika dari Charles S Peirce yang dikenal dengan konsep *triangle meaning*, yaitu hubungan antara representamen, objek dan *interpretant*. Pengumpulan data penelitian dilakukan dengan data primer, yaitu observasi akun Instagram Ridwan Kamil, serta data sekunder berupa studi kepustakaan dan dokumentasi yang terkait dengan penelitian.

Hasil penelitian menunjukkan bahwa *personal branding* melalui instagram secara kreatif dengan menggunakan *sign activity* membentuk *positioning* dan diferensiasi dalam politik serta mengkonstruksi identitas Ridwan Kamil sebagai pemimpin yang dibutuhkan di era digital.

Kata kunci: *Personal Branding*, Instagram, Ridwan Kamil, Semiotika Charles S Peirce, *Impression Management*, Komunikasi Politik

Referensi: 47 (1959-2016)

ABSTRACT

Name : C. Rimbi Edna Putri Arnimas

Major : Master of Communication

**Title : Politician Personal Branding Through Social Media
(Semiotic Analysis of Ridwan Kamil's Instagram)**

(xiii + 150 page: 21 pictures; 6 tables)

Social media has become a new phenomenon in the world of communication to build image in the digital era. Instagram as one of media social platform has been used as branding media in the virtual space to manage impression. This thesis discuss how is the representation of Ridwan Kamil's personal brand as a politician through Instagram.

This research uses qualitative approach by methodes of content analysis, semiotic technic of Charles S Peirce who is well known through his concept of triangle of meanings, which explain the relations between representament, object and interpretant. Research data collection conducted by primary data, which is direct observation of Ridwan Kamil's Instagram, and through secondary data in form of literature and document study which correlates with this research.

The research shows that personal branding built creatively through the instagram by means of sign activity create positioning and differentiation in politics and reconstruct the identity of Ridwan Kamil as a leader needed in the digital era.

Keywords : Personal Branding, Instagram, Ridwan Kamil, Semiotics of Charles S Peirce, Impression Management, Political Communication

Reference: 47 (1959-2016)