

PUBLIC RELATIONS STRATEGY IN BUILDING PERSONAL BRANDING OF VISUAL ARTISTS

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ABSTRACT

Personal branding is a way to describe yourself briefly and is easy to remember. With Muklay's personal branding in the arts as a visual artist, Muklay needs a public relations strategy to build personal branding to make it easier to get closer to the public. Then this research will explain how the public relations strategy in terms of PENCILS strategy to build personal branding. This research uses a qualitative method with a narrative approach. Data collection techniques through interviews, observation, and documentation. In-depth interviews were conducted with key informants namely Muklay and additional informants namely from Gardu House, Detik.com, and one of Muklay's clients. The results of this research indicate that Muklay has built personal branding as a visual artist through publications, events, news, dealing with the community, dealing with the media, lobbying and negotiating, and participating in social activities. The PENCILS strategy proved to be successful with the breadth of Muklay's relations with many people who had different backgrounds, not just in the arts

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1. INTRODUCTION

Every human being in this world has their own uniqueness or characteristics. This uniqueness or characteristic can come from the name, face, nature, character, talent, and many things that can distinguish one individual from another. With this uniqueness or characteristic, each individual will be more easily recognized and remembered by other individuals. Brand is a name, term, sign, symbol, design, or a combination of these, which identifies who makes, sells that product. Many see that the brand is an important part of a product (Kotler & Armstrong, 2001: 33). However, brands are not only owned by companies and their various derivatives, brands are also built on individuals.

This aims to build characteristics and image on the individual. This is commonly referred to as personal branding which is a way for someone to increase one's selling value. In addition, it is also a way to describe oneself briefly and easily remembered. Fine art is a branch of art that forms works of art with media that can be captured by the sense of sight (eyes) and can be felt by the sense of touch or touch. This impression is created by processing the concepts of points, lines, planes, shapes, volumes, colors, textures, and lighting with aesthetic references.

A Public Relations Strategy in Building the Personal Branding of Visual Artists (Qualitative Descriptive Study of Public Relations Strategies in Building Muklay's Personal Branding as a Visual Artist) who creates an art form, which is referred to as a visual artist, will evoke an expression, beauty, love, and various things that poured in a medium that can be seen directly or can be touched. Muchlis Fachri or better known as Muklay is a young visual artist from Jakarta who has the characteristics of producing works such as striking, unique colors and depicting cute monsters.

With works that are easy for the senses to remember, Muklay has led him to hold exhibitions in Jakarta, Bandung, Yogyakarta, to foreign countries such as Singapore, Malaysia, Hong Kong and Berlin. Apart from holding exhibitions, Muklay has also collaborated with well-known brands in Indonesia. With Muklay's personal branding in the arts as a visual artist, Muklay needs a public relations strategy to build this personal branding so that it is easier for him to approach the public.

So the researcher is interested in knowing more about the personal branding formed by Muklay in terms of the public relations strategy, namely PENCILS so that it can be glimpsed and attract many well-

known brands in Indonesia to invite him to collaborate. Based on the background described above, the researcher formulates the problem, namely: How is Muklay's public relations strategy in building personal branding in terms of the PENCILS concept? The objectives to be achieved in this research are: 1. Knowing the public relations strategy undertaken by Muklay in building personal branding in terms of the PENCILS concept. 2. Knowing the media used by Muklay in carrying out the PENCILS strategy.

Symbolic Interaction Theory Symbolic interaction is an activity that is characteristic of humans, namely communication or the exchange of symbols that are given meaning. Blumer also brings together ideas about symbolic interaction through his writings, and is also enriched with ideas from John Dewey, William I. Thomas, and Charles H. Cooley (Mulyana, 2001:68). Symbolic interactions are based on ideas about individuals as well as their interactions with society.

The essence of symbolic interaction is an activity that is characteristic of humans, namely communication or the exchange of symbols that are given meaning. This perspective suggests that human behavior should be seen as a process that allows humans to shape and regulate their behavior by considering the expectations of other people who become their interaction partners. Public Relations Public relations (PR) is a management function that builds and maintains good and beneficial relationships between an organization and the publics that influence its success or failure. (Cutlip, Center, and Broom, 2011: 6).

In Jefkins (2003: 9) the definition of public relations according to the (British) Institute of Public Relations (IPR) is the whole effort that is carried out in a planned and sustainable manner in order to create and maintain good will (good-will) and also mutual understanding between an organization and all audience. According to Cutlip and Center in Effendy (2009:116)

public relations is the management function which evaluates public attitudes, identifies the policies and procedures of a person or organization in the public interest, and plans and executes a program of activities to gain public understanding and support. From the understanding of public relations according to the experts above, it can be concluded that public relations are all efforts that are systematically arranged and carried out in a planned manner. As well as being a liaison between an organization and all its audiences in order to achieve specific goals. In carrying out public relations activities, a strategy is needed to achieve the objectives of the activity itself.

Personal Branding

Personal branding is a personal identity that is able to create an emotional response to other people about the qualities and values that person has (O'Brien in Haroen, 2014: 13). Personal branding can also be said as a process by which people and their careers are marked as a brand. Personal branding is a process in which a person is seen as a brand (brand) Public Relations Strategy in Building Visual Artist Personal Branding (Qualitative Descriptive Study of Public Relations Strategy in Building Muklay's Personalbranding as a Visual Artist) by the target market (Lair, Sullivan, and Cheney, 2005: 35). Personal branding is everything about you that sells and differentiates, such as your message, personality and marketing tactics.

Based on the definition of personal branding from experts, it can be concluded that personal branding is where an individual is seen as a brand that sells and differentiates from other individuals. Fine Art Fine art is art that is visible to the senses of sight and its form consists of visual elements in the form of points, lines, planes or space, shape or form, color, darkness, and texture (Suryahadi, 2008:21).

According to Maria and Biarezky (2015: 10) fine art is a branch of art that prioritizes the expression of the artist's ideas or concepts into forms that stimulate the sense of sight. But in its development, today's art forms have even gone beyond the limitations of the visual itself. A work of art today can also provide an auditory experience.

Touch interaction (tactile), and provoking the viewer's thoughts (Maria and Biarezky, 2015:10). Fine art, according to some experts, can be concluded as a work created by an artist that is visible to the senses of sight. Types of fine art can be in the form of paintings, photographs, drawings, sculptures, illustrations, and others.

Previous Research This previous research is one of the references for researchers in conducting research so that researchers can enrich the theory used in studying the research to be carried out. The first previous research entitled Public Relations Strategy in Supporting the Marketing of the National Power Plant (PLN) by Novi Anggraeni, Mukarto Siswoyo, and Farida Nurfalah as researchers. Then the Public Relations Strategy in Improving the Omni Hospital Alam Sutera Brand Image by Agnesya Liberty as a researcher. And finally with the title Public Relations Strategy in Forming Public Opinion (Descriptive Study

Regarding Public Relations Strategy in Forming Public Opinion of PT PLN (Persero) in North Sumatra Region) by Annisa Marhamah as a researcher.

From the three previous studies, researchers can conclude that the public relations strategy can be used for various activities. As in the previous research in supporting marketing, increasing brand image, and also in forming public opinion. Similar to the research that the researchers did, the public relations strategy used to build personal branding.

2. METHODS

This research is a qualitative research with a narrative approach. Using a narrative approach, this study describes Muklay's life as a visual artist from the beginning of his career to the present.

2.1. Object Of Research

In this study, the object to be examined is the public relations strategy in terms of the PENCILS strategy undertaken by Muklay in building personal branding. The research object can be explained as follows: 1. Publications & Publicity Researchers will examine how Muklay publishes as an effort to introduce his works of art. 2. Event Researchers will also examine how Muklay designed an event with the aim of introducing the works of art he produces. 3. News In addition, researchers will also examine how Muklay creates news about his art. 4. Community Involvement This research will also examine how Muklay maintains social contact and also maintains good relations with the community and the public, both with his art connoisseurs and with people who don't know his work, and with prospective clients and clients. 5.

Identity-Media Researchers will examine how Muklay builds relationships with the media. Public Relations Strategy in Building Personal Branding of Visual Artists (Qualitative Descriptive Study of Public Relations Strategies in Building Muklay's Personal Branding as a Visual Artist 6. Lobbying and Negotiation Examines how Muklay makes efforts to persuade and negotiate with various parties. 7. Social Investment And researchers will examine programs that created by Muklay with his works of art that are beneficial to social interests and welfare.

2.2. Data Sources and Units of Analysis

- 1) Key Informant. In this study, the key informant, namely Muchlis Fachri or Muklay, was the person who was the subject of this study. 2. Additional informants. In this study, additional informants were selected based on those who had good relations and had also worked with Muklay.
- 2) As for additional informants. Namely Budiman Setiawan (curator at Gardu House), Pingkan Anggraini (reporter from Detik.com), and Josevin Dearmando Haloho (as one of Muklay's clients). Data Validity

2.3. To test the validity of the data

In this research, it was carried out by means of source triangulation, data collection technique triangulation, and time triangulation.

2.4. Data collection technique

In this study, data were collected using face-to-face interviews or face-to-face interviews with key informants and additional informants. Then make direct observations or research into the field, namely visiting Muklay's activities in exhibiting his work. During the observation, the researcher paid attention to Muklay's activities. Observation activities are supported by document material in the form of official data, photos and videos during the observation.

2.5. Data analysis

Researchers analyzed the data in this study by reducing data, namely summarizing and selecting the main data and focusing on important things. Then after being reduced, the next step is presenting data in various forms such as brief descriptions, charts, tables, and pictures. And the final step is to conclude all the data that has been obtained.

3. RESULT AND DISCUSSION

Results and Discussion Publication of Muklay's Artworks (Publications) Muklay publishes his artworks on various social media such as Facebook, Flickr, Blogspot, and Tumblr. However, currently Muklay is only focused on publishing his works on social media Instagram with the username @muklay.

Social media has several functions that are useful for every user. One of them is the function of communication. By using social media, communication can be more effective and efficient. This is also used by Muklay in communicating with his followers who cannot see his work in person.

By uploading photos of Muklay's work, his followers on Instagram can still see his work even if they don't come to certain events in person. Social media also has benefits, one of which is as a medium for buying and selling transactions. Many of Muklay's followers also buy works through the Instagram feature, namely DM (direct message). Besides being easy to reach, Muklay can also get to know his buyers personally. For publishing works by uploading photos of works, Muklay has his own strategy, which is to always use good quality photos and pay attention to the use of captions to hashtags.

Muklay's strategy in publishing works is also Muklay's style on Instagram. This is one of the aspects in the formation of personal branding, namely Muklay as a visual artist, if seen from his Instagram account, which consistently uploads the work he produces. Events in Introducing Muklay Art Works (Event) Events are activities that aim to introduce or popularize something (Hardiman, 2006:39).

According to researchers, every event Muklay runs, from exhibitions to collaborations, is an activity to introduce or popularize the works of art he produces. Commission activities (ordering works) and collaborations (collaboration with Public Relations Strategy in Building Personal Branding of Visual Artists (Qualitative Descriptive Study of Public Relations Strategies in Building Muklay's Personal Branding as Visual Artists) *Komuniologi Journal* Volume 16 Number 2, September 2019 108 brands) are included in special events, namely events that are special in nature and carried out at certain moments outside the routine events of the work program (Kriyantono, 2012: 24). Because the two activities are carried out depending on the existence of those who invite cooperation. Meanwhile, art exhibition activities are included in calendar events, namely routine activities held at certain times (Kriyantono, 2012:24). Muklay always tries to hold or follow it every year. Even though it is not regularly scheduled every year at the same time, until now from 2010 to 2019 Muklay has held and participated in exhibitions for nine consecutive years. One of the objectives of the event, according to Ruslan (2012: 231), is to get new partners through special events that are designed in an interesting and creative way. From every event that Muklay has run to introduce his art to the public, Muklay has achieved his goal of getting new partners or relations from each event. The relationships you get are not only from artists, but many are from outside the art world such as celebrities to influencers.

News About Muklay's Art Works (News) Muklay does not write about his works or events. However, many outsiders wrote about Muklay and his work, whose information was obtained from interviews by journalists or journalists from each media on Muklay. As in one of the news published by Detik.com with the title 'Muklay's words about the Illuminati symbol in the RAN outfit at the closing of the Asian Games'. In the news, Muklay provides an explanation of the definition of the symbol that the public assumes is a symbol of the Illuminati. In the news the researcher also saw that there were 2 (two) news values or news values, namely: 1. Conflict. The researcher sees that there is a conflict in the news, namely the views of some of the public regarding Illuminati symbols in the work that Muklay created for RAN. 2. Important. The researcher sees this news as important because it provides an explanation for public opinion regarding Illuminati symbols in the work that Muklay created for RAN.

Muklay's Relations with the Community (Community Involvement) At the beginning of his career, Muklay was active in the Kopi Keliling community, which is a movement in the form of various creative activities that present Indonesian artists. but has resigned because it is not in one vision. Currently muklay does not join any community but still maintains friendly relations with a community called Gardu House. Muklay's relationship with Gardu House is a form of normative linkage, namely organizational relations with other organizations that face the same problems or have the same values (Esman in Yudarwati, 2004: 151). Muklay and Gardu House come from the same background and share the same values, namely art. Muklay's way of keeping in touch and communicating with the community personally is through Instagram by commenting on each other on each account. Community relations is not a program from the company for the community but a program for the company and the community (Irianta, 2004:71).

Likewise, Muklay's relationship with Gardu House as a community, both benefit from this good relationship. The benefits derived from both are mutually beneficial so that the relationship between the two is getting closer and better. With Muklay's competence or ability in the field of art which is one aspect of building personal branding, Muklay has innovative ideas for friends at Gardu House. Muklay also helped develop opportunities for friends at Gardu House to be more advanced in their work and paved the way for collaboration in many ways. Muklay's Relations with the Media (Identity Media) Muklay has good relations with the media through journalists from the media. This relationship can be said to be by building a personal relationship with the media, namely the Public Relations Strategy in Building Visual Artist

Personal Branding (Qualitative Descriptive Study of Public Relations Strategies in Building Muklay's Personal Branding as a Visual Artist).

The strategy is to build a personal relationship between PR and the mass media (Sumirat and Ardianto in Darmastuti, 2012: 159). In front of the media, Muklay is himself, making no effort to elicit a positive response from the public. By being yourself in front of the media, you are willing to provide correct and valid or reliable information in accordance with article III of the Public Relations Professional Code of Ethics, namely not to disseminate information that is incorrect or misleading so that it can tarnish the public relations profession (<https://www.perhumas.or.id>).

So in building personal branding, Muklay still wants to be himself even in front of the media. This is what makes his relationship with the media run well because there is no falsification of the image he creates to be displayed in the media. This was also acknowledged by the Detik.com media which acknowledged that Muklay had a transparent attitude in front of the media by being able to explain his work honestly.

It can be concluded that this is Muklay's style in building personal branding. Style is a way of relating to other people. Likewise with Muklay in front of the media. One of the functions of media relations is to improve relations with various publics (Saputra & Nasrullah, 2014: 134). Like Muklay, who received coverage from various media, which attracted more public to glance at his art. Lobbying and Negotiation Activities Muklay as a visual artist also conducts lobbying and negotiation activities that are usually carried out with clients and art collectors when ordering and purchasing works of art. Lobbying is done by maintaining relationships and communication that usually takes place on social media. Then negotiations were carried out regarding the concept of the work to be made and also the cost of the work. Like the commission carried out by Josevin, the result of lobbying and negotiations was in the form of an agreement on the concept of work and costs. The negotiation strategy used by Muklay at the beginning of his career was lose-win, which is the strategy chosen if one party deliberately gives in to benefit from their defeat (Nofriansyah, 2015: 5).

Muklay accepted the defeat in order to get benefits, namely getting a job from the commission. Meanwhile, for now, Muklay has used a win-win negotiation strategy, which is the strategy chosen when the disputing parties want a resolution to the problem that is ultimately taken to benefit both parties (Nofriansyah, 2015:5). Muklay and the client have their own opinions on the concepts Muklay proposed. But in the end, after Muklay convinced the client, both of them agreed on the proposed concept.

The lobbying and negotiation activities also include Muklay's competence or ability to form personal branding. Muklay's Social Activities in Society (Social Investment) A public relations practitioner has a social responsibility in public relations activities which shows that the company has concern for the community. This will improve the company's image in the public eye (Kriyantono, 2012:24-25). It is the same with Muklay who takes part in social activities in the form of art auctions held by Our Daily Dose whose proceeds will be donated to victims of natural disasters. And also get a positive image from the public seen from the effects obtained from charity activities, namely getting additional relationships and also coverage by the media. In addition, it also brought collaboration with the NIKE brand as a result of the event. Media Used by Muklay in Implementing the PENCILS Strategy Based on the explanation above regarding the discussion of the PENCILS strategy implemented by Muklay in building personal branding, there are media to carry out this strategy.

Cangara (in Batubara, 2011) classifies the types of communication media according to their characteristics into four types, namely: 1. In publishing his artwork and news about his work using the mass media. The use of mass media so that it can be seen and enjoyed by an unlimited number of audiences.

Public Relations Strategy in Building Personal Branding for Visual Artists (Qualitative Descriptive Study of Public Relations Strategies in Building Muklay's Personal Branding as a Visual Artist). Muklay uses public media to organize events and social activities. With these public media will bring audiences to come to the event. 3. Muklay also uses interpersonal media types in dealing with the media and in lobbying and negotiation activities. This is because these activities require in-depth communication between individuals. 4. And Muklay uses group media to connect with the community, namely the Gardu House community. With group media, namely carrying out joint activities, it can bring benefits to both.

4. CONCLUSION

Conclusion From the results of research conducted by researchers on key informants and additional informants, it can be seen that Muklay has carried out public relations activities in terms of the PENCILS strategy, namely publications, events, news, community relations, media relations, lobbying and negotiations, and take part in social activities. With the PENCILS strategy, Muklay's relations broaden with many audiences who like Muklay's work, coming from diverse backgrounds, not just in the arts.

In carrying out the PENCILS strategy, Muklay uses four types of communication media according to their characteristics, namely interpersonal media, group media, public media, and mass media. Using these four types of media can cover all the various segments to get personal branding.

It can also be concluded that Muklay's personal branding as a visual artist can be seen from: Competence or Ability. Muklay has competence or ability in the field of art, namely making works in the form of images that are unique, namely striking colors, unique, and in the form of cute monster characters. Then it is applied in several media such as bags, clothes, to installations. In addition, Muklay also has skills in lobbying and negotiating with clients and collectors. Style or Style. Muklay has a style as an artist which can be seen from the consistent way he publishes his work on his Instagram account. Then also in dealing with the community and journalists from various media. Standard. Muklay does not set a certain standard for himself. Especially in front of the media, Muklay tries to be himself in all situations. According to him the work he produces is more important than his attitude.

Researchers hope that this research will be an evaluation for Muklay and Indonesian artists in building personal branding as a visual artist. By undergoing this research, researchers realized that public relations strategies can also help in building personal branding.

As for suggestions that researchers can give, namely: It is hoped that Muklay can make news about activities related to his artwork so that the public can find out about the activities he is doing and at the same time be able to invite the audience to take part in other activities in the future. Establish relationships with more communities so that more and more communities will be helped to move forward with Muklay. In building personal branding, Muklay should pay more attention to his attitude in front of audiences, especially in front of the media. This will form a good image so that more people invite collaboration.

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