



Construction of Audience Perceptions of Jang Hansol's Personal Branding in YouTube Vlog Content at Santa Maria Catholic High School Malang

(A Phenomenological Study of Korean Roemit YouTube Vlog Content)

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ABSTRACT

With the increasingly rapid development of technology and information, it is necessary to follow changes in the use of information technology as part of cultural changes in society itself. And currently social media is the most effective medium for promotion and information fields that can be used to see the extent to which people care and care about other people's work. One of the information and promotion platforms is YouTube as an audio visual that is easy to see and hear. by society. A person who has a YouTube account is called a YouTuber. The term YouTuber has become popular in recent years, and YouTubers have emerged with daily vlog content. A YouTuber who has many subscribers with positive content is Jang Hansol with the name YouTube Korea Reomit. This YouTuber from South Korea started his career on August 26 2016. Netizens have become well-known to his name because of his ability to speak Javanese, complete with his trademark medhok accent, because he has lived in Indonesia, especially the city of Malang, for dozens of years. This research uses qualitative methods to obtain overall results and conclusions. This research examines social reality using a tectonic model. The constructivist model is almost the antithesis of the understanding that places observation and objectivity in the search for facts or science. This model views social science as a systematic analysis of socially meaningful action through direct and detailed observation of social actors involved in creating and maintaining/administering managing their social world. The results of this research from the sensation stage show that audience vision allows a person to observe facial expressions, body gestures and visual appearances which are part of a person's personal branding. Information processed through the sense of sight helps the audience form an initial impression of the person, such as whether they exhibit confidence, expertise, or a certain personality. Audiences use the sense of sight to form an initial impression of someone's personal branding through observing facial expressions, body gestures and visual appearance. Audiences use their sense of hearing to form an initial impression of other people's personal branding by capturing voice intonation, speaking style and verbal messages, as well as providing information based on what they hear. The conclusion of this research is that Jang Hansol's personal branding through online platforms is the key to building her unique identity and achieving professional goals. Audiences experience stages of sensation, attention, and interpretation when watching Jang Hansol's actions. The opinions formed from his personal branding reflect the diversity of perspectives and audiences' understanding of the character and values he displays. Jang Hansol's personal branding also influences the formation of audience trust, with consistency, authenticity and integrity being key elements in this process. The trust that is built influences how the audience interacts with Jang Hansol in the future. Apart from that, Jang Hansol's personal branding also influences audience decisions.

Keywords: Audience Perception, Personal Branding, New Media.

1. INTRODUCTION

In this era of technological progress, communication is something that is very easy for almost everyone in the world to do and it could be said that communication is limitless. The use of communication tools in the form of gadgets and supported by an extensive internet network has become a field in itself for everyone who wants and wants

to take advantage of this technology. Stimulus received from both the social environment and information technology will give rise to perceptions about everything that is part of life.

Perception is also defined as a way of organizing precise clues, past experiences, and emotional information that gives us a structured and meaningful picture of a particular situation (Suwarno, 1992). The concept of perception is a method of interpreting and adapting environmental stimulus patterns (Keraf, 2004). Perception also gives meaning to the environment by an individual (Navis, 2006).

Each individual's perception is related to personal opinions that respond to a particular issue, one of which is the perception of a person's personality or what is known as personal branding. Branding carried out by an individual is important for someone to gain recognition, support and confidence in themselves, especially when that person has a unique and different appeal. In simple terms, we can call personal branding as imaging or image building. The uniqueness that will be highlighted can be a continuous message that you want to build so that other people will judge the individual based on the message they are trying to convey

With the internet, it is now easier to build a personal brand and we can build our own brand as much as we want. The more positive a brand is built, the more it will influence other people to have positive views and perceptions of the role, personality, abilities, appearance and services provided. If someone's personal branding is strong enough, the public will increasingly trust that brand (Yunitasari, C., & Japariato, 2013).

A personal brand is an image or idea that appears in people's minds about what they see or hear. The personal brand that is built must be linked to what the target audience considers important (Rampersad, 2008b). Personal branding is built for everyone involved in life and fully supports careers in the field of work. People who care about their personal branding seem to care more about themselves. There are many benefits that can be felt when forming a self-image, namely adjusting the way other people see each individual, building broad relationships, building trust and making it easier for each individual in their career so that each individual can always learn a lot to hone their abilities and skills (Marsya, 2021). We can highlight many positive people on social media. The people closest to social media technology are people who fall into the millennial category.

The term millennial has often been heard in our ears lately. The word millennial comes from two American historians, William Strauss and Neil Howe. Millennials or Generation Y can also be called Generation Me or Echo Boomers. In fact, there are no specific statistical rules that determine this generation. However, some experts classify them based on the first and last year. The Generation Y grouping is for those born in 1980-1990 or early 2000. In early 2016, Ericsson Indonesia interviewed 4,000 respondents from 24 countries around the world. The results of this interview show 10 Consumer Lab Trends, some of which pay special attention to the behavior of the millennial generation and the shift in behavior that changes along with technological advances. Throughout this year, several predictions made by Ericsson have been proven, one of which is the Native Streaming behavior which is now increasingly popular (Esther, 2016).

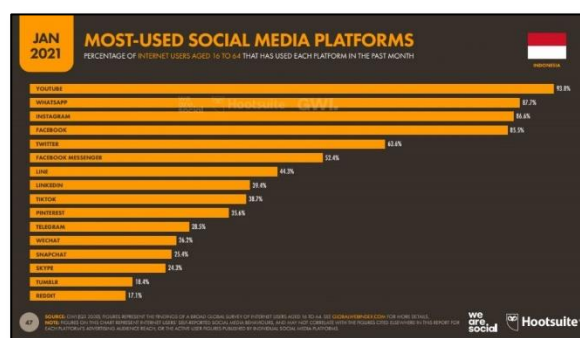


Figure 1. List of most frequently used social media (Source: Hootsuite (We are Social): Indonesian Digital Report, 2021)

With the rapid development of technology, the need for communication and access to information is also increasing at this time. The internet is one of the most important aspects in meeting the need to communicate and obtain information. One of the most widely used ways to fulfill these needs is social media. Currently, social media has become the main reporting platform and news source for society. The social media that is most popular and is in the top 1 is YouTube (Wearesocial, 2021).

YouTube is a video sharing service provided by Google for users to load, watch and share video clips. YouTube is the embodiment of the technological transformation of the Internet, from what started as a web for reading, to a web for viewing and watching (Wilson, 2015). Currently, YouTube is the most popular website, watched by thousands of people every day. The trend of people watching YouTube is increasing 60% per year and 40% per day. YouTube viewership will triple every year. YouTube has more than 1 billion users on its site alone, nearly a third of all Internet users (Faiqah, F., Nadjib, M., & Amir, 2017).

As of March 2015, content creators on YouTube have uploaded 10,000 videos because creating an account or channel on YouTube and getting subscribers or views can make money. Over time, more and more people create YouTube accounts, which opens up job opportunities. YouTube users can watch hundreds of millions of hours of video every day and generate billions of views. YouTube reaches an average audience between the ages of 18 and 34. There are various videos available on YouTube, ranging from Music, Films, News and Information, Sports, Lifestyle, Gaming, and Vlogs (David et al., 2017).

Google says 57% of YouTube users are looking for entertainment and 86% are looking for new information. The role of YouTube in Indonesia as a means of publishing video information continues to grow. The number of hours of information transferred from Indonesia is doubling per year. According to a survey, 92% of Indonesian users said that their first goal in accessing YouTube was to find interesting content on various topics (Kurniawan, 2018).

Malang City is a tourist destination and the second largest city in East Java after Surabaya. The Malang tribe is known to be religious, active, hardworking, outspoken and proud of its identity as Arek Malang (AREMA). Most of the residents of Malang city are of Javanese descent. However, the Javanese in Malang compared to Javanese society in general are somewhat stricter and more egalitarian. One reason is Surabaya's remoteness from the "palace" which is considered the center of Javanese culture. There are also several minority ethnic groups such as Madurese, Arabs, Chinese and others. As an educational city, Malang is also home to students from various regions in Indonesia, some of whom have even formed their own community forums. East Javanese dialect, Javanese and Madurese are the everyday languages of the Malang people. Among the younger generation, there is a typical Malang dialect called 'boso walikan', which involves pronouncing words backwards, for example Malang in Ngalam. The language style in Malang is known to be stiff and rigid, like rough Javanese in general. This shows the attitude of someone who is firm, straightforward and doesn't like gossip (Jatim.bpk.go.id, 2008).

What Hansol has achieved so far is the result of accidents. Initially, many of Hansol's friends wanted to know about the ins and outs of Korea and also Hansol's ability to communicate in medhok Javanese. Based on this, Hansol finally decided to answer via YouTube. From the results of this video, it was unexpected that there were so many positive responses from netizens. On this basis, Hansol regularly uploads vlogs containing discussions about Korea and Indonesia, especially the city of Malang, so that the target market for Hansol's YouTube videos is the people of Indonesia and the people of Malang. Hansol not only speaks Javanese but can also speak the typical Malang slang, so the name of his YouTube account is Korea Roemit, which means Korea Timoer.

Hansol's uniqueness makes many people interested and curious. So many Korean TV shows want to invite Hansol to share stories. Thanks to his love for Indonesia, Hansol is willing to go back and forth between Korea and Indonesia to participate in several events in Indonesia. Currently it is known that the number of Hansol subscribers has reached 5.1 million, with a total of 600 videos, so it is not surprising that the uploaded videos are always trending. There is no special category for each uploaded video.

The content that Hansol usually uploads is about Korean life, mukbang videos about food, daily vlogs, and there is new content, namely detective reomit which discusses cases that are widely discussed in Korea. All the content uploaded by Hansol has received a positive response, we can see this from Hansol's friendly and interactive nature with his bolo-bolo (the term for Hansol's fans and subscribers). Apart from interactive communication, Hansol also thinks about editing that is not monotonous so that it can be enjoyed and is not boring.

The drama of Hansol's life actually started after high school when he was about to enroll in college at Korea University. However, he did not qualify because his high school educational background did not meet the qualifications. This didn't discourage him, so Hansol tried his luck again. While waiting to register for college again the following year, Hansol filled his time by working as a freelancer on several Korean TV stations and also worked as a tour guide. After a gap of one year of waiting, Hansol was finally accepted to study in the Business Management study program at the Royal Melbourne Institute of Technology in Singapore. In this place, Hansol successfully completed his undergraduate program in 2 years and 9 months.



Figure 2. Reomit Korean YouTube Content Upload
 "After living for a long time in Korea... this is what I don't feel... (negative side)"
 Source: (Youtube Korea Reomit, 2022)

Recently, Hansol also published content entitled "After living for a long time in Korea.. this is what I don't feel.. (negative side)" and uploaded it on January 8 2022. In the video which is 16 minutes 35 seconds long, Hansol explains that He felt foreign in Korea as his home country, because Hansol had lived in Indonesia for 16 years and had only returned to live in Korea for 5 years. So, because of the closeness and relationship between Indonesian culture, especially Javanese, which was adopted by Hansol, this was the cause of the emergence of elements of discomfort that Hansol experienced while living in Korea.

Hansol also said that culture in Korea is very different from culture in Indonesia, for example, an unfriendly and individualistic attitude. So the researchers saw that there was a big influence between Indonesian culture which ultimately shaped Hansol's personality and apparently he couldn't apply it while living in Korea, because Hansol felt he had a different character from Korean people who had lived in Korea since birth. So the author found that Indonesia, especially the city of Malang, is very attached to Hansol.

By nationality, Hansol is originally from South Korea, but in 1998 Hansol was taken by his parents to Malang, East Java. Since then, Hansol has become accustomed to mingling with Javanese people. Even from kindergarten, elementary school, middle school, to high school, Hansol lived and studied in Malang. Even though he was listed as the only foreigner in his high school, he had a number of achievements. Entered high school majoring in science, was chairman of the student council, won a parallel championship and was sent to take part in a science olympiad. Even now, Hansol still follows the student council account of Santa Maria Catholic High School in Malang, which indicates the closeness between Hansol and the high school where he studied.

SMAK Santa Maria is a Catholic junior high school. It was founded in 1960 in Malang City by Sister Henrica Maria Verhoef, roughly known as Sister Gérard. SMAK is also known as SMAK Langsep because of its location on Jl. Langsep Malang city. The high school is managed by the Association of French Girls, which continues the educational and pedagogical work of the Institut Zusters Van Onze Lieve Vrouw. The school's motto is "C2H (Capability, Creativity, Innovation and Harmony)". An interesting aspect of choosing the scope of research in this study refers to the character of Jang Hansol, who in every content when he returns to Malang always mentions the name of his alma mater. In this content, Hansol also often talks about his experiences while studying at SMAK Santa Maria Malang, even through his Vlog explaining that while studying at this school, Hansol, who was President of the OSIS in the 2011-2012 period, is always remembered by teachers and to this day teachers those at SMAK Santa Maria Malang still welcomed Hansol's arrival.

The close relationship between Hansol, Malang City, and Santa Maria Malang Catholic High School made researchers interested in establishing Santa Maria Malang High School as the scope of research in this study. This is the background for the author to choose SMAK Santa Maria Malang as the scope of the research, because the conditions of Jang Hansol and the city of Malang are closely related, especially because Jang Hansol is one of the alumni or alumna at SMAK Santa Maria Malang who graduated in 2012. According to the researcher The similarity factor is an important factor as a determinant of interpersonal attraction which does not rule out the possibility of supporting the process of forming personal branding. These similarities are a tool for frequent meetings, contact, and proximity to residence or area of origin. These three things are in accordance with Hansol's situation, which has an

attachment to SMAK Santa Maria Malang which helps Hansol's efforts in presenting his personal branding to viewers of the Korean Reomit YouTube channel.

2. LITERATURE REVIEW

2.1 New Media

It cannot be denied that the emergence of new media has changed public communication patterns. New media, in this case the internet, has more or less influenced the way individuals communicate with other individuals. The internet is currently present to fulfill human needs in transmitting and obtaining information.

The existence of social media as new media makes the Internet the most appropriate means for spreading the impact and influence of social media. Traditional media does not always need the Internet, but social media and other new media in the future will rely heavily on Internet services. Social media would not exist without the internet. The existence of the internet requires balanced collaboration between the two. This situation shows that the development of mass media in the context of disseminating information in the world cannot be separated from the internet (Efriza & Indrawan, 2018).

As part of technological progress, digitalization has given birth to the internet, which is defined in English as international connection networking or global network. The concept can be understood as a global network that is connected to each other. Another term that is often heard is globalization which means cross-country (international). The rapid development of information technology makes the internet an important part of globalization (Arifin, 2014).

2.2 Personal Branding

Branding is the process of creating an identity that is associated with certain perceptions, emotions and feelings towards that identity (Montoya, P., & Vandehey, 2002; Rampersad, 2008a). Branding on social media is an effort to display information, messages and impressions through activities such as showing profiles, updating status, uploading photos, sharing information and views in the form of opinions, as well as providing comments and like icons. However, in general branding can be understood as an effort to convey information and opinions to other people depending on what the brand owner himself wants. The purpose of branding is to build and publicize the existence of a product to gain and maintain consumer loyalty, in order to increase sales (Tamimy, 2017).

2.3 Construction Perception

Constructivist perception assumes that perception is a positive and constructive approach and not just a direct recording of sensations. In addition, perception arises indirectly as the final result of the interaction between stimulus input and the observer's internal hypotheses, imagination, hopes and knowledge. Problems related to mental and emotional factors may also play a role in this perceptual process. Because of the strong consequences in this cognitive process, it is not impossible that there are errors in it that make a person's perception inaccurate (Rookes, P., & Willson, 2000).

This theory is based on the assumption that in the process of perception, we will form and test assumptions related to perception based on our perceptions and knowledge. Therefore, perception is a combination of information received by the sensory system and the knowledge we learn from the world. Constructivists believe that due to unconscious interference, changes in the original stimulus pattern can still be identified, namely the process of spontaneously integrating information from multiple sources for interpretation. Constructivists believe that what a person sees is the use of the eyes and other sensory organs (providing primitive sensory input), while simultaneously using the brain with its wealth of knowledge of the world (Nugraha, 2020).

2.4 Interpersonal Attraction

Humans are social creatures, which means that as social creatures, humans cannot form relationships alone, always have relationships with other people, try to understand and recognize each other's needs, create interactions, and try to maintain these interactions. Individuals build interpersonal relationships when trying to interact with other individuals. Interpersonal relationships are relationships consisting of two or more people, who rely on each other and interact intensely. When starting to establish an interpersonal relationship, there will be a process and it usually starts with interpersonal attraction. Interpersonal attraction is a psychological process that focuses on how to maintain and

direct a relationship. This is influenced by taste, such as physical appearance, behavior, personality, competence, sincerity which can create a relationship that will exist between the two parties (Dewi, 2013).

Brehm & Kassin define interpersonal attraction as a term specifically used to describe a person's desire to approach another person. Brigham also expressed almost the same understanding, namely that someone tends to evaluate individuals or groups positively in order to approach and treat them in a positive way too. Interpersonal attraction also means a process for people to be attracted to each other, get to know each other, and learn from each other because both parties have a desire to be attracted to each other (Dayakisni, Tri, & Yuniardi, 2004)(Dayakisni & Hudaniyah, 2009).

2.5 Phenomenology

Phenomenological research according to Creswell (2013) is research that describes the experiences or phenomena experienced by someone. This is in line with what Kuswarno (2009) stated that describing someone's experience so that researchers must focus on what is visible and out of what is believed to be the truth is a characteristic of phenomenology (Putri, 2014). There are two approaches to phenomenology, namely transcendental phenomenology explained in the work of Edmund Husserl and social phenomenology explained in Alfred Schütz. Alfred Schütz's social phenomenology was used in this research. In many qualitative studies that use a phenomenological approach, Schütz's phenomenology is often mentioned because Alfred Schütz was the first person to study social sciences using a phenomenological approach. From Schutz's point of view, there are several social realities in the everyday world that are intersubjective which are called the life world. First, wide-awakeness (there is an element of awareness which means being fully aware). Second, reality (people believe in the existence of the world). Third, humans interact in the everyday world. Fourth, human experience is the totality of human experience itself. Fifth, the inter-subjective world which is characterized by communication and social behavior. Sixth, society has a time perspective(Asti, 2016).

2.6 Social interaction

Max Weber explained that social interaction actions are individual actions that can influence other people in their social environment. When acting or behaving socially, individuals must take into account the existence of other individuals in their environment. This is important because the act of social interaction is an expression of a relationship or social interaction. It can be concluded that social interaction is a relationship or communication built by two or more people to influence each other in order to achieve certain benefits. In this case, social interaction can be interpreted as the integration of individual and group relationships. These are the relationships that people build to act on human meaning (Pebriana, 2017).

2.7 Social Construction

Social construction was first introduced in 1966 by Peter L Berger and Thomas Luckmann. Both define the theory of social reality construction as a theory that defines social processes through individual actions and interactions that continuously create reality and subjective experiences and possessions (Berger & Luckmann, 2016). In the social sciences. Social Construction has a broad meaning. Generally refers to the impact of society on an individual's life experiences. Berger and Luckmann created the basic assumption "reality is a social construction". Social construction has a wider variety of competencies. First, the central role of language provides the real mechanism through which culture influences individual thoughts and attitudes. Second, social constructs can represent the complexity of an individual's culture, but are not intended to be identical or the same. Third, adapt to society and developments over time. Social constructs are statements of beliefs and viewpoints that the nature of consciousness and the way we interact with others are taught by culture and society. In Deramat and Hyde's view, social construction also has no real essence and reality is a social construction, thus proving that events such as homosexuality are constructions of reality and are the result of culture, language and certain institutions. Social constructs also focus on attractive sexual partners, but also focus on cultural differences in attractive thinking. Social constructionism is a theory in which all social values, ideas, and institutions are created by humans. It will take time to understand and evaluate the full meaning of this statement. For example, in ancient times the Earth was considered the center of the universe surrounded by planets. Galileo took a different perspective and placed the sun at the center of the universe along with the other planets orbiting the earth. Contrary to popular belief, this view is considered insane. It took a relatively long time before the heliocentric system was accepted (Ngangi, 2011).

2.8 YouTube Vlog Content

Vlog or video blog as the name suggests is a blog in the form of videos. More specifically, Vlogs are videos that contain opinions, stories and daily activities that are usually written on blogs. Since the advent of YouTube in 2005, Vlogs have become increasingly popular. Vlogs cannot be classified as educational content, but generally provide information such as new places, new fashion trends, and personal information. This is because Vlogs are displayed as videos of daily activities, opinions about something, and flowing content. With the rise of Vloggers in Indonesia, competition to get maximum views is getting tougher, with Vloggers making their videos more interesting in different ways, whether it's going on holiday to a tourist spot, eating at a trendy restaurant, or wearing a unique fashion style (David, ER, Sondakh, M., & Harilama, 2017).

In the beginning, Vlogs were often used simply. Vlog is creative content created by someone to share their daily life activities in the form of videos that are intentionally shown for free to many people. Generally, Vlogs are designed to display information that is interesting, funny, silly, unique, educational, and so on. Vlog creators are then called Vloggers. Especially for Vloggers who use YouTube to create Vlogs or share Vlogs, they are often referred to as YouTubers. With the rapid use of digital media that is rampant in today's modern society, its impact is starting to be felt. One of the impacts of using digital media is that it makes it easier to access all forms of information that the public wants (Syahida, AR, & Qorib, nd).

The growth of YouTube content in Indonesia in recent years cannot be separated from the important role of YouTubers themselves. They see the extraordinary need for entertainment in Indonesia, especially in the digital era like today. By seeing this opportunity, YouTubers try to explore their creative ideas so that they become works that are useful for many people, especially their subscribers. Another goal is to gain admiration from its subscribers. YouTubers will try to be someone who expresses themselves through social media to impress other users (Crystal, 2011).

YouTuber is a label aimed at creative people and content creators with various ideas who put them into a video work which is then uploaded to YouTube. Each YouTuber certainly has a different point of view and segmentation. They don't just make a video without looking at who their audience is and what type of content their audience likes (Adi, AN, Suminar, JR, & Sjafridah, 2019).

3. RESEARCH METHODS

3.1 Research Approach

Research design is a research plan and structure to obtain answers to research questions. This plan is the entire plan or study program (Cooper, DR, and Pamela S, 2014). This research uses qualitative methods to obtain overall results and conclusions. This research examines social reality using a tectonic model. The constructivist model is almost the antithesis of the understanding that places observation and objectivity in the search for facts or science. This model views social science as the systematic analysis of socially meaningful action through direct and detailed observation of the social actors involved in creating and maintaining/administering their social world (Hidayat, 2003). In constructivism, each individual has a unique experience. Thus, research with a strategy like this shows that each individual's perspective on the world has value and must be consciously respected (Patton, 2002).

The constructivist model has several criteria that differentiate it from other models, namely ontology, epistemology and methodology. At the ontological level, the constructivist paradigm assumes that reality exists but that reality is plural, and each person's meaning is different. In epistemology, researchers use a subjective approach because it can describe individual meaning construction. In terms of methodology, this model uses different types of constructs and combines them into a unified whole. This process has two sides: hermeneutics and dialectics. Hermeneutics is the activity of connecting dialogue, text, or images. Meanwhile, dialectics is the use of dialogue as an approach so that the object of study can be analyzed and compared with the researcher's way of thinking. In this way, maximum harmony between communication and interaction can be achieved (Djamba & Neuman, 2002).

This research also uses a qualitative research approach. Qualitative research is a phenomenon that seeks to fully understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, etc., and understand them holistically through a description process. Meanwhile, according to Bogdan and Tailor, qualitative methods are defined as a research process that produces descriptive data in the form of texts or speeches or political actions (Moleong, 2001).

This research uses a phenomenological study by Schutz. Phenomenological thinking provides basic ideas that form the solid foundation of every school of social thought that emphasizes its reflection on the investigation of knowledge processes. The investigation of knowledge in question is that which is built from the meaning attached to each individual in every action. All technical actions in this research are carried out within the framework of understanding each action and behavior in general (Nindito, 2013).

3.2. Research Focus

1) Construction of Audience Perceptions of Jang Hansol's Personal Branding

According to Kenneth K. Sereno and Edward M. Bodaken and Judy C. Pearson and Paul E. Nelson, perception has three stages. The three stages experienced and felt by the informants are:

a. Sensation Stages

Sensation is a different feeling when receiving messages sent to the brain through our sense organs, such as smell, taste, hearing, sight and touch. In this research, informants used the senses of sight and hearing to view the content or vlog in the form of videos presented. This sensation stage is the stage when the informants saw Jang Hansol's vlog for the first time with the various content he presented.

b. Stages of Attention

Attention is something that stands out, so it attracts our attention. Stimuli that attract attention will be considered more important than stimuli that are less interesting. This is the phase where informants are interested in the object when they first see or know about Jang Hansol's YouTube account Korea Reomit. At this stage, the informants felt attracted by the character of Jang Hansol, who was of South Korean descent but could speak Javanese medhok like a local resident from Java.

c. Interpretation Stages

Interpretation is the most important stage of perception based on information obtained through one or more of our senses. This is the final stage of perception, where something is given meaning. This happens when one stimulus is combined with another stimulus so that it can be given its own meaning by the audience. At this stage, the audience can provide meaning from the content presented by Jang Hansol on his YouTube account, namely Korea Reomit. The meaning formed by the audience is obtained by combining everything from various types of content presented by Jang Hansol which allows the audience to draw conclusions from his personality.

On In this research, the researcher examines Jang Hansol's personal branding through Vlog content on YouTube Korea Reomit, will also examine the perceptions that have been constructed through the audience's knowledge and experience of Jang Hansol's personal branding in Vlog content on YouTube Korea Reomit, and will find What factors support or hinder the construction of audience perceptions of Jang Hansol's personal branding in Vlog content on YouTube Korea Reomit.

2) Supporting and Inhibiting Factors in the Construction of Audience Perceptions of Jang Hansol's Personal Branding

a. Supporting Factors for Audience Perception Construction

(1) Content Uniqueness

Uniqueness plays an important role in shaping perception because humans are naturally attracted to things that are different and unique. When we interact with our environment, uniqueness gives us the opportunity to experience something new and unusual. For example, in the context of art, unique works often attract our attention because they provide a different experience from what we are used to. Thus, uniqueness can be the main driver in shaping our perception of an object or situation.

Apart from that, uniqueness also triggers deeper information processing in our brains. When we are faced with something unique, our brains tend to be more active in trying to understand and interpret the information. This can lead to deeper experiences and enrich our perception of them.

(2) Interest

Interest is an important factor in forming a person's perception because it influences the way an individual filters, interprets and gives meaning to the information they receive. First of all, interest can influence a person's attention to information. When someone has a high interest in a topic or subject, they

tend to pay more attention to information related to that matter. For example, someone who is interested in politics will tend to pay more attention to political news than other topics.

Interest can also influence an individual's interpretation of information. Someone who has an interest in a topic tends to have deeper knowledge and understanding about it. This can make them better able to interpret information in a way that fits their point of view or beliefs. For example, a sports fan may interpret a game differently than someone who is not interested in sports.

(3) Same needs

The same needs are a supporting factor in forming perceptions because humans tend to seek understanding and experience that is relevant to their needs. First, shared needs create shared understanding and cohesion within a group or society. When individuals have similar needs, they tend to form perceptions that are in line to fulfill these needs for the survival of the group or society. For example, in a crisis situation, collective perceptions of threats and how to address them may develop based on shared safety needs.

The principle of having the same needs can influence how information is processed and perceived by individuals. People tend to be more sensitive to information that is relevant to their needs, so their perception of a situation can be influenced by those needs. For example, someone who is hungry may be more likely to pay attention to information about food than someone who is not hungry. The same needs can create biases in perception. Individuals tend to view information according to their needs or desires, and this can influence the way they understand situations or other people. For example, someone who feels economically threatened may tend to see others as competitors or threats to limited economic resources.

b. Obstacle factor

(1) Personality Personality

When we form perceptions about a person, a number of processes enable us to make quick decisions that help us navigate the social world. Person perception is a term often used in social psychology to describe the mental process of forming impressions of other people. This includes not only the way we create intended impressions, but also the various conclusions we can make about other people based on the impressions obtained. Often people form impressions of other people they don't know very quickly, and with only the little information they know and only based on our impressions of roles and social norms that we get from other people.

(2) Conditionenvironment

Environmental conditions play a key role in the formation of human perception. Environmental conditions can also influence perception through previous experiences. If someone has experienced negative in a particular place or situation, they may tend to perceive that environment in a more negative way compared to others who have not had the same experience. In the case of this research, Jang Hansol began to experience many negative perceptions due to the scandal experienced by his close friend, Sunny Dahye. Sunny Dahye received a negative perception which explained that she took advantage of the Indonesian audience just to make a profit. This perception also has an impact on Jang Hansol, who is both South Korean and the target audience for their video content is both Indonesian audiences.

(3) Resource

Content creation in making videos is very important need various resources in the form of equipment, software and human resources, in this case the team tasked with taking pictures and video editors. When a YouTuber in creating content is faced with limited access to this resource problem, it can hamper the content creator's ability to produce the type of content they hope for, which greatly disrupts quality and creativity. A youtuber or pContent creators also face obstacles to creativity or limitations in creative ability to create content. Generating fresh and interesting ideas consistently is part of the challenge of being a YouTuber and creative exhaustion is often a real problem.

Apart from that, a content creator or YouTuber is also faced with the problem of how to comply with guidelines brand or certain topics so that it greatly limits freedom and creative expression. Technical knowledge and proficiency with tools and platforms or work plans are essential for content creation. Many YouTubers face technical obstacles such as not having the good skills needed when faced with the latest technology, so that with

these limitations they are often unable to produce content that meets the standards and expectations of their followers.

3.7 Data Analysis Techniques

The analysis used in this research is the Construction of Audience Perceptions among residents at SMAK Santa Maria Malang regarding Personal Branding in Reomit's Korean YouTube Vlog content. The data analysis model used in this research is the Miles and Huberman model, which states that activities in qualitative data analysis are carried out interactively and continue continuously until completion, so that the data is saturated. (Moleong., 2009). Activities in qualitative data analysis are carried out in 3 (three) stages, namely: data condensation stage, data presentation stage and conclusion/data stage.

4. DISCUSSION AND ANALYSIS

4.1. Construction of Audience Perceptions of Personal Branding Through YouTube Social Media

Personal branding is the process of building a strong and consistent identity and self-image in the eyes of the audience. In the current digital era, personal branding is becoming increasingly important, both for individuals who have careers in the professional world and for those who work in creative fields. The audience's perception of personal branding can greatly influence a person's success in achieving professional and personal goals.

One of the main factors that influences the audience's perception of personal branding is the level of authenticity and genuineness displayed. Audiences tend to be more attracted to and trust individuals who present themselves honestly and transparently. Inauthenticity or an overly polished image can lead to distrust and decreased credibility. Therefore, it is important for individuals to remain consistent with their authentic values and personality in every aspect of personal branding.

Consistency in personal branding also plays a key role. Audiences pay attention to how someone conveys their message across various platforms and interactions. Inconsistencies in message, behavior, or appearance can confuse your audience and damage your personal brand. Credibility is built through consistent actions and a good reputation. Therefore, maintaining consistency in communication and actions is critical to building audience trust.

Audiences tend to perceive personal branding as providing added value and relevance more positively. Informative, inspiring, or entertaining content can attract attention and maintain audience interest. By providing relevant and useful information, individuals can build stronger relationships with their audience. Additionally, demonstrating expertise and knowledge in a particular area can increase the audience's perception of that individual's competence and authority.

Active interaction with the audience also influences perceptions of personal branding. Responding to comments, messages, and feedback from audiences shows that the individual values and cares about their followers. Positive engagement can strengthen relationships and create a loyal community. Audiences feel more appreciated and engaged when they see that the individual is communicating two-way, rather than just delivering a one-way message.

The visual and aesthetic aspects of personal branding, including logo design, colors, and visual style, also play an important role in shaping audience perceptions. A professional and attractive visual appearance can leave a strong and positive impression. However, it is important to ensure that the visual elements match the personality and message you want to convey. Visuals that don't align with personal values can create dissonance and confusion among audiences.

Testimonials from others and social proof, such as positive reviews and recommendations, can greatly influence your audience's perception of personal branding. Audiences tend to believe more in information that is supported by other people's experiences. Therefore, building a strong network and getting positive testimonials can strengthen personal branding and increase audience trust.

Audience perceptions of personal branding are influenced by various factors, including authenticity, consistency, relevance, interaction, visual aesthetics, and social proof. By understanding and managing these factors effectively, individuals can build a strong and positive personal brand, which in turn can help them achieve their professional and personal goals. A successful personal brand is one that is able to create a strong, credible and authentic relationship with its audience.

In this research, some information was obtained from informants, one of which was Informant 4 who had an interest in watching Jang Hansol videos when the Korean Reomit YouTube account was first created in 2016. Not much different from Informant 4, Informant 2 and Informant 3 also had an interest in watching videos on the Korea

Reomit YouTube account when Jang Hansol made a vlog at SMAK Santa Maria in 2018. However, Informant 5 only found out about the Korea Reomit YouTube account around 2017 when it had been activated and started vlogging.

1) Sensation Stages

Apart from using the senses of sight and hearing simultaneously to identify Jang Hansol, there are also informants who only use their sense of hearing. In this research, it was found that Informant 1 explained that he knew Jang Hansol because he was already famous at SMAK Santa Maria. This made Jang Hansol a topic of conversation because when he was at school he was active in school activities, active in OSIS activities, and even became the head of the OSIS at his school. From the analysis obtained, it can be seen that the audience's sense of sight and hearing play an important role in the sensation stage to feel other people's personal branding. In this context, vision allows a person to observe facial expressions, body gestures and visual appearances which are part of a person's personal branding. Information processed through the sense of sight helps the audience form an initial impression of the person, such as whether they exude confidence, expertise, or a certain personality. On the other hand, hearing allows individuals to perceive voice intonation, speaking style, and the content of verbal messages which also influence perceptions of one's personal branding. Thus, the combination of visual and auditory stimuli through the senses of sight and hearing plays a crucial role in shaping an individual's understanding of other people's personal branding.

In the research, some information was also obtained from informants, one of which was Informant 4 who had an interest in watching Jang Hansol videos when the Korean Reomit YouTube account was first created in 2016. Not much different from Informant 4, Informant 2 and Informant 3 also had an interest in watching videos on the Korea Reomit YouTube account when Jang Hansol made a vlog at SMAK Santa Maria in 2018. However, Informant 5 only found out about the Korea Reomit YouTube account around 2017 when it had been activated and started vlogging.

2) Stages of Attention

From the results of observations in the field, one thing that is interesting for researchers is that the audience's attention is very strong, so it attracts attention. Stimuli that attract the attention of researchers consider more important than stimuli that are less interesting. This is the phase where informants are interested in the object when they first see or know about Jang Hansol's YouTube account Korea Reomit. At this stage, the informants felt attracted by the character of Jang Hansol, who was of South Korean descent but could speak Javanese medhok like a local resident from Java. In this research, it was found when Informant 2 explained that Jang Hansol delivered each content interestingly. His unique way of using Indonesian and Javanese makes him different from other YouTubers from South Korea.

In the attention stage, the audience begins to catch the uniqueness or striking thing about that person's personal branding compared to other people. In this case, researchers found information about another YouTuber who came from South Korea but used Indonesian in his content. In this research, Informant 2 was found to explain that there is another YouTuber with the channel name Hari Jisun who brings content about reviews of Indonesian food. However, Informant 2 was more interested in Jang Hansol because Hari Jisun's Indonesian pronunciation was still stiff and her speaking tone was still like that of a South Korean person. Apart from Hari Jisun, researchers also received information from Informant 1 about another South Korean YouTuber who uses Indonesian in his content, namely Sunny Dahye. Informant 1 knew that Sunny Dahye was hit by a scandal because her content in Indonesian was only aimed at seeking profit from Indonesians. The scandal also had an impact on Jang Hansol because they are both South Koreans and they are close.

From the results of this analysis, it can be concluded that in the attention stage, uniqueness is important for personal branding so that the audience feels interested. Uniqueness creates a differentiator that sets one person apart from others in the minds of the audience. When individuals display unique aspects in their personal branding, such as specific talents, a unique point of view, or a compelling style, they tend to attract immediate attention. This is especially true in the context of intense competition, where the audience is flooded with a variety of information and offers. In this case, uniqueness is the key to differentiating yourself and standing out from the crowd, thereby sparking interest and attention from the target audience. Thus, in an effort to build a strong personal brand, it is important for individuals to find and highlight unique aspects that make them different and attract the attention of their audience.

3) Interpretation Stages

In this research, the interpretation stage is the most important stage of perception based on information obtained through one or more of our senses. This is the final stage of perception, where something is given meaning. This occurs when one stimulus is combined with another stimulus so that it can be given its own meaning by the audience. At this stage, the audience can provide meaning from the content presented by Jang Hansol on his YouTube account, namely Korea Reomit. The meaning formed by the audience is obtained by combining everything from various types of content presented by Jang Hansol which allows the audience to draw conclusions from his personality.

After going through the process of sensation and attention, two categories of meaning were obtained. Human perception is divided into two, namely positive perception and negative perception (Irwanto, 1989: 140 quoted from Munauwaroh, 2012).

- 1) Positive perception is a reflection of all knowledge and responses that are continued with efforts to utilize it. In this research, based on the results of interviews, information was obtained that Jang Hansol has a friendly, exciting, honest, candid, brave and creative personality. Informant 3 explained that Jang Hansol was an exciting person because when he saw his content discussing criminal cases, his audience was taught to think. Apart from that, in presenting his content, Jang Hansol seems friendly to his audience and is honest. Meanwhile, informant 4 explained that when he saw Jang Hansol's content, he felt that Jang Hansol was a person who dared to do something, had creativity, and was smart at reading opportunities. Different from Informant 3 and Informant 4, Informant 5 actually saw that Jang Hansol was an honest person so he was able to convey his emotions to the audience.
- 2) Negative perception is a picture of all knowledge and responses that are not in line with the object of perception, usually shown by passivity or even refusing to the point of opposing the object of perception. This research found that there were informants who felt that the personality shown by Jang Hansol on YouTube or other social media did not show his full personality. So the personality in real life is different from the personality shown on social media.

From the discussion of the construction of audience perceptions of personal branding through YouTube social media, researchers can describe the phenomena and data findings as follows:

Research Indicators	Phenomenon	Findings	Category
Construction Audience Perception (Sensation Stage)	The use of the sense of sight to first recognize who Jang Hansol is through the Korea Reomit YouTube Channel	1. Audience vision allows a person to observe facial expressions, body gestures, and visual appearances that are part of a person's personal branding. Information processed through the sense of sight helps the audience form an initial impression of the person, such as whether they exude confidence, expertise, or a certain personality.	Stimulus of the five senses
	The use of the sense of hearing to first recognize who Jang Hansol is through the YouTube Channel Korea Reomit	2. Hearing allows individuals to perceive voice intonation, speaking style, and the content of verbal messages which also influence perceptions of a person's personal branding. Thus, the combination of visual and auditory stimuli through the senses of sight and hearing plays a crucial role in shaping an individual's understanding of other people's personal branding.	
	The use of the sense of hearing to first recognize who Jang Hansol is through the SMAK Santa Maria environment where Jang Hansol himself is famous at the school	3. Hearing allows individuals to receive information about other people that was not previously known. The information obtained forms perceptions about the person. So that the audience has their own picture of the person	

Research Indicators	Phenomenon	Findings	Category
		based on the information they have heard.	
Construction of Audience Perception (Attention Stages)	The informant was interested in the character of Jang Hansol, who is of South Korean descent but can speak Javanese medhok like a local resident from Java even though there are several other YouTubers from South Korea who can speak Indonesian.	4. Jang Hansol, who is of South Korean descent but is fluent in Javanese, is unique in his own right which creates a distinction that differentiates one person from others in the minds of the audience. When individuals demonstrate unique aspects in their personal branding, such as specific talents, a unique point of view, or a compelling style, they tend to attract immediate attention.	Attention and concern
Construction of Audience Perception (Attention Stages)	The informant's attention and concern was attracted by the character of Jang Hansol, who is of South Korean descent but can speak Javanese medhok like a local resident from Java even though there are several other YouTubers from South Korea who are able to use Indonesian.	5. A Jang Hansol who is of South Korean descent but can speak Javanese fluently like a local resident from Java even though there are several other YouTubers from South Korea who can speak Indonesian.	Attention and concern
Construction of Audience Perception (Interpretation Stage)	The audience interprets the positive perception that Jang Hansol has a friendly, fun, honest, candid, brave and creative personality. Apart from that, a negative perception is also formed, namely that Jang Hansol only maintains his attitude so that he looks good, so he doesn't show his true personality	6. Audiences can provide meaning from the content presented by Jang Hansol on his YouTube account, namely Korea Reomit. The meaning formed by the audience is obtained by combining everything from various types of content presented by Jang Hansol which allows the audience to draw conclusions from his personality.	Giving opinions and ideas
	The audience gave a positive assessment of Jang Hansol as having a friendly personality	7. The audience interprets the positive perception that Jang Hansol has a friendly, fun, honest, candid, brave and creative personality. Apart from that, a negative perception is also formed, namely that Jang Hansol only maintains his attitude so that he looks good, so he doesn't show his true personality	Positive perception

From the discussion of the construction of audience perceptions of personal branding through YouTube social media, researchers can describe the findings as follows:

Findings

1) Sensation Stages

- a. Audience vision allows a person to observe facial expressions, body gestures, and visual appearances that are part of a person's personal branding. Information processed through the sense of sight helps the audience form an initial impression of the person, such as whether they exude confidence, expertise, or a certain personality.
- b. Hearing allows individuals to perceive voice intonation, speaking style, and the content of verbal messages which also influence perceptions of a person's personal branding. Thus, the combination of visual and auditory stimuli through the senses of sight and hearing plays a crucial role in shaping an individual's understanding of other people's personal branding.

- c. Hearing allows individuals to receive information about other people that was not previously known. The information obtained forms perceptions about the person. So that the audience has their own picture of the person based on the information they have heard.

PROPOSITION

Audiences use the sense of sight to form an initial impression of personal branding through observing facial expressions, body gestures and visual appearances well as using the sense of hearing to form impressions through capturing voice intonation, speaking style, and verbal messages, to receive information about other people that was not previously known

2) Attention Stage Findings

- a. Jang Hansol, who is of South Korean descent but is fluent in Javanese, is unique in his own right which creates a distinction that differentiates one person from others in the minds of the audience. When individuals display unique aspects in their personal branding, such as specific talents, a unique point of view, or a compelling style, they tend to attract immediate attention.
- b. A Jang Hansol who is of South Korean descent but can speak Javanese fluently like a local resident from Java even though there are several other YouTubers from South Korea who can speak Indonesian.

PROPOSITION

This is unique for Jang Hansol, who is originally from South Korea but has ability to speak Indonesian and Javanese fluently with Malangan style not owned by other Korean YouTubers.

3) Interpretation Stage Findings

- a. Audiences can provide meaning from the content presented by Jang Hansol on his YouTube account, namely Korea Reomit. The meaning formed by the audience is obtained by combining everything from various types of content presented by Jang Hansol which allows the audience to draw conclusions from his personality.
- b. The audience interprets the positive perception that Jang Hansol has a friendly, fun, honest, candid, brave and creative personality. Apart from that, a negative perception is also formed, namely that Jang Hansol only maintains his attitude so that he looks good, so he doesn't show his true personality

PROPOSITION

Audiences interpret positive and negative perceptions after combining several stimuli so that they can provide meaning from Jang Hansol's content and audiences can draw conclusions about her personal personality

4.2 Audience Supporting Factors for Personal Branding from Perception Construction

Personal branding is the process of building and promoting a person's unique identity and value proposition. It involves utilizing online platforms to convey one's superior qualities and achieve professional goals (Pawar et al., 2022). This research focuses on the ability to define oneself and promote identity in the 4th Industrial Revolution which is becoming increasingly important (Waller, 2020). Meanwhile, perception construction refers to the way individuals build understanding and judgments about someone or something based on the information the audience receives. Of course, personal branding will have an impact on the audience.

When someone carries out personal branding, of course the actions they take are visible to the audience. In the process of witnessing these actions, you will experience the stages of sensation, attention and interpretation. The first stage is sensation, where the audience feels stimulation or attention to the actions carried out by Jang Hansol. For example, when he gives an inspirational lecture or uploads interesting content on his social media. Then, the next stage is attention, where the audience begins to pay more attention to Jang Hansol and his works. They may start following his social media accounts or look for more information about what he does.

After passing through the sensation and attention stages, the audience then enters the interpretation stage. They began to understand and interpret Jang Hansol's actions in the context of his personality. This could include an assessment of the values, attitudes, or characteristics he displays through his personal branding. For example, do they see him as an inspirational, original or authentic figure. After experiencing these three stages, the audience will

experience the impact of the perceptions that have been built. The following is the impact of personal branding on the audience from the perception construction in this research.

1) Content Uniqueness

Uniqueness plays an important role in shaping perception because humans are naturally attracted to things that are different and unique. When we interact with our environment, uniqueness gives us the opportunity to experience something new and unusual. For example, in the context of art, unique works often attract our attention because they provide a different experience from what we are used to. Thus, uniqueness can be the main driver in shaping our perception of an object or situation.

Apart from that, uniqueness also triggers deeper information processing processes in our brains. When we are faced with something unique, our brains tend to be more active in trying to understand and interpret the information. This can lead to deeper experiences and enrich our perception of them.

Uniqueness can also influence how we compare and contrast between different objects or situations. When we encounter something unique, we tend to see it as something that stands alone and compare it with what we already know. This can change the way we understand and interpret things, and expand our framework of thinking. Uniqueness can increase the attractiveness of an object or situation in the perception of others. When we have something unique, we tend to attract other people's attention and make them want to know more about it. Thus, uniqueness can be an important factor in shaping other people's perceptions of us or the things we have.

Uniqueness can also provide significant added value in various contexts, such as in the fields of business or marketing. Unique products or services tend to differentiate themselves more easily in the market and attract consumer interest. Therefore, uniqueness is often an important factor in shaping customers' perceptions of a brand or product, which in turn can influence their purchasing decisions. Thus, uniqueness not only influences individual perceptions, but can also have far-reaching impacts in social and economic contexts.

2) Content Interest

Forcing an audience to trust a content creator is not easy. Building trust is not something that can be achieved easily. This requires a strong commitment to consistency, authenticity, and integrity from the individual who is building his or her self-image, as Jang Hansol does. Consistency in every interaction and message conveyed is an important foundation in this process. Jang Hansol may regularly demonstrate the values he holds, both through words and actions, so that the audience can feel a solid sense of trust in him.

Authenticity is also a key element in building trust through personal branding. Jang Hansol may present himself authentically, without hiding imperfect sides or portraying an image that does not suit him. This authenticity creates a closer connection between Jang Hansol and his audience, as people tend to trust individuals who are open and honest about who they really are. In this research, informants believe that Jang Hansol has a true personality, although there are also informants who doubt this because the average person will maintain their image on social media.

Integrity is a highly valued value in personal branding. Jang Hansol probably ensures that his actions and words are always in line with the values he holds, without any contradictions or inconsistencies. Through this integrity, Jang Hansol not only builds trust by saying what he does, but also by doing what he says. By building a solid relationship with his audience through strong personal branding, Jang Hansol gradually strengthens the trust they have in him. Perhaps through continuous interaction, consistent messaging, and demonstration of strong values, Jang Hansol has succeeded in instilling a strong belief in the minds of his audience about himself and what he represents.

3) Have the Same Need for Content

Highlighting various aspects of public and business life, this research shows that the influence of Jang Hansol's personal branding is not only limited to one area, but extends to various dimensions. From supporting the ideas he initiates to purchasing decisions for the products or services he supports, Jang Hansol's personal branding is able to influence important steps in the lives of his audience.

In the context of an audience that has the same needs for the ideas he creates, Jang Hansol's personal branding is the key to gaining trust and support from the public. Through consistency in conveying his values and goals, Jang Hansol succeeded in building a strong image as a reliable figure. In this case, audiences who are exposed to their personal branding tend to be more motivated to do things like what Jang Hansol can do. One example that can be taken from informants is that there are informants who are amazed by the results of Jang Hansol's video editing.

The informant felt that the results of editing Jang Hansol's video content were not boring and interesting. Therefore, the informant felt motivated to learn video editing so that he could create video content that was interesting and not boring.

From the discussion of audience support factors for personal branding from perception construction, researchers can describe the phenomena and data findings of supporting factors as follows:

Research Indicators	Phenomenon	Findings	Category
Content Uniqueness	Informants are more interested in Jang Hansol's uniqueness in creating content because he is a YouTuber from South Korea but is able to use Indonesian and Javanese fluently compared to other YouTubers from South Korea as well.	8. A YouTuber's unique way of creating content can influence the way we compare, contrast and understand them, as well as increase the audience's fascination and interest in that person, thus playing an important role in shaping audience perception.	Opinion Formation
		9. Audiences are more interested in Jang Hansol because he is a YouTuber from South Korea but is able to use Indonesian and Javanese fluently compared to other YouTubers from South Korea too.	
Interest in content	There are informants who are very interested in the content that Jang Hansol brings, such as Rindingdong and discussions of criminal cases, so they start watching Jang Hansol's video content more often.	10. Audiences' interest in a topic can influence how they give meaning to information by tending to seek out information that supports their views, leading to confirmation bias, and also influencing the level of depth of information processing and the complexity of the resulting perceptions.	Building Trust with the audience
		11. Audiences believes that Jang Hansol has the ability to maintain the image of his medhok Javanese content accompanied by a genuine personality as is usually seen in content that is shared regularly. When passively creating content, Jang Hansol also provided clarification about what happened.	
Have the same needs	There are informants who feel motivated to learn video editing so they can create interesting and not boring video content because they are interested in Jang Hansol's video editing results.	12. Audiences who have the same needs as the results of someone's personal branding tend to make the audience more interested in that person.	Influence Audience Decisions
		13. Audiences started watching Jang	

Research Indicators	Phenomenon	Findings	Category
		Hansol's content because they wanted to know what South Korea was like	

From the discussion of audience support for personal branding from perception construction, researchers can describe the phenomena and data findings as follows:

Findings

1) Findings About Content Uniqueness

- a. A person's uniqueness can influence the way we compare, contrast and understand them, and increase the audience's fascination and interest in that person, thereby playing an important role in shaping audience perception.
- b. Audiences are more interested in Jang Hansol because he is a YouTuber from South Korea but is able to use Indonesian and Javanese fluently compared to other YouTubers from South Korea too.

PROPOSITION

The uniqueness of an individual's personal branding influences the way the audience compares and understands him and increases the audience's attraction to that individual, which ultimately influences the formation of audience perceptions.

2) Findings on Content Interest

- a. Audiences' interest in content can influence how they give meaning to information by tending to seek out information that supports their views, leading to confirmation bias, and also influencing the level of depth of information processing and the complexity of the resulting perceptions.
- b. There is less interesting content brought by Jang Hansol, such as Rindingdong and discussion of criminal cases, so it is starting to rarely watch Jang Hansol's video content.

PROPOSITION

When the audience receives information from outside about someone's personal branding that has a different perception from their own perception, it can trigger doubts in forming their perception of that person.

3) Findings Have the Same Need

- a. Audiences who have the same needs as the results of someone's personal branding tend to make the audience more interested in that person
- b. Audiences started watching Jang Hansol's content because they wanted to know what South Korea was like

PROPOSITION

The match between the needs of the audience and the results of one's personal branding influences the level of audience interest and creates the basis for forming positive perceptions

4.3. Audience Inhibiting Factors towards Personal Branding from Perception Construction

1) Personality Factors Personal

The general definition of personality can be interpreted as how a person appears and gives an impression to other people, so that other people only judge a person's behavior from what they observe and often do not assume that these characteristics will change over time. According to Agus Sujatno (2004), a person's personality is a quite complex psychophysical totality of each individual, so that it can be seen from their unique behavior. And in this research, researchers found doubts from the audience regarding Jang Hansol's personality when appearing in all of her YouTube content. As in the case of Sunny Dahye, a fellow Korean YouTuber with content similar to Jang Hansol's content. It is said that the content created by Sunny Dahye is solely to seek monetary gain by one of the netizens. Other information that researchers obtained was that a Sunny Dahye who claimed to be friends with Jang

Hansol, the emergence of the account @sunnyisaliar2 which claimed to be a close friend of Sunny Dahye revealed the behind-the-scenes facts that Sunny Dahye said that Indonesian people were stupid and poor. Even though there has been no response from Sunny Dahye, many Indonesian netizens hope that Jang Hansol never thinks like that..

According to researchers, this news is very detrimental to Jang Hansol, who has been producing more Indonesian language content. Even though it can be said that each person tries to form the best possible impression on other people, they are often affected by the problems of other people who have the same job. This includes not only the way we create intended impressions, but also the various conclusions we can make about other people based on the impressions obtained. Often people form impressions of other people they don't know very quickly, and with only the little information they know and only based on our impressions of roles and social norms that we get from other people.

2) Environmental conditions

Environmental conditions play a key role in the formation of human perception. Environmental conditions can also influence perception through previous experiences. If someone has a negative experience somewhere or in a particular situation, they may tend to perceive that environment in a more negative way compared to others who have not had the same experience. In the case of this research, Jang Hansol began to experience many negative perceptions due to the scandal experienced by his close friend, Sunny Dahye. Sunny Dahye received a negative perception which explained that she took advantage of the Indonesian audience just to make a profit. This perception also has an impact on Jang Hansol, who is both South Korean and the target audience for their video content is both Indonesian audiences.

Social factors in the environment can also be an obstacle in forming perceptions. Social norms and group expectations can influence how a person views themselves and others around them. For example, social stereotypes can influence a person's perception of certain individuals or groups. Threatening or unsafe environmental conditions can also interfere with the formation of accurate perceptions. When a person feels threatened or unsafe, their focus may be drawn away from aspects of the environment that are relevant for making appropriate judgments, and this can lead to distortions in perception. Moreover, there was information from the audience that Jang Hansol was stressed and had to take certain medicine from a doctor. And this was confirmed from the results of an interview with Mrs. Maria that Jang Hansol said that she was experiencing stress, especially during the Covid pandemic which not only hit South Korea but also Indonesia and almost the whole world.

The cultural environment also plays a role in shaping perceptions. Cultural values, beliefs, and practices can influence the way a person understands the world around them. For example, individualistic cultures may be more likely to promote perceptions that are more independent, while collectivist cultures may be more likely to promote perceptions that are more tied to groups. Thus, various environmental conditions can be an inhibiting factor in the formation of human perception because of their influence on sensory, experience, social factors, feelings of security, and culture which influence the way a person understands and interprets the world around him.

3) Resource

It is not easy for every YouTuber to create content that will be projected for broadcast on YouTube. Careful preparation is needed starting from conceptual thinking with brilliant ideas so that the results are in accordance with what the fans want. Often the content created is only limited to the number of videos uploaded, thus forgetting the quality of a show. Content creation in video production still has to be supported by many other tools for success in content creation, such as equipment, software and human resources, in this case the team tasked with taking pictures and video editors. Often when a YouTuber creates content, they are faced with limited access to this resource problem, which can hamper the content creator's ability to produce the type of content they hope for, which greatly disrupts quality and creativity. A youtuber or pContent creators also face obstacles to creativity or limited time in terms of abilities and creative thinking regarding content creation. Generating fresh and interesting ideas consistently is part of the challenge of being a YouTuber and creative exhaustion is often a real problem.

Apart from that, a content creator or YouTuber is also faced with the problem of how to comply with certain brand or topic guidelines, which greatly limits freedom and creative expression. Technical knowledge and proficiency with tools and platforms or work plans are essential for content creation. Many YouTubers face technical obstacles such as not having the good skills needed when faced with the latest technology, so that with these limitations they are often unable to produce content that meets the standards and expectations of their followers.

From this research, researchers can see that Jang Hansol does not involve many people in creating each content and only a few people help with taking pictures and editing. Researchers do not see that Jang Hansol has a studio that is representative of the needs of a professional YouTuber like the average successful YouTuber in Indonesia such as Rafi Ahmad and Atta Halilintar who have a very complete studio and equipment. Researchers also found the answer that Jang Hansol did not create content every day but also worked for a blockchain industry company which was quite time-consuming, so he was not as productive as other YouTubers.

From the discussion of factors inhibiting the formation of perception construction results, researchers can describe the phenomena and data findings as follows:

Research Indicators	Phenomenon	Findings	Category
Personality Personality	Followers began to feel doubts about whether Jang Hansol was someone who had grown up in Indonesia but didn't love Indonesia	14. When the audience receives information from outside about Jang Hansol's personality, a personality that has a different perception from their own perception can create doubts about that person.	Perception of Information
Personality Personality	Followers began to feel that Jang Hansol needed to explain the phenomenon that his friend had done regarding the truth of the news	5. When the audience receives negative information from outside about other Korean YouTubers saying that Indonesians are stupid and poor, this information is very detrimental to Jang Hansol in building his personal branding.	Negative perception
Environmental conditions	There were informants who began to have doubts about Jang Hansol when they received information about the Sunny Dahye scandal.	16. When audiences see that many South Korean YouTubers are creating more and more Indonesian language content, content competition will be a bad start for YouTubers who are building their personal branding.	Competition shapes branding
Environmental conditions	The audience's attitude is always linked to the information they see in another YouTuber's content and can influence their perception.	7. Audiences who have always looked favorably on Jang Hansol and when there was a Sunny Dahye scandal who said that Indonesians were stupid and poor eaters would have an impact on Jang Hansol's attitude in supporting his personal branding.	Audience attitude
Resource	Successful content creation requires important resources to support the success of video creation.	8. Creating content on YouTube requires resources that support the success of a YouTuber. Some YouTubers need sufficient resources to create content to support the expected success of the content	Supporting Factors
Resource	Some of the content that has been uploaded on YouTube is less popular with followers	19. The creation of content to be uploaded on YouTube must be adjusted to the needs of netizens which often cannot be met by a YouTuber.	YouTuber creativity

From the discussion of factors inhibiting the formation of perception construction results, researchers can describe the phenomena and data findings as follows:

Findings

1) Findings from Personal Personality barriers

- a. When the audience receives information from outside about Jang Hansol's personality, a personality that has a different perception from their own perception can create doubts about that person..

- b. When the audience receives negative information from outside about other Korean YouTubers saying that Indonesians are stupid and poor, this information is very detrimental to Jang Hansol in building his personal branding.

PROPOSITION

The impact of information from outside which is negative and less than the behavior of other YouTubers with the same content, has a big influence on the audience's level of trust in Jang Hansol who is building a personal brand.

2) Findings of Barriers to Environmental Conditions

- a. When audiences see that many South Korean YouTubers are creating more and more Indonesian language content, content competition will be a bad start for YouTubers who are building their personal branding.
- b. Audiences who have always looked favorably on Jang Hansol and when there was a Sunny Dahye scandal who said that Indonesians were stupid and poor eaters would have an impact on Jang Hansol's attitude in supporting his personal branding.

PROPOSITION

The more YouTubers create the same content, the greater the level of competition to win audience sympathy. The audience's influence on Jang Hansol's personal branding was also influenced by the audience's attitude towards Sunny Dahye's case of looking down on Indonesian people.

3) Findings of Barriers About Resources

- a. Creating content on YouTube requires resources that support the success of a YouTuber. Some of Jang Hansol's content is not supported by sufficient resources to create good content.
- b. Content creation on YouTube must be adjusted to the needs of netizens which often cannot be met by a YouTuber.

PROPOSITION

The need for supporting resources, including software, cameramen, editing teams, must be met by a YouTuber if he wants to produce good content and he must understand the desires of netizens in an effort to improve personal branding.

4.4. Major Proposition

From the results of the data findings, researchers can explain the major proposition as follows:

ThatThe senses of sight and hearing play a crucial role in shaping an individual's understanding of Jang Hansol's personal branding. Meanwhile, an individual's ability to display unique aspects in Jang Hansol's personal branding is a determining factor in attracting the audience's attention. Consistent and authentic personal branding can influence the audience to form trust in Jang Hansol which ultimately influences the decisions taken by the audience.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of research conducted at SMAK Santa Maria Malang, the following conclusions can be drawn:

- 1) The audience's perception of Jang Hansol's personal branding through her vlog goes through three stages: sensation, attention, and interpretation. At the sensation stage, the senses of sight and hearing play an important role in forming the initial impression of a person's personal branding. The attention stage highlights the uniqueness of personal branding which is an important factor in attracting audience attention. Uniqueness creates a differentiator that differentiates the individual from others and makes them stand out from the crowd of existing information. The interpretation stage is the final stage where the audience gives meaning to the content presented by Jang Hansol, which can produce positive or negative perceptions depending on the suitability between what is displayed on social media and his actual personality.
- 2) Jang Hansol's personal branding through online platforms is key in building her unique identity and achieving

professional goals. Audiences experience stages of sensation, attention, and interpretation when watching Jang Hansol's actions. The opinions formed from his personal branding reflect the diversity of perspectives and audiences' understanding of the character and values he displays. Jang Hansol's personal branding also influences the formation of audience trust, with consistency, authenticity and integrity being key elements in this process. The trust that is built influences how the audience interacts with Jang Hansol in the future. Apart from that, Jang Hansol's personal branding also influences audience decisions.

- 3) Supporting factors in forming perceptions include similar needs and uniqueness. Shared needs create shared understanding and cohesion in groups, influence information processing, and trigger collective action. Meanwhile, uniqueness influences the attractiveness of an object or situation, deeper information processing processes, and the formation of added value in various contexts. On the other hand, inhibiting factors include interest, where an individual's interest influences attention, interpretation and meaning of information, as well as environmental conditions which include previous experience, social factors, sense of security and culture that influence human perception. In the context of research, environmental conditions influence the perception of Jang Hansol and Sunny Dahye due to the scandal experienced by Sunny Dahye, while the audience's interest in Jang Hansol's content information influences their desire to travel to South Korea.

5.2 Suggestions

Based on the conclusions above, several suggestions can be put forward, including:

- 1) It is highly recommended for audiences to be wiser in choosing YouTubers as sources. It is important to carry out an in-depth search about the credibility, track record and reputation of the YouTuber before trusting the information conveyed. Choosing YouTubers who have expertise and experience in the relevant field can help ensure that the information they receive is trustworthy and accurate.
- 2) It is highly recommended for audiences not to just rely on one YouTuber as the main source of information, but to look for several different references in order to validate the information obtained. Because this can influence decisions and form opinions.

5.3 Implications

1) Theoretical Implications

The theoretical implications of these findings provide valuable insight into how individual perception processes influence the formation of personal branding. When individuals understand how their audience reacts to the messages they convey, they have a greater opportunity to build the desired image. For example, understanding the stages of attention allows individuals to find creative and unique ways to convey their messages, thereby capturing the attention of their audience more effectively. Thus, this understanding can be a powerful tool in personal branding development strategies.

Understanding the stages of interpretation is also very important. It helps individuals to evaluate how the audience assigns meaning to the information received, so they can be more aware of how their messages are received and interpreted by others. With a deeper understanding of this process, individuals can control the messages they convey more effectively, ensuring that they are delivered and received in the desired manner. This research also highlights that perceptions are influenced by many factors, including social and cultural context. For example, the use of Javanese by a South Korean YouTuber shows how important it is to consider cultural context in building effective personal branding. This shows that awareness of audience preferences and culture is critical in developing successful personal branding.

Understanding the perception process also has strong implications for designing marketing and communication strategies. By understanding how audiences react to a given message, companies or individuals can tailor their messages and presentations to better suit their audience's preferences and expectations. This allows them to increase the effectiveness of their communications, strengthen their brand image or personal branding, and achieve their goals more efficiently.

2) Practical Implications

The results of this research provide input for related parties, both YouTubers and audiences, in the practice of personal branding and forming perception constructs. First of all, audiences need to be wiser in choosing YouTubers

as sources of information. It is important for them to carry out an in-depth search regarding the YouTuber's credibility, track record and reputation before trusting the information conveyed. In this way, they can ensure that the information they receive is reliable and accurate, avoiding the spread of false or unverified information. Audiences are also advised not to rely on just one YouTuber as the main source of information. Instead, they need to look for several different references in order to validate the information obtained.

In this way, audiences can have a more comprehensive understanding of a topic and reduce the risk of being exposed to biased or incomplete information. Obtaining diverse points of view also helps in forming more balanced opinions and more verified information.

For YouTubers, these findings also provide important insight into how the formation of their personal branding can be influenced by the way they are treated by their audience. They must be aware of the importance of building a credible and trustworthy reputation by providing accurate and relevant information in the content they share. Additionally, they may also consider collaborating with other YouTubers or including additional references in their content to increase the trustworthiness and validity of the information they convey.

It is important to remember that YouTubers' influence in shaping opinions and decisions can be significant. Therefore, both YouTubers and audiences have a responsibility to ensure that the information conveyed and received is accurate, relevant and accountable. With this awareness, it is hoped that personal branding practices and perception construction in the context of the YouTube platform can become more transparent, ethical and beneficial for all parties involved.

5.3 Novelty

From the research results, novelty is obtained, namely that audiences can have different perceptions of the same message due to differences in their interpretation and interpretation. For example, audiences with different cultural backgrounds can have different perceptions of the message conveyed. In addition, factors such as the audience's emotions, mood and state of mind at the time they receive the message can also influence their perception.

Audience perception is the way in which individuals or groups of individuals understand, interpret, and respond to messages received through various communication channels. Audience perceptions are influenced by various factors such as cultural background, values, beliefs, previous experiences, as well as individual psychological factors.

In today's digital and social media era, personal branding is becoming increasingly important because we can easily share information about ourselves with other people. Personal branding aims to strengthen a person's self-image, highlight their uniqueness, skills and values so that they can be recognized, appreciated and trusted by others. Several strategies that can be used in building personal branding include consistency in appearance and message, building a good reputation, highlighting skills and interests, and engaging in activities that support the image you want to build.

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