

## Indah Putri Indriani's Strategy in Building a Personal Brand

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### Abstract

This study aims to explain and analyze the Personal Branding of Indah Putri Indriani in several periods of her leadership in North Luwu. In addition, this study also analyzes the influence of Indah Putri Indriani's personal branding on the people of North Luwu. This study uses a qualitative descriptive research method which is a type of research that is directed at naturalistic research, namely descriptive research that reveals reality naturally as it is. Even so, it still gives the meaning behind the natural events shown by the subject. This type of research is included in the descriptive survey category, namely a community survey. The data used are primary and secondary data. The theory used is Political Marketing Theory and Personal-Branding Theory. The results of the study show that Indah Putri Indriani's personal branding strategy provides an illustration of the strength identity of Indah Putri Indriani. Her participation in the candidacy for Regent of North Luwu for the 2016-2021 period was accompanied by sufficient social and political capital, the female figure and Indah's personality are known to have intelligence and the ability to cultivate the public to be closer to her. Before participating in the regional head election in North Luwu in 2015, Indah Putri Indriani, who was deputy regent for the 2010-2015 period, had studied a lot about the needs and desires of the people that had not been met by the previous North Luwu Regency government. As someone who is engaged in politics, it is the time for young people to contribute to economic growth. Indah Putri Indriani had initiate the MSME Program for young people in North Luwu Regency.

*Keywords: Personal-branding, political marketing, women*

### A. INTRODUCTION

The consequence of the democratic system is the necessity of carrying out general elections as said by Miriam Budiardjo, which becomes, although not limited to, a symbol as well as a barometer of democracy[1]. Fundamentally, elections with various types and varieties of systems, are a momentum for the people to influence the political process and also determine, either directly or indirectly, the holders of government power. Furthermore, the main function of elections as stated by Andrew Heywood, is as a process to recruit politicians; form a government; provide representation; influencing policy; voter education; build legitimacy; and strengthening the elites[2].

Strong personal branding can be one of the campaign strategies in marketing individual qualities and superior policies along with the achievements that have been achieved, to bond the public and increase their loyalty. This term is rooted in the word brand, which in terms of production-economy functions to differentiate one product from another in a competition[3].

As a method, personal-branding is based on three things, namely character, competence and strength of a person or candidate. Character is a product that comes from the contents of thoughts, actions and habits. Then competence is the possession of knowledge, skills and abilities demanded by certain positions. Meanwhile, strength is categorized in two forms, namely material strength and non-material strength. Material strength is related to the financial capabilities of a candidate. while non-material strength is related to social capital owned, network, character and others[4].

In the local election on 9 December 2020, the Regent Indah Putri Indriani, maintained her political dominance in North Luwu Regency, after being re-elected for a second term, beating the votes of two other candidates, namely Thahar Rum, her former deputy regent in the first period who was paired with Rahmat Laguni, and Arsyad Kasmar who teamed up with Andi Sukma.

Indah, who is paired with Suaib Mansur, is supported by 5 parties, namely Golkar, PAN, Demokrats PDI-P and PPP. This candidate pair received 45.13 percent of the total vote. Meanwhile, the Thahar Rum–Rahmat Laguni pair, supported by the Nasdem, PKB and Perindo parties, was in second place with 28.08 percent of the votes, and the third position was occupied by Arsyad Kasmar–Andi Sukma, supported by the Gerindra, Hanura and PKS parties, with 26.78 percent vote[5].

Indah Putri Indriani is also portrayed as a person who is populist and has high concern with humanist communication skills towards the heterogeneous people of North Luwu. He is also described as a leader with leadership skills and the support of an extensive network, both in political organizations and social organizations, as well as being spread among the elite and the grassroots. In the context of capturing votes, the network of relations he has is optimized as a social movement to increase participation and quality of support. Indah Putri Indriani is also able to build strong relationships with all walks of life and has emotional connections to many organizations by having a fairly strong modality that she has.

## **B. METHOD**

This study uses a qualitative descriptive research method which is a type of research that is directed at naturalistic research, namely descriptive research that reveals reality naturally as it is. Even so, it still gives the meaning behind the natural events shown by the subject. This type of research is included in the descriptive survey category, namely a community survey. Using the research method, the stages or process of building a personal branding strategy for Indah Putri Indriani in North Luwu, as well as its influence in society, will be identified.

## **C. THEORETICAL REVIEW**

### **1. Personal Branding**

Hermawan Kartajaya as a Marketing Icon of Indonesia, defines a brand as an indicator of the value offered to customers or an asset that creates value for

customers by strengthening their loyalty [8]. According to Dewi Haroen, there are three main pillars to strengthen efforts to form a personal-brand, namely character. Aristotle implies that character is a product that comes from the contents of thoughts, actions and habits. The second is competence, namely the possession of knowledge, skills and abilities demanded by certain positions. Competence can also be interpreted as knowledge, skills and basic values that are reflected in the habit of thinking and acting. Competence can also be intended as the ability to carry out tasks obtained through education or training. According to Spencer and Spencer, competence is the effectiveness of individual performance in their work, or the basic characteristics of individuals who have a causal relationship with the criteria used as a reference. While the third pillar is strength, which is categorized in two forms, namely material strength and non-material strength. Material strength is related to the financial capabilities of a candidate, while non-material strength is related to social capital owned, network, character and others[9].

## **2. Political Marketing**

Political marketing in terms made by Hafied Cangara, Bruce I. Neyman and Richard M. Perloff is defined as the application of marketing principles in political campaigns that vary in terms of individuals, organizations and procedures, and involves analysis, development, execution, and campaign strategy. This is done by candidates, political parties, governments, lobbyists or certain groups that can be used to direct public opinion towards their ideology.

The concept of political marketing is not selling a candidate or a political party, but offering how a candidate and a political party can make programs related to actual problems. According to Butler and Collins, it is a permanent formulation that must be carried out continuously by candidates and political parties in building public trust. Building trust and image, according to Dean and Croft, is not only during campaign moments, but can only be done through long-term relationships [10].

## **D. RESULTS AND DISCUSSION**

### **1. Personal branding character Indah Putri Indriani as the first female head of region in North Luwu and in South Sulawesi.**

The election of regional heads in North Luwu provides an illustration of the strength of the identity of Indah Putri Indriani. Her participation in the candidacy for Regent of North Luwu for the 2016-2021 period was accompanied by quite capable social and political capital. The female figure and Indah's personality are known to have intelligence and the ability to cultivate the public to be closer to her. Her friendliness as a mother and being protective is one of Indah's charms.

Another capability that Indah Putri Indriani has is a friendly female leader full of sympathy for the community. The closeness built by Indah to the community is based on her willingness to attend activities and invitations in any form at any time, so that many people know Indah directly. Her character who has sympathy

and empathy for society is the main strength of her identity as a woman who is usually seen as more nurturing.

The strategy in introducing additional programs that are different from previous programs by Indah is by holding activities in the village, which carried out by stay in hamlets and villages overnight in order to introduce programs that are being and will be implemented, and listening directly to the aspirations and needs of the community.

## **2. Competence owned by Indah Putri Indriani in establishing emotional closeness with the community.**

Prior to participating in politics, Indah Putri Indriani was known in academic circles as one of the teaching staff for the Bachelor (S1) program, extension program and post-graduate program in Political Science at FISIP UI. In addition, Indah is also listed as a teaching staff at the Faculty of Political Science and Social Sciences at two other universities in Jakarta, namely Bung Karno University and Muhammadiyah University Jakarta. Indah Putri Indriani was also one of the experts for Commission II of the Indonesian House of Representatives on Domestic Administration & Regional Autonomy. Apart from that, she has also advanced in general elections as a candidate for legislative members in the Papua electoral district and electoral district 3 in South Sulawesi.

Involving the community, especially female voters to support Indah Putri Indriani is based on affection (feelings) and feeling touched aspect when women are not given the mandate to carry out their duties, let alone become regional heads. So that the mothers who are members of the Women's Team can feel compelled to campaign from house to house to fight for women. In addition, campaign objectives aimed at women's issues were also developed, such as improving public services in the field, health services, especially for mothers and children, basic education services, especially early childhood education, and community economic creativity in relation to entrepreneurship in women's groups.

Indah Putri Indriani had the initiative to initiate the MSME Program for young people in North Luwu Regency. This MSME program is one of the programs that has its own appeal in the socialization process and approach to young people. This program involves collaboration across youth communities to discuss and contribute together in encouraging the creative economy sector which is currently the government's main focus. This program which run by Indah, provides assistance of 10 million Rupiah to MSME member initiated by young people in the 2015-2020 period.

## **3. The strength of relations and networks owned by Indah Putri Indriani.**

Personal history based on Indah Putri Indriani's experience record was able to be reconstructed as social discourses in North Luwu Regency during her introduction as Deputy Regent, especially her previous strength in which Indah was an academic who the community considered capable of being considered as a

leader. Even though there was a discourse about male leadership being more dominant, the rationality that emerged regarding women's leadership which was strengthened by experience and the textuality of rules that supported women in politics became a device that was able to boost Indah's election at that time.

Support from political parties is one of the instruments that proves the strength of the relationship built by Indah Putri Indriani and allowed her to advance in her candidacy as Regent of North Luwu. PDIP, for example, has historically supported Indah Putri Indriani since her candidacy as deputy regent when paired with Arifin Djunaidi in 2010 and then returned to support Indah Putri Indriani as a candidate for regent in the 2015 general election.

Indah's network strength can also be seen in a number of infrastructure developments in North Luwu Regency. One of them is the construction of an access road to a remote sub-district in North Luwu, Seko District. Over the years, access to Seko has never been noticed by the provincial government, as the person in charge of the budget. Not long after Prof. Nurdin Abdullah was elected as the Governor of South Sulawesi in 2018, the construction of the road to Seko was finally budgeted for.

#### **4. Competence owned by Indah Putri Indriani in establishing emotional closeness with the community.**

Political communication is an important function in the political system. In every political process, political communication occupies a strategic position. In fact, political communication is stated as the core of the political process. How could it not be, various political structures such as parliament, presidency, political parties, non-governmental organizations, interest groups, and ordinary citizens obtain political information through this political communication.

Efficiency and effectiveness can be applied to conditions where everything is expensive, it can almost be said that nothing is free at this time and the increasing trend of modern and pragmatic voter behavior patterns. Therefore, being a female contestant as well as an academic is not a big problem, and the real problem lies in most of the capital that can be prepared to face the election competition.

The influence of a good political communication process carried out by Indah Putri Indriani is evidenced by the high number of positive comments on posts on related social media featuring the figure of Indah Putri Indriani. In addition, the number of likes (likes) or comments that a lot, proves that the figure of Indah Putri Indriani is received positively on social media.

#### **E. CONCLUSION**

Based on the description and explanation of this study result, it can be concluded that the branding strategy developed by Indah Putri Indriani was quite capable of making her a figure with a strong influence in North Luwu Regency, especially among women's communities. According to Dewi Haroen, there are three main pillars to strengthen the efforts to form a personal brand, namely

character, competence and strength. These three things can be found in the figure of Indah Putri Indriani, a character that describes a woman who is known to have intelligence and the ability to process the public to be closer to her. Indah Putri Indriani's knowledge competence and experience in the political field is certainly one of the boosts to her name's popularity in the political field. Strength Support from political parties is one of the instruments that proves the strong relationship built by Indah Putri Indriani and allowed her to advance in her candidacy as Regent of North Luwu.

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