



Television Journalists' Motives in Implementing Personal Branding on Instagram

Felisitas Citra

Universitas Multimedia Nusantara

Utami Diah Kusumawati*

Universitas Multimedia Nusantara

utami.diah@umn.ac.id

Abstract

The use of social media by journalists to develop their personal brands is tied to the long-term viability of the media and aids in the marketing efforts of the company. The capacity to use personal branding, which is frequently seen as an activity to exhibit and arrange in such a way that abilities and characters are shown to others, is also strongly tied to the self-value of journalists. So that the journalist stands out from the competition, personal branding can be utilized to foster emotional connections and develop relationships with the audience. This study focuses on learning the tactics and motivations used by television journalists for their personal branding activities on social media because of the significant role that personal branding is played by journalists in social media. The platform chosen for the investigation is Instagram. Researchers used descriptive qualitative study techniques to conduct informant interviews with four Instagram-active television journalists. The findings demonstrated that television journalists understand the value of using personal branding on social media to further their own interests as well as that of their profession and industry by using celebrity personalities. However, the motivation for its application is more focused on the media office's objectives and the use of personal branding while still making reference to journalistic standards.

Keywords: *television journalist, personal branding, celebrification, social media, digital journalism*

INTRODUCTION

The everyday use of social media by people has influenced changes in journalism practices (Rodgunphai & Kheokao, 2020). 2014's Canter. A journalist is supposed to increase audience involvement by mentioning an organization or news organization on their social media pages in order to preserve media continuity and assist the process of commercial promotion. (Brems, 2017; Rodgunphai & Kheokao, (2017) Brems et al. Hermida (2013) added that utilizing personal accounts linked to themselves on social media is a sign that a journalist is actively establishing their own brand. This demonstrates that journalists are encouraged to actively engage in using social media for reasons other than their own interests as an extension of media businesses. Media professionals, including journalists, have the chance to establish themselves as trustworthy news sources and household names through personal branding initiatives as the popularity of digital platforms rises (Molyneux & Holton; Picard in Brems et al., 2017).

The phrase "personal branding" was first used in the book "The Battle for Your Mind" published in 1981. Beginning in 2010, this phrase was used in the field of journalism. This demonstrates how journalists, whether they work in print or television, have recently used personal branding strategies by exploiting the networks they work for (Rodgunphai & Kheokao, 2020; Molyneux & Holton, 2015). However, as information technology has advanced, journalists working for print and broadcast media can increasingly use social media to build their personal brands. This personal branding is done to increase their self-awareness so that they may market themselves and turn into a desirable online presence (Olausson, 2017; Rodgunphai & Kheokao 2020). Therefore, social media for journalists today serves as a tool to strengthen their digital identity as well as a platform to enhance transparency in news production.

In light of the rising popularity of social media use, previous research (Brems et al., 2017; Bruns in Olausson, 2017) reveals a phenomenon where journalists start to use social

media to create digital personas and market themselves as individuals who are independent of the media in which they work. This demonstrates that the motivations of journalists who engage in personal branding are influenced by both personal and professional concerns. While the journalistic profession has traditionally placed more emphasis on news organizations than on specific journalists, journalists' use of social media calls for media businesses to support the growth of their brands. The idea is to discuss both their profession and themselves in their social media posts (Molyneux & Holton, 2015). (Dijeck in Mellado & Hermida, 2021).

According to Molyneux and Holton (2015), journalists can utilize personal branding to stand out from the competition by fostering emotional connections with their viewers and forging connections with them. The general perception of celebrities supports personal branding by journalists more and more. According to Muntean and Peterson in Olausson (2017), journalists are now considered celebrities alongside singers, artists, aristocrats, and politicians (Muntean & Peterson). As a result, journalists might emulate the traits of famous people to establish their personal brand on social media and win the audience's trust. Therefore, independent of the organization in which they operate, the use of personal branding becomes a crucial component of journalistic work practice. It is tied to both their work and how the audience perceives their existence.

There hasn't been much research done on journalists' use of personal branding on social media, particularly Instagram (Molyneux & Holton, 2015; Bossio, 2021). Only the content and activity of American and European journalists on Twitter were the subject of a prior study titled Personal Branding on Twitter. This study examines the tweeting habits of journalists using quantitative analysis of tweet kinds, tweet functions, and interaction models. The findings showed that full-time print journalists and freelance journalists utilize social media in various ways. Nevertheless, in order to become more well-known and attract attention, all of the journalists whose work was reviewed use two-way interactive engagement with the public. Olausson (2017) conducted research on journalists' personal branding on Twitter and used a celebrity theoretical framework to examine journalists' self-promotional behaviors. Olausson's study, *The Celebrified Journalists*, demonstrated that journalists often attempt to imitate famous people, particularly when engaging in self-promotional activities. *Journalist on Instagram: Presenting Professional Identity and Role on Image*, the following prior study by Bossio (2021), focused on Instagram was used as the primary study platform for social media and it was used to examine the efforts made by Australian journalists to present their unique selves. The findings indicated that journalists have embraced Instagram as a medium to interact with their fans, particularly television journalists. The objectives and plans of television journalists, who were later the subject of this study, have not been investigated in this study.

Based on this prior research, it is crucial to investigate the phenomenon of personal branding practiced by television journalists, particularly in Indonesia because there is a change in the phenomenon in the area connected to audience selection of media. Thus, by examining the methods and purposes underlying Indonesian television journalists' use of personal branding on Instagram, this research is anticipated to close the knowledge gap.

METHOD

This study used descriptive qualitative research methodologies with a constructivism framework and a case study focus. According to the constructivism paradigm, reality is shaped by social experience, making it impossible to generalize about reality (Malik & Nugroho, 2016). In simple terms, each person's perception of reality varies since it is shaped by their background. While this was going on, researchers conducted descriptive qualitative research on four informants who met the requirements that had been established based on a number of references, including

working for national media that had been verified by the Press Council, actively using Instagram and displaying their identity as journalists on Instagram (Petruca, 2016), having a minimum of 10,000 followers on Instagram in order to be considered a micro-celebrity (Santora, 2022), and more. Four informants were found using these criteria: David Rizal (SCTV), Frisca Clarissa (Kompas TV), Diky Syahputra Herjuno (MNC Media), and Ledi Marina (RCTI). After then, inquiries into personal branding are based on the notions of digital journalism, journalism's constituent parts, and celebrification.

RESULTS AND DISCUSSION

Result

Journalists' Understanding of Instagram

Compared to other social media platforms like Twitter, Facebook, or TikTok, Instagram continues to be the preferred social media channel for television journalists. There are various aspects behind this. Because it is seen as being in line with her everyday life on television, which likewise depends on audio-visual elements, Frisca claimed that Instagram is utilized as the primary social media platform (Clarissa, F., personal interview, May 15, 2022). Frisca believes it can draw in more viewers by exploiting Instagram's audio-visual features because of how convenient it is to run promotional campaigns for its news broadcasts. Additionally, she can use Instagram to market herself privately.

Seiring berkembangnya waktu, oh ternyata platform ini bisa diseriusin. Dulu awal-awal buat cari temen yang udah lama gak ketemu, tapi karena perkembangan digitalisasi lah ya kita bilang, Instagram ini bisa jadi sarana promosi. Gak cuma promosi diri, tapi juga program yang aku pegang (Clarissa, F., wawancara personal, 15 Mei 2022). (As time progresses, oh it turns out that this platform can be serious. In the past, it was early to find friends who hadn't been found for a long time, but because of the development of digitalization, we said, Instagram can be a means of promotion. Not only self-promotion, but also the program I hold (Clarissa, F., personal interview, May 15, 2022))

According to Juno, Instagram was selected as the primary medium because it is mostly visual and informative, which is in line with the preferences of the target demographic of young people. Juno is aware of the impressionable nature of its intended audience. In order to help young people raise their sense of value and to encourage them to project the kind of positive self-image that Juno does, which is that of worthwhile young people, Juno uses Instagram..

Dengan segala sesuatu yang aku share di Instagram, orang jadi "oh dia gak cuma presenter berita ya, dia bisa a,b,c,d." Jadi aku ingin mengempower pengikutku bahwa dengan aku jadi banyak macam Juno nya, so aku memberi mereka banyak pilihan gitu. Kalau kalian jadi tv journalist 54 Motif Jurnalis Televisi..., Felisitas Citra, Universitas Multimedia Nusantara bukan berarti kalian gak bisa olahraga. Bisa ini, bisa itu (Herjuno, D.S., wawancara personal, 21 Mei 2022). (With everything I share on Instagram, people get "oh he's not just a news presenter huh, he can do a,b,c,d." So, I want to empower my followers that with me being a lot of Juno variety, so I give them a lot of options. If you become a tv journalist 54 Motives for Television Journalists..., Felicit Citra, Universitas Multimedia Nusantara does not mean you can't exercise. It can be this, it can be that (Herjuno, D.S., personal interview, May 21, 2022)

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope:
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



Ledi, a different informant, claimed to own additional important platforms in addition to Instagram. The only platform she regularly updates in terms of material is her Instagram account. According to him, Instagram was selected as the primary social media platform for content uploading since it includes capabilities that can affect its customers' audio-visual requirements. According to Ledi, one of the elements that can currently pique people's interest is the audio-visual component.

This is Instagram to tell people about my job, the work that I do or I have been doing or I have done. Buat portofolio lebih tepatnya. Mulai dari birokrat istana sampai dengan orang-orang kementerian termasuk dengan orang dari protokol kementerian, itu kalau mau liat profil MC atau profil moderator yang mau mereka gunakan, itu gak lain dan gak bukan dari Instagram (Marina, L., wawancara personal, 22 Mei 2022). (This is Instagram to tell people about my job, the work that I do or I have been doing or I have done. Create a portfolio more precisely. Starting from palace bureaucrats to ministry people including people from ministry protocol, if you want to see the MC profile or moderator profile they want to use, it's nothing else and not from Instagram (Marina, L., personal interview, May 22, 2022))

David, like Ledi, has a number of social media profiles on sites like Twitter and TikTok. But as of right present, Instagram continues to be the most popular social networking site. He claims that the audience of users who actively follow him on Instagram consumes all of his posts because they are interested in all of his activities. As a result, Instagram serves as a link between his followers and the media industry's intended audience. David acknowledges that he utilizes Instagram to persuade fans to watch his news programs. For instance, when playing an artist named Vanessa Angel's unfortunate upload.

Karena gini, kalau di TikTok orang yang follow aku dan menyukai konten aku adalah orang secara random kan, FYP (For Your Page) kan. Sementara kalau Instagram, orang yang mem-follow aku ibaratnya menunggu postingan David Rizal, makanya dia follow. Aku sih lebih aktif di Instagram. Untuk menaruh pekerjaan yang lebih profesional, aku taruhnya di Instagram. (Rizal, D.B., wawancara personal, 22 Mei 2022). (As a result, if on TikTok my followers and content likers are random individuals, FYP (For Your Page) is correct. People who follow me on Instagram, meantime, seem to be waiting for David Rizal to post something, so he does. My Instagram activity has increased. I posted it on Instagram to give it a more professional appearance. (Personal interview with Rizal, D.B., May 22, 2022))

Additionally, he claims that Instagram's nature is immediate and straightforward, enabling him to upload photographs and videos with ease. David can balance the amount of submissions in the form of photographs or videos thanks to this ease.

Because of the financial benefits associated with publishing content to the Instagram platform, several television journalists have made it their primary social media channel. For instance, an informant claimed to have received an offer from Instagram for a side job. Through the material she posted on Instagram, Frisca had the chance to collaborate (endorse) with other parties. Currently connected with celebrities or known as celebrity endorsement, endorsement activity is the process of pushing a product to potential customers (Megayani & Marlina, 2019). Frisca gained authorization from her employer to work in exchange for endorsement. Additionally, she only incorporates cooperative activities that fit with her identity as a working mother, a television journalist, and a music enthusiast. In the meantime, Juno said that Instagram made the side job offer as a result of Juno's prior reputation as a television journalist. He claimed that television was now a successful way to reach a large audience.

Gak bisa dipungkiri tv itu tools yang mudah untuk menjangkau banyak orang kan. Jadi tv itu powerful, so pekerjaan yang aku dapetin ini aku sadari juga karena pekerjaan aku jadi tv journalist dan banyak juga yang kenal karena di tv sih (Herjuno, D.S., wawancara personal, 21 Mei 2022). (It is undeniable that TV is an easy tool to reach many people, right. So TV is powerful, so the job I got I realized

also because of my job as a tv journalist and many people also know because I am on TV anyway (Herjuno, D.S., personal interview, May 21, 2022)

Moreover, Juno claimed that Instagram serves as a shop where he showcases his professional actions while employed, including both those connected to and unrelated to journalism. Instagram can therefore help him find a variety of job opportunities to broaden the scope of his profession. When it comes to endorsements, Juno also shares content in partnership with other parties by promoting events or adding products in its uploads. The company where he works permits him to engage in endorsement activities on social media as long as they don't harm his reputation as a television journalist.

Instagram endorsements are acceptable for television journalists as long as they don't interfere with their sense of self. David recognized this. To fit the tone of the medium where he works, he will arrange the goods or services that need to be marketed. David acknowledges that as a result, he has recently only accepted goods and services associated with his passions in sports, such as joint and bone health items or athletic footwear.

Temenku ini aku push banget. Meskipun dia anak baru, tapi dia harus menunjukkan bahwa dia aktif di Instagram dan bisa membangun branding image nya sebagai jurnalis Liputan 6 SCTV. Ternyata bener, endorsement dan tawaran MC datang. Ini juga cara yang aku pake untuk mempromosikan diriku sendiri (Rizal, D.B., wawancara personal, 22 Mei 2022). (I'm really pushing this pal of mine. She needs to establish her brand as a journalist for SCTV's Liputan 6 and demonstrate her Instagram activity while being a newbie. It turns out that endorsements and MC offers did come after all. This is also how I market myself (personal interview with D.B. Rizal, May 22, 2022)

He asserted that he alone, not the business, chooses the goods or services to be advertised. Despite the fact that he works for a media organization, he claims that it lacks the power to control the endorsement activities that its journalists engage in. However, he claimed that SCTV may play a part in giving guidance on goods or services that adhere to the media's image.

Television journalists argue that Instagram provides a forum where they can voice their ideas, particularly in relation to an issue, in addition to receiving side work opportunities. For instance, Frisca clarified how her identity as a journalist is inextricably linked to her work as a journalist. For her uploads, which can be classified as opinions, Frisca must be diligent in applying fact and data verification. Additionally, he believes that Instagram has the potential to draw viewers to particular news programs. He uploaded a portion of the Palace Review newscast, for instance. As a result, the upload's effects extend beyond him personally to the media outlets where he works.

Engagement nya bisa buat aku, bisa juga buat program yang aku pegang. Tujuannya emang itu. Orang mungkin gak nonton televisi 24 jam kan, tapi setelah kita kasih tau, orang jadi tau. Jadi sarana promosi untuk menggiring penonton lebih lanjut dan buat orang penasaran (Clarissa, F., wawancara personal, 15 Mei 2022). (Both I and the program I run may be involved in the engagement. That is the aim. People may not watch television 24 hours a day, but once they hear what we have to say, they do. In order to better engage the audience and pique their interest, a promotional tool was used (Clarissa, F., personal interview, May 15, 2022)

This television journalist confirms facts by examining data and using sources from numerous reliable media before expressing opinions through uploads. Due to the great level of trust that her followers have in David, who is well-known as a journalist, she took this action to reduce the propagation of fake news..

Aku gak pernah menyebarkan sesuatu yang based on viral. Kayak waktu itu pernah, ada orang yang DM kalau dia itu korban yang disekap, trafficking yang di negara mana itu. Aku sempet mikir, kok rada aneh ya. Akhirnya setelah

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope:
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



itu tervalidasi dan naik di Liputan6, baru aku sebar. Karena ya kita jurnalis, jangan sampai menyebarkan sesuatu yang salah (Rizal, D.B., wawancara personal, 22 Mei 2022). (I have never disseminated anything via viral. There were many who claimed that he was a victim of trafficking at the time and was being held captive in whichever nation that was. I only wondered, "How come it's weird?" I simply disseminated it when it was verified and posted in Liputan6. Since we are journalists, please avoid spreading inaccurate information. (Personal interview with Rizal, D.B., May 22, 2022)

The Purpose of Journalists Using Instagram

According to Usher (2020), the more well-known journalists are, the more their value is utilized to further both their own personal identities as well as the office's financial objectives. Interviews with journalists from television led to the discovery of this objective. For instance, Frisca stated that she wanted to present herself as a journalist who is also a mother and has a passion for music. Frisca continuously showcases this in each upload, and on her Instagram account, she compiles it in highlights. As a result, she may keep her sense of self and use Instagram to enhance it.

Orang gampang lihat Highlight aja. Highlight aku jadi ibu, jurnalis. Jurnalisnya juga ada saat aku bekerja, ada yang khusus interview, jadi orang juga sekilas udah tau gitu. Oh jadi dia tuh news anchor, ibu juga, trus ada hobinya juga gitu menyanyi. Itu ada di Highlight semua gitu (Clarissa, F., wawancara personal, 15 Mei 2022). (People can see the Highlights with ease. As well as being a mother, I'm a journalist. People are aware of this at a glance because the journalists are present when I work and some are conducting special interviews. She is a news anchor, a mother, and she also enjoys singing as a hobby. It is mentioned in the highlights of everything (Clarissa F., in-person interview, May 15, 2022).

Meanwhile, Juno outlined how he prioritizes portraying himself as a young person with self-worth. He claims that his perception of himself as a journalist has persisted, therefore Juno wants to exhibit a different aspect of himself. The frequency of Juno's Instagram uploads, which more frequently document his interests outside of the media industry, reflects this. Displaying his involvement in a function that is seen to be able to enhance his value as a person, for instance.

Karena kalau sebagai seorang jurnalis, aku gak perlu ngasih orang tau kalau aku tv journalist. Gak dikasih tau pun mereka tau kalau aku anchor sebenarnya. Unggahan untuk pekerjaan ada tapi mungkin 20 persen, kalau 70 persennya personal stuff. So lebih ke yang anak muda dan personal stuff aja (Herjuno, D.S., wawancara personal, 15 Oktober 2022) I don't have to tell people I'm a TV journalist because I'm a journalist. They were unaware that I was actually the anchor. There are uploads for work, but perhaps 20% of them, if not 70%, are personal. Thus, the focus is largely on young people and personal issues. (Personal interview with D.S. Herjuno on October 15, 2022)

Ledi claims she utilizes Instagram to boost her reputation as a television journalist, whereas Juno focuses more on utilizing it to establish her personal identity as someone separate from her journalistic duties. This is demonstrated by frequently posting updates to Instagram about all activities and projects, both finished and ongoing. Ledi enhances his identify as a television journalist by utilizing a suitable profile photo and bio in addition to uploading content linked to his work as a television journalist.

Jadi Bio Instagram berkaitan dengan personal branding dan marketing saya. Itu akan memudahkan orang ketika mereka mencari saya. Believe it or not, sekarang orang mencari profil kita untuk memperkerjakan atau untuk meng-hire kita itu dari sosial media (Marina. L., wawancara personal, 22 Mei 2022). (As a result, my personal branding and marketing are mentioned in my Instagram bio. People will find it simpler to find me if they do that. Believe it or not, people are increasingly looking for our accounts on social media to hire or hire us. (Personal interview with Marina L., May 22, 2022)

Ledi also observed the intense interest his fans had in his journalistic endeavors. As a result, Ledi uses Instagram to promote his writing and newscasts. In fact, Ledi frequently published a list of news subjects that will be covered in the news show through uploads to Stories. He wants to urge his fans to watch the entire news program by uploading it. Ledi will feel the impact personally, but it will also have an influence on the viewership of the news shows he broadcasts. Ledi sees social media as a crucial tool for supporting his work as a writer, in addition to the chance to broaden his career path. In order to fulfill its obligations as an extension of the public, he noted that social media is a place where the community may continue to communicate with it.

This journalist is more cautious when expressing personal identify on social media because of awareness of the job practiced, especially as a television journalist, which is reflected in the choice of content. David claimed that as a journalist, he always ensures that all of his uploads adhere to the rules and guidelines. As a result, he carefully filters all uploads, including goods included for purposes of collaboration with other parties.

Patterns of Instagram Use by Journalists

The interviews with the four informants revealed a number of Instagram usage habits. The timing of Instagram posts is one of these patterns. The majority of informants responded that they did not have a set time to upload their postings to social media, based on their visibility. Due to the dynamic nature of social media, Frisca claimed she is not bound to the same schedule for submitting content (Clarissa, F., personal interview, 2022). Frisca emphasizes the momentum of an issue she talks about and continues to monitor the topic despite the fact that she is aware that there are moments when many people view her Instagram account in order to optimize engagement with her followers. Frisca attempts to submit content every day despite the fact that she doesn't have a set schedule due to her busy schedule as a journalist.

Sosmed itu dinamis, jadi gak bisa posting jam 5 terus setiap hari. Walaupun biasanya engagement itu rame kalau aku aktif di jam-jam sore gitu, karena mungkin orang kan lihat aku di tv jam-jam segitu juga kan. Tapi pada dasarnya ya dinamis, jadi aku juga harus terus memantau isu terbaru dan perkembangan di medsos biar kita dapet engagement yang maksimal juga (Clarissa, F., wawancara personal, 2022). (You can't always post on social media at 5 o'clock because it's dynamic. However, if I am active in the afternoon, it tends to be busy because perhaps people will catch me on television at that time. But since it's essentially dynamic, I also need to keep up with the most recent news and social media trends to ensure that we receive the most participation possible (Clarissa, F., personal interview, 2022)

Herjuno was another informant who did not have a specific time to upload content, in addition to Frisca. Though he acknowledges there are periods when his followers are active on Instagram, he claims he doesn't update on a regular timetable. According to Juno, it is preferable to concentrate on things that are receiving a lot of public discussion rather than on the passing of time. Ledi, a different source, did not set aside a fixed time to upload to or visit Instagram either. Ledi's access to Instagram is timed according to the news program she presents' broadcast schedule and the current status of a particular problem. To show her thanks and gratitude for them following her news broadcast, Ledi always attempts to maintain interaction with her viewers despite her busy schedule (Marina, L., personal interview, May 22, 2022). The final informant, David, had a different routine than the previous three in that he regularly selected precise times to access and upload based on how followers and the targeted target audience used Instagram. According to David, the majority of Instagram users are college students and adults who use the platform between 10 a.m. to 5 p.m. to consume news. (Personal interview with Rizal, D.B., May 22, 2022). He claims that maintaining consistency in social media activity is crucial since it has an impact on the level of audience interaction on his Instagram account. David modifies the type of upload in accordance with the target audience who are interested in his activities as a journalist,

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope:
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



particularly those related to reporting activities in the field, in addition to modifying the upload timing to the time the audience views Instagram. To foster more communication with his supporters, this is done.

David typically uploads footage that is not broadcast on television and deals with the tasks and processes he must perform while performing his obligations as a journalist. David's Instagram account is dominated by posts on his journalistic activities, but he also publishes about his daily activities and authentic features that are not displayed while working as a television journalist. David clarified that the purpose of the post's appearance was to increase follower interaction.

Di sisi lain, kami juga manusia. Presenter itu, kan, bawaannya serius ya, tapi ketika kenyataannya, orang yang melihat media sosial kita itu bilang, 'oh, ternyata, orangnya kayak gini, toh, di luar,' (atau) 'oh, ternyata gokil juga, sengklek juga', gitu-gitu. Jadi image yang mau ditampilin adalah tetap sebagai jurnalis, tapi ya kami juga manusia, punya sisi manusianya. (Rizal, D.B., wawancara personal, 22 Mei 2022). (We are also human, on the other hand. Right, the presenter is naturally serious, but when viewers of our social media remark things like "oh, it turns out, people are like this, anyway, outside" (or) "oh, it's crazy too, it's crazy too," that's all that they are saying. As a result, the picture that wishes to be presented is that of journalists who are also human and have a human aspect. (Personal interview with Rizal, D.B., May 22, 2022))

As for the substance, Frisca said that it pertained to her reading of news or participation in events that were not relevant to her work as a television journalist. Frisca clarified that these Instagram postings, which are frequently uploaded by fan clubs or just her fans, are typically about her job. Additionally, he shows the kinds of uploads that David uploads in the form of a flow of off-camera activities, such as his daily life when reporting to the Presidential Palace or unexpected incidents that he must undergo before beginning a live report. Frisca posted activities that were not just connected to her line of work but also to her identity as a mother who enjoys singing. Some of her posts demonstrate the work-related tasks a mother engages in with her daughter, as well as singing-related activities to pass the time. Frisca is aware that her motherly efforts are used to draw her followers—who are also dealing with motherhood challenges—closer to her.

Jurnalis yang adalah seorang ibu, dan hobi bernyanyi. Itu sih. Jadi aku rangkum semua ya. Dan berhubung waktu yang aku punya juga gak terlalu banyak kan, karena kan sambil bekerja, sambil ngasuh anak, jadi bener-bener keseharian aku aja (Clarissa, F., wawancara personal, 15 Mei 2022). (a mother and journalist with a singing interest. I'm done now. So, let me give a brief summary. Additionally, the time I have is not a lot because I have to work and take care of my kids on a regular basis (Clarissa F., personal interview, May 15, 2022)

As for the stuff that is typically uploaded, Juno outlined his activities when reading the news and his extracurricular activities. Regarding his work as a television journalist, Juno reposts videos from fans that depict him reading the news. The intention is to express gratitude to readers and to learn about their routines and activities while they read the news. Furthermore, according to Juno, his material is connected to his daily actions. But because he is conscious that the journalistic profession has been associated with him personally, Juno ensures that none of his posts deviate from the accepted norm.

Somehow aku memperlihatkan my daily bases aku sama temen-temen ngobrol receh. Aku mikirin juga joke nya yang related. Karena aku kan tv journalist ya, gak mungkin aku joget terlalu vulgar atau receh (Herjuno, D.S., wawancara personal, 21 Mei 2022). (Somehow, I showed my daily bases with friends chatting a dime. I think also of his related jokes. Because I'm a tv journalist, it's impossible for me to dance too vulgarly or frivolously (Herjuno, D.S., personal interview, May 21, 2022)

If other informants put more of an emphasis on publishing work-related activities, Juno acknowledged that his non-journalistic posts dominated his Instagram account. Since the majority of his followers are already aware of his profession as a journalist, Juno

believes that developing one's own self-image as a journalist is unnecessary. As a result, Juno concentrates more on developing his worth as a person of character and value. Juno distinguishes himself from other television journalists by portraying himself as a person of character and worth. Juno is aware that his Instagram posts appear less rigid and more laid-back when compared to those of other journalists. Because Juno only displays a serious demeanor while performing his tasks on television.

Mereka mungkin melihatnya Juno seorang tv journalist, tapi aku juga mau ngasih lihat mereka bahwa di luar itu aku juga banyak kerjaan dan banyak yang bisa aku lakuin. Itu jadi penting karena biar orang ngerasa, tv journalist banyak sekali, tapi yang membedakan, kita harus punya karakter (Herjuno, D.S., wawancara personal, 21 Mei 2022). (They may view Juno as a television journalist, but I also want them to understand that I have a lot of job to do outside of that. That's crucial because it will let viewers realize that there are a lot of television journalists, but we need to stand out (Herjuno, D.S., personal interview, May 21, 2022)

He includes many postings regarding his activities as a journalist, but most of his posts emphasize his hobbies outside of journalism, such as exhibiting selfies or activities like exercising. Ledi writes about his actions when interviewing Hollywood stars and actresses who are becoming famous figures in discussions about the opening of his most recent movie. The purpose of including Juno's post was to encourage more viewers to watch the entire news broadcast on the schedule specified in the caption. Because Juno is aware that her followers are interested in news about the entertainment industry.

Ledi, a different source, claimed that some of her followers were not just interested in her activities but also in who she was as a person.

Kadang-kadang kan orang-orang nge-follow kita bukan cuma karena mereka penasaran ya, beberapa dari mereka follow karena mereka ngefans. Mereka suka dengan pembawaan kita di televisi. Artinya dengan saya melakukan hal itu, they turn on their television, they switch channel to RCTI, and they watched me (Marina, L., wawancara personal, 22 Mei 2022). (Some of the people that follow us do so out of fandom rather than merely out of curiosity. They enjoy our television approach. It indicates that they turned on their televisions, changed the channel to RCTI, and then watched me as a result of what I did (Marina, L., personal interview, May 22, 2022)

Ledi acknowledged that she enjoys using her television reading activities as part of her own material to draw viewers to her news programs. In addition, she posts articles regarding the behind-the-scenes work she does as a journalist. One of them revealed a small amount of information regarding her talk with the person being interviewed concerning issues that the public should be aware of. Ledi may therefore pique the interest of her fans, particularly on the subject being addressed, making them want to watch the entire talk show. Ledi added that her Instagram account is primarily made up of activity portraits showing her work as a journalist. Her actions as an MC or moderator, time spent with her family, attending concerts, her interest in interior design, and other non-journalistic interests are rarely displayed. The reason, according to Ledi, is that her followers are more interested in posts on work that has already been done or is now being done. As a result, Instagram is used as a tool for branding and marketing.

Reels and Stories are the most popular features on Instagram that users choose while uploading content, according to the informants' preferences. Ledi, for instance, suggested making Reels the primary feature that is used the most frequently because it is thought to be successful at boosting interaction and the number of followers. Ledi continuously portrays the persona and self-image she wishes to cultivate on Instagram, notably that of a seasoned television journalist, in Reels' posts by providing a rundown of her activities. In addition to Ledi, Frisca selected the Reels feature as her favorite since the Instagram algorithm makes it possible for more people to see her posts even if they don't follow Frisca's account. She claims that when compared to the use of

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope:
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



hashtags or hashtags produced by changes in Instagram's algorithm, Reels is more effective in growing its uploads. Frisca however continues to use hashtags in some of her uploads to provide readers with a sense of the major topic under discussion. She claimed that by doing this, her uploads would be simpler for her fans to comprehend and hear.

In addition to Reels, informants also like the Stories function. Ledi claimed that she made use of the Stories feature to develop her reputation as a television journalist. Ledi altered her news show schedule to accommodate posting Stories. Ledi will be able to summarize the news stories that will be covered in relevant news programs each day, enticing viewers to watch the show. To boost the ratings of the news program she hosted, she did this.

Dengan Stories sebenarnya saya ingin nge remind mereka dan salah satu pancingan "kamu nonton dong RCTI" karena itu hubungannya dengan rating share kami. I was expecting dengan orang-orang itu yang jadi followers di Instagram kemudian akan nyalain tv mereka setelah liat upload an itu. Again it's marketing actually. (Marina, L., wawancara personal, 22 Mei 2022). (I truly want to remind them about Stories and one of the enticements is "you should watch RCTI" because it has to do with our rating share. I anticipated that those folks who followed me on Instagram would switch on their televisions as soon as they saw the upload. Once more, it's marketing. (L. Marina, personal communication, May 22, 2022)

David noted that because it is quick and immediate, the Stories function is the one most frequently utilized to upload activities. Thus, Stories serve as its primary feature. Both to demonstrate their behind-the-scenes work and to aid in spreading the most recent information. Additionally, followers are more interested in uploads that take the form of Stories. The Live function is also frequently used because it makes field reporting easier and necessitates prompt responses. David is assisted in reporting during the Mount Semeru eruption by the Live function. Similar to David and Ledi, Juno frequently utilizes the Stories tool because it is immediate and doesn't require editing or caption creation like the Feeds option does. Additionally, based on his observations, followers responded quickly to the Stories feature. As a result, Juno tries to incorporate one Stories upload per day.

Banyak nih. Biasanya yang lagi hype. Lately aku lebih suka upload Stories sih. Karena dia simple dan gak perlu mikirin caption atau editing. Trus responnya juga cepet (Herjuno, D.S., wawancara personal, 21 Mei 2022) (A lot. The hype is often back. I've recently preferred uploading Stories, owing to the simplicity and lack of necessity for captions or editing. Also, prompt was the response (Personal interview with Herjuno, D.S., May 21, 2022).)

Journalists' Efforts to Gain Popularity on Instagram

Gamson claimed that because social media is thought to be capable of generating social and financial capital, the function of celebrities in journalism emerges when journalists attempt to attain popularity. The microterm celebrity is used to describe the function of celebrities in the use of social media. Celebrity construction, according to Senft (in Olausson, 2017), is a form of "self-commodification" that "involves people increasing their popularity through sites." Informants have numerous options at their disposal to draw in followers in order to accomplish this goal.

Frisca was the first informant to mention that she uploaded her Instagram activity and that it was mostly about her work as a television journalist. One of them involves displaying his activities during interviews with other well-known people. If a character is deserving of being uploaded, Frisca establishes a number of criteria. The first aspect is how significant the character is, and subsequent aspects are influenced by the topic and discussion momentum. (Personal interview with Clarissa F., May 15, 2022) Frisca uses characters in her uploads as another tactic to pique viewers' interest in watching the entire news broadcast in accordance with the timing provided in the caption.

Frisca demonstrated her relationships with a number of other well-known journalists in addition to showcasing her interactions with well-known people in the form of video interviews to draw viewers to her news program. In order to increase interaction

with her followers, Frisca not only promotes her friendships with powerful people outside of her work as a journalist. Such as showcasing President Joko Widodo's entrance at the wedding and her interactions with actor Reza Rahadian while acting as moderator. According to his observations, postings featuring well-known people or people who are being discussed might boost audience interaction. Showing non-journalistic yet instructional activities can also help to bring the speaker closer to the audience. For instance, she may demonstrate her activities when trusted to host and moderate an event at the Ministry of Finance, speak in a webinar on how mothers manage work and time, or participate as a judge at the Mojang Jajaka Bandung City event. She may also share advice on how to divide time as a working mother. He claims that this chance is being taken advantage of in an effort to build networks and acquire social capital.

Aku pernah jadi moderator atau mengisi acara off air itu untuk memperluas jaringan juga kan. Sebagai jurnalis, tiap hari kita harus membangun jaringan itu kan. Kesempatan untuk mengajar juga jadi salah satu momen buat aku bisa mengasah lagi ilmu, ketemu orang baru (Clarissa, F., wawancara personal, 15 Mei 2022). (I've participated in off-air events as a substitute or moderator to broaden my network. Right, as journalists, we have to create that network every day. The chance to teach is also one of the times when I can brush up on my expertise and get to know new individuals. (Personal interview with Clarissa F., May 15, 2022)

According to Juno, joining a group and participating actively are the best ways to get famous. Juno has continued to work with the brand despite once making it to the finals of an all-male competition for health drink items. In addition, Juno demonstrated his speaking engagements for the other contenders. Additionally, according to Frisca, sharing uploads that demonstrate her friendship with a character may diminish her value because she is able to appropriate that character's worth. Because of this, Juno carefully selects each of its uploads, such as by only featuring characters who have a positive sense of themselves. Juno is aware that the images he puts on his Instagram page are pictures of himself that he wants his followers to see. Additionally, Juno uses character uploads to entice viewers to watch the entire news program.

Ledi uploads content that features notable figures or individuals that are being discussed, much like Frisca and Juno do. The goal is to get more likes and follows. For instance, to coincide with the passing of B.J. Habibie, uploads offering multiple interview opportunities with him were condensed into one and re-uploaded. Ledi clarified that the 40 thousand likes—or the equivalent of twice as many followers at the time—that the upload garnered demonstrated its popularity. Additionally, Ledi now has 100 daily Instagram followers, up from the previous 50. Ledi clarified, however, that her collaborations with well-known people were also integral to her desire to fulfill her responsibilities as a journalist who served as the public's eyes, ears, and extension.

Sederhananya, ketika kita ketemu dengan orang terkenal dan punya jabatan, artinya mereka memiliki wewenang untuk mewujudkan dan mengubah kewenangan publik. Nah di kesempatan itulah biasanya saya mem-posting itu untuk ngasih tau, i have met them and i have actually say what you want to say, your aspirations dan jawabannya kayak gini (Marina, L., wawancara personal, 22 Mei 2022). (Simply told, when we encounter well-known individuals who have positions, it indicates that they have the power to recognize and alter public authority. Now is the time I typically publish it to let me know that I have met them and have genuinely expressed your goals and the response is as follows (Personal interview with Marina, L., May 22, 2022)

Ledi, like Juno, actively participated in organizational activities by joining the Indonesian Television Journalists Association (IJTI), which focuses on developing organizational external relations, in order to broaden her social network. Ledi has the chance to grow her social network inside organizations that are relevant to her area of work as a journalist by actively participating in them. Meanwhile, David only selects

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope:
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



figures from among artists, never politicians or authorities, despite featuring content with well-known personalities. The upload may give the appearance of prejudice, which would undermine his journalistic neutrality and trustworthiness. It is thought to be crucial for content to include images of well-known people in order to capitalize on their following and boost engagement on their Instagram account. According to his observations, having a character in a single post significantly boosts the number of followers and interaction.

Ya itung-itung pansos gratis lah ya. Karena terbukti, waktu aku foto sama artis yang lagi dibicarakan atau lagi hits di momen itu, bisa angkat engagement ku jadi tinggi banget. Aku memilih untuk tidak foto sama pejabat karena profesiku sebagai seorang jurnalis harus independen. Ketika saya punya foto dengan orang itu, berarti terkesan keberpihakan (Rizal, D.B., wawancara personal, 22 Mei 2022). (Considering that I am well-known for not doing anything, yes. Because it is obvious, taking photos with artists that are popular or in demand at the time can significantly increase my engagement. I declined to pose for photos with government representatives because I believe that a journalist must be impartial. It appears partial when I take a photo with that person. (Personal interview with Rizal, D.B., May 22, 2022)

There are other methods to achieve this besides taking pictures with well-known people. This television journalist will become more well-known. One of them is by showcasing uploads that demonstrate his journalistic privileges. David claimed that while on a business trip to Croatia in Eastern Europe, he uploaded flashy actions including taking advantage of opulent hotel amenities and first-class travel. David did this to enhance interest in and knowledge among those who follow his journalism career. He went on to say that the upload might inspire and boost followers' interest in his news show and associated uploads. By continuing to communicate with viewers, television journalists might gain popularity in another way.

Reposting followers' posts that includes the informant's account name was the approach used, according to the vast majority of informants. For instance, Juno reposted a message to express her gratitude for his assistance. Ledi added that when she did repost activities, she only included things that were relevant to her work as a journalist, such comments from followers that indicated when she was sharing news about a fascinating topic or was participating in a discussion. Ledi further added that her Instagram account frequently featured images from various relatives showcasing her everyday activities. Ledi reposts to raise followers' awareness of her news program in addition to serving as a means for her to express her gratitude to followers for watching her news shows.

Repost itu satu, sebagai tanda terima kasih kamu udah nonton. Kedua, terima kasih kamu sudah nyempetin capture. Mostly ketika gambar mereka bagus, CG (Character Generator) beritanya lagi menarik gitu akan aku repost (Marina, L., wawancara personal, 22 Mei 2022). (Reposting is an expression of thanks for watching. Secondly, I appreciate you taking the time to record. CG (Character Generator) news is generally intriguing when their pictures are decent, thus I will republish it (Personal interview with Marina, L., on May 22, 2022)

Frisca frequently reposts content about her work that is shared on Instagram by fan pages or individuals that follow her. In addition to expressing gratitude, Frisca clarified that one strategy used to get followers to watch their news programs is to engage with them through activities like reposting and responding to comments and direct messages (DM).

Table 1. Implementation of Personal Branding and Celebrification by Television Journalists

No	Aspect	Frisca	Juno	David	Ledi
<i>Personal Branding</i>					
1	Have accounts on multiple social media platforms that are constantly updated	Yes	No	Yes	No
2	View profiles that show their position	Yes	Yes	Yes	Yes

3	Consistently displays their identity	Yes	No	Yes	No
4	Actively upload on Instagram	Yes	Yes	Yes	Yes
5	Respond and interact with followers	Yes	Yes	Yes	Yes
6	Joining a group or community	Tidak	Ya	Tidak	Ya
<i>Celebrification</i>					
1	Reflected fame	Yes	Yes	Yes	Yes
2	There are photo uploads with celebrities or prominent figures	Yes	Yes	Yes	Yes
3	Implementing asymmetric communication	Yes	Yes	Yes	Yes
4	Demonstrate participation in an event	Yes	Yes	Yes	Yes
5	Shows a glamorous lifestyle	No	Yes	Yes	No
6	There are posts related to the journalist's personal life and daily activities	Yes	Yes	Yes	Yes
7	Journalists include hashtags	Yes	Yes	Yes	Yes

Discussion

In prior research by Brems et al. (2017), the notion of personal branding has been linked to the social media behaviors of European print media journalists on Twitter. From that point on, this study draws on the same idea but relates it to how television journalists utilize Instagram. The intention is to view the company's use of social media platforms like Instagram as an extension of the television journalists' strategy. According to the findings of earlier studies, individual journalists now have the chance to become more independent in order to strengthen their online identities regardless of the media they work with by using personal branding (Brems et al., 2017). In the meantime, Petruca (2016) outlined several aspects that must be taken into account when establishing personal branding on social media. Having accounts on various social networking platforms is the first component. As long as posts are consistently updated, having more accounts on various social media platforms can also boost the likelihood of becoming more well-known (Petruca, I., 2016).

The informants are known to have numerous accounts on various other social media platforms according to the interviews. However, they all used Instagram as their primary channel, and just two out of every four informants claimed to be consistently contributing content to other social networking sites. For instance, Frisca and David continue to regularly contribute content to TikTok. The four informants use social media platforms because, in their opinion, not only do media organizations need to be active on social media platforms, but journalists who work for these media organizations also need to be active on these platforms. By using journalists as an extension to carry out promotional operations so they may reach the target audience, this is done to maintain the survival of news agencies. Additionally, these television journalists view social media as crucial since it enables them to stay in touch and fulfill their roles as journalists, which include accommodating the hopes and comments of the public. Journalists for television recognize the value of utilizing social media to reach a wider audience. According to informants, one tactic is to integrate and address current events in Instagram posts. This is in line with the aspects of digital journalism that cover actual and current occurrences.

The second component is to offer a profile that details their position in the workforce. According to Petruca (2016), summarizing social media accounts is crucial so that the target audience may learn about the account owner and what they do. According to Brems et al. (2017), the use of social media features can be tailored to the persona you want to project. For example, you could add a brief biography or connect graphic components. It is clear from the four interviews that the four informants used two primary components that they believed could adequately reflect their complete

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope:
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



Instagram account: the Instagram bio and profile pictures. Additionally, both components are acknowledged in order to make it simpler to identify and locate their accounts. Additionally, the lines in the Instagram Bio column are chosen to reflect the self-perception that journalists wish to convey to their intended audience. From the interview's findings, it was discovered that three of the four respondents emphasized their status as a television journalist in their Instagram bios. Although Juno acknowledges that his Instagram is more dominated by posts about his extracurricular activities than his work as a television journalist, his identity as a television journalist is still included in his bio because, in his opinion, his profession has been associated with him in the spotlight to the point where it has become an integral part of Juno as a person. The four informants are also aware that Instagram can now be a location to increase the prospects and professional pathways pursued because the public already knows that they are television journalists, as can be seen from the interview's findings. Frisca, the first informant, stated that changing the profile photo infrequently helped to make it more noticeable to her audience. She has also customized the provided photographs to fit her sense of self. One of the informants uses Instagram's Highlight function to display a self-image in addition to their bio and profile picture. The interview's findings revealed that having a bio and profile photo that reflects the journalist's self-image makes their account easier to recognize and reach, opening them to more job chances.

The third aspect is that journalists constantly use the same persona across all of their social media accounts. This is done to make it simpler for followers to remember the self-image you want to project (Petruca, 2016). Through the included uploads, Frisca and David present identities that are comparable on TikTok and Instagram. Journalists that actively use other social media platforms have a better chance of being recognized and found by the audience. Despite this, the four journalists still primarily utilize Instagram for social media. Their identity can be quickly determined through two key methods in addition to uploads, notably the usage of a bio and profile pictures. Additionally, it is known from the findings of interviews that three informants used Instagram to advertise their journalism. Television journalists, for instance, display their work when reporting from the field, reading the news, or conducting source interviews. They do this because they are conscious that their social media presence is integral to their work as journalists. Additionally, Instagram is a platform utilized to draw more users, increasing their interest in news programs from the media outlets where they operate.

The fourth aspect is regularly posting on popular social media sites. According to Petruca (2016), opportunities to grow a person's impact and follower base might arise from an active and persistent attitude when posting on popular social media platforms. In the interviews, four informants cited Instagram as their preferred social media channel over other networks. Compared to other social media networks, two distinct aspects motivate the four informants to actively utilize Instagram. Frisca and Ledi, who explained that Instagram is an audio-visual-based social network, provided the initial justification. This is consistent with the traits and passions of viewers who are used to seeing them on television, or, to put it another way, always focused on acoustic and visual elements. The second reason Juno and David chose Instagram as their social networking platform of choice is because of its quick and straightforward functionality, which makes it simpler for them to publish content despite their busy work schedules.

Responding to followers' comments and engaging with them is the fifth aspect (2016). Building engagement with followers is a crucial component that must be used when journalists begin to actively participate in social media, according to Adornato (2018). From the interviews, it is clear that the four television journalists replied to followers' comments and developed interactions with them in different ways. The four informants demonstrated a consistency in reacting to and communicating with followers by responding to comments and Direct Messages (DMs) and reposting their followers' uploads. The four informants also expressed gratitude for follower posts about their journalistic endeavors in an effort to draw more followers' interest and focus to news programs broadcast by journalists. This demonstrates how journalists use one facet of

digital journalism in their social media activities, which is actively responding to comments to enhance followers' interest in their uploads.

Actively joining communities or groups is the sixth aspect (Petruca, 2016). Two out of four of them journalists are currently actively joining a group or community, according to the interviews. The third informant, Ledi, acknowledged that she is currently actively joining the Indonesian Television Journalists Association (IJTI), an organization that is directly tied to his line of work as a television journalist. The second informant, Juno, is actively joining groups that are not related to his work as a journalist, in contrast to Ledi. This is in line with Instagram's function, which is regarded as a "self-storefront," therefore his uploads are more heavily weighted toward his extracurricular activities than his work as a television journalist.

The concept of celebrification can be used to understand how television journalists use Instagram in addition to the idea of personal branding. A celebrity theoretical lens must be used to assist studies of journalists' social media self-promotion practices, according to past research. This is due to the fact that using personal branding effectively is at the heart of celebrity activities that have grown to be significant cultural components, especially as social media has gotten more and more prevalent (Olausson, 2017). Additionally, Mellado and Hermida (2021) established a number of metrics to track journalistic activity via social media creation.

Fame reflects the first aspect. Re-uploading content created by others that relates to their work or personal lives provides evidence of this (Mellado & Hermida, 2021). The four informants wanted to thank their fans for supporting and watching the news programs they were presenting by engaging in the repost activity. This can be seen in the numerous posts made by followers detailing their actions as they read news that informants have uploaded back. as a result, the majority of repost actions on television relate to the work that journalists do while on duty. However, despite the fact that work-related posts still predominated on their Instagram accounts, three out of four informants acknowledged that they had frequently participated in sharing their daily activities. Television journalists still filter content that will be republished despite uploading other people's work that is relevant to their profession or personal life in an effort to uphold their professional reputation. For instance, by refraining from re-uploading material about racial, religious, and intergroup relations.

The uploading of content that incorporates images of famous people or their tags is related to the second aspect of the celebrity theoretical lens. This is done to foster a sense of intimacy and capitalize on the character's popularity (Mellado & Hermida, 2021). The four informants display films or images of their interactions with important persons in order to paint portraits of their intimate relationships. The goal of including uploads is therefore inextricably linked to the goal of promoting the news programs they host. Therefore, television journalists frequently change the character loading to reflect current events to pique the public's interest in watching the broadcast via the linked news program. Posting images of well-known people not only promotes news programs but also serves as a means by which journalists can express public concerns and aspirations to the decision-makers they interview. This mindset is consistent with the second component of journalism, which is to put the public's loyalty first by prioritizing and guiding news in accordance with the community's interests.

Applying asymmetric communication is the third aspect. Journalists are said to need to use asymmetric or one-to-many communication patterns in order to establish relationships with followers when appropriating celebrity traits. This is achieved by just responding to a small number of remarks that are thought to help sustain their worth (Mellado & Hermida, 2021). The four study participants shared a common understanding of the strategies for establishing communication with followers through responding to comments. The four informants used asymmetric communication in their posts by ignoring some of the comments left by followers, as evidenced by the interviews. According to three out of four respondents, only encouraging remarks and other positive feedback from followers elicited responses.

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope:
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



The fourth aspect is that journalists participate in events and have their appearance carefully edited to reflect the persona they wish to project to their audience. By allowing fans access to their private lives, journalists have thereby emulated the traits of superstars (Mellado & Hermida, 2021). Television journalists accomplish this through displaying their involvement in occasions hosted by groups or organizations, whether or not these occasions are associated with their line of work as television journalists. as a moderator, host, speaker, or judge, for instance.

Having a luxurious lifestyle on display is the fifth aspect. Maintaining contact with followers on social media requires showcasing both glamorous living and boring daily life that cannot be openly accessed (Mellado & Hermida, 2021). Television journalists are aware that their social media engagement with followers rises when they tweet about their glamorous lives. Some informants claim that flashy displays are added in order to present the best versions of themselves and their privileges as journalists, as well as to raise follower interest and awareness of their news programs, in addition to fostering social engagement. However, some television journalists feel that including stunning displays in their posts is out of keeping with their intended objective, which is to inform viewers. Additionally, their fans are less interested in journalists' dazzling appearance and more engaged in their actions.

Posts on daily activities and more personal life are the sixth aspect. This is accomplished by demonstrating that they engage in similar behaviors to followers, which is predicted to blur the distinction between journalists and followers (Mellado & Hermida, 2021). According to the findings of the interviews, journalists acknowledged that his actions as a television journalist predominated their Instagram posts. However, the informants acknowledged that they continued to post occasionally about jobs unrelated to their profession. As an illustration, spending time with friends and family, showcasing journalists' interests outside of their field of work, etc. But journalists are aware that their followers are more interested in posts regarding their journalistic work.

The seventh aspect is that journalists use hashtags that are customized to their names and personality traits. The amount of exposure and popularity of a celebrity is implied through the use of customized hashtags (Mellado & Hermida, 2021). Some of the postings made by television journalists use hashtags to group together the major topics covered in related articles. In this method, it is hoped that viewers would comprehend the upload's content more thoroughly. The efficiency of utilizing hashtags to improve reach and the possibility that a post will be seen more often are also affected by modifications to Instagram's algorithm, which television journalists are now aware of. In addition to employing hashtags, David claimed to have differentiated them by adding his name and activity. This is done to make it simple for other users to view all of their uploads regarding their activities and to make it simple for him to access his own earlier uploads with related themes. According to the justification given, there are two reasons why journalists use hashtags in their uploads. Initially, as a statement to make the goal and substance of an upload clear. Second, as a tool for making accounts and uploads more noticeable.

CONCLUSION

According to the study's overall findings, the four television journalists are aware of the value of using social media, particularly Instagram, to promote their own interests as well as those of their profession and business. As a result of changes in the public's media consumption and communication habits, journalists have suddenly learned that they, too, must be able to create digital identities on social media. In general, they both share comparable perceptions about Instagram's purpose. The four television journalists stated that Instagram is used to highlight all activities that make themselves look like valuable people in addition to being a platform to advertise journalistic items generated, namely in the form of news shows. In fact, one in four informants decided to spend more time advertising himself on Instagram as a non-television journalist than as a television

journalist, which would have strengthened his brand. This demonstrates that television journalists, irrespective of the media they work for, have the understanding to develop their digital identity as worthwhile individuals. This is a result of the Instagram feature's development, which has given television journalists new options to advance their careers. As a result, television journalists started applying a number of crucial components in order to establish personal branding on Instagram social media. In order to raise the interest and attention of followers to all uploads, for instance, actively posting on the primary social media platform (Instagram) and responding to comments and other interactions are good examples of how to set up a profile to represent the job position and self-image you want to project.

In addition, television journalists continue to support journalism through their uploads, demonstrating their dedication to media organizations. Additionally, journalists exploit their popularity to attract more target audiences in order to have an impact on both the medium they work in and themselves personally. The dominance of uploads regarding journalistic activities and the news medium where they operate leads us to the conclusion that television journalists highlight the professional context. Nevertheless, some of their Instagram uploads also have personal context.

The four journalists are also well recognized for using a variety of techniques to emulate popular culture figures in order to gain recognition. For instance, making use of its fame to draw more followers' attention to and interest in news programs as journalistic goods. There is an understanding that the job of a journalist has been linked to him as a person, despite the fact that modern television journalists steal the traits of celebrities and use the same platforms as celebrities on social media. Therefore, journalists can demonstrate that all of their online actions are consistent with the digital journalism idea, which incorporates current events and fosters engagement with followers. Television journalists are also disciplined in doing their duties in accordance with the earlier-mentioned aspects of journalism. For instance, prioritizing the interests of the public, maintaining discipline when carrying out verification, presenting an impartial attitude, and using social media as a venue to accept criticism and public comments are all examples of putting the public's trust. Their use of Instagram for personal branding sets them apart from non-journalists in this way.

BIBLIOGRAPHY

- Adornato, A. (2018). *Mobile and Social Media journalism: A practical guide for multimedia journalism*. CQ Press.
- Bossio, D. (2021). Journalists on Instagram: Presenting professional identity and role on image-focused social media. *Journalism Practice*, 1–17. <https://doi.org/10.1080/17512786.2021.2001359>
- Brems, C., Temmerman, M., Graham, T., & Broersma, M. (2017). *Personal branding on Twitter. Digital Journalism*, 444–445. doi:10.1080/21670811.2016.1176534
- Dewan Pers.* (n.d.). Retrieved June 13, 2022, from <https://dewanpers.or.id/data/perusahaanpers>
- Hermida, A. (2013). #journalism. *Digital Journalism*, 1(3), 295–313. <https://doi.org/10.1080/21670811.2013.808456>
- Malik, A., & Nugroho, A. D. (2016). Menuju paradigma Penelitian Sosiologi yang integratif. *Jurnal Sosiologi Reflektif*, 10(2), 65. <https://doi.org/10.14421/jsr.v10i2.515>
- Masyarakat Paling Banyak Mengakses informasi Dari media sosial.* Databoks. (n.d.). <https://databoks.katadata.co.id/datapublish/2020/11/23/masyarakat-paling-banyak-mengakses-informasi-dari-media-sosial>
- Megayani, & Marlina, E. (2019). Pengaruh Celebrity Endorsement terhadap Purchase Intention melalui Brand Image sebagai Variabel Intervening (Studi Kasus pada Geprek Ayam Benu di Rawamangun Periode 2018). *Jurnal Akuntansi Dan Manajemen*, 16(01), 175. <https://doi.org/10.36406/jam.v16i01.277>

LITERATUS is a journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social impact and cultural studies. It is hoped that LITERATUS can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

Our focus:
Social and Culture

Our Scope:
Humanities, Education, Management, History, Economics, Linguistics, Literature, Religion, Politics, Sociology, Anthropology, and others.



- Mellado, C., & Hermida, A. (2021). The promoter, celebrity, and Joker roles in journalists' Social Media Performance. *Social Media + Society*, 7(1), 205630512199064. <https://doi.org/10.1177/2056305121990643>
- Molyneux, L., & Holton, A. (2015). Branding (Health) Journalism. *Digital Journalism*, 3(2), 225-242. doi:10.1080/21670811.2014.906927
- Molyneux, L. (2014). What journalists retweet: Opinion, humor, and brand development on Twitter. *Journalism*, 16(7), 12.
- Olausson, U. (2017). The Celebrified Journalist. *Journalism Studies*, 19(16), 2. doi:10.1080/1461670x.2017.1349548
- Petruca, I. (2016). Personal branding through social media. *International Journal of Communication Research*, 6(4), 391.
- Rodgunphai, C., & Kheokao, J. (2020). Analysis of Reputation Factors for the Personal branding of Journalists in Thailand. *Asian Journal for Public Opinion Research*, 8(4), 453-477. <https://doi.org/10.15206/ajpor.2020.8.4.453>
- Santora, J. (2022, July 15). 12 Types of Influencers You Can Use to Improve Your Marketing. *Influencer Marketing Hub*. Retrieved October 28, 2022, from <https://influencermarketinghub.com/types-of-influencers/>
- Sen, I., Aggarwal, A., Mian, S., Singh, S., Kumaraguru, P., & Datta, A. (2018). Worth its weight in likes. *Proceedings of the 10th ACM Conference on Web Science*. <https://doi.org/10.1145/3201064.3201105>
- Sibona, C., & Walczak, S. (2012). *Purposive sampling on Twitter: A case study*. 2012 45th Hawaii International Conference on System Sciences. <https://doi.org/10.1109/hicss.2012.493>
- Usher, B. (2020). The celebrified columnist and opinion spectacle: Journalism's changing place in networked public spheres. *Journalism*, 146488491989781. doi:10.1177/1464884919897815 <https://databoks.katadata.co.id/datapublish/2020/11/23/masyarakat-palingbanyak-mengakses-informasi-dari-media-sosial>

Buku:

- Freudenthal, H. (1991). *Revising Mathematics Education*. Dordrecht: Kluwer Academic Publishers.
- Madya, S. (2011). *Teori dan Praktik Penelitian Tindakan (Action Research)*. Bandung: Alfabeta.

Tesis, Disertasi, Skripsi, Laporan Penelitian:

- Prahmana, R.C.I. (2012). *Pendesainan Pembelajaran Operasi Bilangan Menggunakan Permainan Tradisional Tepuk Bergambar untuk Siswa Kelas III Sekolah Dasar (SD)*. Unpublished Thesis. Palembang: Sriwijaya University.
- Zulkardi. (2002). *Developing A Learning Environment on Realistic Mathematics Education for Indonesian Student Teachers*. Published Dissertation. Enschede: University of Twente.

Book Section:

- Fajriyah & Supardi. (2015). Penerapan strategi pembelajaran metakognitif terhadap hasil belajar matematika. In Leonard (Editor). *EduResearch: Raise The Standard*, Vol. 1, 1-24. Jakarta: Unindra Press.

Artikel dalam Jurnal:

- Aqil, D. I. (2013). Peran kemampuan berpikir lateral dan positif terhadap prestasi belajar evaluasi pendidikan. *Cakrawala Pendidikan*, 32(1): 54-63. <http://dx.doi.org/10.21831/cp.v5i1.1259>
- Darmawan, H. (2016). Pembelajaran berbasis konstruktivisme menggunakan media animasi dengan kerangka kerja TPCCK dan gaya belajar terhadap prestasi belajar siswa. *Literatus: Research and Development Educational Thinking Paradigm*, 6(1): 1-11. <http://dx.doi.org/10.30998/literatus.v6i1.747>

Prosiding Seminar:

- Adriana, I. (2016). Pengaruh efikasi diri dan kemandirian belajar terhadap kemampuan pemecahan masalah matematika. *Prosiding Diskusi Panel Nasional Pendidikan Matematika*, 539-548. Jakarta: Program Studi Pendidikan Matematika, Universitas Indraprasta PGRI.