

PERSONAL BRANDING OF INSTAGRAM SELEBGRAM @RIANIOND THROUGH SOCIAL MEDIA

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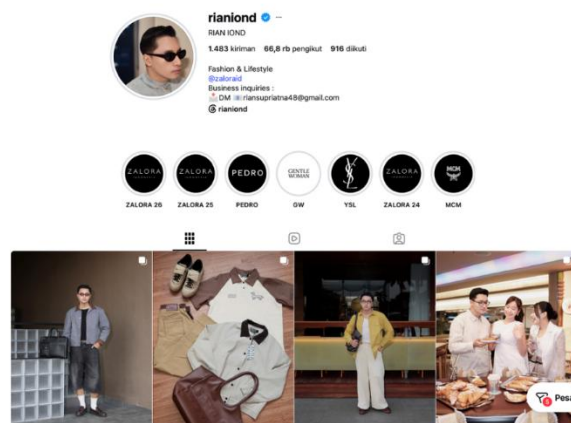
Abstract. Instagram has become the primary platform for individuals to build their personal brands through visual communication and digital interaction. Through consistent fashion content and a distinctive visual identity, Rian Iond has successfully established himself as a male fashion influencer specializing in the “quiet luxury minimalist” niche. This study aims to analyze how Rian Iond shapes his personal brand on Instagram based on Peter Montoya’s concept of “The Eight Laws of Personal Branding.” The study employs a postpositivist paradigm using a case study method and a qualitative approach. Data were collected through semi-structured interviews, non-participant observation of the Instagram account @rianiond, and digital documentation, and were subsequently validated using source triangulation. The results indicate that Rian Iond’s personal branding is strategically built through a consistent visual identity, with “The Law of Distinctiveness” as the most dominant element. This study concludes that visual differentiation and aesthetic consistency are the primary factors in shaping men’s fashion personal branding on Instagram.

Keywords: Personal Branding, Social Media, Instagram, Rian Iond, Fashion.

INTRODUCTION

Selebgram is an abbreviation of "selebriti Instagram", a person who has become famous and has many followers on the social media platform Instagram. People who are called Instagram celebrities usually have influence and can become influencers who promote products to their followers. The appearance of celebgrams generally does not have a specific time. In Indonesia, the number of celebgrams is not only tens but now there are thousands, there is no definite explanation as to who the celebgram was that first appeared. However, the beginning of the popularity of celebgrams appeared approximately in 2014 (Anggraini, 2018). According to Sakinah (2018), a celebgram must have at least 20,000 followers, because this number far exceeds the average of ordinary friendship networks. Apart from that, a celebrity's popularity can also be measured through interactions, such as content that gets at least 400 likes, which indicates the attractiveness of the content in the eyes of the audience. Through a planned content strategy, celebrities not only share their personal lives but also create a public image that can influence trends and the behavior of their followers.

In this research, the object chosen was an Instagram celebrity with the account name @rianiond or Rian Iond, a fashion celebrity whose niche tends to be quiet luxury minimalist. which refers to a clothing style that prioritizes quality and simplicity without the use of flashy logos, but looks expensive because of the quality of the material and perfect fit. Rian's Instagram account has a total of 1,483 posts and 66.8 thousand followers, and follows 916 accounts which shows a fairly high level of activity and interaction on social media. In his bio profile, Rian Iond explicitly lists his commercial affiliation with well-known fashion brands such as Zalora Indonesia through the special promo code "ZLRIANIOND" which reflects his credibility as a trusted endorser.



In a digital context, fashion is not only a style of clothing, but also a means of building identity and personal branding through social media, especially Instagram. Various previous studies have examined personal branding in the fashion sector, but most of it still focuses on female figures, such as hijab fashion, the coquette core trend, and kebaya influencers. These studies emphasize the importance of authenticity, consistency, and the influence of personal branding on audience preferences.

On the other hand, studies regarding personal branding of male celebrities in the fashion sector are still relatively limited, especially in the quiet luxury niche and minimalist style which has its own visual character. Apart from that, visual branding aspects such as feed consistency, use of color tones, content composition, and the formation of digital visual identity have not been discussed in depth. Therefore, this research examines Rian Iond's personal branding as a male fashion celebrity on Instagram to provide a new perspective on strategies for creating visual identity on social media.

Personal branding is a conscious process to build a positive and consistent self-image through various communication channels (Montoya & Vandehey, 2008). The Rian Iond phenomenon shows how Instagram is used as a medium to build digital identity through fashion and lifestyle content that is consistent, aesthetic, and reflects the character of quiet luxury and minimalism.

Based on this, this research aims to analyze how Rian Iond forms personal branding through the social media Instagram. This research uses the concept of The Eight Laws of Personal Branding (Montoya & Vandehey, 2002) in (Subekti 2025) which consists of specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. The selection of Rian Iond as a research subject was based on his consistency in building a visual identity, interacting with audiences and brands, and maintaining his image as a men's fashion celebrity. It is hoped that this research can provide an understanding of the strategy for forming personal branding for male celebrities in the fashion sector in building digital identities on social media.

METHOD

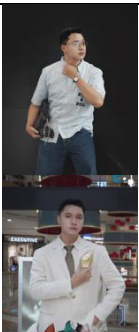
This research uses a qualitative approach with a case study method to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, etc. holistically. The paradigm used in this research is the postpositivism paradigm which views that reality is in fact in accordance with natural, universal, general laws, but it is impossible for humans (researchers) to see reality correctly by taking a distance from the research object. The process carried out in obtaining informants was by using a purposive sampling technique. purposive sampling is useful for ensuring that research illustrations are based on specific problems and that the material collected is more representative (Sugiyono, 2010) in (Suhono & Al Fatta, 2021). The total number of informants was 3 people, divided into 2 categories, namely: (1) key informants and (2) supporting informants. Data collection was carried out through semi-structured interviews and through non-participant observation methods, where researchers observed online by collecting information from @rianiond's Instagram posts. Data analysis uses Miles and Huberman's interactive model which includes data reduction, data presentation, and drawing conclusions from Miles and Huberman (1994) in (Baba, 2017). Data validation was carried out using the triangulation method, which involves comparing data obtained through several data collection techniques to assess the consistency and credibility of research findings.

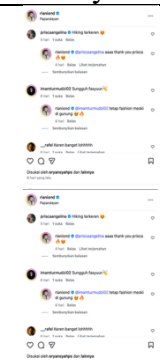
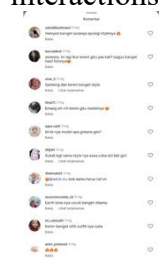
In addition, the validation process was carried out through source triangulation by comparing information obtained from supporters and key informants.

RESULTS AND DISCUSSION

Personal branding is a strategic process for creating an authentic, consistent and relevant self-image so that it can differentiate one person from others. In this context, Rian Iond's personal branding reflects the application of the eight laws of personal branding proposed by Peter Montoya, namely the Law of Specialization, the Law of Leadership, the Law of Personality, the Law of Distinctiveness, the Law of Visibility, the Law of Unity, the Law of Persistence, the Law of Goodwill. These criteria are an important foundation in building a reputation that is strong, credible and acceptable to the target audience.

The following is a table of research findings regarding Rian Iond's personal branding based on Peter Montoya's The Eight Laws of Personal Branding:

No	<i>The Eight Laws of Personal Branding</i>	Dominance Level	Findings Indicators	Analysis
1	<i>The Law of Distinctiveness</i>	The Most Dominant		Rian has a very distinctive visual identity and fashion sense, through a quiet luxury minimalist style that is clean, aesthetic and modern. Visual consistency in outfits, color tones, feed composition, and content creation techniques have succeeded in forming a personal brand that is easily recognized and has a stronger positioning compared to other fashion celebrities.
2	<i>The Law of Specialization</i>	Dominant		Rian focuses on the fashion niche and consistently maintains the fashion principles that are the core of his identity without deviating from the branding identity that has been built
3	<i>The Law of Visibility</i>	Dominant	Upload consistently 3–4 times every week	Consistent uploads, regular activity on Instagram, and active interaction with the audience form Rian's personal branding which continues to develop and is easily recognized by his followers.
4	<i>The Law of Personality</i>	Dominant	Harmony between real	The fashion image displayed is in line with personal preferences,

			personality and fashion image displayed on social media	lifestyle and true personality, so that the self-image that is built feels authentic and not artificial.
5	<i>The Law of Unity</i>	Quite Dominant	The Discrepancy Between Real Life and the Image Portrayed on Instagram	Real life and digital image are proven to be in harmony, especially in terms of brand choices, fashion styles, and lifestyles that align with personal characteristics
6	<i>The Law of Persistence</i>	Quite Dominant	A commitment to maintaining visual quality and personal branding identity.	Rian emphasizes consistency and perseverance in maintaining visual quality, creating content regularly, and strengthening his personal brand identity.
7	<i>The Law of Leadership</i>	Less Dominant		His leadership is clearly evident through her educational content, fashion tips, and active engagement with her audience, although her role is more prominent as an Instagram influencer than as a leading authority in the fashion industry.
8	<i>The Law of Goodwill</i>	Less Dominant	Professional interactions 	A professional, communicative, and positive attitude toward your audience helps build a good reputation, but this aspect serves more as a supporting element of your image than as a core component of personal branding.

Based on the findings of this research, it can be concluded that personal branding is selective, which means that a person does not need to display all aspects of himself completely when creating content for social media. In the context of this research, Rian Iond focuses more on the visual, aesthetic and differentiation aspects of fashion compared to his personal life. Personal branding development focuses on clothing style, feed, visual consistency, as well as a quiet luxury minimalist niche as the main

identity. On the other hand, aspects such as family life or emotional states outside the world of fashion are not always reflected in public. This shows that Rian Iond's personal branding was developed strategically and purposefully by highlighting the elements that best support him as a fashion celebrity.

Rian Iond's application of The Eight Laws of Personal Branding states that not all elements are applied with the same level of dominance. In the process of forming personal branding as a fashion celebrity, there are several elements that are more interesting and become the main foundation compared to other elements. The Law of Distinctiveness is the most important element. This dominance can be seen from Rian Iond's success in creating a distinctive visual identity through quiet luxury minimalist which is clean, elegant, modern and aesthetic. The consistent use of neutral tones, minimalist style, neat feed composition, and content creation techniques make Rian's unique branding easy to recognize and has a strong positioning when compared to other fashion programs. This visual differentiation becomes the focal point of the entire branding process, making the visual aspect more dominant compared to storytelling or exploration of personal life.

Comparison of Research Findings with Previous Research. The research results show that The Law of Distinctiveness is the most dominant element in Rian Iond's personal branding. These findings show that visual differentiation through the concept of quiet luxury minimalist, aesthetic consistency, and fashion identity are the main foundations in building self-image on Instagram. This confirms that in the context of men's fashion, visual strength, positioning and identity consistency have a very important role in forming personal branding.

This finding is different from Subekti's (2025) research on the celebrity @david_rizal which found The Law of Specialization as the dominant element. David Rizal's personal branding is built through consistency of activities, lifestyle and personal experiences, while Rian Iond prioritizes visual differentiation and fashion aesthetics as his main identity.

Differences are also seen in the research of Al-Furqon et al. (2025) on the Instagram account @aniesbaswedan which shows the dominance of The Law of Unity and The Law of Persistence. Anies Baswedan's personal branding is built through consistent leadership values, social issues and education, while Rian Iond focuses on a distinctive visual identity as a fashion celebrity.

Meanwhile, Putri and Febriana's (2023) research on Vina Muliana shows that all eight personal branding laws are applied in a balanced manner without any one dominant element. In contrast to these findings, this research shows that Rian Iond's personal branding is more centered on The Law of Distinctiveness, so that visual differentiation becomes the main factor in building a digital identity.

Based on a comparison of the four studies, it can be concluded that the application of Peter Montoya's The Eight Laws of Personal Branding is flexible and contextual, each person has different dominant elements according to their professional character, communication goals, social media platforms and desired identity. Rian's personal branding strength lies not only in fashion as the main niche, but also in the consistency of color tones, clothing style, visual feed composition, and the way of presenting content that is in line with the quiet luxury minimalist image. These findings highlight the fact that, in the context of fashion personal branding on social media, visual differentiation, aesthetic consistency, and identity positioning are very important factors in creating audience engagement and increasing competitiveness in a competitive digital industry

CONCLUSION

Research confirms that personal branding is a strategic and selective process that does not require a person to present all aspects of their life to the public. The research results show that Rian Iond does not apply The Eight Laws of Personal Branding with the same level of dominance. The Law of Distinctiveness is one of the most dominant elements in creating Rian Iond's personal branding. This dominance can be seen from its success in creating a distinctive visual identity through a quiet luxury minimalist concept that is clean, contemporary, elegant and aesthetic. Consistent use of neutral tones, minimalist style, neat feed composition, and content creation techniques produce strong positioning and make Rian's identity more easily recognized by the audience or brand.

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