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Constructing Brand Credibility Through Influencer Personal Branding on Instagram: A Semiotic and Qualitative Analysis

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ABSTRACT

The rapid growth of social media has transformed advertising strategies, particularly for micro, small, and medium enterprises (MSMEs) seeking to build brand credibility in highly competitive digital environments. As audiences increasingly trust individual figures over corporate messages, influencer-based personal branding has emerged as a strategic form of digital marketing communication. This study aims to analyze how personal branding-based advertising strategies contribute to brand credibility and sales performance, using the Instagram endorsement of the Healthy Water brand by food content creator Rimbang Rayya as a case study. This research employs a qualitative phenomenological approach. Data were collected through in-depth interviews with the influencer, MSME brand owners, and active followers, complemented by Instagram content analysis and participant observation. Data validity was ensured through source and method triangulation. The analysis was guided by Peter Montoya's *Eight Laws of Personal Branding*, encompassing specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and

Keywords:

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goodwill. The findings indicate that Rimbang Rayya's personal branding is constructed through consistent food-focused content, experiential product engagement, storytelling techniques, and authentic, informative communication. The integration of the eight personal branding elements successfully fosters audience trust, emotional connection, and perceived credibility, which are subsequently transferred to the endorsed brand. This strategy not only enhances the brand image of Healthy Water but also generates measurable outcomes, including increased audience engagement and significant growth in product sales. The study concludes that influencer personal branding functions as a relational and symbolic advertising mechanism capable of converting personal credibility into brand equity for MSMEs. Theoretically, this research extends the application of the *Eight Laws of Personal Branding* within digital influencer advertising contexts. Practically, it offers a strategic model for MSMEs to develop sustainable, trust-based advertising through authentic personal branding on social media platforms.

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INTRODUCTION

In today's digital era, social media has become an essential tool for building brand value and reaching a wider audience. MSMEs can utilize, select and choose social media to advertise their products, enabling them to showcase their brand identity and characteristics in a highly competitive market (Liu, 2024; Susiswani et al., 2021; Reddy, 2024;). Technological advancements and increasing

competition among MSMEs have led to social media playing a crucial role in reaching increasingly fragmented target markets. In the world of marketing and advertising, the survival of MSMEs now depends on having a strong audience/consumer base (Rizha et al., 2020). Social media, based advertising strategies provide MSMEs with opportunities to build brand awareness and consumer loyalty through interactive and emotionally engaging content for the



products they sell. New dynamics in the digital ecosystem require brands to collaborate with influencers and digital content creators to shape and influence public opinion.

Emotional involvement is key to building authentic relationships between brands and consumers. Influencers who are deemed sincere, transparent, and consistent in their messaging are able to foster trust and influence purchasing decisions (Venkata & Viswanad, 2024;Management et al., 2024). Nevertheless, Previous research tends to highlight the effectiveness of influencer marketing in terms of reach and engagement., while the personal branding dimension of influencers which includes authenticity, consistency, and credibility has rarely been studied in depth in relation to brand image formation. This is the main gap in this research, namely that there are not many studies that link personal branding as a core strategy in building a sustainable brand image in the digital advertising era.

Personal branding plays a crucial role in building trust and positive brand perception. Individuals who demonstrate authenticity, uniqueness, and consistency in their digital activities can enhance credibility, both for themselves and for the brands they advertise (Ega & Baskoro, 2024;Indonesia, 2024;Info, 2023).

However, most of the Previous research has focused on the influence of influencer popularity on consumer

behavior, not on the strategic mechanisms of effective personal branding in creating emotional connections between brands and audiences. This underscores the theoretical and empirical need to explore how personal branding elements can become an integrated and valuable long-term advertising strategy.

Furthermore, the emotion-based advertising strategies currently widely used by companies often fail to strike a balance between emotional and rational aspects. Strategies that focus too much on emotional appeals without considering the value relevance and rationality of the message can reduce the effectiveness of advertising (Chaudhary & Sharma, 2024; Rakeshyanand, 2024). Therefore,It is important to examine how strong personal branding can bridge the gap between emotional appeal and rational appeal in forming a credible and sustainable brand image.

From a practical perspective, many brands, including micro, small, and medium enterprises (MSMEs),still facing challenges in implementing effective personal branding-based advertising strategies.This approach is is increasingly relevant because today's consumers tend to trust communications coming from individuals who are perceived as authentic, credible, and have a positive self-image, rather than direct communications from companies (Barari, M., Eisend, M., & Jain, 2025). Thus, a personal branding-based advertising strategy can be seen as a



form of strategic marketing communication that combines the values of authenticity, credibility, and personal-brand fit. Personal branding theory can be scientifically related to: 1. The theory of source credibility, which explains that the effectiveness of communication depends on the level of trust and expertise possessed by the communicator (Ohanian, 1990). In the context of personal branding, an individual who has a good reputation, expertise in a particular field, and consistent personal values considered more credible, making the message conveyed more easily accepted by consumers. This source's credibility is then transferred to the brand it represents, thereby increasing perceived brand trust and brand image (Barari, M., Eisend, M., & Jain, 2025), 2. Brand Association Transfer Theory, This theory states that the positive attributes of an endorser can be transferred to the advertised brand if there is a match or fit between the persona and the product (Keller, 2013). When consumers view a personal brand as positive, authentic, and competent, that perception will spread to the brands they associate with. This effect has been proven strong in various experimental studies that show significant improvements in brand attitude and brand image when the personal brand is congruent with the product's values (Wei, 2022), 4. Empirical Evidence, analysis conducted by Barari, Eisend, and Jain (2025) on 135 experimental studies show that the

use of personal branding through social media influencers significantly increases source credibility, brand image, brand attitude, consumer engagement, and purchase intention. Maldynova et al., (2024) found that trust in personal branding personas has a significant positive correlation with perceived corporate image. Research using Structural Equation Modeling (SEM) showed that trust in personal branding directly influences corporate image ($\beta = 0.68$, $p < 0.05$).

Personal branding activities through social media and e-commerce platforms have great potential in building trust and increasing sales (Ramadhan, 2022). This demonstrates the urgency of this research, not only theoretically but also practically, in helping MSMEs develop credible and highly competitive digital communication strategies.

This research is novel in that it combines the Eight Laws of Personal Branding Theory as a basis for analyzing personal branding-based advertising strategies. This theory encompasses eight important dimensions specialization, leadership, personality, visibility, unity, distinctiveness, tenacity, and goodwill which has not been widely used in the context of digital advertising research. With this approach, the research is expected to provide a new perspective on how personal branding functions not only as an individual promotional tool, but also as a strategic



communication strategy that builds brand image and consumer trust.

Thus, this research is important because fill the theoretical and practical gaps in understanding the role of personal branding in digital advertising strategies. The results of the research are expected to contribute to developing digital marketing communication theory and offering a strategic model for brands, especially for MSMEs, to strengthen their image and consumer trust through the application of effective personal branding principles.

METHODOLOGY

Types and Strategies of Research

This study examined how Instagram-based content strategies contribute to the construction of personal branding and influence product sales, using a qualitative phenomenological approach centered on the case of Rimbang Rayya. By integrating in-depth observation of Instagram content, semi-structured interviews, and documentation analysis, the research provides a contextual understanding of how personal branding operates within contemporary digital marketing practices.

The findings indicate that Rimbang Rayya's content strategy aligns closely with *The Eight Laws of Personal Branding*, particularly in terms of specialization, consistency, authenticity, and visibility. These elements function synergistically to shape a coherent personal brand identity that is both

relatable and persuasive to the audience. Rather than relying solely on overt promotional tactics, the content emphasizes storytelling, everyday experiences, and value-driven narratives, which enhance audience engagement and foster trust. This trust, in turn, plays a critical role in converting symbolic brand value into tangible economic outcomes, as reflected in increased interest and sales of advertised products.

From a theoretical perspective, this study contributes to the literature on personal branding by demonstrating how *The Eight Laws of Personal Branding* can be empirically operationalized within social media environments, particularly Instagram. It also reinforces the phenomenological approach as a valuable method for capturing the lived experiences and strategic intentions of digital content creators, offering insights that are often overlooked in quantitative metrics-based studies. Practically, the findings suggest that effective personal branding on social media requires a balance between strategic consistency and authentic self-representation. For practitioners, influencers, and digital marketers, this research underscores the importance of aligning content strategies with core personal values and audience expectations to achieve sustainable branding and commercial impact. Future research may extend this study by comparing multiple influencers across platforms or by integrating audience



reception analysis to further explore the dynamics between personal branding, engagement, and consumer behavior in digital ecosystems.

Object, Location, and Time of Research

The object of this research is Rimbang Rayya's endorsement content on Instagram. The content chosen for this research is Rimbang Rayya's successful in building a strong personal brand through food-focused content. This research focused primarily on Rimbang Rayya's Instagram account. In-depth interviews were also conducted with two owners who collaborate with Rimbang Rayya: Linda, owner of Seblak Juara, and Aprida, owner of Healthy Water, as well as interviews with two of Rimbang Rayya's active Instagram followers. This research was conducted within 1 month, from December 2024 to early January 2025.

Data Types, Data Forms and Data Sources

This type of data uses qualitative data in the form of primary and secondary data obtained from various sources to understand Rimbang Rayya's personal branding strategy as a food content enthusiast on Instagram. Primary data includes interviews with Rimbang Rayya as the main subject. Meanwhile, secondary data consists of documentation such as displays of interactions on Instagram, insights into posts from two of Rimbang Rayya's endorsed content, sales data of

advertised products, and literature related to personal branding and digital marketing strategies.

Data Collection Techniques and Instruments

This study uses several data collection methods to gain a comprehensive understanding of Rimbang Rayya's personal branding strategy. The first technique, in-depth interviews, involved content analysis of two of Rimbang Rayya's endorsement posts on Instagram. Participatory observation was conducted by following Rimbang Rayya's interactions on social media to gain a deeper understanding of the dynamics of the relationship between her and her followers.

Data Validity Testing Techniques

Data validity in research is crucial because it ensures that the findings regarding Rimbang Rayya's personal branding strategy as a food content enthusiast are accurate, credible, and trustworthy. To achieve high validity, this study will utilize data triangulation, combining various data sources such as in-depth interviews, Instagram content analysis, and participant observation. This triangulation helps confirm findings from multiple perspectives, thereby reducing bias and increasing data reliability.

Data Analysis Techniques



The data analysis in this study employs Roland Barthes' semiotic analysis model to examine the meanings embedded in Rimbang Rayya's Instagram content as a food content creator. This framework is used to systematically interpret signs manifested in visual and textual elements, including images, videos, captions, color composition, and aesthetic choices.

Semiotic analysis is applied to data obtained from in-depth interviews, Instagram content observation, and participant observation, enabling a comprehensive interpretation of both mediated representations and contextual narratives. Through Barthes' triadic framework of denotation, connotation, and myth, the analysis reveals how explicit visual meanings (denotation) are layered with cultural and emotional associations (connotation), which ultimately contribute to the formation of broader ideological narratives or myths.

By employing this approach, the study elucidates how Rimbang Rayya strategically constructs her self-image and personal brand on Instagram through consistent visual storytelling and narrative framing. The use of Barthes' semiotic model thus allows for a nuanced understanding of how digital food content functions not merely as aesthetic display, but as a communicative practice that shapes identity, authenticity, and audience perception within social media environments.

The denotation stage will identify the direct meaning of the displayed content, while the connotation stage will explore the hidden meaning or value constructed in each post. The meaning of connotation is the level of significance (signification) that explains the relationship between the signifier and the signified that produces an implicit (implied) meaning or the true meaning. The meaning that has been constructed by individuals over a long period of time is based on psychological, political, economic, emotional, ideological, sociological, and cultural aspects (Suryono et al., 2019). Meanwhile, the myth in this context will be analyzed to see how Rimbang Rayya's personal branding strategy creates certain perceptions among the audience and shapes her identity as a food content enthusiast.

RESULTS AND DISCUSSIONS

Based on the results of analyzing content and observations made by researchers, an understanding was found regarding Rimbang Rayya's personal branding social media advertising strategy which contains the application of Peter Montoya's Eight Laws of Personal Branding theory:

3.1. Law of Specialization

The law of specialization states that to build a strong personal brand, one must have expertise or focus in a particular area. In this context, Rimbang Rayya demonstrates his specialization as a food content enthusiast, she



consistently reviews food, including Healthy Water. Her focus on contemporary snacks, such as mochi and fruit salad, creates an image as a trusted source of food recommendations..

In a Healthy Water endorsement video at the Slamet Riyadi CFD, Rimbang Rayya highlighted his expertise in gathering information about the snack's appeal. He not only introduced the menu but also interviewed employees to provide deeper insights. This demonstrated his ability to present informative and engaging content.

"Almost all of his content is very informative and different. He doesn't just say it's delicious and simply shows that the food is delicious. He actually takes the time to find out, asking the staff why sales are so high, and then introducing each menu item one by one. I think this shows that he truly understands how people become curious about the food he reviews. So he doesn't just talk about the food, but he also talks about what's behind it." (Results of the interview on Tuesday, December 3, 2024 with Informant 3).

This uniqueness is reinforced by her narrative, which combines visual and verbal descriptions of the products. By calling mochi "viral" and fruit salad "fresh," Rimbang Rayya creating positive associations that strengthen its position in food reviews. Furthermore, her consistent review of various viral foods has earned her audience recognition as an expert in her field. This

encourages her followers to continue trusting her recommendations.

Since I've been following his account, he's consistently discussed viral foods. So, I feel like he's a culinary expert.. (Results of the interview on Wednesday, December 4, 2024 with Informant 4).

Eventually, This specialization not only benefits Rimbang Rayya's personal branding but also the brands she endorses, such as Healthy Water. This creates a mutually beneficial relationship between influencer and brand.

3.2. Law of Leadership Law. Leadership states that to build a strong personal brand, one must be a leader in their field. Rimbang Rayya put this principle into practice by becoming one of the first influencers to introduce Healthy Water at CFD.Slamet Riyadi. In the video, he takes the initiative to promote Healthy Water's new location, creating the impression of being a leader introducing a new trend to his audience. He states that Healthy Water is a must-try. He positions himself as a trusted figure who understands market tastes.

I think that was really helpful. When she said Healthy Water Mochi was a must-try, her audience was immediately intrigued..So, our brand name is getting more and more recognition. Plus, she's a big influencer on Instagram, so she seems to really understand the market, and people trust her recommendations. That's a huge advantage for us, as new customers can learn about our products through her.."



(Results of interview Wednesday, December 4, 2024, with Informant 2). This can be seen in Figure 1.



Figure 1. Customer Atmosphere on Car Free Day and Personal Branding Interaction with Healthy Water

In the image, Rimbang Rayya can be seen using his personal experience of waiting in line to try the viral mochi. This demonstrates that he is not only promoting but also participating in the trend, strengthening his position as an opinion leader in food content.

3.3. Personality Law. The law of personality states that successful personal branding requires an authentic and engaging personality. Rimbang Rayya reflects a friendly, enthusiastic, and easy-to-understand personality in a Healthy Water endorsement video. In the video, his enthusiasm is clearly visible when he is surprised by the crowd at the Healthy Water outlet. This reaction shows his human side, which makes the audience feel emotionally connected. His friendly demeanor is also reflected in his interactions with Healthy Water employees.

Yeah, I think he makes his videos fun to watch. When he's surprised to see his store is busy, it feels very spontaneous, so I feel like he's not making it up. Moreover, when he spoke to the employees there in a relaxed and friendly manner, it felt like a friend sharing a story, not just a promotional opportunity. (Interview on Wednesday, December 4, 2024, with Informant 4)

His authentic personality is reinforced through the way he delivers his reviews. Using simple language and honest expressions, such as "this is delicious," he creates the impression that his opinion is credible.

I think that's one of his strengths. His relaxed way of speaking, like saying 'very delicious', making the viewer not feel forced to buy. The impression is sincere, completely honest with what he feels.. (Results of the interview Wednesday, December 4, 2024, with Informant 2).

This is an important element in building relationships with the audience. In addition, his relaxed yet informative approach makes his content easy to follow and enjoyable. This creates a balance between providing added value and entertainment for the audience. By highlighting an authentic and engaging personality, Rimbang Rayya strengthens her personal brand, making her more memorable and trustworthy to her followers.

3.4. Law of Visibility

The law of visibility states that strong personal branding requires

consistent exposure. Rimbang Rayya ensures her presence is visible through engaging and relevant content, such as her Healthy Water endorsement video. In this video, she leverages Instagram to reach a wide audience. By promoting Healthy Water's new location at Slamet Riyadi CFD, she demonstrates her active presence and adherence to current trends.

I always strive to continue uploading content that is relevant to trends, such as when Healthy Water opened a counter at CFD. Many people are curious about new places, so I take advantage of that moment to create content that is relevant to my audience..(Results of interview Thursday, November 28, 2024, Informant 1).

Her presence at popular CFD locations also increases her visibility. This demonstrates that she's not just relying on social media but also physically present in places relevant to her audience. Consistent upload frequency and high content relevance also contribute to its visibility."Yes, very influential! She often posts food-related content, especially those that have recently gone viral. So, I never forget her account because her posts always appear on my timeline. Her content is also relevant to people who love food like me, so I always follow her recommendations on food." (Interview on Tuesday, December 3, 2024, with Informant 3).

Through a consistent visibility strategy, Rimbang Rayya can strengthen her brand and ensure that her audience continues to recognize her as a food content enthusiast.

3.5. Law of Unity. The law of unity states that personal branding should reflect consistent values and beliefs.. In the Healthy Water endorsement video, Rimbang Rayya demonstrating the unity between the content he creates and the values he holds as a food content enthusiast.. He promotes healthy and contemporary snacks, which in line with his image as a food influencer who cares about quality. By mentioning that the fruit filling in the salad is "all fresh," he reinforces these values.

"...When she said the fruit was fresh, I was immediately convinced to try it. Because she always talks about food that's not only delicious but also looks high-quality. So she's not just promoting it, but genuinely cares about the food she recommends. That made me trust her reviews even more." (Interview on Tuesday, December 3, 2024, with Informant 3).

This can be seen in Figure 2:



Figure 2. Personal Branding conveys a story about Healthy Water

Her honest and informative approach to product reviews also demonstrates integrity. This is crucial for building audience trust, which is the foundation of a successful personal brand. Furthermore, her friendly and enthusiastic communication style demonstrates that she genuinely enjoys her role as a food content enthusiast.

What he did was very influential. The way he explained our product was very honest, not overly exaggerated, but still informative. So, people who watched his videos believed our product was indeed good. He was friendly and enthusiastic, making viewers feel like they really liked our product. As a result, many new customers came because of his reviews. (Interview on Wednesday, December 4, 2024, with Informant 4)

This unity creates an authenticity that connects viewers with her. By maintaining a unity between content, values, and personality, Rimbang Rayya has successfully created a strong and consistent personal brand.

3.6. Law of Particulars. The law of uniqueness states that a strong personal brand must have elements that set it apart. Rimbang Rayya demonstrates this uniqueness in her content approach, which combines food reviews with storytelling elements.

"...storytelling is crucial to making content more engaging. For example, in the Healthy Air video, I start

by telling a story about a new location in CFD to pique viewers' curiosity. This way, they not only get information about the food, but also feel like they're experiencing the story with me. This is what sets my content apart, as I want people to feel more connected, rather than just watching a typical review." (Interview on Thursday, November 28, 2024, with Informant 1).

In her Healthy Water endorsement video, Rimbang Rayya begins by introducing a new location at the Slamet Riyadi CFD. This approach immediately piques viewers' curiosity and engages them in her story. Another unique aspect is her delivery of the food reviews. With enthusiastic expressions and memorable words, like "this delicious," he creates a unique communication style that is difficult for other influencers to imitate. Through her unique style and approach, Rimbang Rayya is able to differentiate herself from other influencers in the same field, strengthening her image as a fan of unique food content.

3.7. The Law of Persistence. The law of persistence states that building a personal brand requires consistency and continuous effort to build a reputation. Rimbang Rayya shows this tenacity by consistently producing high-quality content on his social media. In the Healthy Water endorsement video, he not only promotes one menu, but various choices. This reflects his commitment to providing comprehensive and useful information to



his audience. His tenacity is also evident in the consistency of his authentic and enthusiastic delivery style. By consistently maintaining this quality and style, he has successfully built the trust and loyalty of his followers.

"...Regarding consistency, I always strive to present comprehensive and useful information. For example, in the Healthy Air video, I don't just discuss one menu item, but try to cover several topics so that viewers get a complete picture. Furthermore, I maintain an honest and enthusiastic delivery style, as I understand the topic deeply, which builds trust in people. As a result, many people claim to be loyal because they feel my recommendations are truly reliable." (Interview on Thursday, November 28, 2024, with Informant 1).

Through hard work and consistency, Rimbang Rayya has succeeded in creating a solid personal brand and continues to grow in the digital world.

3.8. The Law of Good Intentions. The law of good faith states that successful personal branding must create a positive impact and build good relationships with the audience. Rimbang Rayya practices this by friendly and sincere approach in all its content. In her Healthy Water endorsement video, she encourages viewers to try snacks at new locations, demonstrating her commitment to supporting local businesses while also providing helpful recommendations for her followers.

For me, good intentions are very important. In the Healthy Air video, I encourage viewers to try the food at the new location because I want to support local businesses and provide helpful recommendations. I always...trying to create content that not only contains promotions, but also contains values that are useful for the audience. So, they not only get information, but also feel that I truly care about them and the small businesses around them. (Interview results, Thursday, November 28, 2024, with Informant 1).

Her genuine attitude is evident in the way she reviews products. By highlighting benefits like taste and freshness of ingredients, she creates a positive impression that strengthens her relationship with her audience.

Her interactions with Healthy Water employees also reflect respect and appreciation, creating a collaborative atmosphere. This not only strengthens her brand but also reflects positively on the brands she endorses. By consistently practicing goodwill in her content,

Rimbang Rayya built a personal brand that was not only strong, but also had a positive impact on her community.

Here are the details of sales data and insights from Instagram posts on



Healthy Water:



Table 4: Healthy Water Sales Data and Insights into Healthy Water Posts on Rimbang Rayya's Instagram

On August 31, 2024, Rimbang Rayya uploaded a video supporting Healthy Water Mochi to her personal Instagram account. In the video, she introduced the new Healthy Water Mochi location at Slamet Riyadi CFD in Surakarta, while reviewing several menu options, including mochi and fruit salad. The video garnered 832,000 views, 35,000 likes, 127,000 comments, and 358 shares. This figure demonstrates the high level of audience interest in Rimbang Rayya's content, particularly due to her honest and communicative approach. The high level of interaction in the form of comments and shares also reflects the video's appeal and Rimbang Rayya's ability to influence her audience..

The impact of this upload is also clearly visible on increase in Healthy Water Mochi's income. Based on the data obtained, before the video was uploaded, namely on August 26, 2024, Healthy Water Mochi's daily revenue was recorded at IDR 450,000. However, after the video was published and received enthusiasm from viewers, daily revenue

increased significantly to IDR 1,170,000 on September 7, 2024. This spike indicates that the endorsement content created by Rimbang Rayya has a direct impact on sales, strengthening the effectiveness of the personal branding strategy she implemented in promoting the product.

RESULTS AND DISCUSSION

Connectedness social media advertising strategy using the support of Rimbang Rayya's Personal Branding using the theory of The Eight Laws of Personal Branding from Peter Montoyato enhance brand image and build trust in the Healthy Water brand, the results of the discussion analysis were obtained,

Findings of The Eight Laws of Personal Branding Advertising Strategy personal branding Greater Rimbang:

The Law of Specialization: Rimbang Rayya's ability in reviewing various viral foods (food expert influencer) make the audience recognize him as an expert in the field. *He is always consistent in discussing new viral foods.* Rimbang Rayya as an influencer who has expertise in the field of food.

Rimbang Rayya's consistency in reviewing food in an informative and interesting way is his specialty as an influencer personal branding. Specialization and expertise *Influencers who impact consumers* discussed by Kallioupi. Kallioupi, (2024) convey food expert influencers significantly



impact consumer behavior, especially towards organic products, by leveraging their specialized knowledge and attractive lifestyle. Regarding this, Yushito, et.al (2023) adding, influencers like Arthalia Melati on TikTok effectively combine storytelling with culinary content, enhance brand their personal and receive positive audience feedback.

The Law of Leadership: Rimbang Rayya's opinion leadership in food content is carried out by involving yourself directly by queuing up at restaurants themselves, tasting the food they are supporting for themselves, so that the audience has confidence in the food and drinks they are endorsing. This is almost the same as what was conveyed by Nuki, that opinion leaders significantly influence purchase intentions, especially in high-involvement products such as organic food (Nuki, et. al, 2023). First-hand experience and recommendations which is conducted by influencer, can improve the quality and brand loyalty consumer (Nuki, Ardiansyah., Dewi, Fatima., Agastya, Nugraha., Jonathan, Suherman., Ridho, 2023). In addition to involvement in digital word of mouth (EWOM) active and passive, influencing others through their experiences and recommendations (Chantamas et al., 2020).

The Law of Personality: Rimbang Rayya as an influencer reflects someone who has a friendly, enthusiastic and promotion relatable personality, so

that the audience feels emotionally connected to him. In relation to hospitality, John, M., (1983) says that friendliness as a concept involves a combination of self-concept, accessibility, esteem, and a worldview that views the world as a friendly place. In digital platforms, personal brands attract engaged attention, which is essential for building relationships and cultivating loyalty among audiences (Smith, A. N., & Fischer, 2021). These components contribute to a person's ability to engage in positive social behavior and reduce feelings of loneliness. There are a host of brands that can satisfy the needs and desires of consumers (John, M., 1983; Ghorbanzadeh et al., 2023).

Personal branding Inviting people to be friendly is very important in the world of marketing, such as in sales, where traits such as honesty, adaptability, and effective communication will be highly valued by buyers. This trait will help in building trust and fostering long-term business relationships between brands and buyers. (Pettijohn et al., 2002). As for the nature of enthusiasm David, et. al (2013) It is said that enthusiasm is associated with higher motivation, morale, and performance. This trait will encourage professional engagement and productivity. Enthusiastic individuals are typically more proactive and willing to face challenges, which can lead to personal growth and achievement



advancement (David, Sirota., Louis, A., Mischkind., Michael, Irwin, 2013).

The Law of Distinctiveness: Rimbang Rayya demonstrates uniqueness in the approach to the content he creates, namely by combining food reviews with storytelling elements. Content that incorporates storytelling is crucial for bringing the content to life, connecting with the audience's emotions, and developing educational and cultural insights. It's linked to emotional connection and audience engagement Kashyapi (2022), Storytelling in food content allows creators to share personal experiences and emotions, which helps build deeper connections with their audiences. Wahyudi emphasized that on platforms like YouTube, food vloggers use narrative structures to enrich viewers' understanding of culinary expertise, creating an emotional connection with the food being reviewed.(Wahyudi et al., 2024).

The Law of Visibility, Rimbang Rayya always posts relevant and trending content, creates content that is needed by the audience, focuses on the Instagram platform and always maintains a consistent upload frequency.Create relevant and trending contentSuccess on Instagram requires understanding audience preferences, maintaining a consistent posting schedule, and leveraging engagement metrics. Instagram's vast user base makes it an ideal platform for reaching a wide audience.delivered by Soedjardjo, (2023), that audience engagement in

content influences public attitudes toward the content. A study of the Central Kalimantan National Narcotics Agency (BNNP) Instagram account found that maintaining content quality and regular posting positively influenced public response, with online engagement playing a significant role (76% importance) in shaping public attitudes. This is reinforced by Tricomi & Chilese (2022), Identifying trending content involves analyzing engagement metrics over time. Methods for predicting post popularity focus on engagement metrics such as likes and comments, which are crucial for assessing content performance. These metrics help understand what content resonates with audiences and can guide future content creation (Tricomi & Chilese, 2022). As for posting frequency and platform choice (Azzahra et al., 2024), while choosing between Instagram and other platforms like TikTok doesn't significantly impact follower engagement, posting frequency does. A weekly posting schedule has been shown to have the most positive impact on follower engagement, suggesting that creators should focus on consistent posting to maintain audience engagement (Azzahra et al., 2024). Integrative and constructive interactions play a vital role in personal branding by enhancing reputation and authenticity. This approach can create a sense of openness and optimism, which are essential for a positive brand image (Personal & Work, 2022).



The Law of Unity, Influencers play a vital role in shaping consumer perceptions and behavior. The concern for food quality, honest and informative approach in reviewing products, reflects the consistent values and beliefs and integrity that Rimbang Rayya holds. Influencers play a crucial role in shaping consumer perceptions and behavior through consistent, honest, and informative content. Their values and beliefs are crucial to building trust and credibility, which are essential for effective influencer marketing. Consistent content quality is very important for influencers, because it encourages information aggregation and increases consumer awareness, especially for products of uncertain quality (Berman, 2024). High-quality content, characterized by relevance and engagement, is crucial for customer reacquisition, as it appeals to consumer needs and encourages repeat interactions (Ardiyanti, 2023). As for content that is credible and trustworthy, influencer credibility is a key factor in customer reacquisition, as trustworthy influencers positively engage audiences, leading to higher repurchase rates. Trust is multidimensional, involving influencers abilities, virtues, integrity, and authenticity, which contribute to brand trust and consumer purchase intentions (Wang & Chan-Olmsted, 2024). Authenticity is very important in influencer marketing, because consumers trust recommendations from relevant individuals more than

traditional advertising, reliability and interactivity increase trust across cognitive, affective, and behavioral dimensions, facilitating the transfer of trust from influencers to brands (Wang & Chan-Olmsted, 2024).

The Law of Persistence, Rimbang Rayya demonstrates this perseverance by consistently produces high-quality content on his social media. This is almost the same as what was conveyed by Fteiha, (2024), that Consistently producing high-quality content on social media requires a combination of technological innovation, strategic content design, and an understanding of consumer engagement. The integration of AI technologies, such as AI-powered camera robots, can significantly improve the quality of video content by ensuring proper focus and framing, which is crucial for visual storytelling on social media platforms (Fteiha, 2024). In addition, strategic content creation is crucial for engaging audiences and building brand loyalty, as it helps in crafting high-value content that resonates with the target audience (Ms. Pallavi N, 2023). The importance of consistency and continuous effort in building a reputation. This is reflected through commitment to consistently producing high-quality content on social media, accompanied by efforts to provide comprehensive and useful information for the audience. Consistency and authenticity in content delivery are crucial to maintaining audience trust and



loyalty (Sutrisno et al., 2024). Consistency in an authentic and enthusiastic delivery style is also key to maintaining audience trust and engagement.

The Law of Goodwill:friendly approach, sincerity and *good intentions are very important and have important value*. Rimbang Rayya increase content that has value for the people watching. Hoffman (2021). Sincerity in creating authentic content will be appreciated by the audience and will increase trust in the brand. Content that reflects sincerity and authenticity will resonate with the audience, leading to a stronger emotional connection and loyalty from consumers (Hoffman, 2021). Content will be more engaging if it invites the audience to contribute to content creation, increasing community engagement and making content more relevant to consumer needs (Hoffman, 2021). Content not only showcases real experiences but also aligns with the audience's desire for authenticity, making it a powerful marketing tool (Abdusalomova, et.al., 2022). By focusing on narratives that reflect the needs and experiences of their audience, content creators can ensure their content is valuable and engaging (Abdusalomova, et. all, 2022). Sincerity in influencer content is crucial, as it directly impacts consumers' brand evaluations and purchase intentions. Only influencers who are perceived as honest can effectively influence consumer decisions (Filieri et al., 2023).

CONCLUSION

This study concludes that Rimbang Rayya's personal branding strategy on Instagram, when analyzed through *The Eight Laws of Personal Branding*, plays a significant role in strengthening the brand image of Healthy Water. The findings demonstrate that personal branding functions not merely as a promotional tool, but as a symbolic and relational mechanism that shapes consumer perception and purchasing intention.

Across the eight dimensions, Rimbang Rayya consistently positions herself as a credible food expert (specialization), whose experiential knowledge and recommendations establish her authority as an opinion leader (leadership). Her approachable and enthusiastic communication style (personality), combined with a distinctive storytelling-based content format (distinctiveness), enhances audience engagement and memorability. High content visibility, achieved through consistent posting and alignment with trending topics, further amplifies brand exposure, while value congruence between personal beliefs and content messaging (unity) reinforces perceptions of authenticity. Moreover, the sustained production of high-quality content (persistence) and the emphasis on sincerity, honesty, and public benefit (goodwill) contribute to long-term trust between the influencer, the audience, and the advertised brand. Collectively, these elements enable personal branding



to translate symbolic credibility into tangible brand equity for Healthy Water, particularly in the form of positive brand associations and increased consumer interest.

Theoretically, this study extends the application of *The Eight Laws of Personal Branding* by demonstrating its relevance within influencer-based digital advertising contexts. Practically, the findings suggest that brands seeking to enhance their image through influencer marketing should prioritize value alignment, narrative authenticity, and long-term relational strategies rather than short-term visibility alone. Future research may explore comparative influencer cases or incorporate audience reception analysis to further examine how personal branding dynamics influence brand equity in diverse digital ecosystems.

Theoretical Contribution

Theoretically, this research expanding the application of The Eight Laws of Personal Branding which consists of Law of Specialization, Leadership, Personality, Distinctiveness, Visibility, Unity, Persistence, and Goodwill in developing advertising for MSMEs. By applying these eight laws, this research contributes to adapting Montoya's theory into MSMEs. The creation of local branding through personal branding can function as a form of trust-based digital advertising.

Practical Contribution

From a practical perspective, this study provides a conceptual and strategic model for MSME influencers in Rimbang Raya to optimize personal branding as a competitive and sustainable advertising strategy.

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