Rachel Vennya Persuasive Communication Strategy to Improve Her Personal Branding on Instagram

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Abstract

The purpose of this study is to identify the types of persuasive communication strategies used by Rachel Vennya in the content uploaded on her personal Instagram account. Second, to know the characteristics of Personal branding. This research uses a qualitative approach that aims to explore something in depth. This qualitative research contains a literature review, theoretical concepts related to the research problem, namely the problem of using persuasive strategies and personal branding in building personal branding. The results show that Rachel Vennya uses persuasive communication strategies, namely psychodynamic strategies, sociocultural strategies and the meaning constructions. Rachel Vennya has also applied the characteristics of a personal branding, namely uniqueness, relevance, and consistency.

Keywords: communication, persuasive strategy, personal branding, Rachel Vennya

INTRODUCTION

Persuasive communication is an activity of conveying messages to others by persuading which aims to influence the opinions and attitudes of communicants or recipients of messages. Persuasive communication strategies are considered important because they can influence the behavior and opinions of others. Thus, persuasive communication strategies are expected to make communicants consider the messages conveyed by communicators.

Research related to communication strategies is as follows. First, Alodia, et al (2021) state that the direct approach is the most influential persuasive strategy in determining the success of a prospecting activity. Second, the results of research conducted by Listianingrum, et al (2021) are (1) FISIP UNSIKA communicators carry out communication strategies using Instagram media to convey messages to students, (2) FISIP UNSIKA Instagram admins formulate effective communication strategies to their students. Third, Hamandia (2022) stated that the results of the research he had conducted described the lifestyle of the community before and after the persuasive communication strategy. Still, the district did not fully realize this. Fourth, Pratama & Sugandi (2022) stated that the Indonesian community without dating Samarinda uses five stages of communication which include attention, interest, desire, decision, and action. The last research communication strategies cited from Anshori & Hajar (2022) states that Farah Qoonita uses new media in delivering da'wah effectively, namely through graphic design, language used, and position.

Furthermore, the studies related to this topic are as follows. First, Nadhira, et al (2020) stated that Rachel Vennya uses three elements of personal branding, namely using her skill set, aura, and identity. Second, Pertiwi & Irwansyah (2020) state that personal branding is important and must be planned to build effective personal branding through social media. Third, Mujianto, et al (2021) branding on Instagram social media is an effort to present information, messages, and impressions through activities carried out which also has the ability as a good message delivery medium. Fourth, Musrifah (2022) concluded that personal branding is considered common in building a personal character on social media, personal branding can only be achieved if it is structured and consistent. The last research quote regarding personal branding was taken from Anggraeni, et al (2022) that before forming personal branding on Instagram social media, we must recognize our inner abilities in order to produce content that can be of interest to the public when uploaded to Instagram social media. Interesting content will make the audience reach wider.

The difference between this research and the above studies is that this research focuses on...
categorizing persuasive communication strategies in the content uploaded by Rachel Vennya on her personal Instagram account. @rachelvennya. The persuasive communication strategies used in Rachel Vennya’s content are categorized into three types, namely psychodynamic strategies, cultural persuasion strategies, and the meaning construction strategy. Researchers will try to describe the three categories of persuasive communication strategies in this study.

The basic theories that support or foundation this research are as follows. The first theory regarding communication strategies put forward by Pace (2006) has three main objectives, namely creating understanding, fostering acceptance, and motivating activities. Then Effendy (2008) explains that communication strategy is a combination of communication planning and communication management to achieve a goal. The third theory proposed by Cangara (2008) regarding the elements of communication, states that interpersonal communication can occur if there is a communicator or messenger who conveys messages to others with a specific purpose. In other words, communication that is supported by the existence of a source, message, media, receiver, and effect can occur properly. In line with this opinion, Shannon and Weaver (in Cangara, 2008) also state that communication requires five elements to support it, namely sender, transmitter, signal, receiver, and destination.

Furthermore, there are important factors that must exist in a communicator who plays a very important role in communication activities. According to Cangara (2008), there are two factors that must be owned by communicators, namely source attractiveness and source credibility. Communicators are considered successful in communicating if they are able to change the attitude or behavior of communicants through the delivery of messages that have attractiveness. Communicants’ trust in communicators regarding their expertise or abilities is also a factor in the success of communication.

Then, the theory put forward by DeFleur (in Hajar et al, 2021) regarding three types of persuasive communication strategies is as follows. First, the psychodynamic persuasion strategy (the psychodynamic strategy) includes efforts in the process of persuading someone by prioritizing emotional or feeling factors and/or cognitive factors using persuasive messages. Second, the sociocultural persuasion strategy includes efforts in the process of persuading someone who is influenced by external individual factors. Third, the meaning construction strategy includes efforts in the process of persuading someone who has emphasized knowledge that can influence behavior.

Then Montoya and Vandehey (2009) argued that personal branding is about perception is about perception. How to control other people's judgment of you, before they make direct contact with you. Montoya and Vandehey (Heroen 2014) also suggest that one must apply the principle of visibility or can be seen continuously and consistently until the personal brand that one has is known or popular. Promoting oneself in every opportunity to appear is the right strategy that can be done. According to McNally and Speak (2004), there are three fundamental things that characterize and must be considered in designing strong personal branding, the first of which is having a distinctive characteristic, meaning that the personal brand contains something that becomes a belief, values, and principles, including things of interest. So that there is a strong determination of these values and beliefs. This is because values will influence how a person thinks, feels, and behaves. The more distinctive (different) the actions that the audience sees, the firmer and clearer the definition of one's personal branding for the audience. Second, relevance means that a strong personal brand is not only distinctive but must have a relationship that is considered important by the audience. In other words, what is championed must be relevant to the audience. Relevance is something that results from other people's interest in what one does for them and their judgment of how well one does it. Then consistent means that things that are distinctive and relevant are done repeatedly or in repetition. This is because new people will believe in a relationship based on the consistency of the behavior they experience or observe. Consistency is the hallmark of all strong brands. As a 'brand', one only gets 'credit' (recognition, acceptance, or acknowledgment by others) for what one does consistently. Consistent behavior defines one's brand more clearly evident. The relevance of each public figure to one's needs and values will also vary. But whether one likes it or not, needs it or not, one feels one knows what to expect from these people because their behavior is so consistent over the years.

According to (Labrecque, Markos & Milne, 2011) there are 3 ways to develop personal branding, namely building a brand identity (brand image). In an online context, personal branding identity depends on self-presentation when the identity is created on a computer using a social networking profile, blog, or personal web page. Identity can be an inherent status and personality
then develop a brand position, refers to the active communication of one's brand identity to a specific target market. The use of brand positioning to highlight their positive attributes in appreciation of their target audience, while at the same time differentiating themselves from other individuals within the market. For online personal branding, brand positioning occurs through impression management. In an online context, this is done by maintaining a consistent image through the choice to disclose personal information through blogs and disclosures on sites such as social networks. A key challenge for participants was deciding what information to post online, after filtering out information that did not align with their branding strategy. In addition to demographic information, profiles included information, brand image assessments such as lists of favorite books, music, quotes, and movies, as well as photos. Next is the brand image assessment. The brand image depends on the information uploaded which depends on the information uploaded by others and the market reaction to the information presented which is generally based on visible behavior, nonverbal behavior, and other observable cues. The key to brand image building is repetition until there is consistency.

The reasons why researchers choose Persuasive Communication Strategies are as follows. First, because communication strategies, especially persuasive functions through social media, are very effective, therefore researchers want people, especially communication science students, to be able to apply persuasive communication strategies on social media. Second, persuasive communication strategies have an important role in various fields, such as business, education, politics, health, environmental issues, and so on (Bella, 2020).

The reasons why researchers chose Rachel Vennya are as follows. First, Rachel Vennya is a public figure and has recently been highly recognized by millennials on various social media, especially Instagram. Second, the content uploaded by Rachel Vennya has its own appeal for Instagram social media users. Currently, Rachel Vennya has 7 million followers on her personal Instagram account. She utilizes this by creating various content and accepting endorsements or collaborations with various brands, both MSMEs and even big brands. By doing these activities on Instagram, researchers see that Rachel Vennya has great potential and appeal in communication activities that use the persuasion function.

Based on the explanation above, the problem formulation or objectives of this research are as follows. First, what types of persuasive communication strategies do Rachel Vennya use in some of the content she uploads on Instagram? And is the content created by Rachel Vennya in accordance with the characteristics of personal branding?

First, to find out the types of persuasive communication strategies used by Rachel Vennya in the content uploaded on her personal Instagram account. Second, to find out the characteristics of personal branding.

**METHODS**

This research method uses a qualitative approach that aims to explore something in depth. This qualitative research contains a literature review and theoretical concepts related to the research problem, namely the problem of using persuasive strategies and personal branding in building personal branding, followed by observation and discourse analysis to analyze persuasive communication carried out by Rachel Vennya as an influencer and celebrity to improve her personal branding or image.

The steps used in this research were first to identify articles relevant to topics related to persuasive strategies and personal branding by considering articles published in the period 2000 to 2022 as the most recent and up-to-date theory. The researcher searched for journals in an internet search to understand the definition of persuasive communication and personal branding. The prioritized articles were those published from 2000 to 2020. Next, the researcher examined the articles as reference material to identify other relevant articles published in this article during the same time period. After that, the researcher continued the snowball procedure by looking for keyword expansion of more specific terms (e.g. persuasive communication strategy, Instagram personal branding, celebrity personal branding). The researcher repeated the process of reviewing the reference list to identify additional articles for inclusion. In total, dozens of articles were related to persuasive communication strategies and personal branding.

In the next process, researchers conducted observations carried out for 3 days, from October 13 to October 15, 2022, by observing Rachel Vennya's image and video uploads, looking at how intensive the uploads were and what persuasive strategies Rachel Veny used in her content to build personal branding. The last process is discourse analysis, from the observation data found,
researchers, analyze whether the shared content is in accordance with the persuasive strategies used by Rachel Venya to build her personal branding and what effect it has on the audience. This research only uses secondary data sourced from photo and video content published on Rachel Venya's Instagram. To determine the results of the study, researchers conducted a categorization process to describe the types of persuasive communication strategies used by Rachel Venya to facilitate the analysis of the research results.

After obtaining the results of observations, researchers can conclude that Rachel Venya builds her personal branding through Instagram social media networks by optimizing social media functions, namely social networks, namely Rachel Venya's interaction with netizens through IG stories, sharing photos that reflect personal branding, videos, and others. Rachel Venya builds her personal branding by using persuasive communication strategies that are in accordance with Melvin L. De Fleur and Sandra J. Ball-Roeach's statements, namely psychodynamic strategies, sociocultural persuasion strategies, and the meaning construction strategy. The personal branding built by Rachel Venya is also in accordance with the personal branding characteristics proposed by McNally & Speak (2010), namely distinctiveness, relevance, and consistency.

RESULTS AND DISCUSSION

RESULTS

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<td><img src="image1.png" alt="Image" /></td>
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<td>In this content, Rachel Venya not only displays the product but also uses the product to prove the usefulness of the product she endorses so as to create a sense of trust in the audience about what is conveyed. This is in accordance with the persuasive communication strategy, namely the psychodynamic strategy.</td>
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<td><img src="image2.png" alt="Image" /></td>
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<td>In this content, Rachel Venya displays products that have had many reviews both by other influencers and users of these products so that the products she endorses have clearly proven their quality, in accordance with the persuasive strategy she uses, namely the psychodynamic strategy where she generates trust from the audience to build her personal branding as a trusted influencer, the products she endorses are not random products but products that have guaranteed quality.</td>
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In this content, Rachel Venya displays her togetherness with other celebrities who are currently viral among millennials where she shows that her fame is the same as today's slang and famous influencers, this is in accordance with the sociocultural persuasive strategy where audience behavior will match the environment. In this case, Rachel Vennya shows her personal branding as a famous and slang celebrity among millennials.

In this content, Rachel Venya displays togetherness with her husband even though she has separated to make her two children happy so that her children can still feel a father figure, in this case, Rachel Vennya shows herself as a wise woman. This is in accordance with the persuasive strategy of the meaning construction, namely, manipulating understanding, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this case, Rachel Venya managed to manipulate the audience's thoughts to build her branding as a wise family woman.

In this content, Rachel Venya reviews the clothes she wears and not only displays the product but also provides a review of what she feels after wearing the endorsed product so as to create a sense of trust in the audience about what is conveyed. This is in accordance with the persuasive communication strategy, namely the psychodynamic strategy where she builds trust from the audience to trust her so that she succeeds in building her personal branding as a trusted influencer.
In this content, Rachel Venya displays togetherness with other female celebrities where she has projects with other celebrities who are famous among millennials, meaning that she is as famous as the celebrities in the content. This is in accordance with the sociocultural persuasive strategy where audience behavior will be in accordance with their environment. In this case, Rachel Venya shows her personal branding as a famous celebrity among millennials.

In this content, Rachel Venya displays products that have had many reviews both by other influencers and users of these products so that the products she endorses have clearly proven their quality, in accordance with the persuasive strategy she uses, namely the psychodynamic strategy where she generates trust from the audience to build her personal branding as a trusted influencer, the products she endorses are not random products but products that have guaranteed quality.

In this content, Rachel Venya shows her togetherness with one of today's famous celebrities, Keanu, where Keanu is a famous celebrity among millennials today, in this case, Rachel Venya makes millennials think that they are equal to the celebrity. This is in accordance with the sociocultural persuasive strategy where audience behavior will be in accordance with their environment. In this case, Rachel Venya shows her personal branding as a famous celebrity among millennials.
In this content, Rachel Venya comes to a thanksgiving party held by one of the famous celebrities here she shows that her fame is the same as the celebrity, namely as a famous celebrity among millennials. In this case, Rachel Venya makes millennials think that she is equal to the celebrity. This is in accordance with the sociocultural persuasive strategy where audience behavior will be in accordance with their environment. In this case, Rachel Venya shows her personal branding as a famous celebrity among millennials.

In this Instagram story content, Rachel Venya places a link to the product she sells herself, namely slimbeautyproduct, which is a product that she previously used for herself in reducing her weight and proved its quality because she herself formulated the product and became the first experiment in proving the quality of the product. This proves that Rachel Venya is trying to generate trust from the audience where she displays proof of the quality of the product. This is in accordance with the persuasive communication strategy, namely the psychodynamic strategy where she as a persuader builds confidence from the audience about herself as a person who can be trusted, this means that Rachel Venya has succeeded in building her personal branding as a trusted influencer.
In this content, Rachel Vennya shows her child playing with her brother who shows her familiarity and her two children so as to influence the audience to think that Rachel Venya is a mother who has successfully educated her child. This is in accordance with the persuasive strategy of the meaning construction, namely the understanding manipulation strategy, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this case, Rachel Venya managed to manipulate the audience's thoughts to build her personal branding as a family woman.

In this content, Rachel Venya displays viral content that is being discussed together with other female celebrities where she has created content with other celebrities who are famous among millennials, meaning that she is as famous as the celebrities in the content. This is in accordance with the sociocultural persuasive strategy where audience behavior will be in accordance with their environment. In this case, Rachel Vennya shows her personal branding as a famous celebrity among millennials.

In this content, Rachel Venya not only displays the product but also uses the product to prove the usefulness of the product she endorses so as to create a sense of trust in the audience about what is conveyed. This is in accordance with the persuasive communication strategy, namely the psychodynamic strategy.
In this content, Rachel Venya displays a tool for styling hair, she proves the usefulness of the tool by applying it to her own hair so that it creates a feeling of sympathy in the audience to have the product like her, this is in accordance with the psychodynamic strategy of building emotional feelings in the audience so that it fits with her goal of building personal branding as an influential influencer.

Rachel Venya proves that the product's quality which proves that the quality of the product is true and that it creates confidence in the audience to believe in it. This is in accordance with the psychodynamic persuasive strategy, which is to build an emotional sense of trust in the audience and build personal branding as a trusted influencer.

In this content, Rachel Venya and other famous celebrities who are currently famous among millennials are involved in a brand project to become models, in this case, Rachel Venya makes millennials think that they are equal to these celebrities. This is in accordance with the sociocultural persuasive strategy where audience behavior will be in accordance with their environment. In this case, Rachel Venya shows her personal branding as a famous celebrity among millennials.
In this content, Rachel Venya displays her son who is cooking for his brother, and shows his familiarity and his two children to influence the audience to think that Rachel Venya is a mother who successfully educates her children. This is in accordance with the persuasive strategy of the meaning construction, namely, manipulating understanding, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this case, Rachel Venya managed to manipulate the audience's thoughts to build her branding as a family woman.

In this content, Rachel Venya displays the progress of the results of using the product on herself to prove the quality of the product she endorses so as to create a sense of trust in the audience to her. This proves that Rachel Venya uses persuasive communication, namely psychodynamic strategies to build her personal branding where she influences the audience trust to believe in her as a trusted influencer.

In this content, Rachel Venya shows her vacation with famous celebrities among other millennials to make a Vlog in her Instagram story about the fun she had on vacation to attract the attention of Instagram users, in this case, Rachel Venya makes millennials think that she is equal to these celebrities. This is in accordance with the sociocultural persuasive strategy where audience behavior will be in accordance with their environment. In this case, Rachel Venya shows her personal branding as a famous celebrity among millennials.
In this content, Rachel Venya is involved in a project with one of the current viral celebrities, Keanu, to endorse a product. In this case, Rachel Venya shows her success as a famous celebrity because she can be involved in a project with a famous celebrity among millennials. This is in accordance with the sociocultural persuasive strategy where audience behavior will be in accordance with their environment. In this case, Rachel Venya shows her personal branding as a famous celebrity among millennials.

In this content, Rachel Venya displays her son who is cooking for his brother who shows his familiarity, and his two children to influence the audience to think that Rachel Venya is a mother who successfully educates her children. This is in accordance with the persuasive strategy of the meaning construction, namely, manipulating understanding, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this case, Rachel Venya managed to manipulate the audience's thoughts to build her branding as a family woman.

In this content, Rachel Venya shows her closeness with her children, influencing the audience to think that Rachel Venya is a mother who successfully educates her children. This is in accordance with the persuasive strategy of the meaning construction, namely, manipulating understanding, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this case, Rachel Venya managed to manipulate the audience's thoughts to build her branding as a family woman.
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<td>In this Instagram story content, Rachel Venya shares videos of her daily life by sharing videos about feeling proud of her son who is smartly able to drink on his own thanks to her successful upbringing as a good mother, so that the audience thinks that Rachel Venya is a successful mother in educating her underage child. This is in accordance with the meaning construction persuasive strategy, namely the strategy of manipulating understanding, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this case, Rachel Venya managed to manipulate the audience’s thoughts to build her personal branding as a family woman.</td>
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| In this Instagram story content, Rachel Venya shares a video of how her smart child thanks her repeatedly after being given something thanks to her successful upbringing as a good mother so that the audience thinks that Rachel Venya is a successful mother in educating her underage child. This is in accordance with the meaning construction persuasive strategy, namely the strategy of manipulating understanding, where the relationship between knowledge and behavior can be achieved as far as
what can be remembered. In this case, Rachel Venya managed to manipulate the audience's thoughts to build her personal branding as a family woman.

In this content, Rachel Vennya features a skincare product where the product she also applies the product to her face which proves that the quality of the product is true it creates confidence in the audience to believe in it. This is in accordance with the psychodynamic persuasive strategy, which is to build an emotional sense of trust in the audience, which is in accordance with the goal of building personal branding as a trusted influencer.

In this content, Rachel Vennya features a skincare product where the product she also applies the product to her face which proves that the quality of the product is true it creates confidence in the audience to believe in it. This is in accordance with the psychodynamic persuasive strategy, which is to build an emotional sense of trust in the audience, which is in accordance with the goal of building personal branding as a trusted influencer.

In this content, Rachel Vennya displays the togetherness of her children, which shows the familiarity and the two children, thus influencing the audience to think that Rachel Vennya is a mother who has successfully educated her children. This is in accordance with the persuasive strategy of the meaning construction, namely the understanding manipulation strategy, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this case, Rachel Venny managed to manipulate the audience's thoughts to build her personal branding as a family woman.
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In this content, Rachel Venya displays the child's togetherness with her father even though she has separated from her husband, in this case Rachel Venya shows herself as a wise woman. This is in accordance with the persuasive strategy of the meaning construction, namely the understanding manipulation strategy, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this case, Rachel Venya managed to manipulate the audience's thoughts to build her personal branding as a family woman.

**DISCUSSION**

Rachel Venya is a celebrity and influencer on Instagram. Lately, her name has become increasingly popular among social media users, especially millennials. Initially, Rachel Venya was famous on the ask.fm social media network where at that time Rachel Venya told a lot about her family and also sold through her ask.fm account uploads which then uploaded a lot of sympathy from ask.fm users and got a lot of likes to followers. From ask.fm Rachel Venya ventured into Instagram and got more followers on her account @rachelvenya. From Instagram, Rachel Venya is increasingly recognized until she is offered an endorsed contract to upload content on her Instagram account. From Instagram, Rachel Venya began to build her personal branding by regularly uploading photos and videos on her Instagram account.
Researchers analyzed the persuasive communication used by Rachel Vennya to build her personal branding by observing the social media platform used by Rachel Vennya as a communication media channel to build her personal branding, namely Instagram. Rachel Vennya first created her Instagram account in 2011 to spread content that reflects her personal branding. On the Instagram social media used by Rachel Vennya, she optimizes social media functions, namely social networking, namely Rachel Vennya's interaction with netizens through IG stories, sharing photos that reflect personal branding, videos, and others. In building her personal branding, Rachel Vennya uses a communication strategy that is in accordance with the statement of persuasive communication strategies by Melvin L. De Fleur and Sandra J. Ball-Roeceach (in Soemirat, 2017), namely:

1. Psychodynamic Strategy

Communication strategies based on psychodynamic concepts are centered on emotional factors and cognitive factors, as a persuader, Rachel Vennya must be able to express persuasion messages both rationally and touch the emotional aspects of the audience. In a rational way, the cognitive component of a person can be influenced. This cognitive aspect is in the form of ideas and concepts so that in a person a belief is formed. in this case what Rachel Vennya does is evident from her endorsed content that prioritizes product quality and does not just share information related to the products she endorses but also provides evidence and honest reviews on product endorse uploads on her Instagram account, as an influencer Rachel Vennya wants to make sure the things shared on her Instagram account do not harm her followers. The things Rachel Vennya does form the trust of her Instagram followers to trust her as a trusted influencer. Rachel Vennya's persuasive communication strategy has succeeded in building her personal branding as a trusted influencer.

2. Sociocultural Persuasion Strategy

The sociocultural Persuasive Strategy explains that human behavior is influenced by forces outside the individual. This is one of the strategies used by Rachel Vennya in improving her personal branding. The behavior of the audience is influenced by environmental factors such as family environment, community environment, peer environment, and work environment. In this strategy, it is important to pay attention to the environment or group that the target follows.

Because the assumption is that the target will follow the behavior and opinions of their environment. In this case, Rachel Vennya collaborates with fellow celebrities or young influencers who are famous among millennials or are going viral such as Keanu, Ericarl, or Dara Arafah. Rachel Vennya shows that her fame is equal to young celebrities who are current and slang by uploading content related to her togetherness with other young celebrities. The persuasive communication strategy succeeded in shaping Rachel Vennya's personal branding as a slang celebrity who is famous among millennials.

3. Meaning Construction Strategy

This strategy is carried out by manipulating understanding, where the relationship between knowledge and behavior can be achieved as far as what can be remembered. In this strategy, Rachel Vennya emphasizes her ability by uploading daily life content about education in educating her children. Where she often provides education by teaching her children from childhood to be polite, obedient to parents, and others. Where the public is very interested in this education because it is currently quite difficult to educate children to always be polite, and obedient to their parents, so this is very inspiring in the community where the public thinks that Rachel Vennya has succeeded in educating her children to instill good traits from an early age. Rachel Vennya did succeed in manipulating her audience to state Rachel Vennya's personal branding as a family woman.

The persuasive communication strategy carried out by Rachel Vennya is also in accordance with the characteristics of personal branding proposed by McNally & Speak (2010) as follows. First, distinctiveness contains something that has values and principles, including things that are of interest so that there is a strong determination of these values. This is because values will influence how a person thinks, feels, and behaves. Rachel Vennya forms her distinctiveness by sharing content that shows her honest, loving personality and her being known as a famous celebrity from this, her difference from others is formed so that distinctiveness is formed. Second, relevance means having a relationship that is considered important by the audience. Relevance is something that results from other people's interest in what is done for them and their assessment of how well someone does it. Rachel Vennya also fulfills the characteristics of relevance by sharing useful content that suits the needs of her audience such as
endorsing content that prioritizes quality and does not harm the audience so that what she does forms something relevant to the audience. The third is consistent, meaning that things that are distinctive and relevant must be done repeatedly or repetitively. This is because new people will believe in a relationship based on the consistency of the behavior they experience or observe. Consistent behavior defines one's brand more clearly. Rachel Vennya is called consistent because she continues to share different content with the same concept repeatedly to form a distinctiveness and relevance in people's assessment of her on her Instagram account.

CONCLUSION

Based on the results of the research and discussion that have been described and explained about Rachel Vennya's persuasive communication strategy to improve her personal branding on Instagram, it can be concluded that Rachel Vennya's persuasive communication strategy to improve personal branding on Instagram is to use persuasive strategies that are in accordance with the communication strategies stated by Melvin L. De Fleur and Sandra J. Ball-Roeach, namely Psychodynamic Strategy, Sociocultural Persuasion Strategy, and The Meaning Construction Strategy. Ball-Roeach, namely the Psychodynamic Strategy, the Sociocultural Persuasion Strategy, and the Meaning Construction Strategy, it can be concluded that in the Psychodynamic Strategy, Rachel Vennya uses endorsed content that prioritizes product quality and does not just share information related to the products she endorses, thus creating a sense of trust among Instagram users so that it supports the creation of her personal branding as a trusted influencer. In the Sociocultural Persuasion Strategy, Rachel Vennya uses her relationship with celebrity partners who are slang and famous among millennials, thus supporting Rachel Vennya to form her personal branding as a slang and famous celebrity among millennials. In The Meaning Construction Strategy, Rachel Vennya uses Skill education as content on her Instagram by sharing things about her child's development, thus supporting Rachel Vennya to form her personal branding as a family woman.

What Rachel Vennya has done is in accordance with the characteristics of personal branding proposed by McNally & Speak, namely distinctiveness, relevance, and consistency. Rachel Vennya is said to have distinctiveness because her personality is considered compassionate, honest, and a famous celebrity. Rachel Vennya is relevant because the content she shares about education is useful for the audience. Rachel Vennya is called consistent because she shares content related to her distinctiveness and relevance repeatedly which is centered on emotional factors and cognitive factors, in this strategy Rachel Vennya has succeeded in building her personal branding as a trusted influencer with content that attracts the attention of the audience so as to create trust in the audience. Second, the Sociocultural Persuasive Strategy is centered on human behavior influenced by forces outside the individual. In this strategy, Rachel Vennya shows her fame as equal to contemporary and slangy young celebrities by uploading content related to her togetherness with other young celebrities. The persuasive communication strategy carried out succeeded in shaping Rachel Vennya's personal branding as a slang celebrity who is famous among millennials. And finally, The Meaning Construction Strategy where this strategy is carried out by manipulating understanding, in this strategy, Rachel Vennya uploads content that inspires the public about being a good mother whereas the public assumes that Rachel Vennya has succeeded in educating her child to instill good traits from an early age. Rachel Vennya did succeed in manipulating her audience to state Rachel Vennya's personal branding as a family woman.

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