

Assignment Of Meanings By Audiences Towards Ganjar Pranowo's Personal Branding On Semarang City's People

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Abstract.

Youtube is a social media site that enables the audiences to give comments, share, and like focusing solely on video contents. Youtube functions as a medium of information and entertainment. Ganjar Pranowo has a personal branding in this specific app that differentiates him from other Indonesian political figures. This research aims to analyze how the audiences give meaning towards Ganjar Pranowo's personal branding in his Youtube channel. This research is conducted through the descriptive qualitative method, with the extensive usage of interviews and documentation for collecting data. In analyzing Ganjar Pranowo's personal branding, this research uses Stuart Hall's reception analysis theory in giving meaning to audience media message, divided into three positions: 1) Hegemonic-dominant; 2) Negotiated, and; 3) Oppositional. Other than that, this research also uses Peter Montoya's eight concepts of personal branding: 1) Specialization; 2) Leadership; 3) Personality; 4) Difference; 5) Appearance; 6) Unity; 7) Firmness, and; 8) Prestige. This research shows that in general, audiences accept Ganjar Pranowo's personal branding. This is shown through the responses of the informants, with three of them firmly in the hegemonic-dominant position, two of them in the negotiated position, and none of them in the oppositional position.

Keywords: Personal Branding; Reception Analysis; and Youtube.

I. INTRODUCTION

Youtube is a social media site that provides various features that enable people to express themselves a more interactive online platform, such as the 'like', 'comment', and 'share' features. This site focuses solely on video contents, in which its focused approach allows the audiences to concentrate on their specific chosen topics (Hawkins and Saleem, 2021). According to Alexa.com, Youtube has become the second (or the third, as some might claim) most popular site in the world since October 2007 (Thelwall, 2018). One of the factors that contribute to this popularity is the web site's ability to 'figure out' what the users want. Youtube keeps perfecting their software to ensure that ability can produce results with 90% accuracy by using the 'search criteria' feature (Thelwall, 2018). This turns Youtube into a valuable source of information about its users and their respective chosen topics of interest. Content creators are given incentives to create popular contents, because high streaming rate means financial compensation from a fraction of the ads revenue generated from the contents that they post on the web site (Hawkins and Saleem, 2021). Neff (2021) called this as 'ecosystem approach', in which this is an effective strategy to reach millions of subscribers with a certain level of services that they desire. Looking at the numbers, Youtube has more than two billion users, and more than one billion hours of video being streamed every day. This is a gold mine of advertising opportunities for brands, very potential even with a very simple strategy. Not limited to brands, this golden opportunity to advertise from Youtube is also applicable to organizations and figures that wish to amplify the awareness of the users to their own brands.

Because of that, they often upload television ads and the public-relations related materials to the brand channel, becoming one practice that contributes in revolutionizing the way consumers view advertisements, this is because the advertisements can be seen during the consumers' leisure times. Brand channel (in this case, Youtube), has become a cost-effective channel for advertisers, because advertisements can be uploaded without a price, and have big potential to be watched by millions of young consumers provided that they are entertaining enough and have the potential to become viral (Duffett, 2020). Personal

branding is a process of shaping, extracting, and maintain the perception the people have, related to certain aspects that a person has, such as skills, accomplishments, personality, or values that develop intentionally or accidentally with the goal of displaying a positive image. This positive image can result in the formation of trust and loyalty, in which can be used as marketing tools. In the March-April 2022 survey period, 2 of 3 survey institutes found that Ganjar emerged as the most favorable Indonesian presidential candidate, chosen by 1.200 respondents spread throughout 120 villages and wards, located in 34 provinces of Indonesia. One example of the such survey institutes is Charta Politika Indonesia, in which its 10-17 April 2022 period survey showcased Ganjar Pranowo as the superior candidate with 29,2% vote of the total respondents.

Right below him was Prabowo Subianto (23%), followed by Anies Baswedan (20,2%), and other 7 presidential candidates positioned below 5% (source: <https://www.kompas.tv/article/283903/...>) The popularity of a presidential candidate is a main 'weapon' that can be utilized in order to gain electability in the eyes of the voters. Popularity can bypass Indonesia's classic issues of vast geographical distance and the enormous amounts of voters, assisted by the existence of political 'machines' situated in each regions. Along with Twitter (commonly referred to as 'X' right now), Facebook (commonly referred to as 'Meta' right now), and online blogs, Youtube, as a relatively new media, enables presidential candidates to deliver messages while campaigning, helping to boost the candidates' good image. This also applies to Ganjar Pranowo that extensively distributes his personal branding as a presidential candidate through Youtube. Based on such background information, this paper aims to answer the research question: How audiences give meanings to Ganjar Pranowo's personal branding on Youtube as a media? Based on such background information and research question, this paper aims to dig further about the factors related to the audiences' assignment of meanings towards Ganjar Pranowo's personal branding delivered through Youtube. This paper is expected to produce new concepts about how audiences assign meanings to narratives, which could become an input and feedback for stakeholders interested in the field of 'assignment of meanings' and 'branding', especially in answering the question about how the audiences do the 'assignment of meanings' with various variations of social categories.

There are already some researches about personal branding through Youtube conducted by public figures in Indonesia. One academic paper written by Atin Nurul Hidayah (2021) focuses on how audiences conduct assignment of meanings in Habib Husein Ja'far's personal branding displayed on his 'Jeda Nulis' Youtube channel. The paper employed two theories: 1) The reception analysis theory with its argument of three different positions of personal branding's reception by people (dominant hegemonic, negotiated, and oppositional); 2) Eight concepts of personal branding by Peter Montoya. The paper concluded that most audiences accept Habib Husein's personal branding, in which three informants consistently identified with the 'dominant hegemonic' position and one informant identified with the 'negotiated' position. There was no informants taking the 'oppositional' position, showing that there was no rejection to Habib Husein's personal branding broadcasted through his Youtube channel. This paper excels in explaining about the audiences' reception towards Habib Husein's personal branding and identified Habib Husein's particular traits that distinguished him from other preachers: personality, consistency, and humble impression. Other than that, there is also an academic paper written by Andini Sekar Maruta titled "Audience Reception Analysis to Gita Savitri's Personal Branding in Gita Savitri's Youtube Channel" that analyzed the audiences' reception or 'meaning assignment' to Gita Savitri's personal branding using Stuart Hall's 'encoding-decoding' theory to track the existence of Peter Montoya and Rampershad's eleven characteristics of personal branding. This paper concluded that from nine sample audiences, two audiences identified with the 'dominant hegemonic' position, seven identified with the 'negotiated' position, while two audiences identified with the 'optional code' position.

The results of this meaning assignment process is linear, causing the emergence of diversity of audiences' assignment of meanings to Gita Savitri's personal branding. This paper excels in emphasizing the notion that audiences are active participants of the process of assignment of meaning from media messages, not just passive recipients of such messages. This paper also emphasized that audiences' diverse background and past experiences play a role in influencing the meaning assignment process. Thus, to address these research gaps shown by literature review above, researcher aimed to provide the analysis in this paper

through the descriptive qualitative method, with the extensive usage of interviews and documentation for collecting data. This research will use Stuart Hall's reception analysis theory in giving meaning to audience media message, divided into three positions: 1) Dominant-hegemonic; 2) Negotiated, and; 3) Oppositional. Other than that, this research also uses Peter Montoya's eight concepts of personal branding: 1) Specialization; 2) Leadership; 3) Personality; 4) Difference; 5) Appearance; 6) Unity; 7) Firmness, and; 8) Prestige.

II. METHODS

The research was done through the method of literature study, analyzing relevant books, journal articles, and other written sources. From those resources, researcher identified relevant definitions and theories from experts to be used in the research. The target of this research is the viewer base of Ganjar Pranowo's Youtube account that reside in Semarang city. To identify the most suitable informants for this research, researcher did a preliminary observation on Ganjar Pranowo's Youtube channel in July 2022. From that preliminary observation, researcher selected five informants for this research, in which all of them are Ganjar Pranowo's Youtube account viewers from Semarang city, with varying backgrounds: 1) Civil servant working in the Semarang city; 2) Non-civil servant employee; 3) University student. Informants were chosen by the method of purposive sampling focused only on Ganjar Pranowo's Youtube channel viewers. Other than that, researcher also used snowball sampling to find the informants that can give relevant information to complete the research data. The informants were also chosen to fulfill the criteria of showing variety in age and level of education. First informant that the researcher chose for this research is Aisyah. A viewer of Ganjar's Youtube channel, she is a non-civil servant employee that has a Master's degree in Communication. The next informant is Resa, a contract employee that has a Bachelor's degree. Then, there is also Diah, a civil servant in Central Java that has a Bachelor's degree. After that, there is also Galih, another civil servant in Central Java that has a Doctor's degree. Lastly, there is Maria, which is a social activist. The researcher then interviewed these people and use the resulting interview data as the primary resource of data in this research, complemented by secondary data resource from books and other written sources. All of the informants' data is processed as components to get the big picture of Ganjar's personal branding, elaborated with the theoretical framework to answer the research question.

First, there is the data reduction process, that focuses on the processes of simplifying, abstraction, and transformation of basic words that emerge from in-field notes. This is done in order to sharpen the analysis, categorize each problems into brief description, directing, cropping out unnecessary data, and organize data so that it can be extracted and verified. After the data reduction process, the next step is data presentation. This process is done to make the reduced data more organized and easier to understand. Data presentation could be done through various methods, such as through narrative descriptions, charts, flowchart, and links between categories. In this step, researcher aims to arrange the relevant data to create conclusion from the information and derive meanings to answer the research questions. The last step in the data processing step is the analysis to conclude and verify data. Conclusion can change according to new data that are acquired during the duration of the research, which makes the process of creating conclusion from the collected data becomes a cyclical, back-and-forth process between reduction, presentation, and making conclusion from the data to collect 'proof' from the raw data that can back the conclusion. This collective process is called verification. Through this verification process does the conclusion becomes credible, thus closing the entire process of data processing. In this research, researcher then classify the informants' opinion on Ganjar Pranowo's Youtube channel. The process started with categorizing and understanding the Youtube viewers. Next, the researcher interpreted the audiences' response towards the contents of said Youtube channel. Then, lastly, researcher categorized the audiences' positions into the three categories: 1) Dominant-hegemonic; 2) Negotiated; 3) Oppositional, all according to the elements of message reception analysis.

III. RESULTS AND DISCUSSION

Ganjar Pranowo was the governor of Central Java province from 2013-2023. He actively used social media, included at Youtube. He used social media to share information, updating the progress of complaints he got from the citizens, and giving appeals to citizens in regards to the government's policies. This approachability of Ganjar to the people's aspirations through social media is further amplified with his choice of down-to-earth language, facilitating two-ways communication with his constituents. This became his trademark and made it easier for him to interact with people through the extensive reach of social media.

Audience and the Formation of Personal Branding

There are three processes in the making of personal branding (Montoya, 2002): 1) 'You', that focuses on displaying (a) Who is this person, his personality? (b) What specialization does he/she has, which help to form a specific image of a person in the audiences' minds; 2) 'Promise', which is specific set of promise(s) and responsibilities of the person to fulfill audiences' expectations formed through the personal branding itself, and; 3) 'Relations', the effort to form and maintain good relations with audiences. Personal branding focuses on the ability to influence someone's decisions and behavior. A great personal branding can give advantage to its practitioner, increasing his/her authority, gaining more trust from people in making decisions. This will amplify the chances of said person to end up in the position of leadership, increase said person's prestige, gaining recognition, and achieving his/her goals. Personal branding generally is a part of branding, with theories and frameworks applied to branding in general are also used in personal branding.

Based on the reception theory, there are three positions on how a personal branding is received by audiences:

1. Dominant hegemonic, in which audiences accept the message delivered by the media;
2. Negotiated, in which audiences accept the message but reject the application of meaning of the message;
3. Opposition, in which audiences change the message or code delivered by the media, thus rejecting the intent of the message and replace it with the audiences' own interpretation.

Ganjar's personal branding is a representation of the audience, reflected through videos posted on Ganjar's Youtube channel. In the context of this research, it could be seen that Ganjar Pranowo's Youtube channel underwent three steps of process of the formation of personal branding.

1. Reception analysis to Ganjar Pranowo's profile and specialization: 1) 'You', that is, identification of Ganjar Pranowo as an individual; 2) 'Specialization', that is, identification of what does Ganjar Pranowo do? Ganjar's presence in Youtube channel made him more recognizable by the masses, evidence on how well he capitalizes on the new media. He also has a 'millennial generation' style that appeals to the younger audiences. He also showcases specialization in his Youtube content, by using good humor and a relaxed way of interacting with the audiences, which make his content interesting. Regarding this specialization, there are some opinions from the informants.

The first informant, Aisyah, said that Ganjar Pranowo has funny and engaging contents, with topics not limited to his work. She also commented that his contents are easy to understand.

"In my opinion Mr. Ganjar's contents are interesting, not confined to just about his work; there was one time when he inserted a clip of a child calling him 'Mr. Tugiman', which made his content not boring. We can understand the message that he tried to deliver to us [the audiences], the content has variety, innovative, good editing, easily digestible to all kinds of people." (Interview with Aisyah, 24 October 2022).

In line with Aisyah's opinion, Riza and Mrs. Diah also think that Mr. Ganjar has a funny characteristics in his personality. In their opinion, he also likes to joke with audiences.

"I think people that frequently visit online world are already familiar with Ganjar Pranowo by looking at his work-related trips as a Governor across Central Java. His contents are funny, and he himself is a humorous person. There are contents uploaded on his Youtube channel everyday, showcasing his humble, cheerful, firm, and down-to-earth personal." (Interview with Riza, 24 October 2022).

They also highlighted that Mr. Ganjar has some notable personality traits, such as mischievous, not bound to protocols, but firm to his underperforming subordinates.

“I think it’s unexpected that he’s not bound to protocols, once upon a time he accidentally fell off from car when his aide opened the door when he was sleeping, that scene made him feels familiar, just like us [ordinary people]. His contents are also entertaining and very in-tune emotionally; when in mourning situation the content was sad, when there was flood, as a governor he directly went to the field and scolded the staffs there when he found out that out of five water pumps, only one was opened.” (interview with Mrs. Diah, 26 October 2022).

Mr. Ganjar’s contents are sometimes unpredictable, yet very approachable to everyone, they used simple and funny words in the titles.

“I think the uniqueness of Mr. Ganjar in Youtube is good, just like other content creators, he aimed at unexpected and candid contents, such as the ‘Mr. Tugiman’ content which was accidental and eccentric, hence it becomes interesting.” (Interview with Galih, 24 October 2022).

Maria commented that Mr. Ganjar used simple, funny, and easy to understand titles. Other than that, he also liked to dine at the local restaurant, promoting them through his channel by giving his reviews about the food in his videos.

“In my opinion, it’s interesting that Mr. Ganjar as a governor is willing to promote small businesses through his platform. After he commented in detail about the restaurants that he went to during his work visit, people started coming in to the restaurant. He also coordinated cooperation between the provinces that he visited. I think this shows his role as a ‘bridge’ for provinces to interact. He also used funny titles and simple language in his videos, such as that one time when he used the title ‘you want so see me kick the concretes when I check the quality of the building’, that gave the video a funny impression.” (Interview with Maria, 2 November 2022).

Table 1. Audience Reception Towards Ganjar Pranowo’s Specialization

Informant	Spesialization	Position
Aisyah	Funny, not boring, easy to understand	Dominant-Hegemonic
Riza	Simple, cheerful, firm	Dominant-Hegemonic
Ibu Diah	Entertaining and very flexible	Dominant-Hegemonic
Galih	Unexpected contents	Dominant-Hegemonic
Maria	Simple title, easy to understand language	Dominant-Hegemonic

Based on the answers from informants, it can be inferred that all informants are in the ‘dominant-hegemonic’ position because all of them fully accept the specialization in Ganjar Pranowo’s Youtube channel.

2. Reception Analysis to Ganjar Pranowo’s Leadership

In the concept of leadership, a leader is someone that has the ability to disperse uncertainties and provide clarity. Basically, people need an exemplary leader, charismatic, and has the ability to solve problems. Using these benchmark, the informants assess Ganjar’s capability as a leader and to influence people.

“Mr. Ganjar is a firm, charismatic, broadminded, down-to-earth, friendly, and to-the-point leader. Social media is one of the mediums to deliver messages, this means that if Mr. Ganjar is famous on social media, it’s because of what he does in reality. Most of Mr. Ganjar’s contents are videos, longer videos are posted on Youtube, while the shorter ones are posted on Tiktok (60 seconds) and Instagram (a few minutes).” (Interview with Aisyah, 24 October 2022).

Meanwhile, according to Riza, Ganjar Pranowo is a relaxed-yet-serious leader, that solve problems with relaxed attitude, never getting angry. In her opinion, Ganjar Pranowo is a successful leader of Central Java, with a lot of achievements in his leadership.

“In my opinion, Mr. Ganjar’s eladership is serious yet relaxed. In Central Java, he got a lot of awards, especially about the public information transparency and investment services. Not only in social media, there are a lot of awards for Central Java during Mr. Ganjar’s time as a

governor. He gives good examples, when there were demonstrations, he's able to solve them in a relaxed manner without violence, he has a unique and specific approach to problems, using communication and looking at the coordinates [of the problem]." (Interview with Riza, 24 October 2022).

According to Mrs. Diah, Mr. Ganjar is a dignified person. When citizens have problems, he can discuss well with his subordinates to solve the problems.

"He has leadership and dignity. [Ganjar] Likes to investigate the problem, to give solution. His leadership is good, without pretense and very authentic. There was one time when an angkot (public transportation) driver was genuinely shocked when Mr. Ganjar suddenly sat down into his vehicle, all without the knowledge of his creative team. In Youtube videos, he's able to position himself as the leader in the room, giving solutions when there is problem." (Interview with Mrs. Diah, 24 October 2022).

Meanwhile, according to Galih, Ganjar Pranowo's leadership is transformative. Ganjar readily accepts people's input, and answer their aspirations.

"The transformative nature of Mr. Ganjar's leadership is apparent through his Youtube channel. Receiving critics, answering aspirations, doesn't act with absolute power, keen on following regulations, while also improving the performance [of the provincial government]." (Interview with Galih, 24 October 2022).

Theoretically, most people want a leader that can be a good example. According to the informants, Ganjar Pranowo succeeds in building his personal branding to reflect that impression in himself, by using his Youtube channel to educate people on the ongoing issues of Central Java. During his trips, he approached all kinds of people with a unique approach using funny language and down-to-earth attitude, making him loved by people.

"In my opinion, through Youtube, it's apparent that Mr. Ganjar is a humble and honest leader. A lot of people said that it's just a mask, but I don't think so; his daily interactions with people such as when he freely asks for more rice portion in a stall or when he directly answered that 'the bridge would be brittle if we rush the process' when people asked why the building process took a long time. I think it's a very authentic ceplas ceplos (straightforward) way of communication. I think this is also apparent in his way of using social media as an alternative way to investigate directly, people can report to him through social media and it would swiftly be delivered to the relevant officer. Mr. Ganjar even mentioned that if the related officer doesn't respond the complaint in 1X24 hours, he/she could lose their position. Very effective since Central Java is a big province and has a lot of people in it." (Interview with Maria, 2 November 2022).

The third process of personal brand's formation is 'position yourself'. Ganjar Pranowo positioned himself as a unique, responsive, approachable, honest, and caring leader. Ganjar used the privilege that he has to help vulnerable people to solve their problem, such as building livable housing for underprivileged people, helping people hit by flooding disaster, and eating together with people in the refugee camps. Ganjar Pranowo also engaged in the 'word of mouth marketing', in which he often uploads his moments with old friends and colleagues such as approaching his old friend that becomes an elementary school teacher in Karanganyar and visiting the location of his social work when he was a college student. Ganjar Pranowo always aims to give a nice and low profile image to familiarize himself with the people, especially his constituents in Central Java.

Table 2. Audiences Reception towards Mr. Ganjar's Leadership

Informant	Mr. Ganjar's Leadership	Position
Aisyah	Firm, charismatic, broad mindset	Dominant-Hegemonic
Riza	Firm, relaxed, accomplished	Dominant-Hegemonic
Mrs. Diah	Dignified, authentic, able to give solution	Dominant-Hegemonic
Galih	Transformative, not absolute authority	Dominant-Hegemonic
Maria	Humble, authentic, able to give solution	Dominant-Hegemonic

Based on those answers from the informants, it can be inferred that all informants can be categorized into Dominant-Hegemonic position because informants accept all of Ganjar Pranowo's leadership personal branding in Youtube.

3. Reception Analysis to Ganjar Pranowo's Personality (The Law of Personality)

Good personal branding is able to reflect every aspects of an individual's personality. The favorable impression in personal branding is a 'flawed' and 'authentic' persona, which is seen as more 'humane' and relatable. Researcher collected the opinions of five informants regarding Mr. Ganjar's personality on Youtube. The informants think that Mr. Ganjar exhibits a firm, friendly, charismatic, down-to-earth, and family-man persona.

"In my opinion, Mr. Ganjar's personality on Youtube is firm, friendly to people, charismatic, and family-oriented." (Interview with Aisyah, 24 October 2022).

Meanwhile, Riza thinks that Mr. Ganjar is a fun person to be around, and humble. Riza highlighted how Mr. Ganjar likes to greet people and joke with them.

"Mr. Ganjar has a fun and humble personality, always greets people and joke with them." (Interview with Riza, 25 October 2022).

Then, according to Mrs. Diah, Mr. Ganjar on Youtube is very warm towards his wife and kids.

"Mr. Ganjar's personality on Youtube seems very warm towards his family, especially in family-oriented days. He seems like to love his family, frequently jokes with students and gives them gifts, he also seems close to his children and wife." (Interview with Mrs. Diah, 25 October 2022).

After that, according to Galih, Mr. Ganjar's personality is very friendly towards people, he always replies when people greet him, be it children or adults.

"Mr. Ganjar's personality on Youtube is friendly, humorous, frequently present in medias; he seldom gets angry on camera, there were only three cases of him doing so. He has a flaw in his personality, that he only replies to a few comments, like for example there are 10 comments he only answered 1, which is understandable since he handles his account by himself. Also, on Instagram he only replies to comments at night, which is less interactive." (Interview with Galih, 24 October 2022).

Lastly, Maria thinks that Mr. Ganjar has a good aspect of personality; namely, he is willing to do *blusukan* (investigating directly) with traditional Javanese garbs to meet with people.

"Mr. Ganjar centers his Youtube personality as someone that Indonesia needs; he's not shy to go blusukan with traditional garbs despite it being uncomfortable to wear when on field investigations. He does this also when visiting other provinces according to the local schedule. He also seems nationalistic, as he has 'Gubernur Mengajar' (Governor Teaching in English) where he teaches student to develop good character and nationalistic spirit in children, such as telling them to not be racist towards their fellow Indonesians. He's also responsive to critics, such as when there were Wadas demonstrations where he sat down together with demonstrators and discuss about it, instead of running from reality." (Interview with Maria, 2 November 2022).

Table 3. Audiences Reception Towards Ganjar Pranowo's Personality

Informant	Mr. Ganjar's Personality	Position
Aisyah	Firm, friendly, charismatic	Dominant-Hegemonic
Riza	Fun, humble	Dominant-Hegemonic
Ibu Diah	Cordial, family-man, harmonious	Dominant-Hegemonic
Galih	Friendly, humorous, but less interactive when answering question in social media	Negotiated
Maria	Nationalistic, likes to investigate directly	Dominant-Hegemonic

Based on the input from the informants above, there are 4 informants that chose the 'dominant-hegemonic' position and 1 informant that chose the 'negotiated' position.

4. Reception Analysis Towards Distinctiveness of Ganjar Pranowo

An effective personal branding has to bring a strong impression to differentiate itself from other personal brandings, which also applies on Youtube contents. In his Youtube contents, Ganjar Pranowo has different way in delivering his sentences, in which he uses easy-to-understand language for the people. This is what Aisyah highlighted.

“Mr. Ganjar drives his messages across with casual style, which makes his arguments more understandable by lay people. This differentiates him from other politicians that like to use difficult words, such as ‘recession’. This practice is so prevalent that there is a meme about recession.” (Interview with Aisyah, 26 October 2022).

According to Reza, Mr. Ganjar is good in communicating with kids, middle-aged women, teenagers, and senior citizens.

“Mr. Ganjar can blend with any kind of people in our society; be it with kids, middle-aged women, teenagers, or senior citizens, Mr. Ganjar can communicate with all of them.” (Interview with Reza, 24 October 2022).

Meanwhile, Mrs. Diah argues that Mr. Ganjar actually becomes active in social media after he became a governor, which she observed quite different from fellow governor, Ridwan Kamil (usually referred to as ‘Kang Emil’) which started his social media activity before he held the position as governor.

“Mr. Ganjar is active in social media after becoming governor, which is different from Kang Emil which is already active since before he became a governor, delivering his vision and missions through social media.” (Interview with Mrs. Diah, 24 October 2022).

Galih further highlighted the difference between Mr. Ganjar’s personal branding and Kang Emil’s. While Mr. Ganjar mainly focuses on his personal activities, Kang Emil focuses more on his official business.

“The difference between Mr. Ganjar and other politicians on Youtube. While Kang Emil’s contents mainly revolves around official business, Mr. Ganjar’s contents are more personal.” (Interview with Galih, 24 October 2022)

In line with previous informants, Maria also thinks that Mr. Ganjar is a friendly person, he frequently greets people first and shake their hands. Another interesting tidbit Maria highlighted is also how Mr. Ganjar has a healthy lifestyle.

“The difference between Mr. Ganjar and other politicians publishing contents on Youtube are his openness to people; he greets first, he shakes hands first, he hugs first, which become his ‘uniqueness’ on Youtube. He also sends congratulations to his political rivals during special times such as birthday, and invites them to eat (he did this with Sudirman Said). Mr. Ganjar also exhibited healthy lifestyle, frequently posting about him biking, running, and carefully maintaining his diet.” (Interview with Maria, 2 November 2022).

Table 4. Audience Reception Towards Ganjar Pranowo’s Distinctiveness

Informant	Ganjar Pranowo’s Distinctiveness	Position
Aisyah	More casual, delivers arguments with understandable ways to people	Dominant Hegemonic
Riza	Down-to-earth, communicates well with people from all age range	Dominant Hegemonic
Mrs. Diah	Active in social media after becoming governor	Negotiated
Galih	Has a lot of personal contents	Negotiated
Maria	Initiates contact with people, has a healthy lifestyle	Dominant Hegemonic

Based on the informants’ answers, there are three informants in the ‘Dominant-Hegemonic’ position: Aisyah, Riza, and Maria. Meanwhile, Mrs. Diah and Galih are in ‘Negotiated’ position, highlighting how Mr. Ganjar didn’t have an active social media presence before becoming governor and how his contents mostly comprised of his personal routines instead of official business.

5. Reception Analysis of Ganjar Pranowo's Visibility

A successful personal branding has to maintain consistent self image to make the advertiser to be quickly recognized by a lot of people. There are some aspects in Ganjar Pranowo's social media appearance to create a constant impression.

According to Aisyah, Ganjar Pranowo is recognizable through his friendliness with children, displayed through actions such as giving small gifts to children that he met.

"Mr. Ganjar has a consistency in becoming a distinct persona on Youtube. He's notably friendly to children and likes to give them gifts. This image is also apparent through his harmonious relationship with his wife and family in general. He also has a casual fashion style, frequently using t-shirt or other simple and casual, non-branded attires that still look charismatic." (Interview with Aisyah, 26 October 2022).

Reza also highlighted that Ganjar has a relaxed way in communicating with people.

"In communicating on Youtube, Mr. Ganjar communicates in a way that is not stuffy and easily acceptable by his audiences." (Interview with Reza, 25 October 2022).

Meanwhile, according to Mrs. Diah, Ganjar Pranowo's visibility comes from his millennial self image, combined with his friendliness towards people, makes him easily distinguishable by the millennials.

"Consistency that makes Mr. Ganjar distinguishable is his ability to be casual without forgetting decorum. In his contents, he seems friendly while sharing actual and factual contents with his audiences. He frequently talks about the society's problems and try to solve them through communicative discussions on his platform. He always encourages people to speak up about their problems to help." (Interview with Mrs. Diah, 26 October 2022).

Meanwhile, this is what Galih said:

"Visibility, consistency, continuity, and contents' variety. Those things, coupled with his style which is distinctly Javanese, make Mr. Ganjar stands out as a politician." (Interview with Galih, 2 November 2022).

Meanwhile, according to Maria, some attributes that are very apparent in Ganjar Pranowo's personal branding are his humorous nature and his stern attitude when it comes to the usage of public funds, especially regarding corruption done by officials below his wing.

"Visibility, consistency that makes him 'visible' are his humorous trait and his stern attitude when it comes to corruption. He always says that he feels deeply ashamed when there are official beneath his wings that get caught by the authorities because of corruption. However, the stern impression melts away when he's interacting with citizens, as he's really open to critique and scrutiny, as displayed in his response to Wadas case. He also likes to do funny, unpredictable things." (Interview with Maria, 2 November 2022).

Table 5. Audiences' Reception Towards Ganjar Pranowo's Visibility on Youtube.

Informant	Ganjar Pranowo's Visibility	Position
Aisyah	Friendliness with people, harmonious family, warm to wife	Dominant-Hegemonic
Riza	Fluid and easily acceptable way of communication with people	Dominant-Hegemonic
Mrs. Diah	Millennial-friendly, follows trends, using friendly and simple language	Dominant-Hegemonic
Galih	Javanese representation, continuity aspect in his contents	Dominant-Hegemonic
Maria	Stern to corruption perpetrators	Dominant-Hegemonic

Based on the informants' answers, it can be inferred that all informants are on the position of Dominant-Hegemonic, because they agreed fully with Ganjar Pranowo's visibility in his Youtube personal branding, especially with traits such-as millennial-friendly, casual, following trends, and having a harmonious family.

6. Reception Analysis Towards the Law of Unity

Unity in personal branding means that the reality of a person's personal daily life must be in line with values and attitudes displayed through that person's personal branding. In his daily life, Ganjar Pranowo is close to the people, be it from the lower or the upper class; he creates the impression of 'no distance' between him and the people. The informants have their own thoughts about the unity of Ganjar Pranowo's unity between his personal branding and his real life.

The first informant, Aisyah, told the researcher that the personal branding displayed by Ganjar Pranowo on Youtube is already in line with his personal life.

"Mr. Ganjar is really close to the people from all classes, from the clerics to the normal people. He also likes doing exercise, which shows how much he cares about his health. He also seems close to his wife, and has a harmonious family. He also has a to-the-point way of communication through real examples that he does in the government. He relays all of those into his Youtube channel: his closeness to the people, the sense of no-distance, using simple language to make people understand while making adjustments depending on who is he speaking to. For example, he speaks to the elderly with the Krama (polite) version of Javanese, while he uses the mixed variant when talking to the youth." (Interview with Aisyah, 26 October 2022).

Similar sentiments are also echoed by informant Reza:

"There are no differences between Mr. Ganjar's social media and real daily life." (Interview with Reza, 24 October 2022).

Such view about Ganjar Pranowo's personal branding is also echoed by Mrs. Diah:

"He has a good personal life, shown through his care towards his family and his neighbors. He's also able to act stern when there's a problem. Feels like he has a firm grip over his life, which is the same thing as portrayed through his Youtube channel. Very well-known and well-accepted by the people of Central Java, as Mr. Ganjar was able to solve the Wadas case through communication instead of through anarchic means." (Interview with Mrs. Diah, 26 October 2022).

This point of view is also echoed by Galih:

"His reality has unity with his friendly and humorous image shown through Youtube." (Interview with Galih, 24 October 2022).

Finally, Maria also echoes same sentiments:

"There are some moments in which Mr. Ganjar accidentally displayed the reality of his harmonious family life to the internet, which were in line with his personal branding. When his wife got the 1st winner predicate, he hugged her and gave her flowers and medal. He also celebrated his child's birthday by giving him a tumpeng (cone-shaped yellow rice). He also frequently displays public signs of affection to his family, by giving gestures such as hugs. This suits his internet image as a chill, funny, anti-mainstream individual. In the internet there was a parent that asked Mr. Ganjar to give his/her child congratulations; he accepted the request." (Interview with Maria, 2 November 2022).

Table 6. Audiences' Reception Towards Ganjar Pranowo's 'Unity'.

Informant	Ganjar Pranowo's Unity	Position
Aisyah	Youtube personality is in-line with real life	Dominant-Hegemonic
Riza	Youtube personality is in-line with real life	Dominant-Hegemonic
Ibu Diah	Youtube personality is in-line with real life	Dominant-Hegemonic
Galih	Have a friendly and humorous side of life displayed on Youtube	Dominant-Hegemonic
Maria	Romantic with family	Dominant-Hegemonic

Based on the informants' responses in regards to Ganjar Pranowo's 'unity' displayed above, all five informants are in the position of 'Dominant-Hegemonic', as none of them have a disagreement about Ganjar's unity. The informants are of the opinion that what's displayed on Youtube is in-line with Ganjar Pranowo's real private life.

7. Reception Analysis Towards Ganjar Pranowo's Persistence

Building a personal brand is not a fast process. An individual has to create an enduring persistence to his/her personal branding since the first time it was conceived, without having doubts and changing aspects of it mid-way. In this aspect, Ganjar Pranowo has some traits that demonstrate this 'persistence': his millennial image, his sports-lover image, and his image as a positive figure on the internet.

According to Aisyah, the image of Ganjar Pranowo as a sports-lover is a persistent image. He displays a lot of his morning routine of jogging, and he always participates in Central Java's sports events.

"Mr. Ganjar consistently shows his enjoyment of sports, in every sports events in Central Java, Mr. Ganjar always comes along, doing sports in every morning, jogging together with his wife." (Interview with Aisyah, 24 October 2022).

Not very different from Aisyah, Reza also has an opinion that Ganjar Pranowo is a individual that is adept at following the trends by adopting a millennial style.

"Mr. Ganjar is very persistent about his image; he frequently uploads new contents to Youtube and garners a lot of viewers." (Interview with Reza, 24 October 2022).

After that, Mrs. Diah also has a similar view.

"Mr. Ganjar is consistently funny yet stern. This makes people want to see his contents everyday. Mr. Ganjar's style in social media is millennial, casual, and yet very careful and attentive about commenting about something." (Interview with Mrs. Diah, 24 October 2022).

Galih also commented on Ganjar Pranowo's perception of persistence on Youtube.

"Mr. Ganjar has persistence in his Youtube account. In his contents there are continuity; he posts about his morning sports, about tourism, and about his 'laPak Ganjar' in every week, to promote the SMEs through Instagram and his personal social media account. His contents are unique, he aims towards unexpected contents that are funny and random." (Interview with Galih, 24 October 2022).

Meanwhile, Maria commented:

"Mr. Ganjar is humble, not afraid to make fun of himself. In the 'Kick Andy' show, the host even told him that his wife frequently watches Mr. Ganjar's contents before sleeping; "[She looks at them so much] It makes me bored," Andy said. Mr. Ganjar then replied "I'm also bored looking at my own contents...". This is a humble outburst." (Interview with Maria, 2 November 2022).

Table 7. Audiences' Reception Towards Ganjar Pranowo's Persistence

Informant	Ganjar Pranowo's Persistence	Position
Aisyah	Likes to do sports	Dominant-Hegemonic
Riza	Uploads contents everyday	Dominant-Hegemonic
Ibu Diah	Millennial, casual, likes to joke	Dominant-Hegemonic
Galih	Promoting SMEs products through his personal social media	Dominant-Hegemonic
Maria	Humble, not afraid to make fun of himself	Dominant-Hegemonic

Based on the informants' answers above, it can be inferred that all informants are on the position of Dominant-Hegemonic, as the five informants agree about the 'persistence' aspect of Ganjar Pranowo shown through his consistency in uploading Youtube contents.

8. Reception Analysis Towards Goodwill (*The Law of Goodwill*) of Ganjar Pranowo.

Personal brand will give more impact if the person doing the branding has a positive mindset. Ganjar Pranowo is known far-and-wide through his Youtube account, which showcases a lot of positive vibe contents. These contents are able to influence people and attract their attention, which then cause them to know Ganjar Pranowo as a millennial-friendly, open to critique, and a leader with high electability rate.

Aisyah said that Ganjar Pranowo's image as a millennial leader is one example of his 'goodwill', as he can familiarize himself with the people especially those from the millennial generation. This is because the topics covered in Ganjar Pranowo's contents are not limited to the matters of governance, but also contain humorous contents and also showcase Ganjar Pranowo's many relations.

"Mr. Ganjar is a millennial leader, can familiarize himself with the people. The uniqueness of his contents are the variety, which not only cover governance-related contents, but also sometimes contain humorous topics that make people entertained. He likes to share t-shirts to people. He also likes to wear simple, non-branded, and casual clothing such as t-shirt. However, somehow he still looks charismatic in those. He's not stiff as a board when communicating with people and fellow officials." (Interview with Aisyah, 24 October 2022).

In line with Aisyah, Reza also mentioned some aspects that further enforce Ganjar Pranowo's goodwill.

"Mr. Ganjar is casual, down-to-earth, innovative, cheerful, and casual when he delivers the policies from the government." (Interview with Reza, 26 October 2022).

Meanwhile, Mrs. Diah argued that despite of his tendency to make jokes, Ganjar Pranowo is also able to maintain his dignity as a governor.

"Mr. Ganjar's good image as a valuable person is apparent in his Youtube contents. While he likes to crack some jokes, he also has an awareness of his own position as a governor, which also could be seen through the jokes that he makes. While joking, he also gives solutions and solves problems, even investigating directly when the situation demands so, such as in flooding cases.

There was one case where someone commented on twitter about wanting to attend tirakatan (praying together event) with Mr. Ganjar, he responded by coming to said person's tirakatan event." (Interview with Mrs. Diah, 26 October 2022).

Such is also Galih's opinion about Ganjar Pranowo's goodwill.

"Mr. Ganjar has a good reputation, high electability, because out people, especially young people, are really accustomed to social media as a part of daily life. This increases Mr. Ganjar's visibility, because he already has a continued presence in the social media space, many people follow him. This is due to his consistency in producing contents, with a distinct faint Javanese vibe that is still recognizable but not overbearing, such as by the usage of 'njih ndoro siap' Javanese phrase to answer questions. There are also his cycling, running, and culinary contents." (Interview with Galih, 24 October 2022).

Meanwhile, according to informant Maria, Ganjar Pranowo's goodwill is apparent through his willingness to accept criticism.

"Mr. Ganjar's goodwill is displayed through his willingness to accept criticism, as shown in Wadas case where he chose to sit with the demonstrators instead of running from the reality; he has the bravery to face cases head-on." (Interview with Maria, 2 November 2022).

Table 8. Audiences' Reception Towards Ganjar Pranowo's Goodwill.

Informant	Ganjar Pranowo's Goodwill	Position
Aisyah	Millennial, close to people	Dominant-Hegemonic
Riza	Casual, down-to-earth, innovative, cheerful	Dominant-Hegemonic
Ibu Diah	Dignified, fit into his position	Dominant-Hegemonic
Galih	High electability in the millennial age group	Dominant-Hegemonic
Maria	Ready to accept criticism	Dominant-Hegemonic

Based on the interview results displayed above, all informants are in the position of dominant-hegemonic in interpreting Ganjar Pranowo's goodwill aspect, and they were able to explain in detail on the attributes displayed on Ganjar Pranowo's Youtube that become the base of such assessments.

IV. CONCLUSION

From this research, the assignment of meaning from Ganjar Pranowo's branding on Youtube, the audiences' responses could be divided into three positions: dominant-hegemonic, negotiated, and oppositional. The opinions of five informants mentioned in this research were divided into eight categories based on Peter Montoya's personal branding concept. The first concept is 'specialization' in which concluded in this research that Ganjar Pranowo always communicate with humorous disposition and simple language to people, which make his contents special and earned the 'dominant-hegemonic' placement by the informants. Then, the second concept is 'leadership', in which the informants think that Ganjar Pranowo is an individual that is capable as a leader, due to his charismatic disposition, his good deeds that can become example to other people, ability to solve problems, willingness to accept criticism, and unique approach towards people. Ganjar shows the ability to communicate with people from various age range. Next, there is the 'personality' concept, in which Ganjar is perceived as firm, charismatic, fun, down-to-earth, very loving towards his family, harmonious, nationalistic, and likes to investigate directly.

In this concept, four informants gave 'dominant-hegemonic' and one gave 'negotiated' position; this single outlier happened because of Ganjar's slack of interactiveness in answering questions on social media. After that, the fourth concept is 'distinctiveness', in which Ganjar Pranowo is viewed as 'distinct' because of his casual disposition, easy-to-understand arguments, his down-to-earth behavior, his ability to communicate with people from varying age ranges, his habit to greets someone first, and his healthy lifestyle. Based on the informants' answers, in this concept Ganjar got three 'dominant-hegemonic' votes from Aisyah, Riza, and Maria, and got two 'negotiated' votes from Mrs. Diah and Galih, which highlighted how Ganjar Pranowo became active on social media only after becoming a governor and how his contents mainly contained personal topics such as his routine morning runs. Then, there is the fifth concept, 'visibility'. Based on the informants, there are some 'visibility' aspect that could be observed in Ganjar Pranowo's Youtube contents: his friendliness to people, his harmonious relationship with family, his fluid way of communication with his wife, easily acceptable by people, Javanese representation, easily understandable way of speaking, continuity in his contents. Due to these attributes, all informants graded his personal branding in this concept as 'dominant-hegemonic'. After that, there is the sixth concept, 'unity', which observes how in-line is an individual's personal branding with their real, daily life. In Ganjar Pranowo's case, his personal branding on Youtube shows an in-line image of his real, daily life. There are some traits that show this, such as his friendly and humorous personality and his daily interactions with his family.

Because of that, all the informants graded Ganjar Pranowo's 'unity' aspect as 'dominant-hegemonic', none of them have any kinds of rebuttal in that concept as in their thoughts, Ganjar's Youtube personality is already in-line with his real life. Then, the seventh concept, 'persistence', Ganjar persistently shows some aspects in his Youtube contents: likes to do sports, uploading contents everyday, millennial, casual, likes to joke, frequently promotes local products from SMEs in his 'laPak Ganjar' program posted on Instagram and Youtube, humble, and not afraid to make a joke out of himself. Based on the informants' answers, it can be inferred that all of them are in the 'dominant-hegemonic' position in this concept due to Ganjar's consistency in posting his contents everyday. Then, the last one, there is the eight concept of 'goodwill', in which the informants translated as some of his traits: millennial, close to people, casual, down-to-earth, innovative, cheerful, has an awareness of his position, ready to accept criticism, and has a high electability rate in the minds of young people. From five informants, three of them (Aisyah, Reza, and Maria) gave Ganjar the 'dominant-hegemonic' position, and two of them (Mrs. Diah and Galih) gave Ganjar the 'negotiated' position.

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