

**PERSONAL BRANDING OF "GEMOY" PRABOWO**  
(Case Study on TikTok Account @ Gerindra Party)

By:

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**ABSTRACT**

*Personal Branding is described as the process or effort of building a unique, powerful and relevant self-image in the minds of others. It involves identifying and building on our personal strengths, abilities, and uniqueness as a distinctive feature that sets us apart from others. One of the social media that reflects Prabowo's branding as "gemoy" is the tiktok account @ Gerindra Party. This research aims to dig deeper into the process of forming Prabowo's gemoy Personal Branding, especially related to the 'gemoy' image that is seen in his public interactions and increases popularity and has a significant impact on Tiktok social media. The type of research method used in this thesis is descriptive qualitative research. The importance of this research lies in an in-depth understanding of the relationship between Personal Branding of political figures and public perceptions of their political image. The theory used is Peter Montoya's theory where Personal Branding marketing is the process of building and strengthening one's personal image and reputation in the minds of others. There are eight processes in the formation of Peter Montonya's Personal Branding, namely: 1.Specialization (The Law of Specialization), 2.Leadership (The Law of Leadership), 3.Personality (The Law of Personality), 4.Distinction (The Law of Distinctiveness), 5.Visibility (The Law of Visibility), 6.Unity (The Law of Unity), 7.Constancy (The Law of Peristence), 8.Goodwill (The Law of Goodwill). The results of the research and discussion are concluded as follows from the results of research conducted on Gemoy Prabowo's Personal Branding on the Gerindra Party TikTok account, that Personal Branding has succeeded in creating a strong and positive image among social media users. Gemoy Prabowo is able to build a unique and interesting personal identity in introducing Gerindra Party to the public through the TikTok platform.*

**Keywords:** *Personal Branding, Gemoy, TikTok*

