

ABSTRACT

This research highlights the importance of Ridwan Kamil's Personal Branding on Instagram during the 2018 West Java gubernatorial campaign. Using a quantitative approach, the study evaluates the satisfaction levels of his followers by comparing their expected gratifications (gratifications sought) with the gratifications they actually received (gratifications obtained) within the context of political communication.

The research also demonstrates that Ridwan Kamil's personal branding strategy successfully created a positive and relevant image on social media. Data collection was conducted through an online survey. The analysis technique used was simple linear regression with IBM SPSS Statistics 29. The indicators used for the variables of effectiveness and social media Instagram were based on the usage motives from a journal.

The study aims to present how the satisfaction obtained by followers from the @ridwankamil account is explained by the uses and gratifications theory, and how it compares the levels of expected effectiveness (gratifications sought) and actual effectiveness (gratifications obtained) by followers using the expectancy value theory.

The results show that based on hypothesis testing, the t-value of 5.391 is greater than the critical t-value of 1.660, indicating a significant effect of personal branding effectiveness on Instagram. The study also found that the average value for gratifications obtained is higher than gratifications sought ($GS < GO$) with a value of $3.79 < 4.29$ and a transparency value of 0.44. This indicates that there is a high level of effectiveness felt by followers towards Ridwan Kamil, with the highest satisfaction on the convenience indicator at 4.29 and the lowest effectiveness on the entertainment indicator at 4.13.

Based on the analysis provided, Ridwan Kamil has effectively established a strong personal branding in political communication by applying the eight concepts of Peter Montoya. He demonstrates specialization during his campaign, clear leadership on Instagram, and an authentic personality. This research distinguishes himself significantly from other leaders and maintains consistent visibility. The unity between his personal life and conveyed messages is evident, while his persistence in upholding a positive image contributes to his reputation during the digital campaign. Through a well-planned approach, he has successfully built a robust and positive brand image.

Keyword: *West Java Gubernatorial Election, Personal Branding, Instagram, Ridwan Kamil.*