VISUAL IDENTITY AND AUDIENCE ENGAGEMENT: PERSONAL BRANDING STRATEGIES ON INSTAGRAM @DSUGYWEDDINGOFFICIAL

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Abstract

This study examines the effectiveness of personal branding strategies implemented by the Instagram account @dsugyweddingofficial within the wedding planning industry. Using a qualitative content analysis approach, the research analyzes Instagram posts focusing on the core elements of personal branding: clarity, specialization, and consistency, as outlined by Montoya (2009). The findings indicate that @dsugyweddingofficial successfully communicates its brand identity through clear messaging, a distinctive wedding theme specialization, and consistent visual presentation and tone. The study highlights the importance of strategic content curation in social media branding and the role of audience engagement in building a credible brand presence. In conclusion, this research emphasizes that personal branding through Instagram can significantly enhance visibility and customer loyalty, particularly when executed with clarity, specialization, and consistency.

Keywords: *Personal branding; wedding planning; social media strategy; brand consistency; Bussiness.*

INTRODUCTION

In today's digital era, the rapid expansion of social media has significantly transformed the way individuals and businesses communicate, present themselves, and build identity in virtual spaces. Among these platforms, Instagram stands out as one of the most influential, thanks to its visually driven format and high levels of user engagement. With more than 60% of users logging in daily and over 100 million images shared each day, Indonesia has become one of the top five countries with the highest number of Instagram users (Ahlgren, 2021). This enormous user base presents not only a platform for interaction, but also a golden opportunity for individuals and businesses to establish and strengthen their personal branding strategies in a highly visual and connected environment. Personal branding, in essence, refers to a deliberate effort to influence public perception by positioning an individual or entity as credible and distinct within a specific field (McNally & Speak, 2002). In today's competitive landscape especially within the digital economy a strong personal brand is no longer optional, but a necessity. This is particularly true for content creators and service-based businesses who rely on public trust, visibility, and digital presence to grow their audience and access various forms of collaboration and monetization (Adewunmi, 2024).

Unlike conventional marketing approaches, personal branding emphasizes emotional connection and authenticity. It is about showing not just what you do, but who you are through consistent portrayal of values, personality, and expertise (Montoya, 2009). A strong personal brand is built on clarity, uniqueness, and consistency. These traits are amplified when delivered through compelling visual formats like photos, reels, and videos, making Instagram an especially powerful medium for personal and brand expression. However, leveraging Instagram effectively requires more than just uploading attractive photos. A strategic, data-informed approach, with authentic content and regular engagement, is key to growing a loyal follower base and sustaining long-term impact (Agung Setyawan et al., 2024). Moreover, the concept of "instagrammability" the visual appeal and shareability of content plays a crucial role, especially for niche influencers such as foodie micro-influencers. These creators navigate a balance between self-representation and audience expectations, contributing to the development of a four-stage content creation model that offers valuable insight into digital branding trends (Miguel et al., 2024). In addition, the visual storytelling nature of Instagram empowers businesses to connect with audiences on a more personal level. For service-based industries like wedding organizers, where aesthetics and emotion play a central role, Instagram offers a stage to showcase creativity, build aspirational narratives, and foster emotional resonance with potential clients.

Each post, story, or reel is not merely content it becomes part of a curated digital portfolio that reflects the brand's style, reliability, and values. This visual engagement helps build trust and familiarity, crucial elements for clients making high-investment decisions such as choosing a wedding service provider. Hence, Instagram is not just a promotional tool, but a dynamic branding ecosystem that allows businesses to grow communities, tell stories, and turn followers into loyal customers. In sectors with intense competition such as the wedding industry a compelling personal brand can serve as a major differentiator. One notable example is @dsugyweddingofficial, an Instagram account established on December 11, 2015. Since then, the account has evolved into one of Indonesia's most recognized and trusted wedding service providers. With over 21,300 followers and more than 1,300 visually curated posts, the brand offers services ranging from wedding planning and event organizing to decoration. Its success demonstrates how Instagram can be effectively used to build a credible and attractive brand image, while also enhancing market visibility and consumer trust (dsugyweddingofficial, 2024).

Although previous studies such as those by Mustaqimmah and Firdaus (2021) have explored personal branding strategies among digital influencers, most research has focused on individuals rather than service-based businesses. As a result, there remains a gap in understanding how non-influencer entities, such as wedding organizers, utilize Instagram to shape and promote their brand identity. Therefore, this study aims to analyze the personal branding strategies used by @dsugyweddingofficial on Instagram. Special attention will be given to how the account curates visual content, maintains thematic and visual consistency, and engages with followers to build a compelling brand identity and drive consumer interaction. By uncovering these strategies, the research seeks to contribute valuable insights to both academic discourse and practical applications in the realm of digital marketing and branding.

MATERIALS AND METHODS

This qualitative research utilized both primary and secondary data to analyze the personal branding strategy of the Instagram account @dsugyweddingofficial. The study adopted a descriptive qualitative approach to explore how digital personal branding is constructed through social media, particularly Instagram. In line with previous research, this study was inspired by the work of Park, Williams, and Son, which explored how student-athletes perceive and utilize social media for personal branding through a qualitative phenomenological approach and self-presentation theory. Their findings revealed both the opportunities and challenges in self-branding online, emphasizing the importance of awareness and strategic social media use (J. Park et al., 2020). Primary data were collected through in-depth interviews with the account owner and direct observation of the published Instagram content, including photos, videos, captions, Instagram Stories, and Reels. These elements were analyzed to identify patterns of communication, visual consistency, and engagement strategies. The use of Instagram has become a prominent medium for individuals to express and explore self-identity. Users frequently post status updates and photos driven by a desire to document daily moments, making themselves increasingly visible and recognized in the digital sphere (Farida Nurfalah et al., 2021).

Secondary data were obtained from literature reviews and previous empirical studies on personal branding in digital media, particularly those employing Montoya's personal branding theory, which emphasizes three core elements: Clarity, Specialization, and Consistency (Montoya, 2009). These three principles served as the conceptual framework in categorizing and interpreting the data. Furthermore, Liu and Suh highlighted how women, especially style bloggers, engage in self-branding by leveraging digital platforms. Through curated visual content, interactive features, and selective self-presentation, they influence followers while subtly challenging conventional beauty norms (Liu & Suh, 2017). Despite their rising prominence, empirical studies systematically investigating these practices remain limited, especially in the Indonesian context. To enrich the analysis, this study also referenced Sahin, who explored how top female beauty influencers on Instagram convey brand messages and influence brand credibility through trustworthiness, loyalty, and brand awareness (Sahin, 2024). Sahin's work underlines the importance of entrepreneurial orientation, market orientation, and digital marketing methods in maintaining personal brand value and trust within online communities. To ensure the validity and reliability of the data, triangulation was applied by combining interviews, content observation, and literature analysis. The process of thematic coding was conducted to group key findings according to Montoya's framework and to identify recurring patterns across various content types.

Research Area: This study was conducted in Cirebon City, West Java, Indonesia, where the business is based and where the researcher had physical and digital access to conduct direct interviews and contextual field observation. The local setting adds cultural relevance and insight into how regional wedding service providers engage with national digital audiences bridging traditional industry roles with modern online practices.
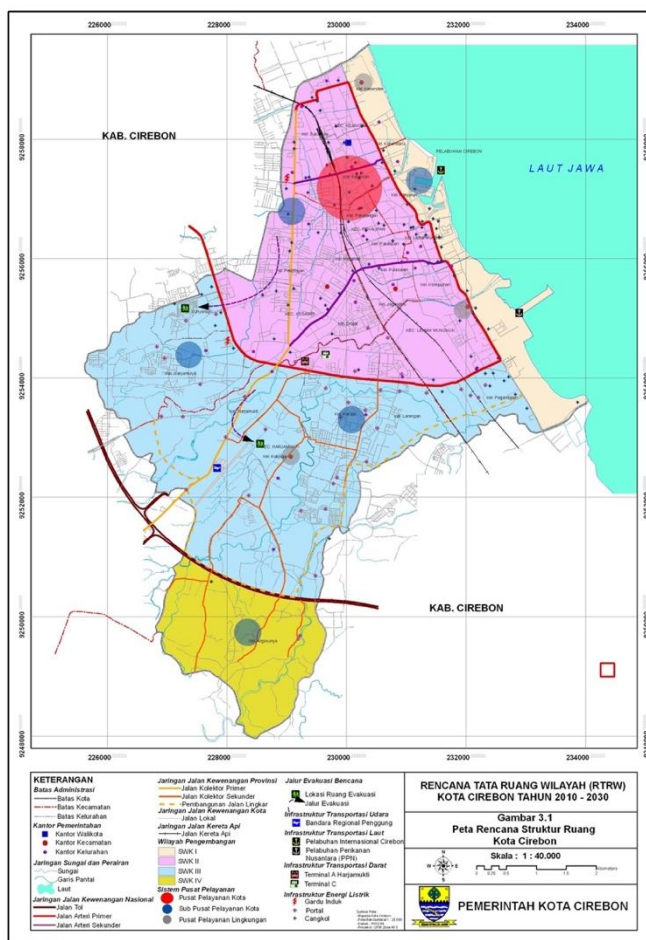
Figure 1. Map of the study area in Cirebon City, Indonesia.

RESULTS

The findings of this study are presented based on the three core elements of personal branding as proposed by Montoya (2009): Clarity, Specialization, and Consistency. These elements were analyzed through qualitative content analysis of 78 Instagram posts published by @dsugyweddingofficial between January and March 2025. The analysis was supported by in-depth interviews with the brand owner and engagement metrics such as likes, comments, and shares.

Clarity

The Instagram account @dsugyweddingofficial clearly conveys its brand identity as a professional and trusted wedding organizer. This is achieved through strong visual composition and consistent messaging, which allows followers to immediately grasp the brand's core values and services.

- Photographs of wedding decorations (42 posts) show a well-organized aesthetic, often featuring thematic setups that are both elegant and emotionally resonant.
- Team portraits (12 posts) humanize the brand by showcasing the people behind the service, thereby building emotional connection and authenticity.
- Client testimonials (9 posts), presented in both image and video formats, enhance credibility by providing direct social proof of customer satisfaction.

The username includes the brand name, while the bio "Your Trusted Wedding Partner in Cirebon" explicitly defines its geographic focus and positioning. Furthermore, around 85% of posts feature a logo or watermark, reinforcing brand recognition and also protecting intellectual property. Such deliberate presentation choices reflect the brand's effort to not only be seen, but also to be remembered a fundamental goal in digital personal branding. By narrowing the brand message to its core value trust and elegance in wedding organization the account reduces

ambiguity and sets clear expectations for potential clients.These practices are aligned with Montoya's concept of clarity namely, delivering a clear articulation of brand identity and value proposition to the audience. These practices are aligned with Montoya's concept of clarity, namely delivering a clear articulation of brand identity and value proposition to the audience. This is in line with findings from semiotic theory, which emphasize that clarity in brand visuals through the strategic use of symbols, color, and layout functions not only to inform but also to emotionally connect. Aesthetics can influence initial customer engagement, emotional attachment, and even decision-making behavior, particularly in visually driven platforms like Instagram (Naeem et al., 2025).

In particular, the branding strategy implemented by Sandra Lubis and Clarissa Putri as observed in this study fulfills Montoya's framework effectively. Through their visual consistency, relatable storytelling, and audience-focused communication, they successfully present themselves as reliable and professional figures in the wedding industry. Their intentional self-representation through curated visuals not only reflects competence but also inspires aspirational feelings an emotional appeal often overlooked in conventional branding approaches. This is affirmed by high engagement, positive comment threads, and user-generated content, as well as by expert opinions (Samatan et al., 2024) that highlight their branding strength. In essence, the clarity demonstrated by @dsugyweddingofficial allows audiences to easily identify what the brand stands for a provider of quality wedding services, but also a symbol of professionalism, aesthetic expertise, and emotional reliability.

This clarity is especially crucial in a digital space like Instagram, where competition is visual and rapid, and users decide within seconds whether to engage with content. Clear messaging helps overcome the noise of social media by ensuring the brand does not blend into the feed but stands out with a recognizable, trustworthy identity. Moreover, @dsugyweddingofficial consistently uses coherent color schemes, fonts, and caption styles across its posts, which further reinforces brand recall and trustworthiness. The use of muted pastels, serif typefaces, and minimalist layout choices suggests a conscious aesthetic positioning aimed at conveying elegance and timelessness qualities highly sought after in wedding-related services. These visual and textual consistencies not only create a professional aesthetic but also reduce cognitive load for the audience, enabling easier recognition and retention of the brand. Visual identity elements such as logos, colors, fonts, and typography significantly influence brand awareness, familiarity, and favorability, as they shape consumer perception and emotional connection with the brand (YU et al., 2024). Such uniformity in digital branding is critical in maintaining audience attention and building long-term loyalty, especially within the highly saturated and emotionally driven wedding industry.

Specialization

The brand also demonstrates strong specialization by offering visually distinctive wedding themes, each curated with an identifiable style and cultural context. This distinguishes @dsugyweddingofficial from competitors that tend to adopt more generic approaches.

This approach reflects an intentional branding strategy aimed at creating visual identity coherence, which according to Montoya (2009), is key to cultivating brand distinctiveness in saturated digital markets.

Based on the content analysis:

- 38% of posts feature rustic-style wedding themes, characterized by wooden elements, fairy lights, and earthy color palettes.
- 25% showcase traditional Sundanese ceremonies, highlighting cultural values such as seserahan and akad nikah.
- 20% focus on minimalist garden-style decorations, emphasizing simplicity and nature.

These data demonstrate how visual storytelling serves as a primary tool in shaping brand appeal, especially in industries where aesthetic experience is central to customer satisfaction. These themes show that the brand has a clear specialization, catering to a varied yet specific client base. In interviews, the business owner confirmed that content is curated to meet client preferences, while maintaining a consistent brand tone (Interview, April 3, 2025). This visual differentiation supports Montoya's argument that specialization strengthens brand uniqueness and relevance. It is not just about offering services, but about delivering experiences that reflect clients' values and tastes. By embracing niche themes and cultural authenticity, the brand becomes not just a service provider, but a storyteller of clients' most personal moments one wedding at a time. In this regard, pleasurable and experiential content plays a critical role in driving engagement and supporting value co-creation between luxury service brands and their audiences, as identified in luxury hotel brand communities (Chapman & Dilmperi, 2022). Experiential value has emerged as a decisive factor in service-based industries, where personalization and immersive visuals trigger higher user engagement and post-sharing behavior.

Moreover, specialization contributes to emotional resonance. Clients are more likely to trust a service that reflects their aesthetic preferences and cultural identity. Over time, such tailored content builds stronger customer loyalty. These firms, by using their own websites, blogs, and profiles in the social networks can use their clients' interactions, storytelling and endorsement to reach new (potential) customers. Secondly, small firms can use influencers and their followers to have additional empowerment of their business value thanks to their promotion activity in the digital environment (Ingrassia et al., 2022). Such practices exemplify how participatory culture and community-based narratives enhance brand visibility and perceived credibility in niche markets. This is in line with findings by (Hasan et al., 2023) which show that social media marketing significantly influences value co-creation and brand authenticity, especially through customization, interaction, and eWOM. In particular, while value co-creation mediates the relationship for some elements, entertainment and trendiness have a direct effect on brand authenticity highlighting the importance of both content relevance and emotional resonance. These findings underscore the need for dynamic content strategy that goes beyond aesthetics and incorporates audience interaction patterns as part of brand construction.

This is supported by Lestari and Farina, who found that successful freelance MUAs in Pekanbaru rely heavily on specialization and authenticity to build their brand (Lestari & Farina, 2025). Specialization is not merely a business strategy it is a declaration of expertise. It communicates to potential clients that the brand knows exactly what it's doing, for whom, and why. In saturated digital spaces, demonstrating specialized knowledge and cultural alignment increases audience trust and positions the brand as a niche leader rather than a mass service provider. As (van Driel & Dumitrica, 2021) notes, although influencers are not explicitly instructed on what to post, they instinctively align their content with successful patterns to attract and retain followers, which leads to increasingly curated and professionally stylized outputs a dynamic also observed in @dsugyweddingofficial's strategic visual direction. This reinforces the idea that algorithmic literacy and market-driven curation are embedded within the daily practices of content creators, particularly those aiming for sustained influence.

Specialization also increases brand recall and shareability. When someone sees a post with a specific tone rustic elegance or Sundanese grace they can immediately associate it with @dsugyweddingofficial, making it easier for followers to recommend the brand through word of mouth or reposts. This visual consistency not only fosters recognition but also functions as a mnemonic device in digital ecosystems dominated by image-based browsing. In the broader context of Instagram marketing, as Park and Namkung argue, personalized content and trend alignment are crucial to driving engagement, shaping brand image, and fostering customer loyalty (C.-I. Park & Namkung, 2022). Brand personalization, when aligned with cultural and aesthetic relevance, acts as a lever for long-term customer retention and organic growth on social media platforms.

Additionally, @dsugyweddingofficial actively incorporates seasonal and regional trends into its specialized themes, such as incorporating local flowers during harvest seasons or adjusting décor to suit popular wedding months in Cirebon. This responsiveness demonstrates agility a rare trait among traditional service brands and positions the business as both rooted and relevant in changing cultural contexts. In this sense, content responsiveness functions not just as a marketing tactic but as cultural intelligence, enabling the brand to stay emotionally and temporally relevant. This level of contextual responsiveness enhances the brand's positioning as both creative and adaptable, while still grounded in its core aesthetic. By aligning content with specific moments and traditions, the brand strengthens its emotional appeal and reinforces its role as a culturally attuned wedding organizer further deepening client trust and reinforcing the distinct niche it occupies in the competitive landscape. Such strategic adaptability demonstrates how specialization, when grounded in cultural awareness, can serve as both a creative differentiator and a competitive advantage.

Consistency

Consistency is another key pillar observed in @dsugyweddingofficial's Instagram strategy. The brand maintains a coherent presentation across visual and textual content, which helps reinforce its professional identity.

- Regular posting is maintained at 3-4 posts per week, ensuring a steady presence in followers' feeds.
- The color palette remains consistent, dominated by earth tones, pastel pinks, and greens, creating a calm and inviting visual rhythm.
- Caption style remains warm and friendly, with recurring calls to action like "Let us make your moment unforgettable," which creates emotional engagement and drives conversions.

Instagram analytics from January-March 2025 reveal that Reels with consistent themes and background music receive 25% higher engagement than irregular content. This indicates that visual and auditory repetition enhances

audience retention and interaction. Visual habits, once established, function like brand fingerprints quiet yet powerful cues that help audiences recognize, trust, and prefer one brand over another in a saturated feed. Consistency also serves as a form of digital signature, helping the brand remain recognizable amid Instagram's constantly changing algorithm and high-volume visual content. It builds trust and reliability two essential elements in service-based industries like wedding organizing. Visual elements such as lighting, composition, and aesthetic coherence further support emotional branding. Wennemars found that warm hues like yellow and red consistently boost engagement (Wennemars, 2023). By applying this insight, @dsugyweddingofficial effectively uses warm and soft palettes to sustain user attention and emotional resonance. Each post becomes not just content, but a continuation of the brand's story a thread in the visual tapestry that clients emotionally invest in. In line with research by Shukla and Bohara (2025), authentic and interactive content strategies on Instagram not only enhance engagement but also foster long-term relationships with clients (Shukla & Bohara, 2025). This is particularly important for emotionally driven industries like weddings. Mirmiran emphasizes that consistent brand messaging improves not only customer experience but also marketing efficiency and business competitiveness (Mirmiran, 2024). Through its dependable visual and emotional style, @dsugyweddingofficial positions itself as a reliable and memorable service provider in the wedding market.

Table 1 Frequency of Instagram Content Categories Posted by @dsugyweddingofficial (January-March 2025)

Jenis Konten	Jumlah Postingan	Persentase	Notes
Photos	35	44.9%	Terutama pengaturan pernikahan
Videos	18	23.1%	Reaksi pelanggan, behind-the-scenes
Reels	15	19.2%	Sering dengan musik, untuk menampilkan suasana
Stories (archived)	10	12.8%	Polls, countdowns, Q&A, behind-the-scenes
Total	**78**	**100%**	
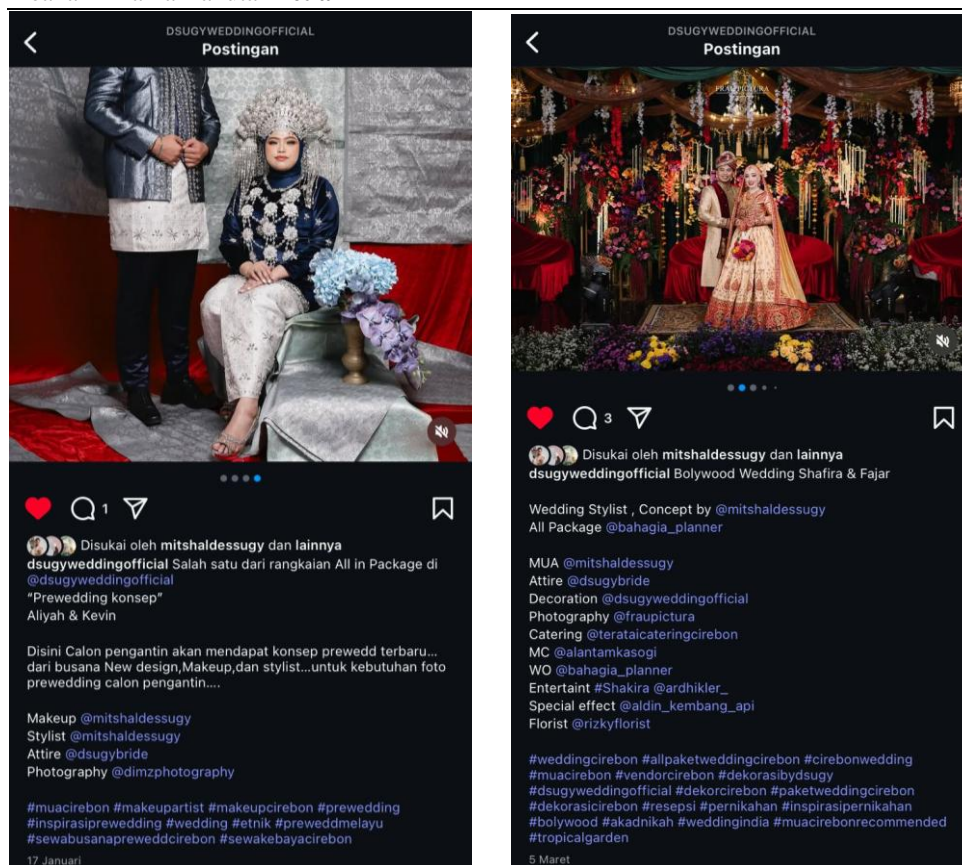
Figure 2. Screenshots from @dsugyweddingofficial Highlighting Clarity, Specialization, and Consistency

From a personal perspective, I view the consistency demonstrated by @dsugyweddingofficial not merely as a marketing tactic, but as a reflection of their commitment to quality and professionalism. In a world full of aesthetic noise and marketing gimmicks, genuine consistency becomes a quiet promise a brand's silent vow to always deliver. In the emotionally charged and high-expectation world of weddings, a consistent digital presence fosters a sense of calm and trust for prospective clients. As a social media user, I personally feel more confident in a brand when it consistently delivers clear messaging, cohesive visuals, and a steady tone of voice. For me, consistency is not just about aesthetics it is a mirror of the team's dedication and reliability behind the scenes. This is what sets the brand apart from other service providers that often appear sporadic and unstructured.

DISCUSSION

The findings indicate that @dsugyweddingofficial effectively implements personal branding strategies in line with Montoya's (2009) framework. The terms "brand" and "branding" hold different meanings: while a brand refers to the identity, branding encompasses all communication activities conducted by an entity to build and grow that brand (Mujib & Saptiningsih, 2021). The clarity of their content ensures that followers clearly understand the services offered. These findings align with McNally and Speak's research emphasizing the importance of clear messaging in successful branding (McNally & Speak, 2002). Social media provides a platform for individuals to actualize themselves and shape an image or branding according to their intentions (Restusari & Farida, 2020). Thus, a clear and coherent branding message on Instagram significantly enhances audience comprehension and contributes to the brand's professional image.

Effective branding relies not only on message clarity but also on reinforcing a narrative aligned with the intended values. The success of personal branding on this account reflects the ability to construct a coherent visual and textual narrative. A distinctive visual identity combined with consistent messaging shapes the audience's perception of professionalism, trustworthiness, and relevance. This process reveals that branding is not merely about appearance, but about building sustained and strategic perceptions. The presence of social influencers on social media, supported by factors such as trust, loyalty, physical attractiveness, affinity, and homophily, significantly affects consumer purchase intentions, making the selection of authentic and relevant influencers a crucial strategy in

optimizing digital marketing effectiveness (Rajput & Gandhi, 2024). Service-based companies must prioritize building a strong brand reputation rooted in trust, reliability, quality, and innovation by leveraging social media to deliver valuable content and ensure internal alignment with brand values, as reputation is their most valuable asset (Ioanid et al., 2017). The trust model, consisting of dimensions of stability, credibility, and quality, has been successfully validated through conjoint and logit analysis and can be further strengthened with hierarchical Bayes and cluster analysis to uncover user preferences and behavior more deeply (Qundus & Paschke, 2019).

In service industries such as wedding organizing, perceived quality cannot be physically experienced beforehand, making trust the primary asset formed through consistent digital impressions. A brand that delivers a convincing online experience is more likely to convert potential clients. Thus, branding strategies on social media must address the emotional perception of the audience, including feelings of safety, connection, and aspiration triggered by the account's presentation and communication style. Clear communication eliminates ambiguity and allows potential clients to identify the value proposition of the wedding organizer. Instagram, as one of the most used platforms today, enables users to easily share photos, videos, and social networks with their friends (Asmary, 2018). This ease of sharing supports the immediacy and accessibility of branding content, making it a powerful tool for customer outreach and relationship building.

Content specialization plays a crucial role in differentiating this brand in Indonesia's competitive wedding industry. By focusing on unique themes like rustic, Sundanese, and minimalist garden weddings, @dsugyweddingofficial stands out among service providers. This aligns with Afriluyanto's study that highlights the importance of distinct visual identity and thematic uniqueness in enhancing brand recall among Instagram users (Afriluyanto, 2017). These specialized wedding themes offer personalization, making the brand more memorable and appealing to diverse client preferences. Social media platforms serve as tools for creating and distributing content in words, images, videos, and audio formats (Pertiwi, 2020). Specializing in certain themes can also be viewed as a form of visual curation that provides symbolic value for the audience. When the audience feels that the displayed themes align with their taste and lifestyle, they develop a stronger emotional bond with the brand. Aesthetic and cultural-based differentiation not only enhances competitiveness but also strengthens positioning in a relatively homogeneous market. In this context, the brand is not merely selling a service but offering an idealized lifestyle and curated experience.

Consistency is evident in every aspect of the brand's presence-visuals, captions, and posting frequency. The brand maintains a consistent style, tone, and rhythm, which is essential for building trust and loyalty. Setiawan and Audie also emphasize the importance of consistency in visual and linguistic branding, noting that it strengthens audience trust and loyalty on platforms like Instagram. This consistent approach enhances the authenticity of @dsugyweddingofficial and fosters a stronger emotional connection with its audience (Setiawan & Audie, 2020). According to Fitriani, Nurprapti, and Nurjuman, failure to manage impressions in social interactions leads to poor communication outcomes (Fitriani et al., 2019). Therefore, brand consistency is not only a visual strategy but a critical aspect of relational communication that fosters long-term brand-customer relationships.

Interactive features on Instagram such as likes, comments, and shares are crucial in shaping and sustaining personal branding. Instagram allows users to post photos and videos with captions while enabling others to engage through likes and comments. It remains one of the fastest-growing social media platforms (Anderson & Jiang, 2018). Engaging with followers not only increases visibility but also strengthens the brand's authentic perception. This aligns with the notion that social media branding is a collaborative and co-created process supported by branding scholars. Audience interaction significantly enhances brand visibility and credibility, further strengthening the brand's reputation. Strategy is an incremental and continuous action based on future customer expectations. Therefore, strategy usually starts with what could happen, not with what is currently happening. Market innovation and changing consumer patterns require companies to identify their core competencies (Umar, 2008). Engagement, therefore, should be seen as both a metric and a strategic mechanism that informs future brand decisions and content direction.

Furthermore, this study concludes that building a strong personal brand on Instagram requires a strategic, data-driven, and adaptive approach where consistent content creation, authentic engagement, and informed decision-making based on analytics collectively shape visibility, trust, and long-term audience loyalty (Agung Setyawan et al., 2024). This insight emphasizes that successful branding on Instagram is not merely an outcome of creative expression, but a result of deliberate planning and responsiveness to audience behavior and platform metrics. By using tools such as Instagram Insights, wedding organizers can identify the most effective content formats, timing, and interaction strategies, thereby optimizing their overall branding performance. In addition, recent studies highlight the growing importance of electronic word-of-mouth (eWoM) in influencing branding outcomes on social media. eWoM has been shown to positively and significantly impact branding, brand image, and brand awareness, without causing brand damage making it a valuable strategy for achieving competitive advantage in the digital era

(Pourkabirian et al., 2021). This underscores the strategic value of social media interactions for branding, especially for service-based businesses like wedding organizers. Social media enables young people to easily share their private activities with others, shaping their self-identity (Yusanda et al., 2021). Harnessing eWoM not only empowers loyal followers to become brand advocates but also cultivates organic trust and social proof in digital communities. Interactive activity on social media creates a two-way experience that enhances emotional engagement. When audiences feel acknowledged and involved in brand interactions, their loyalty tends to increase significantly. Engagement is not simply a measure of popularity; it also reflects the effectiveness of digital communication in fostering a community around the brand. Therefore, successful personal branding combines aesthetics, communication, and engagement into a unified narrative ecosystem.

Additionally, the highly active digital behavior of Generation Z on Instagram must be considered in branding strategies. A study by Edelweis Audrew and Haris Herdiansyah (2024) revealed that among Generation Z, self-perception and media literacy play different but significant roles in shaping personal branding on Instagram. Self-perception mediates the relationship between self-esteem and authentic branding, while media literacy directly enhances branding through critical engagement and ethical awareness, regardless of self-perception (Audrew & Herdiansyah, 2024). According to Parawansa, in today's competitive and ever-changing business world, brand success depends not only on product or service quality but also on strong branding strategies that help businesses stand out, build consumer loyalty, and remain top-of-mind (Parawansa 2024). Thus, incorporating generational behavior insights enables brands to tailor communication styles that align with audience expectations and engagement patterns.

Today's younger generation are not only consumers of content but also producers of self-image on social media. Therefore, effective personal branding strategies must accommodate the audience's desire to feel "reflected" in the brand's image. The more a brand provides space for relevance and participation, the higher the potential for loyalty. In this regard, branding evolves from being a one-sided projection into a symbolic collaboration between the brand and its audience. Moreover, a recent study by Sriyanto, Purwanto, and Muttaqin (2024) revealed that social media marketing activities (SMMA) significantly influence prospective students' intentions to choose a university, with trust acting as the main mediator and brand recognition as a supportive factor. These findings further affirm that trust-based marketing strategies when communicated authentically, relevantly, and interactively can greatly enhance the effectiveness of digital branding, particularly for service-based businesses such as wedding organizers (Sriyanto et al., 2024).

In the context of Instagram personal branding, self-disclosure also plays a critical role. Strategically and selectively sharing professional activities, achievements, and positive content while deliberately avoiding personal or negative aspects can attract audiences, create positive perceptions, and support brand identity (Nugraha & Komsiah, 2022). This deliberate self-disclosure allows individuals or brands to maintain control over their image, reinforcing professionalism and trustworthiness. According to Soemirat, other public relations strategies include designing messages through publicity campaigns and media engineering techniques to capture audience attention and generate favorable publicity (Soemirat, 2012). These strategies involve disseminating messages through news publication processes in collaboration with mass media outlets. In addition, by using media engineering techniques, messages can be crafted in ways that attract audience interest, thereby creating beneficial publicity. Effective self-disclosure on Instagram not only strengthens professional branding but also allows for strategic message framing aligned with broader public relations efforts.

Based on these findings, future wedding organizer brands can adopt the strategies implemented by @dsugyweddingofficial, namely by focusing on a specific niche market, maintaining consistency in visual presentation, and regularly engaging with their audience. These strategies are integral to building a strong and trustworthy brand identity. By embracing a clear and targeted branding approach, similar service-based businesses can cultivate loyal audiences and remain competitive in saturated digital markets. Further research may broaden the scope through comparative studies by exploring how the personal branding strategies used by @dsugyweddingofficial are applied across different social media platforms (e.g., TikTok, Facebook) and comparing them with those of other wedding organizer brands. Such studies would provide deeper insights into branding dynamics within varied digital environments and could identify additional strategies for achieving success in the highly competitive wedding industry. Cross-platform comparative analysis will not only expand academic discourse but also provide actionable insights for digital marketers and entrepreneurs in the wedding sector.

CONCLUSION

This study concludes that the Instagram account @dsugyweddingofficial has successfully implemented the three core elements of personal branding: clarity, specialization, and consistency. By maintaining a consistent visual

identity, focusing on distinct thematic services, and engaging actively with its audience, the brand has established a strong and credible presence in the wedding industry. These strategies have contributed significantly to enhancing brand recognition, cultivating customer trust, and fostering long-term loyalty. The findings highlight the strategic importance of personal branding in today's competitive and visually-driven digital landscape, especially on platforms like Instagram. Service-based businesses can draw valuable insights from this case, emphasizing the need for targeted branding approaches that resonate with their audience and reflect authenticity, professionalism, and emotional relevance.

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