

Forms of Personal Branding “*Indo’ Botting*” on Social Media in South Sulawesi

1stNur Asmi Achmad¹, 2ndTuti Bahfiarti², 3rdJeanny Maria Fatimah³

{nrasmiachmad@gmail.com¹, tutibahfiarti@yahoo.com² jeannypalinggi@yahoo.com³}

Hasanuddin University, South Sulawesi, Indonesia¹, Hasanuddin University, South Sulawesi, Indonesia² Hasanuddin University, South Sulawesi, Indonesia³

Abstract. In Bugis tribal marriages there are sacred traditional ceremonies involving various parties and "indo' botting". In general, the role of "Indo' Botting" is to make up the bride and help guide the needs of each stage of the wedding ceremony. Over time, "Indo' botting" took advantage of social media as a platform for promotion and branding. The purpose of this study was to find out the form of personal branding "Indo' botting" in social media. This study uses a qualitative descriptive research method with an ethnographic communication approach. This study uses two types of data, namely primary data and secondary data and uses several data collection techniques, namely in-depth interviews, observation and documentation. Based on the results of research conducted, it was found that the personal branding strategy "Indo' Botting" on social media in South Sulawesi proved to be quite successful and is still in demand by the Bugis community as an important aspect in a traditional Bugis wedding procession and uses 12 steps in building personal branding.

Keywords: Bugis wedding, Indo' botting, Personal branding.

1 Introduction

Bugis wedding ceremonies are often carried out in a festive manner, so that the wedding ceremony is the most lively ceremony compared to other ceremonies in the life of the Bugis people. Especially if the wedding ceremony was held by people from the nobility, then the ceremony had to be prepared as much as possible by traditional leaders, community leaders, and even the participation of certain community groups so that the ceremony could be carried out properly and satisfactorily. all parties involved in the wedding ceremony [1].

In a Bugis wedding, there are two stages. The first stage is the wedding ceremony (ma'pabotting or menre' botting or 'ascension of the bride') which is held at the bride's house without the presence of the groom's parents. The second stage is ma'parola, which is bringing the bride to her parents' house. Before these two stages are carried out, preparations (initial stages) are held for a series of wedding activities, family relatives and neighbors will prepare together. Families and neighbors prepare several attributes or equipment for the wedding to be held, such as making walasuji, which is the activity of gathering people with the aim of making

woven bamboo specially shaped for Bugis wedding ceremonies. Besides walasuji, one of the other activities is massarapo which means making a special room for relatives, family and neighbors who will come to help in preparing the food to be served. Prior to the marriage ceremony, there will be activities such as ma'barasanji or special rituals with Islamic nuances in the marriage ceremony, many parties play a role, one of the most important of which is "indo'botting" which literally means the host of the bride [2].

Indo'botting is a status that is obtained by someone who has expertise in bridal makeup and decorating the bridal house. But his expertise is not limited to that, he also has local knowledge so that he is trusted by the community to be able to organize marriage ceremonies [3].

The development of communication today cannot be separated from the development of information and communication technology itself, the higher the information and communication technology that is found and used, it is inseparable from how the development of communication in society and how the social community interacts. In particular, social communities in urban areas or in big cities, the fabric of communication interactions is built on the basis of technological developments, especially information and communication technology [4].

Based on Karjaluoto's view [5] that social media makes it easier for a community or users to participate and contribute to each other through the media. The development trend of social media has entered the realm of social life in all walks of life. Media as a communication tool, Laughey [6].

WhatsApp is the most widely used social media by Indonesian people. The percentage was recorded at 88.7%. After that there are Instagram and Facebook with respective percentages of 84.8% and 81.3%. Meanwhile, the proportion of TikTok and Telegram users is 63.1% and 62.8%, respectively. A media platform that focuses on user presence facilitating their activity and collaboration. Because of that, social media can be seen as online media (facilitator) that strengthens relationships between users as well as social ties. Special libraries as government information organizations tasked with collecting, storing, and disseminating information to users with an emphasis on collections are needed for proper information dissemination [7].

Personal branding is a process of forming, attracting and maintaining public perceptions related to aspects owned by a person such as skills, achievements, personality or values that are built intentionally or unintentionally with the aim of displaying a positive image so that it can continue to build trust and loyalty. can be used as a marketing tool. The existence of personal branding makes other people see someone uniquely and differently [8].

Brands that make products that are different from one another are expected to make it easier for consumers to determine the products they will consume based on various considerations and lead to brand loyalty. Consumer loyalty to a brand or brand is from recognition, choice and adherence to a brand [9].

'Indo' Botting' on social media must have personal branding so they can better 'sell' their skills and expertise. Branding for personal also applies the same, namely how to communicate values, personality or ideas about our expertise to the audience to get a response. This will also have implications for promises and the creation of public trust in us [10]

The internet, which presents new media, has the ability to code, store, manipulate and receive messages. The development of social media that facilitates the process of interaction and communication [11] has implications for the existence of 'Indo' Botting' in utilizing social media with its internal and external environment. This indicates that social media has been used by all groups to interact and communicate, including 'Indo' Botting'.

Mayfield [12] defines social media as the best understanding of a group of new types of online media that includes characteristics such as participation, openness, conversation, community, and connectivity. This means that each individual takes action and contributes in the use of media to facilitate social life. Social media involves a process of interaction and is used by the public, especially 'Indo' Botting' to interact and communicate with their internal and external environment.

In addition to the above, there is also the basic knowledge of 'Indo' Botting' which has been passed down from generation to generation, such as decorating the bridal chamber, decorating the reception hall, or in Bugis language it is known as "Ma'gattung Lamming which means ornaments made by the Bugis people, made of velvet cloth decorated with hand sewn beads to form patterns or pictures such as peacock cocks and panreng flowers which symbolize beauty and prosperity, as well as indo'botting skills. in maximizing the appearance of the face, by using the dark side of the color combination painted on the bride's face and the existence of magic known as implants on the bride's face, or better known as cening'rara in Bugis society which aims to beautify and attract the attention of those who see it cening'rara user. Prior to the marriage ceremony, there will be activities such as ma'barasanji or special rituals with Islamic nuances in the marriage ceremony, many parties play a role, one of the most important of which is "indo'botting" which literally means the host of the bride [13].

In a Bugis wedding, the role of indo'botting is to make up the bride, guide the bride to the aisle and most importantly traditional knowledge about the process of making up the bride so that the bride can radiate her aura of beauty.

2 Research Method

This research is a qualitative research that seeks to provide an overview of the circumstances that occur. This study aims to determine the form of personal branding 'Indo' Botting' in social media in South Sulawesi. This approach was chosen because researchers consider that research using a qualitative approach is the most appropriate approach to realizing the objectives of this study. The type of research used is carried out in accordance with the ethnographic rationale of communication, which states that different communication channels will result in differences in the structure of speech, and the culture of a group of people. This qualitative research relies heavily on in-depth observations of human behavior and their environment. The qualitative research orientation seeks to reveal the social reality associated with personal branding 'Indo' Botting' in social media in South Sulawesi as completely as possible.

For research methods using ethnographic communication methods supported by Personal branding theory. The ethnographic tradition in its explanation views communication behavior as behavior that comes from the interaction of the three skills possessed by each individual as a social being. The three skills themselves are from linguistic skills, interaction skills, and cultural skills [14].

The reason for the researcher taking this research design is to describe and reveal what is being researched, namely communicative situations, communicative events, and communicative acts that occur in the process of Personal branding 'Indo' Botting' in social media in South Sulawesi.

The role of the researcher in this qualitative research is as a planner, data collector, analyzer, and finally as the initiator of the research. Qualitative research emphasizes that researchers themselves or with the help of others are the main data collection tools [15].

The data sources used are primary data and secondary data, where the primary data conducts interviews with informants directly, and in-depth interviews with "Indo'botting" service providers via Instagram, Whatss App, and Facebook. Secondary data as data that supports the completeness of primary data obtained from research results in South Sulawesi such as books, journals and articles related to research topics. This study uses data analysis techniques by Miles and Huberman, namely data collection, data reduction, data presentation, and conclusion.

3 Results and Discussion

"Indo'botting" is one of the figures that is needed in Bugis wedding ceremonies, especially in South Sulawesi. "Indo'botting" has a role starting from the mappettuada procession to the wedding reception. The role of indo'botting in the wedding ceremony is to start from making up the bride, decorating, eating utensils, and starting several ceremonial processions namely dio majang and mappacci and looking after the bride during the mappasikarawa procession. The Bugis wedding ceremony will not take place as it should if there is no "indo'botting" which plays a role in it.

According to the results of interviews and observations of researchers, "indo'botting" has never felt uneasy with the existence of a wedding organizer because "indo'botting" believes that the knowledge and experience of wedding organizers is still very minimal regarding Bugis wedding ceremonies. According to "indo'botting" Andi Diana Beso, that a lot of local knowledge that indo'botting knows and is not known by the wedding organizer. The local knowledge referred to here is the meaning of each form of Bugis bridal make-up and the cening rara used by "indo'botting". According to Andi Diana Beso, apart from "indo'botting" who knows more about local knowledge and experience regarding Bugis marriage, "indo'botting" is also trying to make it look more modern but not out of the ideal of the Bugis traditional concept.

In the era of globalization which is increasingly rapidly providing many opportunities for providers of traditional Bugis wedding equipment services, "Indo'botting" to make it easier to promote the services offered via Instagram, Facebook and Whats App.

Features on Instagram and Facebook social media, namely Hastags, geotags (a feature created to mark coordinates and position information in the form of the location of the longitude coordinates so that the location of taking pictures or videos is easier to find), follow (following someone on Instagram media), Add (adding friendship with someone on Facebook media), share (a feature used to share posts either photos or videos. This feature is one of the excellent features used to promote something), like (a feature to like someone's photo or video post), comments (a feature created to provide space for Instagram and Facebook users to comment on someone's posts), mention/tag people (a feature to tag other people, in this case Instagram and Facebook users in a post).

Instagram and Facebook are free applications, therefore promoting using Instagram and Facebook media can be said to be low cost compared to using TV, radio, magazines, billboards, flyers and others.

One of the reasons "indo'botting" uses social media Instagram, Facebook and Whats App as the main promotional media is because "indo'botting" is engaged in bridal make-up and decoration services where the results of "indo'botting" make-up and decorations will be photographed or made in the form of a video that will be posted on Instagram and Facebook media, then enter information such as address, telephone number, and some information that is shared so that consumers can easily access the information needed to attract the attention of

social media users who see the post to use their services or recommend to their friends or relatives to use the services of "indo'botting".

The promotion strategy used by "indo'botting" to promote through social media Instagram, Facebook and Whats App is to use a good camera or take photos from photographers uploaded on Instagram and Facebook. Currently, there is a tool that is used by a small number of "indo'botting" in the form of a circle-shaped lamp which really helps maximize lighting when taking pictures of makeup results in order to get better photo results.

Every social media user basically has the same opportunity to get space to promote themselves. Good personal branding on social media is able to show character differences from others. Personal branding is also able to make individuals more attractive than others. But many also think that personal branding on social media is not important. They are not aware that on social media they also have an environment where there are many social media users who indirectly also judge and observe us.

There were 4 sources selected on social media as "Indo' botting" to meet research needs, namely Hajar Hattamin, Niarlajunede, Sabrina Gina, Hj. Lallawedding.

To facilitate the achievement of the goals of an "Indo'botting" service provider on social media, of course there are twelve steps in building personal branding on social media, namely:

- 3.1 *Become self-aware* This step is the basis or foundation in building an online personal branding. According to Hajar Hattamine, as the "Indo'botting" service provider, to start a business involving social media, of course, you must have high confidence and self-confidence so that later you can get engagement from the community. Self-confidence cannot be separated from how the activities carried out are always immortalized through insta stories.
- 3.2 *Take inventory of brand asset*, Gathering the main achievements/assets within ourselves that are relevant to the areas of expertise that have been achieved, Hajar Hattamin added that in order to form a good image to the public an "Indo'botting" service provider must have soft skills and hard skills which are then poured through how often does an "Indo'botting" service provider upgrade their knowledge, and has a license in the form of a certificate.
- 3.3 *Identify target market*, Identify and understand the specified (desired) audience/target market. This step will help personal branders decide on the most appropriate ways to communicate with their target audience and make it easier to produce content and make connections. Niarlajunede said that as an "Indo'botting" service provider, of course, it requires interaction between followers and the owner of the "Indo'botting" service provider, usually doing live and creating insta stories on Facebook or Instagram, from this habit followers will leave messages in the comments column.
- 3.4 *Conduct competitor analysis* Conduct competitor analysis to be used as a benchmark for the Personal brand you want to build. Niarlajunede as "Indo'botting" in Sidrap Regency always evaluates what has been presented on social media, introspects on what mistakes have been made, and takes inspiration regarding the good things done by competitors. That way we will find strengths and where we will stand out and be able to differentiate ourselves from competitors regarding the characteristics of the content, makeup, clothing and wedding decorations.
- 3.5 *Build Personal Website*, The main goal in establishing a personal website is to build a professional identity that can be claimed as a personal portfolio and can be used throughout the career path. According to Sabrina Gina, make-up needs a personal portfolio on social

media as a provider of "Indo'botting" services to support the audience to know more and be easier to reach.

- 3.6 *Create Social media profiles*, Next it is important to create a profile in the media. Hj. Lallawedding added that social media makes it easier to interact with potential customers, on social media Instagram, Facebook and Whats App, of course there is contact person info listed and the social media is transferred to a business account to make it more professional.
- 3.7 *Curate own content* after having social media channels, then create our own content. "Indo'botting", which has social media followers, is considered successful because it is diligent in creating daily content such as makeup transformation before and after, Hj. Lallawedding said that all activities carried out must be documented and edited and then uploaded on reels.
- 3.8 *Get feedback*, getting feedback or feedback is important, feedback can be used as a benchmark in adjusting the perceptions received by the public with the personal brand that has been formed. This feedback is usually received by "Indo'botting" service providers via live on social media such as Instagram and Facebook, we usually open a question session where the owner can then answer criticisms and suggestions as well as questions about the services offered.
- 3.9 *Make connection in social media*, Building relationships and connections into the network can strengthen identity. Building relationships on social media so that the perception of our personal brand is formed in the minds of the audience requires time, patience and consistency. Hajar hattamin formed a community together.
- 3.10 *Evolve and make changes*, In the personal branding process, actors must always develop and validate their abilities and expertise to build credibility. Mia bridal in building her personal branding on social media Facebook as "Indo'botting" certainly does not necessarily run without renewal in the form of innovation, both in terms of soft skills and hard skills.
- 3.11 *Behave according to the expectations*, Personal branding actors must also be able to be authentic individuals in fulfilling the expectations given through personal brand promises that are communicated to the audience. In this case an "Indo'botting" service provider is able to validate the audience regarding the quality of services they offer to potential customers.
- 3.12 *Respond to changes in norms & scope*, the last thing that must be done is to pay attention to the latest information and trends related to technological advances and the latest applications in accordance with the times, and apply them to personal branding practices. "Indo'botting" service providers, of course, follow every social trend, whether it's about images or videos that are rife as works of expression.

Referring to the twelve point steps for building personal branding, the "Indo' Botting" personal branding strategy on social media in South Sulawesi has proven to be quite successful and is still in demand by the Bugis community as an important aspect in a traditional Bugis wedding procession.

4 Conclusion

The service provider "Indo'botting" is one of the figures that is needed in Bugis wedding ceremonies, especially in South Sulawesi. Indo'botting has a role starting from the mappettuada procession to the wedding reception. The role of "indo'botting" in the wedding ceremony is

starting from making up the bride, decorating, eating utensils, and starting several ceremonial processions namely *diomajang* and *mappacci* and looking after the bride during the *mappasikarawa* procession. The Bugis wedding ceremony will not take place as it should if there is no *indo'botting* involved in it.

"*Indo'botting*" service providers use social media Instagram, Facebook and WhatsApp to build personal branding. These "*Indo'botting*" service providers realize that by forming other people's perceptions of themselves it is very important in the process of building personal branding on social media, so that the perceptions that are formed are in accordance with the wishes and can achieve the desired goals.

In building their personal branding, the service provider "*Indo'botting*" positions themselves as a user whose content focuses on wedding planning and beauty. This was done to show his specialization in using social media. Increase the intensity to update on social media. It is very important for service providers to pay attention to "*Indo'botting*" because doing so can help them to maintain consistency as a wedding plan and beauty.

The service provider "*Indo'botting*" applies the concept of personal branding with the aim of generating visibility for its followers on social media. Their career development on social media is heavily influenced by their followers, therefore they realize that it is important to establish more personal relationships with their followers on social media.

"*Indo'botting*" service providers package every content they produce creatively and professionally. Each of his content always shows his own characteristics as "*Indo'botting*" making it easier for his followers to always remember him.

Based on the results of the research, it was concluded that the application of the existing concepts in the theory of personal branding was applied by service providers "*Indo'botting*" well. By using the 12 steps of personal branding to find out the form of personal branding used by "*Indo'botting*" in promotion and branding, it is considered successful. Supported by competence and credibility, it has a good reputation and is widely known. The process of implementing the concept of personal branding can run well because the "*Indo'botting*" service providers can control and regulate the perceptions of other people so that the "*Indo'botting*" service providers are able to design strategies to build the right personal branding.

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