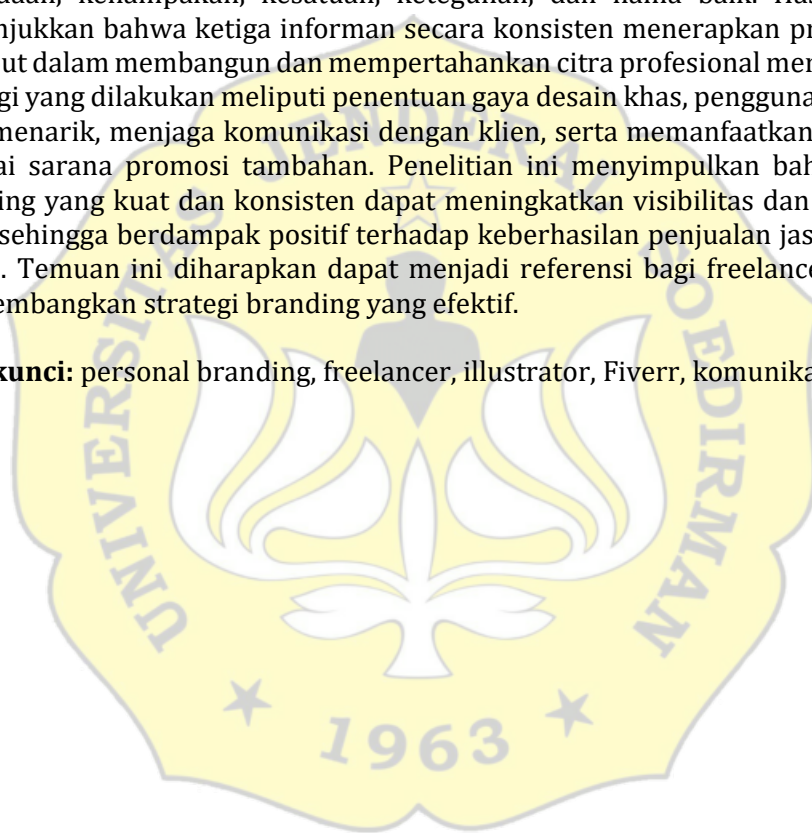


Abstrak

Perkembangan teknologi dan internet telah membuka peluang baru bagi para freelancer, khususnya ilustrator, untuk memasarkan jasanya secara global melalui platform daring seperti Fiverr. Namun, tingginya persaingan di platform tersebut menuntut setiap freelancer untuk memiliki strategi personal branding yang kuat agar mampu menonjol dan menarik perhatian klien potensial. Penelitian ini bertujuan untuk mengkaji strategi personal branding yang diterapkan oleh freelance ilustrator dalam menjual jasanya di platform Fiverr. Menggunakan metode deskriptif kualitatif dengan pendekatan studi kasus, data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi terhadap tiga informan yang aktif sebagai freelancer di Fiverr. Penelitian ini mengacu pada teori personal branding dari Peter Montoya yang terdiri atas delapan prinsip utama: spesialisasi, kepemimpinan, kepribadian, perbedaan, kenampakan, kesatuan, keteguhan, dan nama baik. Hasil penelitian menunjukkan bahwa ketiga informan secara konsisten menerapkan prinsip-prinsip tersebut dalam membangun dan mempertahankan citra profesional mereka di Fiverr. Strategi yang dilakukan meliputi penentuan gaya desain khas, penggunaan portofolio yang menarik, menjaga komunikasi dengan klien, serta memanfaatkan media sosial sebagai sarana promosi tambahan. Penelitian ini menyimpulkan bahwa personal branding yang kuat dan konsisten dapat meningkatkan visibilitas dan kepercayaan klien, sehingga berdampak positif terhadap keberhasilan penjualan jasa di platform digital. Temuan ini diharapkan dapat menjadi referensi bagi freelancer lain dalam mengembangkan strategi branding yang efektif.

Kata kunci: personal branding, freelancer, ilustrator, Fiverr, komunikasi digital.



Abstract

The advancement of technology and the internet has created new opportunities for freelancers, particularly illustrators, to market their services globally through online platforms such as Fiverr. However, the high level of competition on the platform requires each freelancer to develop a strong personal branding strategy to stand out and attract potential clients. This study aims to examine the personal branding strategies employed by freelance illustrators in selling their services on Fiverr. Using a descriptive qualitative method with a case study approach, data were collected through in-depth interviews, observation, and documentation of three informants actively working as freelancers on Fiverr. The study refers to Peter Montoya's theory of personal branding, which consists of eight key principles: specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. The findings show that all three informants consistently apply these principles to build and maintain their professional image on Fiverr. Their strategies include identifying a distinctive design style, using attractive portfolios, maintaining effective communication with clients, and utilizing social media as an additional promotional tool. The study concludes that strong and consistent personal branding can enhance visibility and client trust, positively impacting service sales on digital platforms. These findings are expected to serve as a reference for other freelancers in developing effective branding strategies.

Keywords: personal branding, freelancer, illustrator, Fiverr, digital communication

