

**Analisis Resepsi Mahasiswi Terhadap *Personal Branding Beauty Vlogger*
Abel Cantika Melalui Video Youtube
Arum Widayatni ¹, Wisnu Widjanarko ², Chusmeru ³**

Jurusan Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik,
Universitas Jenderal Soedirman

arumwdytn@gmail.com

ABSTRAK

Dunia kecantikan semakin berkembang didukung dengan kemajuan teknologi kini informasi tentang kecantikan dapat diakses melalui internet. Muncul media sosial bernama youtube yang memiliki fungsi sebagai media hiburan dan informasi. *Beauty vlogger* merupakan sebuah pekerjaan membuat segala video bertemakan kecantikan seperti *make up* dan *skin care* serta cara menggunakannya, tips dan trik seputar dunia kecantikan. Perkembangan dunia kecantikan ini membuat profesi *beauty vlogger* semakin banyak. Salah satu *beauty vlogger* yang terkenal di Indonesia adalah Abel Cantika. Ia sering bekerjasama dengan perusahaan make up besar seperti maybelline, emina dan wardah. Ia memiliki *personal branding* yang membedakannya dengan *beauty vlogger* yang lain yaitu konsisten, sopan dan sederhana. Penelitian ini berusaha untuk menganalisis bagaimana pemaknaan mahasiswi terhadap *personal branding beauty vlogger* Abel Cantika melalui video youtubanya. Dalam menganalisis *personal branding* Abel Cantika peneliti menggunakan teori analisis resepsi yang dicetuskan oleh Stuart Hall (1973) khalayak dalam memaknai pesan media dapat dibagi menjadi tiga posisi yaitu *dominant hegemonic*, *negotiated* dan *oppositional*. Peneliti berpedoman pada delapan konsep *personal branding* yang disampaikan oleh Peter Montoya yaitu Spesialisasi, Kepemimpinan, Kepribadian, Perbedaan, Visibilitas, Kesatuan, Keteguhan dan Niat Baik. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik diskusi kelompok terarah atau *focus group discussion* (FGD) yang dilakukan pada enam mahasiswi Universitas Jenderal Soedirman dengan berbagai jurusan, angkatan dan latar belakang yang berbeda. Hasil penelitian ini menunjukkan bahwa mahasiswi secara garis besar menerima dengan baik *personal branding* Abel Cantika sebagai seorang *beauty vlogger*, tiga informan secara konsisten menempati posisi *dominant hegemonic* dan tiga lainnya menempati posisi *negotiated*, tidak ditemukan sikap penolakan sehingga tidak ada informan yang masuk dalam posisi *oppositional*.

Kata Kunci: *Beauty Vlogger, Personal Branding, Analisis Resepsi, Pemaknaan, Dominant Hegemonic, Negotiated, Oppositional*

**Female Students' Reception Analysis of Abel Cantika's Personal
Branding as a Beauty Vlogger through YouTube Videos**

Arum Widayatni ¹, Wisnu Widjanarko ², Chusmeru ³

Communication Studies, Faculty of Social and Political Science, Jenderal
Soedirman University

arumwdytn@gmail.com

ABSTRACT

The everlasting developments of the world of beauty have always been supported by the information technology advancements, with the rapid growth of social media platforms such as YouTube that serves as an entertainment and information medium, making beauty-related topics more accessible from the internet than before. A beauty Vlogger is a person who creates and posts videos about beauty-related topics, such as makeup tutorials, skincare topics, and also beauty tips and tricks. The growing world of beauty has made beauty vlogger recognized as important as a full-time job. Abel Cantika is one of the well-known beauty vloggers in Indonesia, she often doing sponsorship jobs with large cosmetic companies such as Maybelline, Emina, and Wardah. She has strong personal branding that makes her different from other beauty vloggers. The purpose of this research is to analyze how the female students interpret Abel Cantika's personal branding as a Beauty Vlogger in her YouTube videos. To analyzing Abel Cantika's personal branding, the researcher uses Stuart Hall's Reception Analysis Theory (1973) that says audiences who interpret media messages could be divided into three positions: dominant-hegemonic, negotiated, and oppositional. The researcher also using Peter Montoya's personal branding concepts as a guidance, that consist of The Law of Specialization, The Law of Leadership, The Law of Personality, The Law of Distinctiveness, The Law of Visibility, The Law of Unity, The Law of Persistence and The Law of Goodwill. This research is using the descriptive-qualitative method and using Focus Group Discussion (FGD) as the main research technique. The FGD was held with six Jenderal Soedirman University female students from different majors, different college years, and different backgrounds to determine the result. The result of this research shows that the majority of the female students accept Abel Cantika's personal branding as a beauty vlogger, with three of the female students occupy the dominant-hegemonic positions, three male students occupy the negotiated positions, and no female students occupying the oppositional position.

Keywords: Beauty Vlogger, Personal Branding, Reception Analysis, Interpretation, Dominant- Hegemonic, Negotiated, Oppositional