

## THE INFLUENCE OF PERSONAL BRANDING AND BRAND IMAGE OF K-POP GROUPS TO THE LOYALTY OF NCTZEN FANS IN CENTRAL JAKARTA

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### Abstract

Korea has the sixth largest music industry in the world that creates a worldwide national brand and a vital source of revenue for the Korean economy. Personal branding and brand image built by NCT, is distributed through digital media so that it can connect and be close to its fans, namely NCTzen, especially in Indonesia, to achieve fan loyalty. The findings of this research was that the Personal Branding variable had a significant positive effect on Fan Loyalty. The Brand Image variable had a significant positive effect on Fan Loyalty. The conclusion of this research was that personal branding and brand image variables greatly affect the loyalty of K-Pop NCT group fans who are very focused on the future of fandom sustainability. The recommendation for further research is to be able to conduct research with different variables and methods, bearing in mind that the effect of personal branding and brand image on NCT fan loyalty gets a value of 37.4% and has a remaining 62.6% influenced by other factors. Based on research results, it is hoped that NCT will not only highlight a few members but each NCT member will also have the opportunity to find the right market for each individual.

### Keywords:

Personal Branding, Brand Image, Fan Loyalty

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## INTRODUCTION

According to the latest research by the Association of Internet Service Providers (APJII) for 2022 it proves that there is an increase in internet users in Indonesia growing from 175 million to 220 million users. Technological advancements have also encouraged the entry of many popular cultures from around the world, such as South Korean pop culture or Hallyu.

Korean Wave is a highly interactive, multi-directional flow and collaborative process created, and possibly maintained, by a digitally empowered fan community. The Korean Wave is seen as an integral resource for the nation's dynamic image creation through "soft power," the ability to attract and influence international audiences without coercion. K-pop music is a deliberately planned industry that targeted an international audience from the start.

One manifestation of the popularity of K-pop is the boy group made by SM Entertainment, NCT (Neo Culture Technology). NCT is a new strategy in K-Pop formed by SM Entertainment for the future built on expansion and localization. NCT can be seen as the latest step in a long strategy of developing new aesthetics and art forms to enrich production.

NCT became the first group concept in South Korea with unlimited, unfinished, and open group members. NCT group members will continue to increase as time goes by. NCT is designed to create international collaboration which is implemented through the open membership structure of the upcoming new group in the NCT space.

Personal branding is an individual identity that can cause emotional reactions from other individuals about the qualities and values they have. Before making a debut or being introduced to the public, a K-pop group will get a different personality for each member of the group.

K-pop groups will have personal branding such as masculine patterns, representing strong men, flower boys, tsundere, happy virus, innocent and all-rounder. Based on the statement of the NCT members that his personality attitude is something made by the agency. Where each member has a different personal branding which will later be displayed to the public.

Brand image has a meaning as a form of perception that will arise through the logic and thoughts of consumers after hearing, remembering or thinking about a particular brand, product or individual. Each NCT unit has a different brand image between NCT 127, NCT Dream, NCT U, WayV.

Based on data for 2021, which was officially released by Twitter, Indonesia is listed as the country with the largest number of K-Pop fans in the world, especially in cyberspace. And Indonesia is the country that most frequently discusses and raises K-Pop topics on social media such as Twitter. Indonesia is a very potential market for Korean industry and culture

NCT continues to try to foster a sense of closeness with fans, especially those in Indonesia amidst very large cultural differences. So that the loyalty of NCT fans, namely NCTzen, to their







## RESULTS AND DISCUSSION

This research will make regression model by using the sample result obtained. The linear regression model will be formed and the decision making will be done by utilizing SPSS software. The validity test and rehabilitation will be done, followed by the classic assumption test.

Personal branding is very important for a celebrity in South Korea. As a large group in South Korea and internationally, NCT is required to continue to have a good reputation throughout its career in the entertainment world. Through the three indicators, namely competence, style, and standards, it is found that:

Through the analysis of personal branding variables with competency indicators the statement "each NCT member has their own character" has a score of 4.87 and "The talent of each NCT member is extraordinary" has a score of 4.85. NCT has members who are recognized as all-rounders, meaning that these members can do anything (sing, rap, dance, songwriting, producing, variety shows, and all entertainment jobs).

In the analysis of variables, the statement "Every NCT member has a fashionable style" has a score of 4.71, and the statement "NCT members are always charming whether on stage or not" has a score of 4.80 which means strongly agree. Through style, fans can find out what their idol's personality is and find out the distinctive style that their idol likes.

Through the analysis of the variable "Each NCT member has acceptable quality standards" a score of 4.65 is obtained and the statement "Each NCT member has satisfactory qualities as an entertainer" gets a score of 4.67 which means strongly agree. NCT has stated global standards since its debut, which can be proven through the statement that fans fully agree that every NCT member has satisfactory qualities as an entertainer and every NCT member has acceptable quality standards. NCT's music quality standards and musical experimentation have new experiences that add value to the quality of NCT as a band.

South Korean society has high standards for celebrities. The demand to live a clean and perfect life is standard for being an idol in South Korea. Image is very guarded and cared for in idol life. Through three indicators, namely Strength of Brand, Favorability of Brand, and Uniqueness of Brand, the results are obtained in the form of:

Based on the analysis of variables with indicators of brand strength the statement "NCT has good quality as an idol in a music group" has the highest score of 4.81. Become a representation of how fans know NCT through good qualities as an idol. The brand image instilled by NCT through good quality as an idol becomes a brand strength that can maintain fan loyalty.

Quality that has been recognized by the public makes brand strength that can be used as a group promotion with a wider range. In the statement item, "NCT has extraordinary fan service"





### Multicollinearity Test

The purpose of this multicollinearity test is to test whether a correlation is found between the independent variables in the regression model. The regression model is declared good if there is no correlation between the independent variables. the tolerance reference number should be close to 1 and the VIF below 10.

The test results show a tolerance number of  $0.526 > 0.10$  and a VIF value of  $1.901 < 10$  so that the first agreement in this test does not occur in multicollinearity.

### Heteroscedasticity Test

A good regression model is a model that has homoscedasticity or does not experience heteroscedasticity. It is said to be heteroscedasticity if the variance from one residual observation to another is stated to be fixed. However, if the variances are different, it is said to be homoscedasticity. To ensure this, the Geljsser test is carried out, in which each independent variable is tested and must have a sigma value above the minimum limit of 0.05 to meet the requirements to avoid heteroscedasticity.

Based on the tests conducted, the sigma values obtained from all independent variables are above 0.05. The results of the heteroscedasticity test obtained Personal Branding results of 0.587 and Brand Image of 0.742. So that heteroscedasticity does not occur and can be continued to the next stage.

### Hypothesis Test Simultaneously (F Test)

To better find out whether the formed regression model can be used or not, F test should be done using this following hypothesis:

$$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$$

H1: at least there is one value of  $\beta_i \neq 0$ ;

$$i = 1, 2, 3, 4$$

$$F(2; 150-2)$$

$$(2; 148)$$

$$F(3; 06)$$

The test results obtained calculated F value  $(50.478) > F_{0.05}(2; 153) = (3.06)$  and Sig f  $(0.000 < 0.05)$  so it can be concluded that at least one of the regression coefficients is not equal to zero so that it can be said that this regression is feasible to use in this study.

### Partial Test (t Test)

The t test is used to partially test each variable. The t test can be seen in the coefficients table in the sig (significance) column. If the probability number  $< \alpha$  (5%), then there is a significant influence between the independent variable (X) on the dependent variable (Y).



If the probability number  $> \alpha = 5\%$ , then there is no significant effect between the independent variable (X) on the dependent variable (Y).

$$\begin{aligned}
 t &= t(a/2; n-k-1) \\
 &= t(0,05/2; 150 - 2 - 1) \\
 &= t(0,025; 147) \\
 &= 1,976
 \end{aligned}$$

Hypothesis Test 1: Personal Branding has positive impact on Fan Loyalty.

H<sub>01</sub>  $\beta_1 = 0$  (there is no positive impact between personal branding on fan loyalty)

H<sub>a1</sub>  $\beta_1 > 0$  (there is a positive impact between personal branding on fan loyalty.)

The results show that the Personal Branding variable has a significant positive effect on Fan Loyalty. It can be seen that the t-value is greater than t-table ( $4.784 > 1.976$ ) with Sig t ( $0 < 0.05$ ) meaning, reject H<sub>0</sub> and accept H<sub>a</sub> or it can be concluded that the Personal Branding of the K-Pop NCT Group partially has a significant positive effect on the Loyalty of NCTzen Fans in Central Jakarta.

Hypothesis Test 2: Brand Image has positive impact on Fan Loyalty.

H<sub>02</sub>  $\beta_2 = 0$  (there is no positive impact between brand image on fan loyalty)

H<sub>a2</sub>  $\beta_2 > 0$  (there is a positive impact between brand image on fan loyalty)

The results show that the Brand Image variable has a significant positive effect on Fan Loyalty. It can be seen that the t-count value is greater than t-table ( $3.114 > 1.976$ ) with Sig t ( $0 < 0.05$ ) meaning, reject H<sub>0</sub> and accept H<sub>a</sub> or it can be concluded that the Brand Image of the K-Pop NCT Group partially has a significant positive effect on the Loyalty of NCTzen Fans in Central Jakarta.

### Determination Coefficient Test (R<sup>2</sup>)

The result of the coefficient of determination is determined by the value of R<sup>2</sup>, which is from 0 to 1. From the results it is known that the R Square results have a value of 0.374, it can be concluded that the personal branding and brand image variables on the fan loyalty variable are 37.4%, the remaining  $100\% - 37.4\% = 62.6\%$  are influenced by other factors that are not examined in this research.

### CONCLUSIONS

Based on the research that has been performed, a few conclusions can be obtained are as followed:

1. Personal Branding gives positive impact and significant on Fan Loyalty.







2. Brand Image gives positive impact and significant on Fan Loyalty.

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