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#### 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**

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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.

tipan neng 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  $seen_{a}$  as 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.

enting au se One manifestation of the popularity of K-pop is the boy group made by SM Entertainment, NGT (Neo Culture Technology). NCT is a new strategy in K-Pop formed by SM Entertainment for the futurebuilt on expansion and localization. NCT can be seen as the latest step in a long strategy  $\frac{1}{20}$  f  $\frac{1}{2}$  developing new aesthetics and art forms to enrich production.

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

nulisa cant 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.

ilmia 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 NET 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.

٦an sumb Brand image has a meaning as a form of perception that will arise through the logic and ົລ thoughts of consumers after hearing, remembering or thinking about a particular brand, product  $\vec{}$  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

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idols grows. Loyalty in the form of buying albums, lightstick, online and offline concert tickets, official merchandise, vote awards, and many more.

SM Entertainment's activeness and strategy for NCT have become one that has been  $\overline{s}$ uccessfully applied to all fans worldwide, especially in Indonesia. This achieves a close Felationship between the idol and his fans. NCT can use social media actively, carefully, and wisely to attract the hearts of fans for the content they provide in the form of special official social media for NCT and also on the social media of each NCT member.

seba Personal branding and brand image built by NCT are channeled through social media or otheredigital media so that they can be connected and close to their fans, namely NCTzen, especially in Indonesia, to achieve fan loyalty.

Based on the main problems found, the researcher identified several problems that became the focus of this research, as follows:

Does the personal branding of the K-Pop NCT group affect fan loyalty in Central Jakarta?

#### penetitian, a ETERATERE REVIEW

ba Through this research, the object of research is the K-Pop boy group NCT. NCT can be seen  $a_{B} = a_{B}$  the latest step in a long strategy of developing new aesthetics and art forms to enrich production. NCT is in third place for brand reputation in September 2022 in the boy group category with a brand reputation index of 3,233,041 and has a score increase of 6.47 percent since September 2022. The research design used in this study is from Sekaran and Bougie (2017: 109) where this research is a design and also a guideline for causal correlation in the implementation of research. This research method is quantitative with a survey (cross-sectional) analysis of NCT fans.

# Isuman

According to Siahaan ( According to Siahaan (2019:14), persuasion is a form of communication that aims to influence and convince others. Persuasive communication is a type of communication that aims to influence the communicant from the communicator on the beliefs, attitudes, and behavior of the communicant. According to Siahaan (2019: 15), persuasion communication has several goals, namely, changing attitudes, opinions, behavior, and social.

#### **Personal Branding**

Based on Firmansyah (2022:65), Personal branding is a marketing tool that is very popular and is most often used among public figures, celebrities, musicians, athletes, politicians, and all individuals who are known to many people. Personal branding will form a perception and view of society towards the values and aspects of a person in the form of personality, expertise, skills,

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uniqueness, style, and ways of communicating, and behaving that are built to bring or invite positive perceptions from society. Hak

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According to Ozuem & Ranfagni (2021), Brand image is a set of perceptions and beliefs results that consumers recognize in a brand and encapsulates the brand's position, personality, and reputation.

# dan tinjauan suatu masalah indung Logalty tuk kepenting ian a Ē

Se According to Schiffman (2019: 138), Brand loyalty is a measure of how often consumers buy Depuse a particular brand, how often consumers change or stay with the same brand, and the extent to which consumers form commitments to buy the same brand regularly. The measurement of Toyal behavior focuses on observable factual behavior, the amount purchased, the frequency of purchases and also repeat purchases. Loyalty is also an attempt to maintain a particular product br brand, buy back and finally advocate for others to buy.

# EARCH METHODS

RESEARCH METHOE Research Metho Personal branding has 13 questions consisting of three indicators including competence,

ilmiah me Brand image has eight questions consisting of three indicators including Strength of Brand, Favorability of Brand, and Uniqueness of Brand.

enyusı outka Famloyalty has nine questions consisting of three indicators including Repeat Purchases, Retention, and Referrals.

The data obtained is raw data which will then be processed and calculated using SPSS version 25 Engineering software. Sampling in this study using non-probability techniques. Through the total sample, the respondent's adjustments were made with the assumption of nx5 indicators. The research has a total of 30 questions, namely the total number of respondents, namely 30 question items multiplied by 5, has a result of 150 respondents. Achievement of the required data, namely by distributing questionnaires to 150 respondents using the Google Form through the use of a Likert scale.

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## **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.

lengi 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 statemen greach NCT member has their own character" has a score of 4.87 and "The talent of each NGT member is extraordinary" has a score of 4.85. NCT has members who are recognized as all-Tounders meaning that these members can do anything (sing, rap, dance, songwriting, producing,  $\overline{v}$ ariety shows, and all entertainment jobs).

In the analysis of variables, the statement "Every NCT member has a fashionable style" has pel Ξ 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.

ulisan Through the analysis of the variable "Each NCT member has acceptable quality standards"  $\overline{a}$  score of .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"

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a score of 4.77 can be one of the persuasive communication strategies for idols to their fans. Fans are willing to use or buy anything related to idols through the understanding of fan loyalty, to get good fan service. Therefore, the strength of the brand owned by NCT can be a persuasive strategy an maintaining fan loyalty.

In the analysis of variables through the indicator of favorability of brand the statement "I feel the presence of NCT can be a supportive figure as a friend or friend" got a score of 4.73 which means strongly agree. K-Pop idols were formed not only to work in music but also with the aim of being the most comfortable place for someone to express what they want to convey when the environment cannot accept it. K-Pop is an escape from life, for a moment to think clearly and relax amidst the hustle and bustle of life.

Fan Sfeel that idols are the best answer in the midst of life's pressures, so the statement item for the Fan Loyalty variable, namely "Will always like NCT in the midst of the emergence of a rookie group" gets the highest score, namely 4.74. In the fan loyalty variable statement, namely Will compute to support NCT activities amidst rumors circulating" getting a score of 4.58 means stoongly agree.

In the analysis of variables through the uniqueness of brand indicators, namely the statement "NCT has a unique musical concept" gets a score of 4.75, and the statement "NCT has a unique musical concept" gets a score of 4.75, and the statement "NCT has a unique musical concept" gets a score of 4.75, and the statement "NCT has a unique musical concept" gets a score of 4.75, and the statement "NCT has a unique musical concept" gets a score of 4.75, and the statement "NCT has a unique musical concept" gets a score of 4.75, and the statement "NCT has a unique musical concept" gets a score of 4.69 musical concept with an unlimited number of members which is very unique" gets a score of 4.69 musical concept.

NCE is the first global group to have a group concept with unlimited members and will continue to grow over time. The concept of an unlimited number of members makes NCT have warious units that have different images in each unit, from the image of being a teenager to an adult. Until now there has been no K-Pop group that has an unlimited number of group members which is unique to NCT compared to the others. This uniqueness also allows the brand image built by NCT to achieve fan loyalty, because there is only one NCT concept among other groups.

# Tapo Normality Test

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This research used the Kolmogorov-Smirnov (K-S) normality test. In this test, it can be seen that a data set is normally distributed if Asymp. The sig (2-tailed) value is greater than the alpha of the research used, which is 0.05. The test results show that Asymp. The sig value (2-tailed) is greater than 0.05 with a result of 0.071 > 0.05, it can be concluded that the data has residual values that are normally distributed.

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### Multicol Mearity 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  $\frac{1}{2}$   $\frac{1}$  $\mathbf{\hat{\vec{s}}}$  close  $\mathbf{\hat{\vec{s}}}$  o  $\mathbf{1}$  and the VIF below 10.

dit 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.

#### utkeper **Fosce dasticity Test** let.

1 atau A good regression model is a model that has homoscedasticity or does not experience here 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 wariable is tested and must have a sigma value above the minimum limit of 0.05 to meet the requirements to avoid heteroscedasticity.

nel tan 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 mext stage

To better find out whether the formed To better find out whether the formed done using this following hypothesis: Ho:  $\beta 1 = \beta 2 = \beta 3 = \beta 4 = 0$ H1: at least there is one value of  $\beta i \neq 0$ T = 1, 2, 3, 4 F (2,150-2) (2,148) F (3,06) To better find out whether the formed regression model can be used or not, F test should be

Ho; 
$$β1 = β2 = β3 = β4 = 0$$

H1 at least there is one value of  $\beta i \neq 0$ ;

F (3,06)

The test results obtained calculated F value (50.478) > F0.05 (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 < α (5%), then there is a significant influence between the independent variable (X) on the dependent variable (Y).

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

 $t = \frac{1}{2}(a/2; n-k-1)$ = E(0,05/2; 150 - 2 - 1) $= \frac{1}{5}(0,025;147)$ Hak Cipta = 1,976 ₿

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

 $\exists$ Ho  $\Xi$   $\beta$ 1 = 0 (there is no positive impact between personal branding on fan loyalty)

 $\frac{2}{3}$ Ha $\mathbf{f}$  $\beta$ 1 > 0 (there is a positive impact between personal branding on fan loyalty.)

Dilarang mengutip sebagian atau se The results show that the Personal Branding variable has a significant positive effect on Fan  $\frac{1}{2}$   $\frac{1}$ meaning, reject H0 and accept Ha or it can be concluded that the Personal Branding of the K-Pop NET Group partially has a significant positive effect on the Loyalty of NCTzen Fans in Central matika

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

Ho<sub>2</sub>:  $\beta$ <sub>2</sub> = 0 (there is no positive impact between brand image on fan loyalty)

Ha $2\overline{3}\beta 2 > 0$  (there is a positive impact between brand image on fan loyalty)

in, penelitian, penulisan karya Theresults show that the Brand Image variable has a significant positive effect on Fan  $\Delta \overline{\text{Agy}}$ alty. It can be seen that the t-count value is greater than t-table (3.114 > 1.976) with Sig t (0  $\frac{3}{6}$  (0.5) meaning, reject H0 and accept Ha or it can be concluded that the Brand Image of the K-Pop NGT Group partially has a significant positive effect on the Loyalty of NCTzen Fans in Central ∃akarta. Itut an

# gtermination Coefficient Test (R2)

rsunan <mark>Pa</mark>poran The result of the coefficient of determination is determined by the value of R2, 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.

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

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