

ABSTRAK

Aditya Lukman. NIM. 220531100021. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Budaya. *Personal branding* Tiara Andini Dalam *Live performance*. Dosen Pembimbing: Dr. Dewi Quraisyin, S.Pd.I, M.Si.

Penelitian ini bertujuan untuk menganalisis *personal branding* Tiara Andini dalam *live performance* berdasarkan konsep *personal branding* Peter Montoya. *Personal branding* merupakan aspek penting dalam membangun identitas dan citra seorang penyanyi di hadapan publik. *Live performance* menjadi salah satu media komunikasi yang memungkinkan seorang penyanyi menampilkan karakter, nilai, dan identitas personal secara langsung kepada audiens.

Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis isi kualitatif. Data dikumpulkan melalui observasi dokumentasi *audiovisual live performance* Tiara Andini pada beberapa event musik, yaitu Livin Fest 2023, PSI Coffee 2023, Diskofest 2024, SOD Festival 2024, dan Kosayu ArtFest 2025. Analisis dilakukan menggunakan delapan aspek *personal branding* Peter Montoya.

Hasil penelitian menunjukkan bahwa *personal branding* Tiara Andini direpresentasikan melalui delapan aspek *personal branding* dengan tingkat kontribusi yang berbeda-beda. Aspek *specialization*, *personality*, *distinctiveness*, dan *goodwill* menjadi aspek yang paling dominan, sedangkan *leadership*, *visibility*, *unity*, dan *persistence* berperan sebagai aspek pendukung. Dominasi tersebut terlihat melalui kualitas vokal yang konsisten, kemampuan memadukan vokal dengan koreografi dan interaksi bersama audiens, karakter yang hangat dan komunikatif, serta kedekatan emosional yang dibangun selama *live performance*. Penelitian ini menyimpulkan bahwa *live performance* merupakan media komunikasi yang efektif dalam membangun dan memperkuat *personal branding* Tiara Andini sebagai penyanyi dengan identitas yang autentik dan mudah dikenali oleh audiens.

Kata Kunci: *Personal branding, Live performance, Tiara Andini, Peter Montoya.*

ABSTRACT

Aditya Lukman. NIM. 220531100021. Communication Studies Program, Faculty of Social and Cultural Sciences. Tiara Andini's Personal branding in Live performance. Supervisor: Dr. Dewi Quraisyin, S.Pd.I., M.Si.

This study aims to analyze Tiara Andini's personal branding in live performances based on Peter Montoya's personal branding concept. Personal branding is an important aspect in building a singer's identity and public image. Live performance serves as a communication medium that enables singers to directly present their character, values, and personal identity to the audience.

This study employed a qualitative approach using qualitative content analysis. Data were collected through observations of audiovisual documentation of Tiara Andini's live performances at several music events, namely Livin Fest 2023, PSI Coffee 2023, Diskofest 2024, SOD Festival 2024, and Kosayu ArtFest 2025. The analysis was conducted using Peter Montoya's eight dimensions of personal branding.

The findings indicate that Tiara Andini's personal branding is represented through the eight dimensions of Peter Montoya's personal branding concept, with varying levels of contribution. The most dominant dimensions are specialization, personality, distinctiveness, and goodwill, while leadership, visibility, unity, and persistence serve as supporting dimensions. These dominant dimensions are reflected in her consistent vocal quality, ability to combine live singing with choreography and audience interaction, warm and communicative personality, and the emotional connection she establishes with the audience during live performances. This study concludes that live performance serves as an effective communication medium for building and strengthening Tiara Andini's personal branding as a singer with an authentic identity that is easily recognized by the audience.

Keywords: Personal branding, Live performance, Tiara Andini, Peter Montoya.