

PERSONAL BRANDING: PRO BASKETBALL PLAYER BRANDING STRATEGY ON SOCIAL MEDIA

¹ARDELIA FADIYAH PRINGGODANI PUTRI, ²MUHAMMAD ARAS

Communication Master of Strategic Marketing Communication, Binus Graduate Program, Communication

Departement of Bina Nusantara University, Jakarta, Indonesia, 11480

E-mail: ¹ ardelia.putri002@binus.ac.id, ²maras@binus.edu

ABSTRACT

Indonesia is a country with many talented sports individuals and professional athletes who can be competitive both at the national and international levels. However, skills and talents in sports alone may not be sufficient to ensure athletes' career development and the lifespan of their career in the long run, due to the high risk of athletes being injured and unpredictable career period of athletes. Personal branding is something that should be considered for athletes as an element that will help athletes in achieving their present and future success, even after retirement. In this digital era, personal branding can be easily done online through social media platforms. Daniel Timothy Wenas is Indonesian Professional Athlete who are the importance of personal branding in social media – making him a professional basketball athlete with the highest numbers of followers on social media and has done many collaborations with numerous popular brands. This research was done by semi-structured interview sessions with several respondents: Daniel Timothy Wenas, Daniel's manager, CEO of the brand who made Daniel as the brand ambassador, sports branding practitioner, and also Daniel Wenas follower on Instagram. This research doing validation triangulation method. The research results shown that before starting his personal branding, Daniel first learnt to identify his strengths and weaknesses, and then established a strategy of showcasing a message that an athlete can obtain many achievements and has a healthy lifestyle, while at the same time being good in cooperating and actively interacting with fans, partners, and the community.

Keywords: *Personal Branding, Instagram, Self Concept, Endorsement, Relationships.*

1. INTRODUCTION

In this era of globalization, it force everyone to compete in all aspects of life, which requires somebody to appear in society [1]. With this insistence, personal branding is important for professional workers. Many believe that personal branding is the key to the success of a professional [2]. There is also a saying that: "if you don't brand yourself, others will" [1], which means, if we don't create our own brand, then others will do.

According to Parengkuan & Tumewu (2014), Personal brand is divided into 2 (two); natural personal brand and created personal brand [3]. Natural personal brand is a personal brand that inadvertently formed, developed when someone already has values and strong principles, while the created personal brand is a personal brand that is

developed by deliberately formed according to what to achieve through various efforts on an ongoing basis [4]. Means that, every human being has the ability and opportunity to promote and create their own personal brand in public.

The idea that people are *brands* is explained by several research that shows that humans "1) can be strategically managed, and 2) have additional associations and features of a brand" [5]. With personal branding, someone will look professional and famous [6]. Therefore, personal branding has become a necessity for celebrities, politicians or professional workers to develop their careers [7]. However, along with the gain of social media, personal branding is not just specific to celebrities or politicians.

The widespread use of social media brings opportunities for both individuals and brands to communicate with their target audience [8]. Social media also brings opportunities for athletes to promote and create personal brands. Through social media, athletes can expand the reach of their personal brand and communicate with a larger or global audience [7]. In Indonesia, some figures such as Bambang Pamungkas and Chris Jhon are the examples of athletes who are most perceptible in Indonesia. This is because of their abilities not only to build, but also to manage and package themselves as well as their careers as a brand. Based on previous research, that the athlete's personal brand can gain more value, expand their employment opportunities, and increase their income through endorsements [9]. The former is consistent with the statement of Alampi & Amanda (2019), who said that influencers (athletes) are effective in helping brands to increase purchases from their audience because they have the trust, authority, and authenticity from their audience [10].

Personal branding is the process of changing individual skills, values, and characteristics of someone becomes a strong identity [11]. Some studies even explain how athletes can take advantage from the internet to build their personal brand [12]. Some of them referred to the theory of self-presentation which mentioned by Goffman (1959), whereby individuals hold to several identities depending on the situation, interests, or audience [13]. This difference in identity led them to different appearances depending on their position, whether in front of the screen or behind the scene. From Goffman's previous statement, Marshall (2010) then states that performances that performed by celebrities and public figures will be made according to public will, which make their daily activities being noticed [14]. Other than that, athletes, celebrities, and other public figures should also "perform" on social media with online setting through various appearances based on the their "self" brand.

2. LITERATURE REVIEW

2.1 Athlete Personal Branding

The sports industry is experiencing rapid growth because people's interest in sports activities is exponentially increasing. Some of the reasons are to maintain a healthy body for preventing diseases

and also the need for a quality entertainment. According to Dystra (2019), the sports industry in Indonesia is potential to be developed following the increasing achievements of Indonesian athletes [15]. In Indonesia, sports marketing activities are still limited only to sponsorships and endorsements from brands to athletes or clubs. However, now with the increasing of public appetite in sports, the interests for brands/companies to do marketing or promotions through the sports industry are also improved. Such interests in marketing or promotions can be created through direct support to the event organizers or athletes. This is related to Masterman's statement in Karlsson (2018) which states that [16]:

“there are many brand/company sponsored individual athletes. These individual athletes did not only gain monetary awards from their sponsors but immaterial gain such as fame and increased standing in the society. Many of the early sponsorships were considered philanthropic; to increase the image and social recognition of the sponsor within the community”

This makes a brand/company becomes interested in collaborating or supporting athletes who have a good personal branding and to get special attention for their brand/company. Personal branding will help athletes achieve more success and a better future. Nonetheless, it depends on the ability of the athletes themselves to utilize and promote the desired self-brand as they intended to have. For example, the prominent soccer athlete Cristian Ronaldo, he has 340 million followers on his social media accounts, including Instagram, Twitter, and Facebook, which makes him able generate sponsorships from social media and earn almost 1 billion US dollars every year [17]. However, not all athletes have the same success like Cristian Ronaldo, especially athletes in Indonesia.

Currently, Indonesia has only one athlete who is successful in terms of his personal branding and has the highest numbers of followers on his social media accounts, namely Daniel Timothy Wenas. Daniel is a basketball player born in 1992 who started his basketball career since he was in junior high school. He made his debut as a professional basketball athlete with Garuda Bandung (2011-2016), Pelita Jaya Bakrie (2016-2018), JNE Bandung Utama (2018-2019), Louvre Surabaya

(2019-2020), and Bali United Basketball Club (2021-present). Since high school until now, Daniel has attained many achievements both individually and in groups. Furthermore, Daniel is also the number one Indonesian professional basketball player (active) in Indonesia who has the highest number of Instagram social media followers, namely 299,000 followers and has a personal management team. Since 2017- the year Daniel first created his Instagram account – until now, he has collaborated with around 55 brands/companies that have been collaborated or about 48% increase every year, and 17% increase in *endorsements* every year. Knowing the importance of a personal branding for an athlete's career and the benefits that have been shown from Daniel Timothy Wenas' case, the purpose of this research is to find out how Daniel Timothy Wenas built his personal brand strategy in forming, maintaining, and increasing collaboration with more brands/companies, also the mediums or channels where he gets opportunities that other athletes do not get through social media.

2.2 Self-Concept

George Herbert Mead was one of the pioneers of Symbolic Interaction and his knowledge are developed in his book: *Mind, Self, and Society* (1934) which became the reference for Symbolic Interaction theory [18]. According to Herbert Mead, the essence of Symbolic Interaction theory is about the "self", that self-conception is a process that comes from the social interaction of individuals with other people. According to his book, humans are creatures that are sensitive, active, creative, and innovative. Their social existence really determines the shape of their social environment and themselves effectively [19]. Mead also explained that the self-concept can be as an object or subject. The object applies to himself as a basic character, so that he is able to achieve self-consciousness, and becomes the basis for taking attitudes and social situations. Mead's concept is described by the concept of "*taking the role of the others*" as an explanation of Cooley's social self. Mead says, the "self" will become the object first before he is in the position of the subject. The self will experience a process of internalization or subject interpretation of a large structural reality, as well as self-development is in line with individual socialization in society, which refers to the capacity and experience of humans as objects for oneself [20]. It can be concluded that, self-concept appears

in the interaction process, when humans only realize about themselves when they are in a social interaction.

2.3 Personal Branding

Brand is a buyer's assessment of an individual, group, or environment. In business, a brand is a consumer's perception and emotion that is obtained from experience of the consumer or the brand or from the exposure of information relating to the brand. According to McNally & Speak (2017), personal brand is the perception and emotion that other people have towards a person that completely defines the experience in the interpersonal relationship [21]. Meanwhile, according to Haroen, personal branding is defined as the realization of someone desire to build a name for themselves from others [22]. Personal branding is a self-identity that stimulates an appropriate and meaningful perception to the audience based on the values and qualities that the person stands for [23]. To create a personal brand there are 2 things that need to be considered, entities that are easily recognizable or identical and promising value. Therefore, it can be concluded that personal branding is a person's desire to create a design or sign on themselves that distinguishes them from others based on the values and qualities they have and described to society. According to McNally & Speak (2009), there are 3 (three) main dimensions to build personal branding [21]:

1. Competence or Individual Ability, is an individual's ability/expertise in mastering a subject.
2. Style, is a style/personality/attitude used in dealing with other people, which makes value of an individual self-assessment.
3. Standard, is value created by the individuals based on their abilities and styles.

Montoya (2002) reveals *The Eight Laws of Personal Branding* or 8 (eight) main qualities or references in building personal branding [23]:

1. Specialization (The Law of Specialization), is a character by making specialization of certain skills or strengths. There are several ways to form a specialization, including:
 - (a) Ability - vision, strategy, and main principles,
 - (b) Behaviour - skill in attitude, for example being a leader,
 - (c)

- Lifestyle - a unique lifestyle that is different from common people, (d) Mission - having a different point of view, (e) Product - creating something, (f) Profession - the ability to work, (g) Service - the ability to serve others.
2. Leadership (The Law of Leadership), is a person's ability to make decisions in unusual circumstances.
 3. Personality (The Law of Personality), is an advantages based on personality.
 4. Difference (The Law of Distinctiveness), shows something different from the others/different things than usual.
 5. Visible (The Law of Visibility), shows consistency and existence so that it can be seen and known.
 6. Unity (The Law of Unity), is a behavior based with the ethics, morals, and attitudes that have been set, implanted and reflected in everyday life.
 7. The Law of Persistence, is persistence and consistency without hesitation in creating a personal brand.
 8. Good name (The Law of Goodwill), is to make a good name in a positive way. So that it can be known longer and can be useful for the community.

Personal branding is someone's perception towards others that is embedded in a certain period of time, so it is important for every individual, especially professional actors, to have a positive and strong personal branding. In determining the strength of a personal branding, there are 3 (three) determining components [21]:

3. Distinctive Brand, is a brand that has uniqueness or characteristics so that it can be distinguished from others.
4. Relevant Brands, brands that have relevance or interest to the target.
5. Consistent Brands, brands that are consistent and maintained continuously.

2.4 Endorsement

Business actors try various types of advertising and through various types of media, one of it is by using an endorser. Celebrity endorsement is a way of promotion that uses someone who is famous and their social life as an example [24]. Nowadays, endorsement is one of the most popular ways in advertising, especially in this digital era

like now. Endorsement is a testimonial submitted by someone famous and their message becomes a benchmark or example for others. According to Shimp (2007), Celebrity Endorser is an actor or artist, entertainer or athlete who is known for his success in their own field to support an advertised product. A celebrity endorsers can help increase or decrease the value of a product. There are 5 (five) endorser dimensions [25]:

1. Trustworthiness, is the credibility of an endorser. A trustworthy endorser is someone who has high honesty and integrity.
2. Expertise (Having Expertise), additional skill of an endorser can be seen from their success when delivering messages using the advertised product, and understanding the message that wants to be delivered.
3. Attractiveness, an endorser who has physical attractiveness (height, good looking, etc.), and an attractive personality will make the public accept the message that they want to deliver.
4. Respect, endorsers should have respect in a professional manner in business and in society.
5. Similarity (Having Similarity), endorser messages will be more acceptable if the advertised product is in line with the public expectation and they have capabilities and insights of the product.

2.5 Social Media

Social media or online media is the development of internet-based technology (web) which makes it easier for people to communicate, participate, share with each other without any significant obstacles. Social media is a place for users/community to interact with each other by exchanging information (ideas, content, and thoughts) with interactive dialogue. According to Antony Mayfield, social media is media that makes it easy for users to participate, share and create messages such as blogs, Wikipedia, forums, virtual worlds (3D characters), and others [26]. According to Hsu & Lawrence (2016) social media is an effective tool for organizations or companies to gain public trust [27]. According to Public Relations Center Team of the Indonesian Ministry of Trade, Social media has 6 (six) characteristics [28]:

1. The submitted content can be distributed to many parties and it is not limited to only one person.
2. The message content appears without passing the gatekeeper's letter and there is no blocking gate.
3. Content is delivered online and directly.
4. Content is received online in a faster time and can also be delayed depending on the time specified by the user.
5. Social media makes users as creators and actors who enable self-actualization.
6. Social media content has functional aspects such as identity, interaction, reputation, and group.

Social media as a new type of media has the following characteristics [26]:

1. Participation, users have an interest in something and provide feedback based on their own awareness.
2. Transparency, every content published on social media is open and public or becomes public/group consumption.
3. Conversation, social media as a two-way communication makes communication/interaction between users.
4. Community, social media is often used by a group or community to communicate effectively with the masses.
5. Interconnected, the existence of a relationship between social media with each other, and between other individuals.

Purpose of the Study

This case study examines contemporary recreational pro basketball athlete and sports practitioners' communication practices and personal branding on social media from the perspective of one sport disciplines: basketball, and use brand, sports branding experts, and fan perspective to complete the study as supporting statement and validation. The purpose of this paper is to investigate the strategy and industry views of the pro basketball athlete social media use as a personal branding tool by using a study case on Indonesian pro basketball athlete who has the highest numbers of followers on social media accounts and has done many collaborations with numerous popular brands, Daniel Timothy Wenas. The comparison is done to find out which purpose,

factors, strategies, challenges of pro basketball athlete social media use as personal branding tool and which criteria do brand and public desires from an pro basketball athlete. The following research questions are posed to meet the goals of the study:

RQ 1: What are pro basketball athlete purpose on social media use?

RQ 2: What do pro basketball athlete perceive to be the benefits of using social media as a personal branding tool?

RQ 3: What do pro basketball athlete challenges of using social media as a personal branding tool?

RQ 4: What strategies do pro basketball athlete employ in order to create their personal branding in social media?

RQ 5: What criteria do brands and public see in a pro basketball athlete personal branding in social media?

3. RESEARCH METHODS

In order to answer the research questions and fulfil the study's purpose to analyses on and explains how Indonesia's top pro basketball athlete using social media as personal branding tool relating to career and relationships, semistructured in-depth interviews were conducted with Indonesia's top pro basketball athlete Daniel Timothy Wenas, Daniel's manager, sports branding expert to know the industry view and strategy, one of Daniel's sponsor as a representation of brand perspective on athlete personal branding, and one of Daniel's fans who is follow Daniel's social media to get a perspective of fans/public. The data were examined through the use of a qualitative thematic analysis of the interview transcripts. The following sections provide more details on the sample, interviews, and data analysis.

3.1 Sample and Procedure

All samples were recruited for the study with a purposeful sampling approach. According to Creswell (2014), qualitative research should select participants in a purposeful manner in order to best understand the problem and research questions [12]. Daniel was selected because he is the top elite basketball athlete in Indonesia which has the highest number of followers in social media, the only elite basketball athlete in Indonesia who has a personal management team, and has collaborated

with around 55 brands/companies. The sports branding expert were identified by his book and his experience in sports industry, specifically in marketing and branding which written on online news and mouth to mouth information in the industry. The brand representation which someone from one of brand who is have been worked with various athlete for promotion and sponsorships, especially Daniel were identified by their brand presence on Daniel's social media. Last, the fans were founded on Daniel's social media account followers list and who is active make a comment on Daniel's social media post. For Daniel, Daniel's manager, and brand representation, researcher checked Daniel's social media account, found Daniel manager contact and brand account then check them as well, after that researcher contacted them through personal chat, send a formal interview letter and then scheduled the interview sessions. Then for the sports branding expert, researcher searching for his contact through relatives and for the fan, researcher checking on Daniel's social media account followers list which met the criteria, and then send a personal message on social media, but only 1 fan response and want to participate in the study. Although the research was originally intended as study case which to focus on elite basketball athlete, but the third party perspectives are also important to support this research with triangulation data validation method.

3.2 Data Collection

The semi-structured in-depth interview was done directed toward to the interviewees trough private online interview on Zoom meeting application. The interview was done and available in Bahasa and English. The source person were not asked to disclose their identity or promised any reward for participation. As the interviewees selected by purposive sampling method, the collected data were limited by an in-depth interviews with people whose met the criteria. Participants were asked questions related to elite athlete personal branding and social media, especially an athlete named Daniel Timothy Wenas and to fill the gap related to endorsement and/or sponsorship with elite athlete participants (brand, sports branding expert, a fan) were asked question of criteria of an elite athlete personal branding that attract attention to get trust and even a support from sponsorships and/or endorsement and public.

3.3 Data Analysis

This research data analysis was conducted by compiling data from interviews and made transcription of each interviews. First, the researchers arrange a full description of the participants interviews related to each question. Second, the researchers identified and develop major themes and significant statements about the themes, which allowed the researchers to have an idea of main theme. Then, set a significant statements and provided a comprehensive description of the statements including the textual and structural descriptions, which indicated what perceptions or experiences the participants describes and how they occurred. During the data analysis process, trustworthiness was ensured through peer debriefing and constant comparative analysis [37]. The first researcher coded the data independently to prevent any peer influence. Upon completion of transcription, the second researcher also performed member checking to ensure that the researchers data analyses fully and accurately reflected the original intent of the participants statements. The results of the analysis that have been researched are clarified again or tested for validity by using the data validity method using triangulation.

4. FINDINGS AND DISCUSSION

The findings of this study are categorized in 2 (two) main parts:

1. Personal branding strategy and selfconcept of professional basketball athletes.
2. Criteria and challenges of personal branding and endorsement faced by professional basketball athletes.

Although it is not the main purpose of this study to identify the personal branding and endorsement criteria and kinds of challenges that faced by professional athletes, these findings revealed that there are specific criteria and challenges in personal branding and endorsement faced, which can affect or injure the good name and career of professional basketball athletes. Consequently, the athlete management view to personal branding and self-concept prioritizes strategies are:

1. Athletic success.
2. Healthy appearance and lifestyle.
3. Relationships.

Meanwhile, the second part of this research focuses on the criteria and challenges of personal branding and endorsement faced by professional basketball athletes, namely:

1. Limitation of activity, content and collaboration.
2. Lack of time flexibility.

Although it does not include the statements of many professional athletes in Indonesia were not included, the following statement serves as a representative of the sample that was being studied, in this case, an active and most popular professional basketball athlete Daniel Timothy Wenas.

4.1 Personal Branding Strategy and Self-Concept of Professional Basketball Athletes.

As an active professional basketball athlete with the highest number of followers in Indonesia, Daniel Timothy Wenas does not have any specific strategy in building and maintaining his personal brand. Daniel's personal brand and self-concept on social media were established in 2016 from the discussions between himself, his close relatives and managers. The result of the discussions makes a good result that anything shown or posted in his social should adjust to Daniel's personal and longterm impact assessments, both with affects to his image as an athlete and as an individual. Neither Daniel nor the management do any self-concept setting on social media to build and maintain personal brand, as expressed bellow:

“There is no special way, our goal is just to demonstrate Daniel as he is as an athlete who has a healthy lifestyle and can be an inspirational figure. The method used are to communicate a lot and synchronize the vision and mission, because everything is not decided unilaterally. There is no settings, but on social media we try to showcase the positive things and minimize negative sentiment from the public”.

From the results above, it shows that Daniel Timothy Wenas created a self-concept as a professional athlete on social media which helps him in strengthen his personal brand. As Herbert Mead said, that the essence of Symbolic

Interaction theory is about the "self", that self-conception is a process that comes from the social interaction of individuals with other people, after he interacted with his relatives and manager. Mead also explained that the self-concept can be as an object or subject. The object applies to himself as a basic character, so that he is able to achieve self-consciousness, and becomes the basis for taking attitudes in social situations. This is also similar with the way Daniel has created a basic or primary self-concept on social media as a professional athlete and he also conceptualizes himself as an athlete who has a healthy lifestyle.

With this concept, he has self-aware in his attitude and in uploads messages/content on his social media so that it will not injure his self-concept as a professional athlete as it should, and makes him as an inspiring figure. Based on the research results, Daniel Timothy Wenas has covered The Eight Laws of Personal Branding or 8 (eight) by Montoya, among others [23]:

1. Specialization (The Law of Specialization), Daniel has shown his specialty as a professional basketball athlete.
2. Leadership (The Law of Leadership), Daniel has shown himself to be a good leader with his abilities as a team captain and in working with his teammates.
3. Personality (The Law of Personality), Daniel shows a personality that fits with the norms of his social environment, so he can be well received in various teams and get the opportunity and trust to work with brands.
4. Difference (The Law of Distinctiveness), Daniel shows the difference from other athletes by paying attention while uploads on social media, maintaining good appearances inside and outside the match, and diligently interacting with fans.
5. Visible (The Law of Visibility), Daniel shows consistency in his existence on social media. He regularly uploads content, interacts with fans, and also involved in some activities.
6. Unity (The Law of Unity), Daniel shows a good attitude according to the norms so that he can be accepted by many parties, both in work and socially.
7. The Law of Persistence, Daniel has shown consistency in building and maintaining

- his personal branding on social media, as seen from his seriousness since 2016.
8. Good name (The Law of Goodwill), Daniel must show that he is a person who has ethics and professionalism so that he always tries to show positive things to be an inspiration for the next generation.

Ponti, CEO of Stayhoops one of the brands that made Daniel as an ambassador stated [59]:

"Daniel is smart. Daniel knows how to pack himself, knows the series, knows his strengths and weaknesses, and knows what things can be a selling point for him. He knows his portion, sometimes he becomes an influencer, and the other times he maintains his status as an athlete. He knows when to be greedy and the team will follow, and he knows how to maintain his existence. However, there are some things that still need to be improved from Daniel, he must be wiser, must be able to control himself so that he can respond to some unfavorable conditions on social media in a more professional way and not emotional, and also he should uploads more content that can provide education for the public."

4.1.1 athletic success

Success as an athlete is the most important thing to build and maintain the personal brand and self-concept of a professional basketball athlete. According to Bauer et., al. (2005), success is an important element and strength of an athlete's brand [31]. Daniel Timothy Wenas is consistent with his self-concept as a professional basketball athlete and makes the athlete profession a priority. Daniel keeps posting his activities as a professional basketball athlete and also his successes or achievements as an athlete on social media. As Daniel says that:

"Focus and prioritize yourself as an athlete who is consistent, diligent, and strict with training. Off-season is doing self-exercises, training with a personal trainer, or playing with friends. If you get criticism from the public, respond with proof of achievement. This method is proven by being selected as a member of the national team, winning with the national team and teams in the national league, and being nominated for the best player in the national league."

Daniel Timothy Wenas describes his success as an athlete as a self-concept and promotion. Daniel works hard with all the exercises and shows a quality content on social media. This statement is in accordance with the statement of sports branding practitioner, Abdulgani, that says [58]:

"The main reference for an athlete to have good personal branding is achievement, how he looks during the match and outside the competition, such as how the athlete maintains physical condition, exercise, lifestyle, and also other supporting factors such as appearance and how the athlete communicates towards other people."

As stated by McNally & Speak (2009), Daniel Timothy Wenas' personal branding on social media has covered there are 3 (three) main dimensions [21]:

1. Competence or Individual Ability, Daniel has shown his ability as a professional figure in the field of basketball by showing impressive achievements and performances.
2. Style, Daniel has shown that he is a professional athlete who has a good attitude inside and outside the competition, as seen in his social media posts that show consistency and seriousness in maintaining physical condition, training, lifestyle, and how he can deal with sponsors, brands, as well as his followers so that he has a large following on social media.
3. Standard, Daniel determines the standard of his value according to his ability and style in socializing.

4.1.2 healthy appearance and lifestyle

Self-concept as a professional basketball athlete who diligently practices and has a number of achievements makes him considered as a person who has good physical qualities and a healthy lifestyle. And also, the personal branding that has been built and maintained by Daniel and the management through social media is as a professional basketball athlete who has an attractive appearance. By always showcasing personal branding and self-concept as an athlete who looks attractive and has a healthy lifestyle on

social media, Daniel has more value than other athletes in the eyes of brands or companies and the public. As Daniel says:

“Being an athlete who has a healthy lifestyle and can be an inspirational figure. The concept of personal branding is Daniel as a professional basketball athlete who has a healthy lifestyle and has good appearance (manly & cool). This concept is strong and make a good benefit in the offer of cooperation which the activities and products are related to the world of health. There is no concept of celebrity athlete, because the concept of being an athlete has more powerful impact on brands, fans and the public. In addition, the concept that he built is as an individual who is friendly, not arrogant, easy to get along with, and close to fans, the public, and the environment”.

4.1.3 relationships

The athlete's relationship with brand or company and public is one of the important factors to help build and maintain the athlete's personal brand. According to Arai et., al. (2014), an athlete's brand can be improved through interaction [32]. This research shows that one of Daniel's personal branding strategies and self-concept is how he communicates or relates to brands or companies as well as the public. Daniel builds and maintains a personal brand and self-concept as an athlete who is friendly, not arrogant, easy to get along with and close to fans, the public, and the environment. From the results of the interview, Daniel said that the strategy in maintaining relationships is in several ways and approaches:

"Maintaining relationships with the public and fans by showing a great attitude and responding to comments and DMs (direct messages) on social media with a respect. Sometimes doing Q&As. If there are negative comments that do not offend my personal or privacy and only comment on my performance as an athlete, I usually ignored it, and I would instead reply by showing a good attitude and prove them with achievement. Meanwhile, branding strategies and communication to brands or companies are made by managers. The manager plays a role in communication and coordination according to all conditions of both parties, in

a professional manner, and does not interfere with my priority activities or schedule as an athlete”.

As stated by Abdulgani [58]:

“Attitude is the basic. The key to personal branding is attitude. Whether he is very accomplished or handsome, but it is the attitude that determines that person will be famous/popular. By personally not doing negative things, he will be able to have good personal branding.”

In determining the strength of a personal branding, there are 3 (three) determining components [21]:

1. Distinctive Brand, Daniel shows character as a professional athlete, attractive appearance, and has good communication skills.
2. Relevant Brands, Daniel continues to show his existence and keep up with the times and desires/demands, so that he continues to be relevant to the brand and the public.
3. Consistent Brands, Daniel manages social media regularly and consistently, as shown by his seriousness in having an independent management team.

Ponti considers that Daniel is a professional athlete who has more value than other athletes. Ponti also states that [59]:

“Apart from his achievements and abilities as an athlete, Daniel has communication skills that other athletes do not have. Daniel knows how to maintain his existence, how to see opportunities from pro/con conditions on social media, and how to maintain relationships with relatives on social media. For example, he always congratulates, provides support, replies to comments, interacts with followers, and provides motivation. This makes him have more value and become a positive person who can provide motivation for the basketball community.

4.2 Personal Branding and Endorsement Criteria and Challenges Faced by Professional Basketball Athletes

According to Shimp (2007), Celebrity Endorser is an actor or artist, entertainer or athlete who is

known for his success in their own field to support an advertised product. Ponti stated that Daniel Timothy Wenas has covered 5 dimensions as an endorser revealed by Shimp, that are [25]:

“Daniel is an athlete who has credibility with his consistency and commitment as a professional athlete and his appearance in public. Then he also showed that he had more skills in communication than other athletes, he was able to maintain his existence and relationship with his relatives and followers. Daniel is an attractive athlete, has a good physique (face and posture), and is able to package himself so that he has an attractive appearance. He also has a good attitude inside and outside the competition, and knows what the public and brands want by knowing his strengths and weaknesses and keeping up with the times, as seen from his up-to-date uploads.”

For professional basketball athletes, the use of social media and collaboration has criteria and has its own challenges which can affect their personal branding. For professional basketball athlete Daniel Timothy Wenas, the criteria for using social media that are the same as his personal branding. It is about how he shows himself through his posts. As Daniel says:

“The quality of the content must be good, there must not be blur image or low resolution. For cooperation endorsements, follow the brand/company brief. Content upload adjustments are made on Thursday, Friday, Saturday, Sunday and at 6-9 pm. The content is strived to be accepted by all people and ages (casual). Production of content for feeds is through the drafting process and not on the spot”.

From the interviews, it was found that there were challenges faced by Daniel and management in building and maintaining personal branding and endorsement on social media. These challenges are the limitations of activities, content, collaboration, and lack of time flexibility.

4.2.1 limitation of activity, self-presentation, and cooperation

As a professional basketball athlete and also as an Asian who highly upholds the values of

norms, personal brand becomes more concern to anykind of activity and self-presentation by considering several values. This is a challenge for athletes in activities, content and collaboration. Daniel have to show positive activities on his social media, those activities must not injure his personal brand and self-concept as an athlete. The content and type of collaboration that Daniel does must be considered carefully before being executed as Daniel says:

“I understand what is good and what is not good for publication. Maybe it means as a limitation to the brands/companies that will cooperate. Minimizing 18+ category brands/companies, I will discuss first, considering the impact on my image as an athlete. If I accept 18+ brands/companies to cooperate, we will mention more about the name of the event/campaign instead of the brand name, then the content will also show activities that are not product use or promotion. And for content as an athlete, the limitation is to minimize uploading content on social media when the competition is running, especially on weekends and when the team is not in a good (lose) to avoid negative public comments”.

4.2.2 lack of time flexibility

Making personal brand and self-concept as an athlete, all activities related to basketball (practice & competition) becomes a priority for Daniel and the management. So this becomes a challenge in doing endorsements or collaborations. As Daniel’s manager says:

“So far, the difficulty is more about time: time management, uploading or drafting content that shouldn’t interfere the practice hours, so there must be extra coordination with brands/companies and Daniel. Another difficulty is because the production of content/draft is not on the spot, but it is prepared before the upload schedule, so sometimes there are revisions”.

The results of the interview show that to have a personal branding as a good professional athlete, Daniel timothy Wenas must adjust his self-concept and strategy according to the characteristics of social media, which are as expressed by Mayfield, namely [26]:

1. Participation, Daniel shows that he is an athlete who upholds professionalism and responds according to his values and awareness according to his conditions and priorities as an athlete. This leads to activity limitations, self-presentation, and other challenges.
2. Transparency, Daniel understands that all uploads that he shares must be transparent, do not have an element of manipulation and will become public consumption, so he must choose and set boundaries in collaboration, he must not injure himself as an athlete.
3. Conversation, the interaction that occurs is two-way, so he tends to be active on social media and able to divide his time.
4. Community, Daniel must also know the values, priorities, and points of his uploads, so that the community or group can understand and accept him. Moreover, he wants to be a person who can inspire, he must package all his uploads into something positive.
5. Interconnected, Daniel must be able to divide his time and determine priorities so that he can continue to maintain his existence and be more actively connected with his public/audience.

5. CONCLUSIONS

The current study show an insight of pro basketball athlete and manager perceptions, also brand, industry, and fan perspective of social media use as a personal branding tool and the ways it should be utilized by the athlete and what kind of criteria's of athlete personal branding that brand, industry and fan are admired. Results revealed several significant theme to discuss, including lack of social media and personal branding strategy and limitation of activity. The researchers believe these findings will fill the existing research gap and contribute to the research of elite athlete of any sports personal branding via social media, which currently is not sufficiently studied.

lack of social media and personal branding strategy

One of the interesting findings from this study was that the pro basketball athlete and manager claimed that they did not have any specific of social media strategy for personal branding

while his social media activities and behaviours were carried out to represent athletic identities and authentic personalities, but only utilized social media to push his self-concept and concept as an athlete. But in other perspectives (brand and sports branding expert), they claimed that this pro basketball athlete personal branding on social media is not purely success by his selfpresentation and concept efforts but it helped by his social environment which surrounded by popular figures. This finding should be alarming for athletes, manager, and any related parties who's support athlete career the lack of knowledge of personal branding via social media may be derived from the fact that they are not educated enough about social media, especially focusing on positive aspects of social media. Some may argue that athlete will benefit from personal branding and self-presentation behaviours, even if these behaviours may be unconscious and non-strategic [53]. Nevertheless, the literature suggests that using fully developed social media strategies is more likely to lead to success for athletes building salient personal brands online For example, Geurin (2017) found that elite female athletes did not employ any formal strategy aimed at achieving their goals through social media, and the study called for developing more effective social media training for athletes [54].

6. LIMITATION OF ACTIVITY

The last notable finding from this study is the limitation of activity that pro basketball athlete met in order to have a business relationship or collaboration, they stuck with the concerns about the potential negative consequences of other brand image can affect their image while in fact they need to expand opportunities. One potential explanation for these substantial concerns might be drawn from more severe consequences of social media misuses for pro basketball athlete compared to the other public figures receive. For instance, other public figure are fined for having a business or collaboration with unhealthy and/or uncommon/adult/18+ products/brands on social media. Unlike an elite athletes face much more serious consequences for an inappropriate business or collaboration with that kind of products/brands on social media, such as being a bad figure for young generation, harm the community and athlete image being dismissed from the team, or extremely get fined by the league for breaking the rules.

Previous research found that social media training, education, and policies tend to highlight the negative aspects of social media and predominantly contain restrictive elements that discourage athletes from promoting their social media and business or collaborations with brands [55]. While this study did not delve into the educational influences on elite athlete limitation activity and negative concerns, future research should examine how an elite athlete perceive the current social media education, policies and business relationship set by institutions.

From the practical standpoint, the current study offers useful insights into the field that could be utilized in the future. Considering the findings that a pro basketball athlete and manager claimed have no specific social media strategy for personal branding and showed extensive challenge of social media and business relationships that need to be refined and ameliorated. Practitioners, such as manager, club, administrators, advisor, staff, and maybe the league, should develop and provide more effective and inclusive social media education programs and policies that cover both the potential benefits and drawbacks of social media use [55].

The results of the research indicate that as a pro basketball athlete, it is important to know your own strengths and weaknesses, and also to understand the values and norms in order to build and maintain the right personal brand and self-concept and minimize negative sentiments from public. Personal brand and self-concept as an athlete is something that is strong and has great value, thus it should be improved and should show the athletic success or achievements, because the

first element that makes an athlete known is their success as an athlete, not as a celebrity and their physical appearances. To achieve this success, athletes make everything related to sports as priority, which means that all of activity outside of it should not interfere, and therefore an extra coordination is necessary. The ideal personal brand and self-concept for a pro basketball athlete is to become an inspiration, demonstrate a healthy lifestyle, look attractive, and have good relationship skills. To avoid public sentiments against an athlete on social media, it is necessary to choose the right time in uploading contents, avoid uploading contents when the competition (league) is running, especially when the individual's and the team's performance is not in a good condition, and to minimize collaborating with brands or companies that could injure an athlete's image or reputation, such as a category 18+ brand or company. Not only have athletic success or achievements, but an athlete should also be able to have and maintain good relationships and communications with all parties that can help their growth both as an individual and as an athlete. This study shown that a relationship style or approach that is open and reciprocal, build by interacting and reply to comments on social media, reply to DMs (direct messages), doing Q&As, reply messages to brands or companies, and maintaining good relationships with all parties without distinctions between one to another can serve as a pathway for an athlete to build a strong personal branding.

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