

## PERSONAL BRANDING OF HAJI MUHIDIN IN BUILDING POLITICAL COMMUNICATION ON INSTAGRAM SOCIAL MEDIA

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**Abstract.** The role of social media, particularly Instagram, in political communication has become a phenomenon that attracts significant attention. As one of the most popular forms of mass media, social media offers a more effective and efficient way to convey information. Instagram plays a crucial role in building the personal branding of politicians, helping them introduce themselves, create a positive image, present their background, and affirm their political identity. This study aims to discuss how the Instagram account @HajiMuhidin builds political communication using the personal branding pyramid strategy. Through a targeted content strategy, Haji Muhidin has successfully conveyed relevant and engaging political messages to his followers. The research employs a descriptive qualitative method, aiming to analyze the phenomenon in detail and descriptively concerning the research subject. The findings of this study highlight the importance of social media in the modern political landscape, where effective communication can influence public perception and build trust. Haji Muhidin's success in establishing personal branding is reflected in his image as a candidate for governor of South Kalimantan who is characterized by integrity, friendliness, intelligence, culture, and religiosity. This image can be observed through the support expressed by the community in the comments section of Instagram posts on @hajimuhidinpan. This research is expected to contribute to the development of more effective communication strategies.

**Keywords:** pbranding; Haji Muhidin; political communication; Instagram Social Media.

### I. INTRODUCTION

In today's digital era, social media has become one of the most effective means of communication in building self-image, especially in politics. The use of Instagram social media by politicians is not only to convey political messages, but also to build Personal Branding. Through social media, a politician can interact directly with voters, respond to current issues and give the impression of a personality that is closer to the community. Social media has become a powerful instrument in shaping public opinion and influencing election results (Gibson & McAllister, 2017). Social media is a medium for socializing so that it has the power to influence society faster because of society's dependence on what is informed through social media. The power of social media is then utilized by political actors to increase public trust in them and build an image in the eyes of the public. Political actors make social media an ideal means to communicate with the public as to what they want and need, inviting and providing information to the public through what they share on their social media. This communication is called political communication. Political communication is one part of political activities that aims to convey messages that are characterized by politics and are carried out by politicians to political targets. In the digital era, social media also influences

the political communication of politicians to build, maintain, and manage their self-image. Through wide access, social media is able to influence public opinion and develop their personal branding.

One of the figures who actively utilizes social media to build personal branding and political communication is Haji Muhidin. As an influential political figure, Haji Muhidin utilizes Instagram social media @hajimuhidinpan to strengthen his image as a Candidate for Governor of South Kalimantan. The political communication network formed by using social media is a practical reason to be able to grow participation that encourages contributions, feedback, openness without distance between news sources, and audiences that are able to strengthen discussions (Susanto, 2017). Nowadays, social media is the best and easiest way to grow personal identity, build reputation, and become visible in a particular industry (Rahmah, 2021). Instagram is a social media that can upload photos, create feeds, upload instastories, use filters on photos, and also get likes and followers that can influence self-presentation with the features that Instagram has, someone can do personal branding. (Afriluyanto, 2018). There are several previous studies that discuss personal branding political communication and the role of Instagram social media. First, the relevant research is the research conducted by Ibnu Azka, which discusses political

communication in the context of Instagram social media. In his research, he discusses Anies Rasyid Baswedan's political communication strategy through his Instagram account. The study attempts to answer several questions, including how Anies builds personal branding through Instagram, what factors support the success of Anies' personal branding on social media, and what image he builds in the public eye as a 2024 presidential candidate (Azka, 2023).

The second study was conducted by Qurotul Putri Riyadi, which discussed personal branding in political communication through Instagram social media. In her study, she analyzed Ridwan Kamil's personal branding after serving as Governor of West Java through his Instagram account. The former Governor of West Java, who is often called Kang Emil, is one of the political figures who actively interacts with the public through social media. This study aims to explain the personal branding strategy implemented by Ridwan Kamil in building political communication through his uploads on Instagram, social media has proven to be very useful for accommodating aspirations and establishing communication with the public. The results of the study show that the personal branding carried out by Ridwan Kamil on Instagram is in line with the strategy based on the Eight Laws of Personal Branding by Peter F. Montoya. (QP Riyadi, 2024). The third study, conducted by Awallina Yusanda on personal branding strategies in the context of social media. In her research, she analyzed the social media content of Satya Wacana Christian University students to describe the personal branding strategies they implement. The results of her research show, first, the behavior of UKSW students in using Instagram. Second, UKSW students who have done personal branding on Instagram through clothing selection, uploading achievements, and using motivating photo captions, and students who have not implemented personal branding strategies (Yusanda, 2021).

Then the fourth research was conducted by Syifaur Rahmah which discussed personal branding strategies in building political communication through social media Instagram. In his study, he analyzed Ganjar Pranowo's personal branding through his Instagram account. Ganjar Pranowo is one of the political actors who actively uses social media to interact with the public. This study aims to explain the personal branding strategy carried out by Ganjar Pranowo in building political communication through his uploads on Instagram, based on four strategies for forming and developing personal branding (Rahmah, 2020).

Based on a literature review on personal branding on social media, no research has been found that specifically discusses the personal branding communication strategy of political figure Haji Muhidin. Therefore, this study aims to analyze the personal branding strategy implemented by Haji Muhidin through his Instagram account, @haji\_muhidin\_pan. Through this study, it is hoped that it can be assessed to what extent Haji Muhidin has succeeded in building his personal branding and political communication as a Candidate for Governor of South Kalimantan in 2024 through Instagram social media.

In general, personal branding is the view and feelings that a person has about themselves, which are formed through the overall experience in interpersonal relationships. Personal branding is also a person's action to display the values or abilities they have to others as part of their identity, with the aim of increasing the value or attractiveness of the individual (McNally & Speak, 2009).

## II. RESEARCH METHODS

In this study, a qualitative content analysis method with a descriptive approach will be used. Qualitative research is an approach that focuses on phenomena or symptoms that appear naturally (Abdussamad & Sik, 2021). The purpose of qualitative research is to gain a deeper understanding of how humans construct reality and interpret the world around them in everyday life, including their interactions with others (Cromptley, 2022). In other words, a qualitative approach functions to understand and analyze the phenomena that occur in research subjects. Content analysis is a systematic technique used to analyze the meaning of messages and how to express messages, the analyst is not only interested in the message itself but also in the process and impact of its communication.

According to Rakhmat (2009), the purpose of descriptive research is to collect and describe information in detail and accurately. This research can help identify problems and existing practice conditions, make comparisons, formulate future actions, and learn from experiences that can strengthen decision making and planning for the future. In addition, descriptive research aims to describe or analyze research results, but does not aim to produce general conclusions (Sugiyono, 2009).

The data sources used in this study are secondary data taken from scientific journals and books. This study refers to academic literature related to the use of social media, especially Instagram, in building personal branding and political communication. The researcher collected content samples from Instagram posts @hajimuhidinpan for analysis.

Data collection in this study was conducted through observation of the Instagram account @hajimuhidinpan, where the researcher analyzed several uploads contained in the account and reviewed literature relevant to the research topic. After the data was collected, the information was processed using a qualitative approach to identify the phenomena that occurred in detail and descriptively. Thus, this study can provide conclusions and in-depth insights into the success of Haji Muhidin's personal branding communication strategy on his Instagram account, @hajimuhidinpan.

## III. RESULTS AND DISCUSSION

Getting to know one of the political figures in South Kalimantan, from this study it is known that the candidates for the 2024 South Kalimantan Pilkada have been inaugurated and there are two pairs of candidates for Governor (Cagub)

and Deputy Governor (Cawagub) who will compete, one of which is Haji Muhidin as Cagub and Hanuryadi Sulaiman as Cawagub. Haji Muhidin is a politician and businessman from South Kalimantan, who currently serves as Deputy Governor of South Kalimantan for the 2021-2024 period. He was born in Binuang, Tapin, on May 6, 1958. Haji Muhidin started his career as a sports teacher in 1981 before entering the world of politics, before being widely known by the people of South Kalimantan in the world of government politics, Haji Muhidin was a coal businessman, namely PT. Binuang Jaya Mulia. Joining the Reform Star Party (PBR) was the beginning of Haji Muhidin's entry into politics. He first served as a member of the Tapin Regency DPRD (2004-2009) and then a member of the South Kalimantan Provincial DPRD (2009-2010).

Haji Muhidin's political career continued when he was elected as Mayor of Banjarmasin from 2010 to 2015. During his leadership, Haji Muhidin was known for various development initiatives that advanced Banjarmasin, both in terms of infrastructure and public services. After serving as mayor, Haji Muhidin joined the National Mandate Party (PAN) and was trusted to lead as the Chairperson of the PAN DPW of South Kalimantan. In the 2021 Pilkada, he was elected as Deputy Governor of South Kalimantan paired with Sahbirin Noor. Now, for the 2024 Pilkada, Haji Muhidin is again running as a candidate for Governor of South Kalimantan, paired with Hasnuryadi Sulaiman as a candidate for Deputy Governor. In his personal life, Haji Muhidin is married to Hj. Fathul Jannah and has four children. In addition to his political career, Haji Muhidin is also known as a businessman with significant wealth. In 2010, his wealth was recorded at IDR 28.9 billion. This figure continues to increase, with the value of wealth in 2014 being IDR 57.2 billion, and in 2015 reaching IDR 69.8 billion. His wealth experienced a significant spike in 2020, reaching around IDR 674 billion, showing almost double growth in five years. for South Kalimantan, actively uses social media, especially Instagram, to build his personal branding through his official account, @haji muhidin pan . This account is used to interact more closely with his followers, allowing for more direct and effective communication. According to Firman Kurniawan, a communication expert from the University of Indonesia, there are three main reasons why politicians use social media. First, to build awareness , where they introduce themselves and convey their vision and mission in an easily digestible way. Second, to create public engagement , where the public can get involved through comments or direct interaction. Third, to receive feedback from the public, which allows politicians to understand whether the ideas they offer are in line with the aspirations of the community or not, and opens up space for dialogue if there are differences.

*Personal Branding Communication Strategy carried out by Haji Muhidin on his Instagram @hajimuhidinpan*

Through his Instagram account @hajimuhidinpan, Haji Muhidin implements an effective communication strategy to build a solid personal branding. He consistently shares content that reflects leadership, religious, and social values, which emphasize his identity as a public figure. In each of his uploads, Haji Muhidin often displays his

achievements as a politician and public figure, as well as his role in various social activities. His warm and open communication style creates closeness with his followers. By utilizing Instagram features, such as Stories and videos, he has succeeded in increasing interaction, while strengthening his image as a figure who cares and interacts closely with the wider community.



Figure 1. Official Account of Haji Muhidin as Candidate for Governor of South Kalimantan

Source : [instagram.com/hajimuhidinpan](https://www.instagram.com/hajimuhidinpan)

Haji Muhidin implemented a structured personal branding strategy through his Instagram account, @hajimuhidinpan, to effectively build his image in the digital world. Through consistent uploads, he successfully presented himself as a religious figure, close to the community, and concerned about various social issues. Utilizing Instagram as a means of communication allowed Haji Muhidin to strengthen his personal identity while expanding his reach of influence. This strategy was not only successful in building a positive reputation, but also in creating a more personal relationship with his audience. The process of building personal branding carried out by Haji Muhidin involved four main stages that helped strengthen his image and influence on social media.

**1. Determine Who You Are**

The first strategy that is visible from Haji Muhidin's personal branding on his Instagram is through his bio which states his position as an Entrepreneur. This information clearly confirms that in addition to his career as a politician, Haji Muhidin also has an important role in the business world, showing another side of his professionalism. The second strategy that is visible from Haji Muhidin's personal branding on his Instagram is through his bio which states his position as the Head of the PAN South Kalimantan DPW. This information clearly shows that Haji Muhidin has an important role as the Head of the PAN DPW, who is involved in political leadership in South Kalimantan. The third strategy is also seen from Haji Muhidin's personal branding on his Instagram



through a bio that lists his position as Deputy Governor of South Kalimantan. This information clearly emphasizes Haji Muhidin's important role in leading the government in the province of South Kalimantan . This is in line with the theory put forward by Rangkuti (2013), which states that in carrying out personal branding, individuals must clearly determine who they are and how they want to be known by others, or referred to as "determine who you are." Through the network they have, individuals can convey their identity, expertise, and credibility (Yusanda et al., 2021).



Figure 2. “Businessman, Chairman of DPW PAN South Kalimantan , Deputy Governor of South Kalimantan”. in Haji Muhidin’s Instagram Bio  
Source : [instagram.com/hajimuhidinpan](https://www.instagram.com/hajimuhidinpan)

From the image above, it can be seen that one of Haji Muhidin's personal branding strategies is through writing his bio, where he emphasizes his role as a businessman and an important figure in government. Haji Muhidin builds his image by introducing himself as a Businessman, Chairman of the DPW PAN South Kalimantan, and Deputy Governor of South Kalimantan.

**2. Determine What You Do**

This strategy helps someone identify the roles, values, or skills they want to highlight in building a personal image, including aspects of social concern. The "Determine What You Do" strategy is clearly visible in several posts on the Instagram account @hajimuhidinpan, where Haji Muhidin is seen actively sharing and reposting content that mentions his name. This step serves to show the influence he has through his position, while also ensuring that messages from various related parties can be conveyed effectively to all his followers.



Figure 3. “Reposted from @ generasibiru.kalsel , Muhidin-Hasnur visiting the volunteer coordinator of Hulu Sungai Utara Village.” One of the posts on the @hajimuhidinpan profile  
Source: [Instagram.com/hajimuhidinpan](https://www.instagram.com/hajimuhidinpan)

In addition, Haji Muhidin also builds his personal branding by sharing his activities as a leader. In image 4, in an upload dated November 7, 2023, Haji Muhidin is seen attending an event at a hotel in Bali, where he received two awards: a bronze medal for Bhumandala Batas Wilayah and a silver medal for Bhumandala Rajata through the Housing System Application innovation at the 2023 Bhumandala Award. This strategy strengthens the image that Haji Muhidin continues to innovate and achieve achievements while serving as Deputy Governor of South Kalimantan.



Figure 4 . The moment Haji Muhidin attended an event in Bali and received 2 awards  
Source : [instagram.com/hajimuhidinpan](https://www.instagram.com/hajimuhidinpan)

On another occasion, Haji Muhidin shared a post with a public figure, Raffi Ahmad, which can be seen in picture 5. In the post, Raffi Ahmad appears to be giving support to Haji Muhidin as a Candidate for Governor of South Kalimantan. This post creates the impression that Haji Muhidin is a humble figure and is able to embrace various groups, in line with his slogan, "Working Together, Embracing All."



Figure 5 The moment Raffi Ahmad gave support to Hajji Muhidin  
Source: Instagram.com/hajimuhidinpan

From the three uploads above, Hajji Muhidin appears as a leader who has integrity and intellectuality. This is in line with Rangkuti's statement (2013) that the "determine what you do" strategy can be seen from the uniqueness and main strengths of individuals, which are reflected through the actions they take. Montoya (2008) also emphasized that in building personal branding, it is important to have a distinctive feature that distinguishes oneself in order to attract attention and excel in competition. As Deputy Governor, Hajji Muhidin has a uniqueness in responding to the needs of the community, such as by reposting uploads from other accounts and sharing activities that can attract public sympathy, strengthening his position as a candidate for Governor of South Kalimantan.

### 3. Position Yourself

Another strategy used by Hajji Muhidin in building personal branding on Instagram social media is the "Position Yourself" strategy. Considering that the majority of the population in South Kalimantan Province is Muslim, Hajji Muhidin applies positioning by forming his image as a religious leader. Positioning, according to Hasiholan & DJ (2019), is an activity that aims to place a product or individual in the minds of consumers in a specific way. With this strategy, Hajji Muhidin tries to position himself as a religious figure, in accordance with the characteristics of the majority of people in the South Kalimantan area. This is clearly seen through Hajji Muhidin's uploads which show his closeness to the ulama and his involvement in religious, social, and educational activities. This forms the perception of the South Kalimantan community that Hajji Muhidin is a leader with integrity, intellectual, and religious. In picture 6, the warmth and togetherness between Hajji Muhidin and Tuan Guru KH. Muhammad Bakhiet (Barabai) and KH. Sa Dud'din (Sekumpul) can be seen, while attending the Celebration of the Great Maulid of the Prophet Muhammad SAW. At the Majelis Ta'lim Nurunnubuwwah Kelua Tabalong which further strengthens his image in the eyes of the community.



Figure 6. The moment when Hajji Muhidin attended the celebration of the Prophet Muhammad's birthday. At the Majelis Ta'lim Nurunnubuwwah Kelua Tabalong  
Source: Instagram.com/hajimuhidinpan

In Figure 7, Hajji Muhidin and his wife are seen attending the Prophet Muhammad's Birthday and Baayun ceremony at Maulid Rantau, Tapin Regency, South Kalimantan. This phenomenon is in line with the theory of "Position Yourself," where Hajji Muhidin tries to attract the sympathy of the people of South Kalimantan who are predominantly Muslim, including religious figures, intellectuals, and groups related to religious elements. This closeness to religious values is one of the main attractions of Hajji Muhidin in building his personal branding.



Figure 7. The moment when Hajji Muhidin and his wife attended the celebration of the Prophet Muhammad's birthday, and the baayun maulid in Rantau, Tapin Regency, South Kalimantan.  
Source: Instagram.com/hajimuhidinpan

In the picture above, Hajji Muhidin and his wife are seen attending the important moment of the Prophet Muhammad's Birthday Celebration and the Baayun Maulid tradition in Rantau, Tapin Regency, South Kalimantan. Their presence reflects Hajji Muhidin's commitment to preserving cultural and religious values, while strengthening relations with the local community through this solemn religious event.

### 4. Manage Your Brand

The last strategy is "Manage Your Brand," which can be seen from several of Haji Muhidin's uploads, which often show him wearing sasirangan clothes. This gives the impression that Haji Muhidin cares about Banjar culture, especially in terms of wearing Banjar traditional clothing (sasirangan) in various activities, as seen in figures 8 and 9. This approach reflects how Haji Muhidin manages his personal image. Integrating local wisdom values, such as Sasirangan cloth, into everyday life plays an important role in a leader's personal branding. This shows the connection with cultural and moral values that are upheld by the community, so that it can strengthen a positive image and enrich his personal branding. Other uploads, both in the context of religious activities, cooperation, events, social services, training, and other activities, also strengthen Haji Muhidin's image as a leader who can be relied on by the people of South Kalimantan.



Figure 8. Haji Muhidin and his wife are seen attending the Binung District Anniversary event wearing Sasirangan patterned batik clothes.

Source : [Instagram.com/hajimuhidinpan](https://www.instagram.com/hajimuhidinpan)



Figure 9. The moment when Haji Muhidin and his wife attended the Anniversary of Banjarmasin City wearing South Kalimantan Sasirangan Batik.

Source: [Instagram.com/hajimuhidinpan](https://www.instagram.com/hajimuhidinpan)

The image created from @hajimuhidinpan's uploads resulted in various positive comments, such as prayers and words of support, which can be seen in Figure 10. This indicates Haji Muhidin's success in building his personal branding. In line with Dalla-Camina's statement (2016), "People with strong personal branding attract attention because they share their passion for what they do in a way that is relevant to the people they want to serve." Haji Muhidin has

succeeded in showing his dedication through uploads that are relevant to his audience, as well as strengthening a positive image in the eyes of the public.



Figure 10 . Several Public Comments on Haji Muhidin on several social media uploads on the @hajimuhidinpan account

Source: <https://www.instagram.com/hajimuhidinpan/>

Several posts on the social media account @hajimuhidinpan received positive comments from the public. In these comments, many expressed appreciation for Haji Muhidin's leadership, his role as a businessman, and his contribution to the government. The public also expressed their support for various activities and initiatives carried out by Haji Muhidin, This shows the great trust and respect of the community towards the figure of Haji Muhidin.

#### IV. CONCLUSION

Based on the research results, the development of digital social media, including Instagram, has changed the way people interact, communicate, and form social relationships, as well as accelerating the exchange of information. Instagram social media is known to be able to build a positive image and increase a person's credibility. It can be concluded that political communication in the form of personal branding carried out by Haji Muhidin through his personal account @hajimuhidinpan shows conformity with the concept of the personal branding pyramid proposed by Rangkuti (2013). This concept includes four stages: Determine Who You Are , Determine What You Do , Position Yourself , and Manage Your Brand . Haji Muhidin successfully created an impression or image as a community leader who has integrity, intellectuality, culture, and religion. Thus, personal branding has the ability to influence and control the image that the public wants to convey or enjoy from a political figure. Another dominant factor that is seen is the manage your brand and position yourself strategy . Haji Muhidin consistently manages his personal brand by wearing sasirangan clothing in various activities. Meanwhile, in positioning himself, he consistently displays religious activities in uploads on the Instagram account



@hajimuhidinpan. This strategy has proven effective, considering that the majority of Banjarmasin people are Muslims and still uphold Banjar culture in their daily lives. The success of this strategy is also reflected in the power of word of mouth, which can be observed through the support of netizens in the comments column of Instagram @hajimuhidinpan, where many gave positive responses in the form of greetings and prayers.

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