



The Dynamics of Personal Branding on Instagram: A Case Study of Prilly Latuconsina's Advocacy for Independent Women

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ABSTRACT: This study examines the role of Instagram in shaping and promoting the image of independent women through the personal branding strategies employed by Prilly Latuconsina. Using a qualitative research methods that elaborate the purposive sampling which is the followers of Prilly Latuconsina to provide a more targeted and specific sample to answer research question. This research analyzes Latuconsina's Instagram account, @Prillylatuconsina96, based on Rampersad's 11 Characteristics of Personal Branding. The research employed a triangulated data collection approach, incorporating content analysis of posts, stories, and audience engagement, along with qualitative interviews with social media experts and followers. The findings reveal that Latuconsina effectively applies the principles of authenticity, consistency, visibility, and differentiation in constructing her personal brand. She utilizes visually compelling content and active audience engagement to reinforce messages of empowerment and independence. By showcasing her career journey, achievements, and personal insights, Latuconsina successfully establishes a credible and inspiring personal brand. Building on Hubert K. Rampersad's concept of personal branding, this research highlights the crucial role of authenticity, consistency, and value alignment in shaping an individual's digital presence. By examining Instagram's effectiveness as a platform for influencing public perception and driving societal change, the study reinforces the significance of long-term brand consistency in strengthening the image of independent women. In line with Rampersad's emphasis on strategic personal brand development, the findings offer valuable insights for individuals and professionals seeking to harness social media as a powerful tool for cultivating an authentic, credible, and influential personal brand.

Keywords: Personal Branding, Independent Women, Instagram.



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INTRODUCTION

In patriarchal societies such as Indonesia, women often face cultural constraints that limit their visibility and voice in public life (Dhesi, 2025). Social media has emerged as a powerful platform for

advocacy, enabling women to challenge traditional gender norms and articulate identities beyond prescribed roles ([Jacobson, 2020](#)). Instagram, as the world's fourth-largest social media platform with 111.19 million Indonesian users as of September 2023 ([DataIndonesia, 2023](#)), offers a digital arena where young women can engage in self-expression, community building, and gender-advocacy. Unlike traditional media controlled by institutional gatekeepers, Instagram's interactive features—visual storytelling, hashtags, and community networks—allow women to amplify their voices and mobilize collective support. This dynamic is exemplified in movements like **#MulaiBicara**, which encourages discourse about sexual violence and has mobilized survivors to speak up publicly, and **#PerempuanBersuara**, which provides digital platforms (e.g., podcasts, curated content) for women to share their agency and experiences. Scholars interpret these practices not only as identity construction but also as a form of personal branding, where women strategically present themselves to negotiate social recognition and agency within patriarchal structures ([Setiawan & Audie, 2020](#); [Labrecque, Markos, & Milne, 2011](#); [Montoya & Vandehey, 2008](#)). Thus, Instagram transcends its role as a mere lifestyle platform—it serves as a critical arena for digital feminism, enabling women to disrupt dominant gender narratives and craft alternative, empowering self-narratives (Soraya, 2017).

The rapid expansion of the digital era has reshaped identity construction and communication, turning social media into a strategic sphere for self-presentation, advocacy, and cultural negotiation ([Chen, 2021](#); [Labrecque, Markos, & Milne, 2011](#)). From the standpoint of feminist media studies, media actively reflects and reinforces gendered power relations, yet it also provides a site for resistance where marginalized voices can renegotiate their roles ([Gill, 2007](#)). Similarly, digital feminism emphasizes how online platforms serve as tools for identity formation and gender advocacy, challenging entrenched patriarchal norms ([Wibisono et al., 2025](#); [Keller, Mendes, & Ringrose, 2018](#)).

Within this theoretical constellation, personal branding extends beyond marketing or aesthetic self-presentation—it becomes a means of identity assertion and empowerment ([Baltezarevic & Milovanovic, 2014](#)). [Rampersad's \(2008\)](#) Authentic Personal Branding model stresses clarity of purpose, consistency in behavior, distinctiveness, credibility, and ongoing development. Such principles resonate strongly with the way women, particularly young women, construct their digital personas to navigate both societal pressures and opportunities for self-expression ([Brooks & Anumudu, 2016](#); [Arruda, 2005](#); [Montoya & Vandehey, 2008](#)).

Instagram is especially relevant in this regard because its user base in Indonesia is dominated by young people aged 18–34, with women forming one of the most active demographics ([DataIndonesia, 2023](#)). As such, the platform serves not only as a space for entertainment and networking but also as a strategic site where young women negotiate identity, independence, and empowerment. Through features like photo-sharing, stories, and hashtags, women can curate narratives of resilience and autonomy that counter patriarchal expectations ([Afriluyanto, 2018](#); [Setiawan & Audie, 2020](#)).

In the case of Prilly Latuconsina, her Instagram presence embodies Rampersad's model:

- She articulates a consistent narrative of independence and resilience,

- Presents herself as distinct from conventional portrayals of female celebrities,
- Gains credibility as a role model for young women, and
- Sustains her personal brand as both authentic and aspirational.

This study is novel because it bridges personal branding theory (Rampersad, 2008) with digital feminism and youth-oriented media studies in the Indonesian context. While existing scholarship on personal branding often emphasizes career advancement or commercial self-promotion ([Labrecque et al., 2011](#); [Montoya & Vandehey, 2008](#)), this research demonstrates how authentic personal branding becomes a tool for young women's advocacy and identity negotiation on Instagram.

By analyzing Prilly Latuconsina as both a celebrity and a role model, this study highlights how Instagram enables young Indonesian women to envision and emulate narratives of independence, resilience, and gender equality in a patriarchal culture. The research contributes theoretically by reframing personal branding as not only a marketing strategy but also a sociocultural practice of empowerment for young women navigating digital space.

Personal Branding

Personal branding refers to the strategic process of shaping and maintaining public perception of an individual's expertise, achievements, uniqueness, and values ([Johnson, 2017](#); [Rampersad, 2014](#); [Sibuea, 2025](#)). It is a key factor in professional success, influencing credibility, recognition, and career advancement ([Smolarek & Dziéndziora., 2022](#)). The complex concept of digital identity shaping is increasing in importance as digital communications have become a societal norm ([Feher, 2021](#); [Kleppinger & Cain, 2015](#)).

Core Elements of Personal Branding

([McNally & Speak, 2024](#)) identify three fundamental principles that strengthen personal branding:

1. Distinctiveness – The ability to stand out through unique characteristics and competencies.
2. Relevance – Ensuring that the brand aligns with the needs and interests of the audience.
3. Consistency – Maintaining a coherent and recognizable image over time.

Rampersad (2014) expands on personal branding by defining eleven essential characteristics:

1. Authenticity – A personal brand must be genuine and aligned with an individual's true values.
2. Integrity – Ethical conduct and strong moral principles are crucial for credibility.
3. Consistency – Repeatedly demonstrating aligned behaviors and messages builds trust.

4. Specialization – Focusing on a niche area enhances professional authority.
5. Authority – Being recognized as a knowledgeable and respected figure in a field.
6. Distinctiveness – Developing a unique identity that differentiates from competitors.
7. Relevance – Ensuring the brand's message aligns with societal and industry needs.
8. Visibility – Actively communicating the brand to enhance recognition.
9. Persistence – Long-term dedication to personal and professional growth.
10. Goodwill – Positive associations foster trust and strong professional relationships.
11. Performance – Delivering consistent results to reinforce credibility.

Effective personal branding requires strategic effort, ethical alignment, and continuous adaptation to remain relevant in evolving professional landscapes (Rampersad, 2014).

Gender Equality

Gender equality refers to equal rights and opportunities for men and women in all aspects of life, including politics, economics, and society ([Mashtalir et al., 2022](#)) [Purwanto, 2019](#)). It highlights both differences and equality from a socio-cultural perspective ([Purnamawati & Utama, 2019](#)). To promote gender equality on social media, key aspects to consider include:

1. Gender Representation – Showcasing women's achievements and contributions in content ([Santi, 2007](#)).
2. Participation & Involvement – Highlighting women's success in academics, careers, and politics while promoting positive values ([Na'im, 2021](#)).
3. Women's Empowerment – Utilizing social media to enhance economic, social, and advocacy efforts, helping women achieve financial independence and voice important issues ([Malihah, 2011](#)).

Self-Reliance

Self-reliance is the ability to be independent and make decisions without relying on others ([Purnamawati & Utama, 2019](#)). It involves taking initiative, solving problems, persevering, and acting based on personal will ([Steinberg, 2002](#); [Antonius, 2002](#)). A self-reliant person actively works to meet their needs and finds fulfillment in their own efforts.

Empowerment

Empowerment refers to the process by which individuals, particularly women, gain control over their lives, set personal goals, organize collectively, and advocate for social and political change ([Jacinta, 2024](#)); [Young, 1993](#); [Rahman, 2013](#)). It encompasses a broad range of concepts and outcomes, often associated with personal agency, addressing needs through action, and driving significant collective transformation ([Park et al., 2024](#); [Tandon, 2016](#)). Women's empowerment specifically focuses on strengthening their ability to overcome challenges, achieve independence, and enhance self-reliance ([Firmansyah & Sihaloho, 2021](#)); [Elizabeth, 2007](#)).

Instagram

Macarthy (2015, p. 191) reveals that Instagram is a social media application based on individuals' preferences for visuals and is equipped with enjoyable features for capturing photos. These photos are then uploaded to a feed page that can be viewed by many people ([Masdari & Hassan Hosseini, 2021](#)). According to Kjell H. Landsverk, Instagram is known as a popular and useful social media platform for sharing photos ([Rogers, 2021](#)). The application provides a variety of filters that allow users to enhance the appearance of their photos before sharing them with others ([Ramadhani, 2020](#)). From these explanations, Instagram can be generally understood as a popular social media application used primarily for sharing photos and videos. Additionally, Instagram offers digital filter features and can be accessed at any time without time restrictions.

From this description, it can be concluded that Instagram has become a popular place for personal branding. The presence of personal branding on this platform indicates that public interest in Instagram is increasing. Based on a survey conducted by wearesocial.com in 2019, Instagram users in Indonesia ranked fourth, with a user percentage reaching 80% ([Restusari & Farida, 2019](#)).

[\(Muhammad et al., 2018\)](#) explain that through Instagram, a person can be judged based on the content they share, such as images, artworks, videos, and photos. Thus, Instagram can be used as a platform for self-expression, where this process then shapes the personal branding or desired image of the user ([Restusari & Farida, 2019](#)). Users with a large number of followers on Instagram often utilize this platform as a tool to achieve fame ([Ahmadi et al., 2022](#)).

METHOD

This study employed a qualitative descriptive design to examine how Prilly Latuconsina's personal branding on Instagram reflects the construction of an independent female identity within a patriarchal cultural context. A qualitative descriptive approach is suitable because it enables the researcher to capture and interpret meanings embedded in social phenomena, particularly in digital self-presentation ([Sugiyono, 2015](#)).

The study drew upon two primary data sources:

1. Instagram content from Prilly Latuconsina's official account, focusing on selected posts and stories that align with the research objectives.
2. Survey responses from 70 Instagram users aged 18–30 who are familiar with Prilly as a public figure. These sources were chosen to provide both textual-visual data (Instagram) and audience perception data (survey), ensuring a comprehensive understanding of the phenomenon.

A purposive sampling technique was employed to ensure that participants had adequate knowledge of Instagram and Prilly Latuconsina's public personal ([Paramita et al., 2025](#)). This technique is commonly used in qualitative research to select participants who can provide rich and relevant insights ([Etikan et al., 2016](#)).

Data collection involved two stages:

1. Documentation of Instagram posts and stories, archived for analysis.
2. Survey distribution using Google Forms, which contained structured questions designed to capture respondents' perceptions of Prilly Latuconsina's personal branding and advocacy roles.

The data were analyzed using thematic content analysis, focusing on recurring patterns that reflect ([Rampersad, 2014](#)) personal branding framework (authenticity, consistency, distinctiveness, and credibility). Coding was conducted manually, enabling close reading and nuanced interpretation of both Instagram content and survey responses.

To enhance research validity, triangulation was employed by cross-referencing Instagram data with survey findings. In addition, member checking was conducted with selected respondents to confirm the accuracy of interpretations. These steps are consistent with [Lincoln and Guba's \(1985\)](#) criteria of trustworthiness in qualitative research, which emphasize credibility, transferability, dependability, and confirmability ([Moleong, 2012](#)).

RESULT AND DISCUSSION

Overview of Findings

This study finds that Prilly Latuconsina's Instagram presence constructs an empowered female identity through personal branding strategies rooted in authenticity, consistency, and distinctiveness. This is inline with ([Gehl, 2011](#)), whom stated that personal branding need authenticity and consistency. Her branding not only reinforces her status as an independent woman but also positions her as an advocate for women's empowerment in a patriarchal society. These findings align with ([Rampersad, 2014](#)) theory of personal branding, which emphasizes authenticity, consistency, and differentiation as central to building a sustainable brand. Women in society are often seen as creatures who cannot be independent, emotionally and financially independent ([Putri & Arsyad, 2023](#))

Authenticity in Self-Representation

Prilly consistently portrays herself as both a successful celebrity and an ordinary young woman who faces everyday challenges. This resonates with [\(Rampersad, 2014\)](#) argument that “*authentic personal branding is about being true to yourself, based on a genuine self-concept, values, and identity*” (p. 34). For instance, posts where Prilly openly shares her struggles with career stress and mental health reflect her effort to maintain transparency with her followers.

Survey respondents also highlighted this perception: “*She’s real and not afraid to show her imperfections*” (Respondent 23, female, 21 years old). This contrasts with [Marwick’s \(2015\)](#) findings that celebrity branding often involves “highly curated self-presentation designed to manage audience perceptions” (p. 138), suggesting that Prilly’s vulnerability functions as a distinctive strength in her branding.

Strategic Use of Instagram Features

Prilly strategically employs Instagram features such as reels, stories, and highlights to balance commercial endorsements with advocacy messages. This reflects [\(Rampersad, 2014\)](#) principle of **consistency**, which he defines as “*maintaining a reliable and recognizable message across platforms and interactions*” (p. 47).

The survey results confirm this effect: 78% of respondents described her as “self-reliant and consistent,” underscoring Instagram’s role in reinforcing her credibility and relatability to young women. Compared to other Indonesian celebrities who primarily use Instagram for promotional purposes, Prilly’s consistent messaging enhances her positioning as a role model.

Advocacy for Women’s Empowerment in Patriarchal Culture

The most significant finding is Prilly’s use of Instagram to advocate for women’s independence within Indonesia’s patriarchal society. [Suryakusuma \(2011\)](#) observes that “*patriarchy in Indonesia remains deeply ingrained, manifesting in expectations of women’s domesticity and subordination*” (p. 19). Despite this, Prilly frequently shares empowering captions such as “*Being a woman means being strong enough to stand alone when needed*”, which received over 400,000 likes.

Respondents echoed this impact: “*She motivates me to be more independent as a young woman*” (Respondent 46, female, 19 years old). This aligns with [Djafarova and Trofimenko’s \(2019\)](#) finding that influencers shape young women’s identities by presenting relatable yet aspirational lifestyles. However, unlike typical consumerist branding, Prilly’s self-presentation embodies resistance against patriarchal norms, making her case unique.

These findings demonstrate that Prilly’s personal branding extends beyond self-promotion and consumer influence, entering the realm of **social advocacy**. This adds novelty compared to prior

research on influencer branding ([e.g., Marwick, 2015; Djafarova & Trofimenko, 2019](#)), which largely emphasized commercial outcomes. By positioning herself as an independent woman advocating for empowerment, Prilly illustrates how personal branding can function as a **cultural strategy for resistance** in patriarchal societies. This highlights Instagram's dual role as both a marketing tool and a platform for gender advocacy ([Kompas.com, 2021](#)).

The study is limited by its focus on a single case and a relatively small sample of 70 respondents, which restricts generalizability. Future studies could employ comparative methods across multiple Indonesian public figures or integrate content analysis with audience ethnographies to provide a broader view of how personal branding operates within gendered cultural contexts.

CONCLUSION

This study demonstrates that Prilly Latuconsina's personal branding on Instagram operates not merely as a strategy for image management but as a form of women's advocacy within Indonesia's patriarchal cultural context. Through the cultivation of an authentic, independent, and resilient persona, Prilly successfully positions herself as both a public figure and a symbolic figure of empowerment for young women. By integrating ([Rampersad, 2014](#)) framework of authenticity, distinctiveness, and consistency, the findings reveal how personal branding on social media can transcend commercial self-promotion and become a tool for challenging gender stereotypes.

The novelty of this research lies in its intersection of personal branding and feminist media scholarship.

Whereas prior studies have treated personal branding as a professional or market-oriented practice ([Labrecque, Markos, & Milne, 2011](#)), this study shows that in the Indonesian context, branding also serves as a cultural intervention. This contributes theoretically by extending branding models into the realm of digital feminist advocacy, thereby situating personal branding as both a communicative and sociocultural act ([Banet-Weiser, 2018](#)).

Practically, these findings provide valuable insights for public figures, communication strategists, and educators. They suggest that authentic and consistent personal branding can inspire young women, offering them alternative role models of independence and agency beyond traditional patriarchal narratives. For practitioners, this underscores the importance of aligning branding strategies with values and advocacy, particularly when addressing sensitive cultural issues.

Nevertheless, the study has limitations. It focuses on one public figure, one platform (Instagram), and a specific time frame, which restricts the generalizability of the findings. Future research could compare multiple celebrities across diverse platforms such as TikTok or YouTube, or explore how male public figures engage with similar issues, thereby broadening the theoretical and cultural insights.

Ultimately, this study affirms that personal branding on social media can serve as both a strategy for individual visibility and a force for social change ([Ghaltakhchyan, 2025](#)). In Indonesia's patriarchal

society, the case of Prilly Latuconsina illustrates that authenticity and consistency in digital self-presentation can empower young women to imagine new forms of independence. As such, personal branding is not merely a communication tool, but a potential catalyst for shifting cultural narratives and advancing gender equality.

The authors declare that there are no conflicts of interest related to this research. This study was conducted independently, without any financial, professional, or personal influences that could affect the objectivity or integrity of the findings. All data collection, analysis, and interpretations were carried out with academic rigor and ethical considerations to ensure the credibility and transparency of the research.

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