

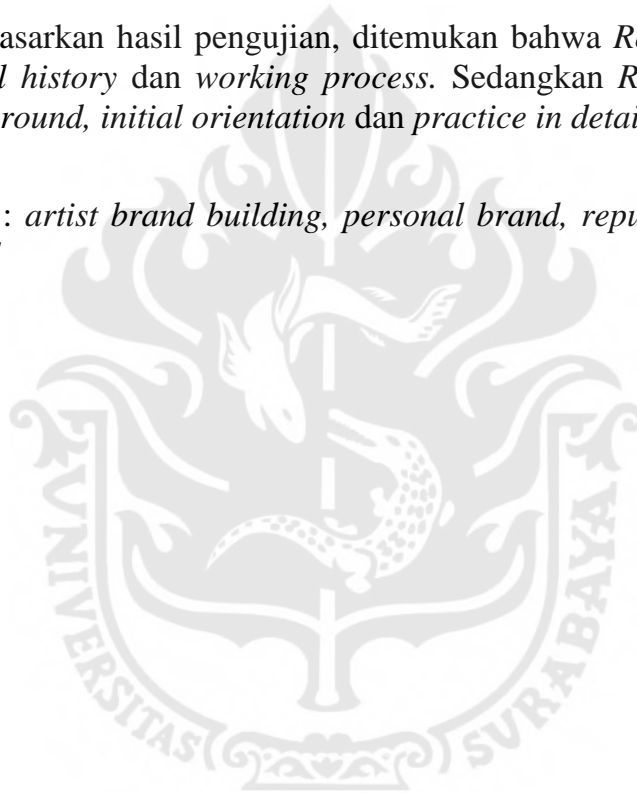
INTISARI

Penelitian ini bertujuan untuk mengeksplorasi artist brand building bagaimana seniman Makeup Artist, Fashion Designer dan Photographer membangun dan memposisikan "merek pribadi" mereka

Penelitian ini merupakan penelitian kualitatif dengan menggunakan metode interpretivism dan model penelitian naratif. Peneliti menggunakan informan sebanyak 6 yang masing-masing pekerjaan memiliki 2 perwakilan.

Berdasarkan hasil pengujian, ditemukan bahwa *Reputation* meliputi *professional history* dan *working process*. Sedangkan *Reflexivity* meliputi *artist background*, *initial orientation* dan *practice in detail*.

Kata kunci : *artist brand building*, *personal brand*, *reputation*, *reflexivity*, *artist brand*



ABSTRACT

This study aims to explore the artist brand building how artist Makeup Artist, Fashion Designer and Photographer build and position their "private brand"

This research is a qualitative research using interpretivism method and narrative research model. Researchers use informants as much as 6, each of which has 2 representatives.

Based on the test results, found that Reputation includes professional history and working process. While Reflexivity include artist background, initial orientation and practice in detail.

Keywords : artist brand building, personal brand, reputation, reflexivity, artist brand

