

## Self Branding Mobilephone Photographer in Improving Professional Image on Instagram

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### ABSTRACT

This research delves into the profound impact of technological advancements in photography, particularly with the widespread use of smartphones. Focusing on the convergence of mobile phone technology and photography, the study explores the self-branding strategy employed by mobile photographers to cultivate a professional image on Instagram. Utilizing a descriptive phenomenological method, the research highlights key strategies such as showcasing skills, improving profile quality, individualizing the brand, expanding online presence, and fostering client relationships. The findings emphasize the significance of Instagram as a platform and unveil a comprehensive process involving content conceptualization, target selection, and consistent content delivery for successful self-branding in the mobile photography realm.

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## **INTRODUCTION**

Advancements in photographic technology have become ubiquitous globally, seamlessly integrating into people's daily lives. The proliferation of smartphones has significantly expanded and simplified the realm of photography, exerting a profound influence on numerous facets of human existence. The widespread impact is evident in the prevalent trend of photographic convergence, particularly popular in contemporary times. For enthusiasts tracing the history of mobility and photography, the transformative effects of these developments are unsurprising. According to Huhtamo, (2004) a media archaeologist contends that the initial form of mobile media could be considered amateur or personal photography (Huhtamo, 2004). Its fused existence with devices connected to telecommunication networks makes it ever-present and portable wherever we go.

According to Zamroni (2020), a photographer must have a sense of photography. In this case, understanding photography has an important role in storing memory or memory. Everyone's brain has the capacity to store memories, so we need help in the form of photography so that the moments encountered can be immortalized and remembered. The profession as a photographer is very promising because none of the images escape the creativity and aesthetics of taking. A photographer must have unique, characteristic, and aesthetic works to be trusted for his quality as a photographer. As time develops, the practice of photography through smart phone cameras or known as Mobile Photography is inevitable. Mobile Phone Photography is the practice of taking photos using a smartphone camera. The presence of this new art form of mobile photography was previously doubted by some people, especially in the professional world. However, in reality, mobile photography is quite appreciated by the public. The development of these cameras has grown rapidly in recent years, with increasingly advanced capabilities, including portrait mode, auto exposure, and built-in editing capabilities. The use of smartphones in photography has become a daily routine for most people, and this opens up great opportunities for self-branding.

According to Goffman, (1958) Self-branding is the practice of promoting oneself through established methods to project a specific allure, achieved through the use of language, visuals, or actions. It entails the deliberate creation of overarching narratives and images of oneself, employing cultural symbols and images derived from mainstream cultural industries. The primary role of the branded self is essentially rhetorical, aiming to generate cultural significance and possibly tangible benefits (Hearn, A. 2008). According to Peters (1997) The individual who first introduced the concept of personal branding proposed that brands encompass more than mere inanimate objects, highlighting the idea that individuals can serve as potent vehicles for branding. The purpose of this endeavor is that as a form of self-assertion in digital intimacy and being a unique individual should be their own brand (Peters, 1997). Presently, there is a rising popularity in self-branding, with various methods and channels available for individuals to establish and enhance their personal brand. The increasing significance of self-branding aligns with the swift expansion of cyberspace in the

digital age. Notably, websites, blogs, and social media platforms are extensively utilized for the construction of personal branding (Belk, 2013).

According to Edmiston (2014) Social media stands out as the most efficient and commonly employed tool for establishing and promoting one's personal brand. The prevalence of social media and the surge in new visual technologies have transformed into a vital mode of communication for numerous individuals in their everyday routines. Social media platforms provide users with opportunities and features that promote self-expression and presentation. The concept of self-branding is facilitated through the establishment of an identity, with images serving as a significant tool. In the contemporary landscape, our surroundings are saturated with photographic images, and the utilization of visual elements proves to be a compelling means of self-communication, particularly for mobile phone photographers showcasing their work or photo portfolios. According to Latiff & Safiee (2015),

Leveraging social media platforms, particularly Instagram, for self-branding can serve as an initial step in establishing a business. This is applicable not only to enterprises but also to students, part-time employees, and individuals driven to initiate their own ventures. According to the Ministry of Communication and Information, UNESCO reported that 4 out of 10 Indonesians actively engage with social media, encompassing platforms such as Facebook, Youtube, Instagram, and Twitter (Kominfo, 2018). In 2019, approximately 150 million individuals, constituting 56% of the total Indonesian population, were social media users (We Are Social & Hootsuite, 2019; Riyanto, 2019). The majority of users fall within the 18-24 age bracket, with 15% being women and 18% men. Within this demographic, 80% are active on Instagram. Notably, in 2018, Indonesia ranked as the third-largest Instagram user globally, boasting 53 million users.

Instagram, introduced in 2010, currently boasts 90 million users who actively engage with the platform on a monthly basis, with a daily display of 40 million photos (Forbes, 2013). The introduction of this visual social networking service was spurred by the advancement in smartphone technology, which finally enabled the capture of high-quality photos, swift photo processing, and the inclusion of various effects features such as black and white effects, saturation, frames, and similar enhancements (Miles, 2013). Instagram serves as a platform that addresses emotional, cognitive, entertainment, personal integration, and social integration needs. The desire for personal integration is connected to the need for self-identity recognition. According to Chen (2018) Instagram serves three primary purposes: firstly, as a means of self-expression, creating digital albums, and seeking acknowledgment from others. Secondly, it functions as a platform for leisure activities. Thirdly, it serves as a medium for connecting with others. Instagram's features, such as sharing links and tags in photos, enable users to stay connected and capture attention from fellow users simultaneously. When posting content, users aim to generate compelling material to attract and engage other users (Zulli, 2018).

The significant impact of social media on individual self-branding cannot be overlooked, particularly on platforms like Instagram, where an account can mirror the owner's personality. This is particularly crucial for individuals with specific interests, such as influencers, content creators, models, photographers, and other professionals who provide services. Photographers, in particular, leverage Instagram to market themselves in a competitive landscape, where visibility and reputation are paramount for securing new opportunities. Establishing trust with clients is challenging, especially for novice photographers or those relying on mobile phones for photography. The use of less conventional tools is sometimes perceived as less professional or inexpensive, leading emerging and mobile phone photographers to consistently enhance their self-branding efforts. Effectively managed self-branding on Instagram has the potential to propel mobile phone photographers into the professional realm, allowing personal brands to encapsulate and convey unique qualities that set individuals apart in their respective professional domains (Philbrick & Cleveland, 2015).

Past studies have delved into the tactics employed by politicians, influencers, bloggers, and millennials (teenagers) to construct personal branding via social media. However, limited attention has been given to the specific exploration of self-branding efforts by mobile phone photographers through content posting. Hence, this research seeks to investigate the process and journey of mobile phone photographers as they establish self-branding on Instagram to enhance their professional image. The objective is to gain insights into their experiences and provide an overview of the effectiveness of self-branding efforts. Additionally, this study endeavors to contribute to the enhancement of knowledge, skills, and experiences related to the effective establishment of self-branding (Johnson, 2017). Moreover, a descriptive phenomenological approach was employed to depict the experiences of each participant in constructing personal branding according to their respective professions. Additionally, the data gathered was subjected to phenomenological thematic analysis for in-depth examination (Sundler, Lindberg, Nilsson, & Palmér, 2019).

## **LITERATURE REVIEW**

### **Self Branding**

According to Hearn (2010) Self-branding is characterized as a deliberate form of emotional and intangible effort undertaken by individuals with the aim of garnering attention, building reputation, and unlocking potential benefits. Achieving success in self-branding necessitates dedicated practice, training, and a considerable investment of time. The process is approached strategically. According to Goffman (1958) Self-branding is viewed as a form of impression management within a dramaturgical context (Cahill, 1998). The dramaturgical perspective in this context pertains to how individuals present themselves through actions, intending to communicate specific information or portray a particular image to others. This approach uses theater as a metaphor for life (Baumeister and Hutton, 1987). In this context, self-presentation is categorized into "Sincere" and "Cynical" forms. While a cynical presentation is conducted as a strategy to achieve a specific goal, a sincere presentation is aimed at

authentically reflecting the essential inner reality to the public. The concept of self-branding, commonly known as flexible accumulation, is characterized as a production approach rooted in ongoing innovation, adaptability, subcontracting, decentralized production, and just-in-time promotional mechanisms in the Post-Fordist era. As time progressed, self-branding evolved into a method of self-presentation with a specific emphasis on capturing attention and gaining cultural and monetary worth. Brands that are flexible, prominent, and culturally significant exchanged real-life experiences for promotional objectives and potential financial gains (Harvey, 1990).

According to Whitmer, (2019) Initially, self-branding was perceived as crafting a singular, genuine identity for marketing in the job market. Individuals could leverage their "Authentic Self" to establish a reputation and stay competitive. This necessitates maintaining a robust and consistent self-brand across all interactions and settings. Furthermore, the process of self-branding has the capacity to adjust according to the platform being utilized. This adjustment is rooted in an understanding of the platform's features, the efficacy of its reach, and the targeting of the intended audience (Scolere, 2018). This is evident in how individuals tailor their self-branding according to the platform, audience, and their own self-perception. For instance, on social media, studies indicate that individuals modify their portrayal depending on the specific platform (Choi et al., 2020; Van Dijck, 2013).

### **Mobile Phone Photographer**

According to Tanjung (2016) mobile phone photography is defined as the act of taking photos using a smartphone camera. With the support of the camera embedded in smartphones, anyone can take photos with good quality, and photography activities today no longer have to use a special camera, but use more cameras than the cellphone facilities used to capture daily activities. Basically, the art of photography is not only limited to tools but to the ability to record or capture various daily moments with devices that are always carried, namely mobile phones (Jarvis, 2009).

According to Burkholder (2012), a pioneer in mobile phone photography, defines mobile phone photography as the use of mobile phone cameras to create images that combine traditional photography techniques with the unique possibilities offered by mobile phone technology. Meanwhile, people who use mobile phones in photography are known as mobile phone photographers. Someone who uses a mobile phone camera to explore the world around them, capture moments, and share stories through the images they create is the definition of a Mobile Phone Photographer (Fullana, 2014). Some characteristics of a Mobile Phone Photographer include:

1. Creativity

According to Gibbs (2015) mobile phone photographer often expresses their creativity with unique photography techniques, compositions, and styles. They use their mobile phone devices as creative tools to create compelling images.

2. Flexibility

According to Johnson (2017) a mobile phone photographer has the flexibility to photograph in various situations and conditions, as their phone is always at hand. They can move from place to place with a compact device.

3. Ease of Sharing

According to Suler (2017) Mobile phone photographers often use their phone's capabilities to share images instantly through social media, mobile photography platforms, or image sharing applications. They build their networks and audiences through online sharing.

4. Visual Exploration

According to Neumark (2012) A mobile phone photographer tends to explore the visual elements in their surroundings, looking for interesting compositions, plays of light, and unique angles. They see the photographic potential around them by capturing it through their mobile phone camera.

### **Circle C**

According to Wasesa (2018), a branding consultant in building personal branding requires a positive reputation. In order to find out, a circle c method was created, which is the 5 steps of forming personal branding, including Connectivity, Competency, Creativity, Compliance, and Contribution which are circled as a form of personal representation.

1. Connectivity

Connectivity has the task of delivering competency to create a strong character. Solid connections in the form of conventional media and social media so that silent connections can create 'word of mouth' (Wasesa, 2018).

2. Competency

Related to the ability or capacity that will be highlighted, as a differentiator from others (Wasesa, 2018).

3. Creativity

The process of using new ideas to avoid saturation, attract attention, influence people, and increase capacity through innovation (Wasesa, 2018).

4. Compliance

Assessment of the suitability of personal branding with ethics, integrity, and openness, which affects the reputation and image of the individual (Wasesa, 2018).

5. Contribution

Measure reputation through the solutions offered and evaluate the ability to improve image and reputation (Wasesa, 2018).

## **METHODOLOGY**

This research uses the descriptive phenomenology method, which focuses on personal experiences that are then described or interpreted based on the experiences of participants (Padilla-Diaz, 2015; Zaeske et al., 2022). Through this method, researchers will explore more deeply how a mobile phone photographer builds self-branding in creating a professional image on Instagram social media. The objects of this research are 5 mobile phone photographers who are actively self-branding on Instagram social media to have more than 10k followers. Data collection is done through interviews and observation methods. There are also interview guidelines compiled to facilitate the structure and explore the process and meaning of personal branding for the object of research. Meanwhile, the data analysis technique uses the Van Kaam phenomenological method and the Stevick-Collaizzi-Keen data analysis method with the stages of the researcher documenting the subject's interview transcript, then recording important statements (Horizontalization), grouping meaning, textural description, structural description, and description of the essence of the subject phenomenon (Nike & Ucca, 2018).

## **DISCUSSION**

Through data analysis, the researcher found the objectives in building self-branding on Instagram and there are 5 focuses of mobile phone photographers in carrying out unique self-branding strategies as a form of effort to improve professional image on Instagram social media which include demonstrating skills, improving profile quality, individualizing the brand, expanding presence, establishing relationships with clients. In outlining these self-branding strategies, the researcher refers to Circle C Analysis and describes the types of impressions sought, relevant actions and behaviors, and associated risks in relation to each strategy (Jones and Pittman, 1982).

### **The Process of Building Self-Branding on Instagram**

According to Allison, Blair, Jung, & Boutin, Jr. (2020) self-branding with the use of social media, one of which is Instagram, is a means of publishing self-actualization that has been achieved and wants to be conveyed to the audience in order to achieve certain values. This shows that individuals can use this platform to share their achievements, such as academic, professional, and personal achievements, with the audience. Self-branding on Instagram can be a tool to convey important messages about oneself and what the individual wants to achieve. The results from interviews with a number of participants in self-branding show that the main purpose of self-branding on Instagram is related to expressing and displaying each individual's identity and personality. This is in line with previous research conducted by Park, Williams, & Son (2020), which asserts that self-branding is about communicating who you are to the world. This makes Instagram a very relevant platform for creating, developing, and expressing self-identity.

The process of building self-branding also involves the conceptualization of content that individuals do. This conceptualization is a concrete step in determining personal style and image. Conceptualization is closely related to uniqueness, which is one of the key elements in building self-branding. According to Kholisoh & Wahyuni (2017), uniqueness is the key to gaining attention and trust from others. This emphasizes the importance of creating a unique image and standing out amidst the noise on platforms like Instagram. There are 3 steps that mobile phone photography usually takes in building self-branding, including the first step, which is choosing the target audience. The second step is to create a unique content concept and an engaging content production process. The third step is to post content consistently in terms of time, frequency, and captions as additional points.

Examined more deeply based on Circle C in self-branding, there are five key elements in building self-branding mobile phone photography on Instagram, namely First, Connectivity, which emphasizes the importance of understanding the audience and developing strong connections, as expressed by Allison et al. (2020) which states that the main goal of self-branding is to achieve certain values through connections with the audience. Second, Competency, requires individuals to have competencies and expertise that provide added value to the audience. Third, Creativity, demands creativity in creating unique content that reflects the user's identity and personality. Fourth is compliance, which encourages adherence to rules and ethics in interacting on Instagram. Finally, Contribution underscores an active role in providing useful content that inspires or benefits the audience. Overall, these elements help mobile phone photographers build a strong and authentic self-image on Instagram media.

### **Self Branding Strategy**

According to Doe (2020) Self-branding helps create a strong image, differentiate yourself from the competition, and build a wide network. As a strategic effort in self-branding, a photographer must choose a photography niche. Focusing on a particular type of photography will help build expertise and create a strong identity for the photographer. Through data analysis, there are findings of 5 different self-branding strategies to increase the visibility of mobile phone photographers in improving their professional image and trustworthiness in photographing certain moments or objects. These strategies include demonstrating skills, improving profile quality, individualizing the brand, expanding presence, and establishing relationships with clients. In outlining these self-branding strategies, the researcher refers to Karen Kang's Circle C Analysis this Circle C concept is to help individuals understand the steps that need to be taken in building a successful personal brand (Kang, 2013).



### **Strategy 1 Demonstrate Skills**

According to Yunitasari & Japariato, (2013) The primary elements in constructing personal branding are skills and self-competence. Competence enables individuals to possess the necessary skills and express themselves effectively in diverse activities. When someone can demonstrate distinctive qualities in their endeavors, it results in others forming a positive perception of them. This marks the establishment of one's self-branding. The strategy of showing skills or competence here becomes the main focus in self-branding for photographers to showcase their work and build a professional image. Mobile phone photographers express their skills both implicitly and explicitly by displaying portfolios that highlight their photography skills. This can be done by sharing high-quality photos that showcase their expertise in taking pictures using smart phones.

According to Johanson, S. (2020) producing high-quality content that demonstrates superior photography skills can help mobile phone photographers attract a wider audience and build a solid professional image. Fani, a mobile phone photographer who focuses on the genre of food photoproducts with mobile phones, also expressed a similar sentiment.

"Showing our skills to others or through social media is necessary so that people know what our potential is. Especially when you have a hobby of photography or are pursuing photography. There is nothing wrong with sharing the shots so that people know the results of our work or maybe if we are lucky it can open up new fields of sustenance from people who are interested in seeing our photos".

Haydar further made a similar argument:

"Showing your skills doesn't have to be complicated. Do it from the closest thing that you can maximize for a photo, then upload it on Instagram. Sometimes from idle content, activities that we often take for granted can gradually create their own branding"

The tactic of displaying skills that are unique and stand out from others indirectly shows a separate image for mobile phone photographers. The ability to manage social media as a venue for displaying self-skills such as Fani and Haydar is able to map out a separate space for themselves in the eyes of the audience so that they are characterized by (positive) uniqueness. The position of uniqueness in the self-branding process is an important aspect of the job market and self-image market (Gershon, 2017).

### **Strategy 2 Improve Profile Quality**

According to Smith (2021) a clear and attractive profile is very important in self-branding on Instagram. Mobile phone photographers need to ensure that their profile clearly reflects their identity and skills. A good profile should include a brief description of themselves, their best portfolio, and a link to their website or portfolio. This activity specifically focuses on the act of building a positive reputation through social media specifically on Instagram. Instagram social media which was initially considered as just ordinary social media over

time converged into a powerful medium of self-promotion through uploaded content.

Improving profile quality through consistent branding can help create a strong and recognizable identity. The content uploaded on Instagram that describes the individual's self is then read by others who have business interests, collaborations, careers, or certain goals. According to Murjito, a mobile phone food photo product and Pinterest contributor, revealed:

"It used to be just a whim to post on social media Instagram and try posting on Pinterest. Even then, it was from the point of taking pictures that could not be said to be professional. But as time went by, I was consistent and finally someone was interested in using my services"

Building a strong profile should be done on multiple platforms. Just as Murjito actively promotes his work on Pinterest, Agung, who is a mobile phone photographer with the genre of Long Exposure Photography and Light Painting Photography, does the same:

"Not only on Instagram, I tried posting on Eyeem several times. It's a kind of photo selling platform, and thank God it sells well and can be a new opportunity to post works".

Promoting work on other platforms such as photography blogs, image provider platforms that open up opportunities as contributors, or collaborations with reputable photography media. This can indirectly help mobile phone photographers increase their visibility and reach a wider audience (Doe, 2018). In addition to focusing on content publication activities, researchers also found the importance of actively engaging in audience management. An activity-oriented self-branding strategy shows that there is communication with the audience and does not make the audience passive. This affects self-branding as "participatory branding" (Meisner and Ledbetter, 2020). Bayu, a specialist landscape mobile phone photographer, stated that

"As much as possible, I will always respond quickly to questions on posts or incoming DMs. Yes, the goal is to maintain good communication and indirectly it can be a form of self-branding."

Active interaction with the audience on Instagram carried out by Mobile phone photographers can be done through activities to reply to comments, appreciate support from followers, build good relationships with the audience, and improve their professional image. In line with this, social media expert Michael Brown, (2019) states that good interaction with the audience can help mobile phone photographers build stronger connections and improve their professional image.

### **Strategy 3 Individualize the Brand**

This perspective presents an appropriate strategy for differentiating oneself from hundreds of thousands of other users. A key aspect of self-branding is brand individualization, the effort to create a unique image and portray oneself in a way that differentiates from others. According to Neumeier, brand individualization is about creating an image that reflects who you are, and not just what you sell (Neumeier, 2017). This illustrates how important it is to create

a brand identity that is unique and relevant to your personality as a photographer. The brand individualization done here focuses on discovering and highlighting the uniqueness of the self.

According to Johnson, (2021) said that finding uniqueness and added value is the first step in individualizing a brand on Instagram. Mobile phone photographers need to highlight their uniqueness, such as signature photography style or unique approach, to differentiate themselves from the competition. In addition, they also need to offer added value to their audience, such as photography tips or useful visual inspiration. Fani does the same in her branding activities on Instagram:

"To get a special position in the hearts of the audience, we need to know what is our uniqueness. Then from that uniqueness that becomes the highlight of ourselves. Like I want to be judged by the image of emak-emak hobbies moto using cellphones, so the content posted is not far from activities that relate to emak-emak".

According to Mifsud (2017), brand individualization helps attract an audience that matches your values and style. This will help create a strong impression and remind the mobile phone photographer's followers. Furthermore, mobile phone photographers need to think of ways to communicate their unique values to the audience on Instagram. This can be done through the use of colors, filters, or visual themes, and consistent use of typography on each post. This will help create a strong visual identity and be quickly recognized by the audience (Smith, 2020). For example, Bayu always consistently uses the same color tone in every content post:

"I try to give my own color to every content. Temperature tone is my trademark. I usually use warm tones and cold tones."

It will indirectly create a strong impression and remind followers about the photographer's brand. According to Smith (2020), the activity of building a strong brand individualization requires consistency, persistence, and effective communication with the audience. So that branding activities are not only done once and in an instant.

#### **Strategy 4: Expanding Presence**

This strategy refers to how mobile phone photographers attempt to expand their presence. One strategy is to build a strong portfolio. In addition, using the right editing techniques can also improve photo quality and create a consistent visual identity. The activity of expanding this presence refers to active involvement in online and offline activities. Relevant activities carried out online can be maximally utilized by various features on Instagram to expand the range of access. One of them is choosing the right hashtag. According to Bullock, (2020) Hashtags are a window to your content. A similar opinion was also expressed by Agung:

"The power of hashtags is amazing. Our content will have a lot of reach and I felt the benefits myself until I was invited to collaborate with several well-known brands"

Talking about strategies to raise awareness of availability and skills. For example, Hermawan mentioned how he likes to follow people on the social networking site Instagram which can expand his presence and open up new opportunities to find potential projects:

"I follow a lot of people back on Instagram with similar fields of expertise to connect well on social media"

Besides interacting with the community, by following and participating in relevant discussions, a mobile phone photographer can expand their network and gain new insights. By interacting with relevant photography communities, they can build strong relationships, increase their brand visibility, and gain recognition from a wider audience (Smith, 2020). Clarifying this opinion, Murjito, who joined Samsung Member Star, stated: "The community is a great source of inspiration, connection and motivation".

On the other hand, it is not only necessary to be active in a community, but a mobile phone photographer also needs to utilize the collaborative content feature. Mobile phone photographers can use the Collaborative Content feature on Instagram to expand their presence. By collaborating with other photographers, they can create unique and engaging content and reach new audiences. Collaboration with influencers or popular accounts can also help increase their brand exposure on Instagram (Doe, 2018). Bayu for example revealed:

"Collaboration is important and necessary. Apart from being a place to share, photo hunting with photographers has its own uniqueness, expanding relationships by meeting new people, and being a momentary relief from boredom."

Through the research conducted, it was found that with the right self-branding strategy a mobile phone photographer can improve his professional image on social media and expand his presence both online and offline.

### **Strategy 5: Establish Client Relationships**

According to Jobs (1997) a mobile phone photographer must start with the customer and work backward to the technology. One cannot start with the technology and expect to push it to the consumer. This suggests approaching the client first before developing a photography technique or style. A close relationship with the client can be the basis for understanding the individual's needs and providing the expected service. Haydar says based on his experience in mobile phone photography for the past 4 years:

"Maintaining a good relationship with clients is enough to give maximum results in a faster time. The rest is effective communication consider the client as a friend and position yourself like them".

According to Patel (2022), communication is key. Listening carefully to clients, exploring their wants and needs, and providing helpful feedback is the best way to start. To achieve this requires understanding the client's expected content goals. Working with clients to plan a shoot or photography project is an opportunity to explain what they want and how you can help them achieve those goals.

In addition, don't forget to take advantage of testimonials and reviews either through Instagram or other social media. A similar activity is carried out by Hermawan where he always asks for post-production feedback on the projects he works on.

"Testimonials are important to me. Apart from being a benchmark for assessment, it can also establish its own emotional closeness with clients".

According to Doe (2018), utilizing the testimonials and reviews feature on Instagram can be an effective tool for building trust with clients. Mobile phone photographers can ask satisfied clients to provide positive testimonials or reviews about their experience working together. Displaying these testimonials and reviews on profiles or posts can help reassure potential clients about the quality of services provided. Indirectly engaging with clients can send a message of greater satisfaction and open up relationships with clients.

Based on the 5 strategies that have been described, if analyzed more deeply using Circle C Analysis, the results of the classification of self-branding strategies that have been carried out are found as follows:

### 1. Connectivity

This perspective found 2 strategies that mobile phone photographers have used to improve connectivity. These activities can indirectly provide tremendous benefits in improving the professional image of mobile phone photographers in the eyes of the public. These strategies include:

- Skill Demonstration Strategy

Mobile photographers use their skills to build strong relationships with audiences. They communicate well, listen to clients' needs, and actively interact with their followers.

- Strategies to Improve Profile Quality

Building a strong profile is a way to connect with the audience. They make sure their profile clearly reflects their identity and skills.

### 2. Competency

The results of the analysis from this perspective found that there are 2 types of strategies that have been carried out by mobile phone photographers that focus on highlighting their abilities and self-competence, including:

- Skill Demonstration Strategy

Mobile photographers highlight their photography skills through high-quality uploads. This shows their competence in taking pictures.

- Brand Individualization Strategy

Creating a unique personal brand differentiates them from competitors and highlights their specialized competencies.

### 3. Creativity

This perspective focuses on the creative process carried out by mobile phone photographers in improving self-branding and self-improvisation activities. There are 2 strategies carried out by mobile phone photographers that fall into the realm of creativity perspective analysis, including:

- **Skill Demonstration Strategy**  
Mobile photographers create creative content that showcases their photography skills. They combine creativity with competence to captivate audiences.
- **Brand Individualization Strategy**  
Highlighting your uniqueness and creating a creative visual identity is an important part of brand individualization.

#### 4. Compliance

Analysis in this perspective is the basis for conformity between norms, ethics, privacy, publication, and reputation on Instagram social media. There are 2 strategy activities that fall into the realm of this perspective that have been carried out by mobile phone photographers, namely:

- **Strategies to Improve Profile Quality**  
Mobile phone photographers should ensure that their profiles adhere to Instagram guidelines and reflect their identity positively.
- **Strategies for Expanding Presence**  
Utilization of hashtags and other Instagram features ensures adherence to best practices in expanding their presence on the platform.

#### 5. Contribution

This perspective indirectly acts as an observer's perspective of the activities that mobile phone photographers have carried out in increasing self-branding on Instagram social media. There are 2 strategies that act as benchmarks for solutions and evaluations in improving self-image, including:

- **Skill Demonstration Strategy**  
Mobile photographers add value to the audience by sharing photography tips and visual inspiration.
- **Strategy to Expand Presence**  
Through collaborations with other photographers and contributions in the photography community, they make a positive contribution to their audience.

### **CONCLUSIONS AND RECOMMENDATIONS**

Through data analysis, we found that the process of building self-branding involves conceptualizing content, selecting targets, conceptualizing unique content, and consistency in posting content. Instagram is a relevant platform to achieve these goals. In order to build a professional image through self-branding on Instagram, mobile photographers use five main strategies. First, they highlight their photography skills to communicate their competence. Second, they ensure their profiles clearly reflect their identity and skills. Third, photographers seek to create a unique personal brand, differentiate themselves from competitors, and highlight their special competencies. Fourth, they utilize various features on Instagram to expand their reach and visibility. Finally, they build close relationships with clients through effective communication and positive testimonials. By implementing these strategies, mobile photographers

can achieve success in their self-branding on Instagram and build a strong image in the digital world.

### ADVANCED RESEARCH

Suggest in-depth research regarding mobile phone photography personal branding strategies with a focus on developing visual consistency, interaction with the audience, and utilization of mobile editing applications. Identify creative and consistent characteristics that need to be emphasized to build a strong and memorable brand identity in the eyes of the public.

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