

DOCTOR TIRTA’S BRANDING AS AN INFLUENCER IN THE TELEMEDICINE PROGRAM

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ABSTRACT

New media presents social media as a medium for interacting, collaborating, sharing, communicating, and forming social bonds with other users. During the COVID-19 pandemic, influencers used new media to socialize Covid-19 prevention and build personal branding. Dr. Tirta is an influencer in building personal branding with the telemedicine program he created. Telemedicine has received a lot of positive responses from the public. This research aims to determine the personal branding of Dr. Tirta as an influencer in the telemedicine program. The theory used in this research is Montoya's eight Personal Branding theories. This research uses a qualitative method with a descriptive approach. In collecting data using observation techniques, in-depth interviews with telemedicine patients, Dr. Tirta, and documentation. The research results show that Dr. Tirta has described eight personal branding concepts from Montoya. The specialty of Dr. Tirta is different from the concept of personal branding in general. Dr. Tirta does not focus on one unique skill. He has two skills, namely, in business and health. Apart from that, Dr. Tirta is an eccentric appearance characterizes, and his way of speaking seems blunt. Its consistency and determination in educating the public regarding health on social media with attractive packaging also give a positive impression.

Keywords: Influencer, Personal Branding, Telemedicine

INTRODUCTION

Technological developments are occurring very rapidly, which then indirectly shapes society as recipients and users of information. Currently, the role of social media is crucial in disseminating information to the public. The Ministry of Communication and Information revealed that it is one of the countries with the fourth largest number of internet users in the world, with users in Indonesia reaching up to 202 million people or 73% of the total population of 274 in 2020.

The increase in internet users makes it easier to disseminate information quickly. The internet, as part of a new medium for communication, is currently at a higher and more varied level of usage, namely Web 2.0 compared to before, namely Web 1.0. Al-Rahmi & Zeki stated that the mode of communication in using the internet results in the flow of world information becoming seemingly limitless, one of which is social media (Khairil, 2018).

Social media is one of the functions of internet features. Social media users can represent themselves and interact, collaborate, share, communicate with other users, and form social bonds virtually (Nasrullah, 2017). In Indonesia, the social media commonly used include Instagram, YouTube, TikTok, WhatsApp and Facebook. Social media has given rise to and facilitated new communication methods through influencers.

The emergence of the COVID-19 pandemic has become a critical challenge for public health. Various government efforts have been made to provide policies to break the chain of the positive spread of COVID-19. Influencers are an alternative step in educating and disseminating information that the public needs during this pandemic. An influencer is someone who has many followers and has influence on social media. During this pandemic, influencers have an essential role in educating their followers. The dissemination of information by influencers via social media provides an understanding of the dangers of

COVID-19. Influencers can provide information as material for socialization and mitigation of this pandemic situation. This dissemination can take the form of photos, videos, or education through writing on social media.

Influencers must have good communication skills, be able to arouse sympathy from the audience and be able to persuade. Apart from that, an influencer must be able to introduce good personal branding. According to Montoya, personal branding is a process of forming public perceptions of a person's aspects. These aspects are in the form of personality, abilities, or values and how these stimuli give rise to positive societal perceptions, which can be used as a marketing tool (Rampersad, 2008).

Building a personal brand will ultimately create a representation of the figure presented in the media. Personal branding has become urgency for every individual at this time (Awallina Yusanda, 2021). People will know and remember the influencer through symbols or characteristics that make people trust the influencer. In personal branding, an influencer must be consistent and needs a solid character to form a good personal brand. With good personal branding, people will be interested in following.

Doctor Tirta Mandira Hudhi, commonly known as Dr. Tirta, is a doctor officially partnered with the National Disaster Management Agency (BNPB) as an influencer of the COVID-19 pandemic in Indonesia. Dr. Tirta is a medical doctor who graduated from Gadjah Mada University. Besides being a doctor, he is also an entrepreneur in the fashion sector, especially shoes. As an influencer in today's digital era, personal branding has become a common thing to do (Afrilia, 2018).

On his Instagram with the account name @dr.tirta, as of October 21, 2023, he has 2.5 million followers. The blue checkmark on his Instagram also proves that Dr. Tirta is influential. Besides his Instagram, Dr. Tirta is active on social media such as Twitter, TikTok, and YouTube. Until October 21, 2023, Dr. Tirta has 513.800 followers on the Twitter account @tirta_cipeng, 761.100 followers on the TikTok account @tirtacipeng and 749.000 subscribers on the Tirta Pengpengpeng YouTube account to share his educational videos. Social media is a way for today's young people to form their self-identity (Afriluyanto, 2018).

Doctor Tirta is an influencer who consistently uploads content regarding health education related to COVID-19 on all his social media. Usually, the function of an influencer is used as someone who can introduce products or services, but in this case, Dr. Tirta, as an influencer, helps provide positive information. This is close to the personal branding built by Dr. Tirta, which can inspire and influence how followers think, including providing helpful education.

In helping the government prevent COVID-19, Dr. Tirta uses various methods to educate the public by creating activities accompanied by the hashtags #SUARATIRTA, #TIRTAPRAKTEK, and #TIRTAGAS, especially in his YouTube social media uploads. In these activities, Dr. Tirta provided various insights regarding COVID-19, apart from discussing the differences between dengue fever, typhus, and the common cold. Additionally, Dr. Tirta discussed anosmia, various respiratory diseases, education about vaccines, and various other health education. In every upload, many people feel the benefits of this education. The comments column was full of questions from the public and praise thrown at Dr. Tirta for the explanation.

Content created by Dr. Tirta is not only based on his personal opinion but also represents agencies or institutions. Dr. Tirta was directed and coordinated with the Public Communications Team of the National Task Force for the Acceleration of Handling COVID-19 at that time, primarily to provide education on preventing COVID-19 to the public. Dr. Tirta provides educational content through research so that the information the public receives is right on target. Before writing a caption and uploading a photo or video on Instagram, the impact on followers on Instagram social media is the thing to pay attention to (Alam, 2020).

Then, the program that many people pay attention to Dr. Tirta uploaded on his Instagram social media, the Telemedicine program with Dr. Tirta, and there are unique features for COVID-19 patients who are self-isolating. Telemedicine is defined as long-distance health services using information technology to provide consultation and patient care (Rika Andriani, 2023). A doctor uses new media communication technology to serve patients far away from the doctor. In the telemedicine program, Dr. Tirta provides free consultations without paying the patient a penny. The consultation is via a short message application number for the entire community and can be accessed anytime.

Utilizing telemedicine using the WhatsApp short message application can help patients online and faster. WhatsApp is a social media that can be used via a smartphone application that allows users to send messages and other media types such as videos, voice messages, and photos. Dr. Tirta collaborated with his place of work, namely Kartika Hospital, and collaborated with Dompot Dhuafa as a form of collaboration. As a doctor, Dr. Tirta is tasked with providing consultations with patients, while Kartika Hospital manages

the pharmacy. If the patient cannot afford to pay for the medicine, the patient will be assisted by Dompot Dhuafa.

The telemedicine function has become a mainstay for the public in seeking information regarding healing from the illnesses they are experiencing. Consult a doctor and buy the medicines people need without having to do activities outside the home. As in the podcast on Deddy Corbuzier's YouTube channel, uploaded on September 5, 2021, Dr. Tirta revealed that if his consultation was given a fee, it could generate almost 42 billion rupiah. This is because every day, Dr. Tirta consults with thousands of patients. This is quite an interesting reason why many people consult with Dr. Tirta, even though the government first made the same program. Adequate digital health literacy, in general, will direct you to quality and trusted sources of health information. (M. N. Nu Htay, 2022).

On social media, Instagram @dr.tirta uploads many testimonials from his consultations with his patients via WhatsApp. Apart from that, in uploads regarding the program, there was much enthusiasm from Dr. Tirta interacting via the comments column on his Instagram account. Dr. Tirta built his branding as a COVID-19 pandemic influencer well. The telemedicine program he created was successful, as evidenced by the many expressions of thanks from people who had consulted with him flooding Dr.'s social media accounts. It is interesting to learn whether the personal branding built by Dr. Tirta made people interested in telemedicine with Dr. Tirta.

The critical role of establishing communication in a telemedicine program must be managed well because communication is fundamental for an individual, relationship, group, organization, and society. After all, communication connects the line between humans and the world (Vanesha Angelika, 2019). If humans do not communicate, they cannot create and maintain relationships with others in groups, organizations, and society.

Communication can be seen from two aspects: the etymological and terminological understanding of communication. Etymology is communication that occurs when the people involved in it have the same meaning regarding something being communicated so that it is communicative. Meanwhile, the terminological definition is conveying a message to another person to change attitudes, opinions, and behavior directly or indirectly (Z. F. Nurhadi, 2018). According to Robbins and Coulter, there are four communication functions: behavior control, motivation, emotional expression, and an information center. The hope is that communication can affect or impact the communication.

Communication effects are situations caused by the communicator's message in the person communicating (S. Susriyanti, 2019). The influence of this communication is in the form of psychological influence, which is divided into three parts. First is cognitive influence, which impacts someone's understanding of something. This means that communication functions to provide messages or information. The second influence is affective, namely that using the message conveyed, there is a change in feelings and behavior. The third is conative influence, namely impacts in the form of behavior and actions (Soyomukti, 2017).

One of the practices is persuasive communication, which, according to Larson, communication occurs with equal opportunities to influence each other, inform the audience about the purpose of persuasion, and consider the audience's presence (Putri, 2020). Also, persuasive communication can influence a person's thoughts and actions and the activity relationship between the communicator and the communicant. In this case, the communicator tries to influence the communicant's behavior through hearing and sight (A. Amalilah, 2020). Furthermore, according to Bettinghause, for communication to be persuasive, it must contain conscious efforts by individuals to change the behavior of other people or groups of people by conveying several messages (Soemirat, 2017).

In the current era of new media, persuasive communication can be done without having to meet face to face but via social media. In this case, delivery can be done in writing, orally, or both. Communicants can send and receive information to communicants in large numbers so that the communication process of sending social information can achieve targets in large numbers effectively and efficiently. So, it is natural that in an activity, a communicator chooses new media to distribute information. Apart from that, according to Vivian, new media is media that is synonymous with high-tech media that encourages innovations. (Dimas Prasetya, 2022).

Several factors support persuasive communication, especially in conveying information using new media so that it runs effectively. Persuasive messages can be effective if they carry out target analysis before the persuasive message is delivered, the message conveyed by the communicator must be clear, and the communicator must continue to respect differences in the communicant, maintain and increase target motivation, have realistic goals, understand individual differences, understand information, understand on the target's complexity in responding to the message and understanding the facts.

In persuasive communication, being persuaded by facts alone will not work for the audience, but norms, culture, personality, and other factors must also accompany it. A communicator must accept that the audience can accept, doubt, or even oppose what he conveys, even though the communicator considers it trustworthy for persuasive communication to be effective. So persuasive communication has an essential role as an effective communication technique so that the audience can accept the information the communicator conveys. The use of persuasive communication can change the attitudes and behavior of the audience because persuasive communication is a suitable method for engineering compliance in changing an audience's behavior or attitude.

In the case of persuasive communication, communication media is a support so that persuasion can be effective. The media used are varied, one of which is new media, defined by Mondry as media with an internet network connection, technology-based online media, functions flexibly, and has the potential to be interactive both privately and publicly (Norhabiba, 2018). In this case, new media have a relationship with each other, then access individual audiences as recipients and senders of messages, interactivity, various functions as open characters, and ubiquitous nature.

The presence of new media makes it easier for audiences to communicate and obtain information or data. According to Nicolas, people's interest in using new media is based on the features brought by the new media, one of which is increasing the speed of data flow as the basis of interaction (Khairil, 2018). The main characteristics differentiating new media from old media can be seen through user interactions and reactions to sources.

Furthermore, new media is media that uses the internet, technology-based online media, has a flexible character, has interactive potential, and plays a private and public role. McQuail grouped new media into four types, including interpersonal communication media, such as telephone and electronic mail; interactive play media, such as games on the internet; information search media in the form of portals to obtain data; and collective participation media, such as the use of the internet to exchange data, opinions, and experiences. Moreover, they carry out relationships via computers where their use is not just a tool but can also generate affection and emotions (Pramono, 2021).

In new media theory, Levy has a new view of social interaction created by new media in the form of the World Wide Web, which is an open, flexible, and dynamic data area, so that it can enable humans to develop new knowledge orientations quickly and participate in the democratic world of society. Mutual sharing and granting of power that is more interactive and based on the audience (Y. Stellarosa, 2018). This includes users in virtual space being able to communicate with each other, person to person, person to many, and many to many. This means that new media can become a space for interaction with little distance and time limitations.

In this research, the use of new media in the telemedicine program is a medical service from a distance where the use utilizes information and communication technology such as telephone, video calls, internet sites, or other sophisticated tools as a development of new media. Then, the use of the WhatsApp short message application as a medium for communication is also part of the use of new media.

As time goes by, the dynamics of new media present influencers who continue to become famous. Experts regarding the meaning of influencers express various opinions. As stated by Truten, influencers are people who can see other people as sources of information and then create a strong communication network, thus influencing other people's decisions to use their products in the form of goods or services (Hartanti, 2018). Meanwhile, according to Bruns, an influencer is an activist with a good image, influences something, is a thinker, and is a trendsetter for his followers (Sari Anjani, 2020). Currently, an influencer not only markets products or services but can take the form of useful educational information for the public. Most influencers are celebrities, industry experts, and content creators active on social media.

In this era, an influencer is a person who influences social media. A person or figure on social media with a large or significant following and what they say can influence the behavior of their followers is called an influencer (Novi Tri Hariyanti, 2018). One of the characteristics of an influencer is having many followers on their social media. Apart from that, someone can be an influencer with unique skills, skills, or content that can inspire their followers. Influencers are considered credible, trusted, and easy to reach because interaction can occur (L. W. Evelina, 2018).

Influencers are experiencing a significant increase in their collaborations with companies and government institutions. Most influencers fall into the categories of celebrities, industry experts, thought leaders, bloggers, or content creators. Most influencer activities are intertwined on social media, especially with micro-influencers. Industry experts and thought leaders such as journalists can also be considered influencers and hold essential positions for news brands, on celebrities with a field to play. However, their

importance as influencers has declined. An influencer generally has three leading roles. These roles include informing, to persuade, and to entertain.

The presence of influencers can be a quick step when you want to influence the general public. Influencers play a central role when providing positive information because influencers do not only act as someone who introduces a product. Influencers have a prominent position in using social media to express themselves and build communication aimed at influencing their followers so that their followers can follow or do what they say.

Influencers are also synonymous with personal branding, which is a strategic process of managing how other people perceive themselves and managing that perception strategically to help achieve the goals they have designed. Apart from that, a personal brand can also be defined as an individual's self-identity, which can create emotional reactions in other people towards the qualities and values of that individual. Even in this era, personal branding is significant for every group. In personal branding, you must first identify unique, relevant, and exciting things about the individual so that you can improve the individual's career or business.

Personal branding requires ideas, ideas, or activities that can be shared via the internet, especially social media. Just like personal branding, public relations can be defined as all forms of planned internal and external communication between an organization and its audience to achieve a specific goal based on mutual understanding (Frank Jefkins, 2018). By using social media when forming solid personal branding, you can create confidence for your followers. Furthermore, with personal branding, a person wants to be accepted by the public as intelligent, friendly, and morally sound.

To achieve this goal, a person must have tactics to help him achieve his goal. Tactics for achieving solid personal branding can use impression management tactics, which generally include ingratiation, intimidation, self-promotion, exemplification, and supplication. When combined with powerful tools, personal branding can lead to peak performance and create a stable basis for reliability, credibility, and personal charisma, including authenticity, integrity, consistency, specialization, authority, distinction, relevance, visibility, persistence, good deeds, and performance. Improve yourself for better performance because performance is important after someone's branding is known.

Meanwhile, according to McNally and Speak, the basic things that are characteristics and must be paid attention to when designing a good and robust personal brand consist of three things, namely authenticity, relevance, and consistency (Karina, 2020). Furthermore, the function of personal branding is to create an attractive and prominent perception to differentiate one individual from another. Perceptions embedded and maintained in other people's minds are called personal brands (Haroen, 2014). Personal brands created by individuals are prohibited from being deceptive and derogatory because a solid personal brand must represent the person's character and be built based on the individual's values, strengths, and weaknesses. According to Montoya, the eight main concepts of personal branding are the basis for forming a solid personal brand, including specialization, leadership, personality, difference, visibility, unity, constancy, and good name. (Haroen, 2014).

Forming personal branding is essential for a person because it can increase self-confidence, credibility, and quality of the individual to impact the individual positively. This aligns with the aim of personal branding, namely creating a positive and different audience perception of the individual. Having a personal brand different from others is very important so that the public quickly remembers it. To create a good and robust personal brand, the eight main concepts of personal branding must be consistently understood and applied well: specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill.

METHOD

This research uses a descriptive method with a qualitative approach. This research is based on the philosophy of postpositivism, used to research the condition of natural objects where the researcher is the key instrument, data collection techniques are carried out using triangulation, data analysis is inductive qualitative, and the results of qualitative research emphasize the meaning of generalizations (Sugiyono, 2019). The data obtained in this research came from field observations, direct interviews, and documentation data.

Determining the data source uses a purposive sampling technique where research informants are determined according to considerations. There were ten informants, with the criteria for informants being telemedicine patients. Dr. Tirta, who has problems related to COVID-19 and its symptoms, interacts in the comments column on Dr. Tirta's Instagram, admitted that he had done telemedicine. Dr. Tirta has been an Instagram follower of Dr. Tirta for at least three months from the interview, and the informant is a patient aged 20 – 60 years.

This research was analyzed using interactive qualitative analysis methods in conducting qualitative research data analysis, starting from data collection, data reduction, data presentation, and conclusion. These four stages are not linear but cyclical in an interactive work structure. This method collects various data until finally, data is presented that is complete, coherent, and logical.

RESULTS AND DISCUSSION

The role of telemedicine in the public health system, which uses electronic communications in making referrals for specialized care, helps connect patients and primary hospitals with treatment clinics in remote areas and can improve collaboration between specialist doctors and referring nurses. Telemedicine is a medical service from a distance that utilizes information and communication technology such as via telephone, video conference, internet sites, chat media, or other media. The communication that occurs in telemedicine is between doctors and patients, as well as between health workers such as general practitioners and specialist doctors. Telemedicine is a digital technology breakthrough in the health sector that functions to help families care for their members.

In its implementation, telemedicine can be carried out with two concepts, namely in real-time, which requires the presence of both parties at the time of communication, and store-and-forward, where telemedicine does not require the presence of both parties at that time because medical data is collected which is then sent to the doctor and then evaluated offline. When conducting telemedicine, a doctor will utilize information and communication technology, one of which is the social media WhatsApp. The use of WhatsApp in telemedicine aims to maximize patient service quickly. This is because a small smartphone will always be within a doctor's reach, such as in his pocket or bag, making it more helpful for the doctor's work. The use of telemedicine means that distance and time, as well as limited human resources, are no longer obstacles to providing health services.

To provide health services and build a personal brand, it is necessary to pay attention to everything attached to a person. Personal branding can be used as a form of self-image so that people know and trust it more easily. Dr. Tirta uses personal branding to introduce to the public about himself as an influencer, entrepreneur, and doctor with a pleasing personality and competence. Personal branding built by Dr. Tirta makes the public accept and believe in the values and qualities of Dr. Tirta so that people want to do telemedicine with Dr. Tirta. From the interview studies and observations that have been carried out, researchers obtained several findings related to Dr. Dr. Tirta.

Specialization

Dr. Tirta has two professions, namely, a doctor and an entrepreneur. He has expertise in health and business, and several informants acknowledged this. Specialization built by Dr. Tirta can be seen from his education regarding health and business on various social media platforms. This was conveyed by Hanifah Hadi, a follower and telemedicine patient, Dr. Tirta,

"Know Dr. Tirta from Instagram, who I see likes providing education from the pandemic's start. Know information about COVID-19 and developments from him. Quite vocal in voicing health protocols. Apart from that, I saw that Dr. Tirta is also an entrepreneur. He has a shoe-washing shop with many branches."

His role as an influencer and doctor was also conveyed Dwi Endah said,

"Doctor, as far as I know, Tirta is a doctor. He often posts about COVID-19. Nevertheless, what I see on social media is that he is often an influencer related to various educational matters ranging from health to business. He is a cool doctor for me because he can be a doctor and a businessman simultaneously."

The public knows more about Dr. Tirta, a doctor who always provides information about health to the public. Dr. Tirta's support for the community has been visible since the COVID-19 pandemic, such as creating a telemedicine program or free online consultation for people who are implementing self-isolation. This shows that there are better benchmarks for gaining trust from society than specializing in someone who only focuses on one point. Trying various fields or specific skills helps people's attention. Doctor Tirta proves this by having two responsibilities as an entrepreneur and a doctor. Even though at the beginning of Dr. Tirta, during the pandemic, people doubted his competence, Dr. Tirta proved his abilities to gain the community's trust.

Leadership

The presence of Dr. Tirta as an influencer and doctor in providing education about COVID-19 benefits the community amidst the confusion regarding this pandemic. Society needs a leader who can provide clear direction regarding the COVID-19 pandemic, especially those related to the medical field. Erry Setyawan also conveyed that Dr. Tirta can guide the younger generation to be more aware of this pandemic,

"He is not only a doctor but also a mentor or motivator for young people to be more aware of the COVID-19 outbreak in Indonesia."

A leader not only has to be able to invite and give direction. However, a leader must also have good credibility. If the credibility they build is good, then people will more easily trust the leader. Whatever the leader says, the public will believe it and assume that the leader has mastered his field. Chirsta Nuansa Dini said that she saw that the credibility built by Dr. Tirta was acceptable,

"The credibility of a Doctor, in my opinion, there is no need to doubt. In the art, Dr. Tirta does not half-heartedly provide information about COVID-19. Even if someone breaks or violates the rules, he firmly and bravely reprimands them. Besides the COVID-19 case, Dr. Tirta also often provides education about other diseases, which is very useful. He has carried out his duties as a doctor and influencer simultaneously."

The results of research in the field show that the credibility and advantages possessed by Dr. Tirta made people want to follow the directions given by Dr. Tirta, especially in preventing COVID-19. These include recommendations for implementing health protocols and vaccinations. Apart from that, Dr. Tirta proved his leadership by directing people, especially those who were self-isolating, to take part in the telemedicine he created. Every day, hundreds to thousands of people consult with Dr. Tirta via telemedicine.

Personality

Personal branding must be based on a good personality. Good personality here focuses on the personality as it is. Not only is he a good personality because of the advantages that Dr. Tirta has, but also its shortcomings, which make other people like it. As did Dr. Tirta in conducting telemedicine with his patients, Dr. Tirta displays a figure who is to the point. This was expressed by several patients who had done telemedicine with Dr. Tirta. One of them is Dwi Endah, who said,

"It is good. If someone needs him, he will be more caring. So he did not mince words. If it has been answered, it has finished."

In the same context, Intan Putriyana said that Dr. Tirta has a to-the-point personality. Dr. Tirta will only answer questions related to health consultations. Likewise, Lidya Indah Lestari said, she also said that Dr. Tirta has a to-the-point personality,

"Just to the point, I did not have many conversations with him. Because many people consult with him, the reply is immediately as it is."

Although Dr. Tirta has a to-the-point personality when conducting telemedicine with his patients, this is not a problem. When sick, patients need a fast and responsive response. Apart from that, Dr. Tirta is also considered a humble person. Even though, in terms of appearance or speaking style, he seems to have an angry nature, this is inversely proportional to his personality.

In consulting with his patients, Dr. Tirta also uses informal language. This is very different if we consult with a doctor in general. Even Dr. Tirta often uses informal language. The findings in the field show that Dr. Tirta has imperfections in communicating with his patients because his personality does not like to mince words and is often frank. In general, a doctor will communicate more with patients and encourage them so that the patient recovers quickly. This assumption proves that personal branding describes an individual's personality, which has many aspects, not only the strengths but also the weaknesses of the individual.

Distinctiveness

A strong impression stored in people's minds is essential in personal branding. Being different and unique will give an impression that will then quickly get attention from the public. Dr. Tirta, in building his branding, displays things that are impressive to the public, such as his speaking style, appearance, and even his thoughts. He is also known as a multitalented figure, his profession as a doctor and businessman simultaneously impresses many people. As stated by Maria Eka Saputri, who said,

"Dr. Tirta is known to be unique. Apart from being a doctor and influencer, he is also an entrepreneur. He is humble and not shy. From how he speaks, he is already famous like that, from his body posture, he is already famous."

The informal delivery makes it easier for the public to accept the information conveyed by Dr. Tirta. Other doctors, when providing information, usually use scientific language that ordinary people do not easily digest. However, Dr. Tirta uses languages that are readily accepted by the public. As said by Artha Valentina, the language conveyed by Dr. Tirta makes it easy to understand what the sentence means,

"He conveys information using language that is very easy for me to understand, so he uses his informal language style."

On his Twitter social media account, Dr. Tirta often makes quite harsh criticism of the government. These criticisms are based on the interests of society. This also dispels public opinion regarding rumors

that the government endorses Dr. Tirta in handling COVID-19. Dr. Tirta is a figure who is brave enough to express his thoughts and is not awkward in sharing his opinions. As an influencer who is officially partnered with the government, Dr. Tirta is quite vocal in criticizing government policies if they are deemed to be less effective. Not infrequently, Dr. Tirta also criticized public figures on social media who committed violations, especially during the pandemic. This is what makes Dr. Tirta have a more substantial and different appeal compared to other doctors.

Visibility

Doing things with consistency is an effective personal branding strategy. The more consistent the individual is in doing something, the more recognized he will be by society. Dr. Tirta, as an influencer, is always consistent in publishing, one of which is related to education on preventing COVID-19 and other health issues. This was conveyed by his follower on Instagram, namely Erry Setyawan, who explained that Dr. Tirta is still consistently educating the public regarding health aspects,

"Until now, we are still consistent in providing exposure and education related to health. Not just COVID-19 but everything related to the medical world."

The consistency carried out by Dr. Tirta as an influencer is to always regularly share their activities on social media. Dr. Tirta always uses every opportunity to be visible in society, and this method is successful. Having many followers on social media makes Dr. Tirta known as a doctor and entrepreneur who is active on social media. He actively publishes his activities at all times, both through the Instastory feature and the feed feature in the form of photos, writings, and videos on Dr. Instagram. Tirta.

Another opportunity that Dr. Tirta has for consistency is that he uses his abilities to share health and business knowledge with the community. Several government events and celebrities often invite Dr. Tirta to give talk shows and seminars. He did this to become better known to the public and ultimately form a personal brand for himself. Apart from that, Dr. Tirta also has a consistent nature in what he has conveyed. When he believes in something, then Dr. Tirta will still believe in it. Dr. Consistency Tirta is often at odds with this policy. From the results of research in the field, this consistency is what makes people still know Dr. Tirta and ultimately form a personal brand for himself.

Unity

An influencer is vital in inviting people to do something good and beneficial for those around them. Behavior in everyday life and on social media must be appropriate so that people can trust the influencer. Likewise, Dr. Tirta, in building his branding, always tries to create synergy between his daily life and himself on social media. As Artha Valentina said in an interview,

"He always follows health protocols. Always remind us to wear masks, keep our distance, and wash our hands following what the government has recommended."

In his social media, Dr. Tirta is like on Instagram, which always publishes his activities while adhering to strict health protocols such as exercising, praying outside the home, or other activities. Strict health protocols will prevent the body from being susceptible to the COVID-19 virus. In this aspect, personal branding is built on the unity between personal life and the values and behavior determined by personal branding. Dr. Tirta, as an influencer who educates the public regarding preventing COVID-19, proves this unity through social media and his behavior in everyday life. Dr. Tirta is under his instructions to the community.

Persistence

Building a personal brand takes a long time. The individual must be persistent in the personal branding formed from the start without hesitation in changing it. If they are contradictory, then this will change the consistency explained previously. The determination carried out by Dr. Tirta always updates and publishes education about the COVID-19 pandemic and other health aspects through social media. He always provides his opinions on social media, both through YouTube and uploads on his Twitter account, and plans to create a telemedicine application.

Dr. Tirta also aligns with his stance on resolving the COVID-19 pandemic. Since the beginning of the pandemic, the public has thrown many insults at Dr. Tirta, but this did not make him give up on convincing the public. This determination can be seen from every opinion he expresses to the government if the policy is less effective. He will remain firm in his beliefs to prove that Dr. Tirta is a figure who has a personal brand of steadfastness and makes people increasingly confident in Dr. Tirta.

Goodwill

A good name is built from a good personality. Personal branding it will last a long time and have good results if the individual has a positive image. The individual must socialize himself with a value or idea that is generally recognized as positive and beneficial. Based on the good name built by Dr. Tirta, it can be seen from the many positive comments that Dr. Tirta provides education about health, especially COVID-

19. Apart from that, in forming a positive image in society, Dr. Tirta also provides helpful something such as a telemedicine program.

The community was greatly helped by this program, as stated by Maria Eka Saputri, a telemedicine patient of Dr. Tirta. He was pleased because he was helped by the telemedicine program created by Dr. Tirta. These benefits are not only applicable to himself but also to his family. The research results show that the role of Dr. Tirta, as a doctor, in educating the public has been successful. Many people have received the impact of the health education shared by Dr. Tirta. This education is not just ordinary knowledge but has saved many lives. Dr. Tirta has proved this concept of a good name.

As Dr. Tirta explained, researchers found that the personal branding built by Dr. Tirta can be described into eight concepts following research in the field. Dr. Tirta has fulfilled Montoya's eight personal branding concepts. Dr. Tirta has his strategy in building his branding as an influencer to educate on preventing COVID-19.

There are discoveries in the field regarding personal branding theory in specialization. Dr. Tirta focuses on more than one skill. With two professions, he still has the trust of the public. This is done because the portion between the two remains the same, and Dr. Tirta maximizes this. The eight personal branding concepts are successful because they are based on research with thousands of telemedicine patients daily for consultations. Other supporting data, such as Dr. Tirta, strengthens these eight personal branding concepts.

CLOSING

Doctor Tirta packages various things about himself through personal branding according to his role as an influencer. The research also concluded that the success of the telemedicine program created by Dr. Tirta was based on his branding. Personal branding Dr. Tirta fulfills all eight main concepts of personal branding, namely specialization, leadership, personality, difference, visibility, unity, steadfastness, and good name.

He made various efforts to improve his image as a doctor and businessman to be embedded in the public's hearts. Dr. Tirta is a doctor and influencer who shares health-related education on social media. Additionally, Dr. Tirta is actively managing his business and is known as a successful entrepreneur. Dr. Tirta's leadership is proven by his credibility as a doctor and his success in persuading people to carry out telemedicine, comply with health protocols, and even carry out vaccinations. Dr. Tirta can maximize both and create branding that he is excellent with many skills without neglecting his duties and obligations.

The most powerful personal branding from Dr. Tirta is his consistency and determination in providing education regarding COVID-19 and health aspects. Apart from that, he maintains his good name by providing many benefits to the public according to his expertise in the health sector. He provides health-related education and provides free online consultations to patients who are self-isolating. Some suggestions that can be given are that Dr. Tirta can maintain and utilize his popularity as a professional by continuing to provide positive information related to health and consistently uploading positive content related to his daily life, discussing health and business.

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