

Bunda Corla's Phenomenon: Instafamous and Personal Branding

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ABSTRACT

This research would like to investigate of how Bunda Corla as a non-celebrity can affect social media engagement so that many famous entrepreneurs or businesses put decent amount of money every time, she conducts a live session on her Instagram. The method that is used is by analyzing the Bunda Corla's live streaming and relate it to the theory of the personal branding and instafamous so that we can see the correlations between the personal branding that she has with why there are many celebrity entrepreneurs put huge amount of money on her. This paper shows why there are many celebrity entrepreneurs who transfer a certain amount of money to Bunda Corla because it is seen from the engagement that Bunda Corla can get every time she starts live streaming, the number is hundreds of thousands. This also shows that the artist wants to transfer it, Bunda Corla will definitely mention their name so that these celebrity entrepreneurs can get such great exposure thanks to her live streaming. From the description above, we can draw the conclusion that, Bunda Corla can get her fame because she can indirectly fulfill the three basics in building a strong personal brand which attracts public figures on putting some cash on her with exposure in return.

KEYWORDS:

Bunda Corla, Social Media, Instagram, Instafamous, Personal Branding

INTRODUCTION

Thanks to internet, the world now is in our grasp. For the past several of years, the development and advancement of technology has become an extraordinary phenomenon. One of many forms of technological advancements which is frequently used in society is internet (Ginting, 2018). Through internet, any information could be easily obtained and communication between people from distance be more way easier. Internet has created what so-called to be "Global village". In the 1960s, McLuhan (1964) put his best that global village is a new concept which is caused by the advancement of information and communication technology so that communication between people from different part of the world can be done immediately and fast. With this convenience, internet could provide us almost everything we could ask for such as, entertainment, news, job vacancies or even fame. Internet could turn ordinary individuals into superstars in merely one night. It sounds exaggerating however, it already is happening (Susilowati, 2018). There are dozens if not thousands new celebrities who are appearing to the surface. This would not be possible without the existence of, surely, Internet and

social media (Ginting et al., 2021). Social media is an example of what could we access using internet. Social media can be defined as the broad spectrum of web-based and mobile services that let people upload user-generated content, participate in online discussions, or become members of virtual forums. Nowadays, there are variety of social media platforms exist (Rafael, 2018). The number of people who consume social media is huge. Through social media every individual could easily interact socially no matter how far it gets, it connects us all. Social media users could share their photos and videos, news, or involve or engage in conversation with different people (Chang, 2014). This type of internet advancement gives a whole lot of opportunities to discuss or even collaborate with completely new people with ease. Another thing about social media is, it can be used almost anywhere and anytime as long as you are connected to the internet and if it is stable. Social media is, these days, considered as one of the most effective and successful tools to promote everything (Susilowati, 2018).

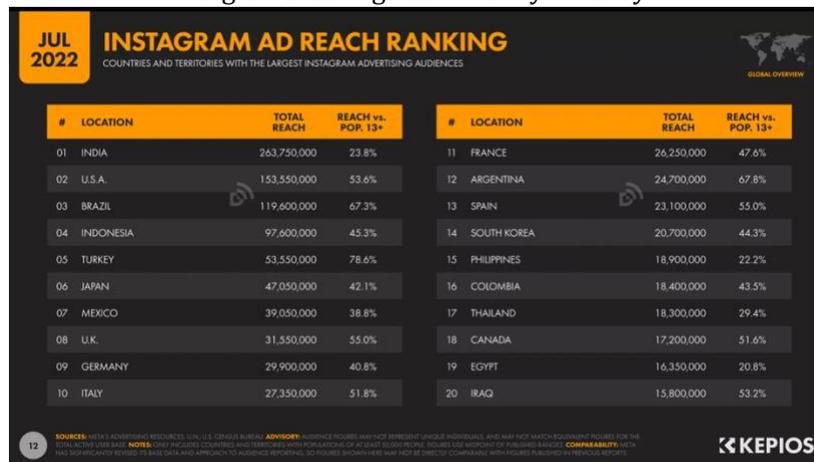
Instagram is one social media platform that is currently happening among companies and entrepreneurs to sell their products. Instagram allows its users to upload their moments, photos and videos, gather as many followers, collaborate and connects with brands, do transactions, and getting entertainment. Instagram is one of the biggest social media platforms with over 1.45 billion active users globally. In Indonesia alone, the number of people who are using Instagram have reached 99,9 million people per April 2022. With such a large number, Instagram is one of the social media applications that is suitable to be used as a promotional tool, whether to product promotion or just looking for fame.

Many artists and instafamous gained and achieved their popularities and success through Instagram. It is partly because the convenience which Instagram offers and its algorithm which aims broader audiences. Instafamous is a term which is given to the Instagram celebrities based on the magnitude of their influence to the society (Jin et al., 2019). This phenomenon, Instafamous, has thrived especially in this particular platform due to the uniqueness of each individual has such as, ability which they have to interact socially and present themselves in a unique way (McNally, 2022). Those factors allow individual to show their identities and build personal branding or narratives so it could attract audiences. Harnessing instafamous to promote brands is becoming an element that defines social media marketing (Vairman, et al, 2016).

In Instagram, the way or process influencers become that famous is various, for example, their talents, controversy, inadvertence, and many more (Mukhlisiana, 2019). But there is a new booming instafamous who is still indescribable of how she could be that famous on Instagram (Lois, 2021; Salam, 2020). She is, what people know as "Bunda Corla". This study will look at how Bunda Corla could be as famous as she is today. To also see how or what makes she becomes that huge. The key takes away of this journal is to examine, what distinguishes Bunda Corla among another older influencers who have already existed. To answer these questions, writer would like to conduct research regarding Bunda Corla herself. Writer would like to analyze the past history briefly, personal branding, and

impact she has made to the society. This research would like to investigate of how Bunda Corla as a non-celebrity can affect social media engagement so that many famous entrepreneurs or businesses put huge amount of money every time, she conducts a live session on Instagram. (Seunga Jin et al., 2019)

Figure 1: Instagram Users by Country



Source: Datarareportal, July 2022

Indonesia is the number fourth country which has the highest active Instagram users. Indonesia had 97.6 million monthly active Instagram users as of Juli 2022. This number is behind India, the United States and Brazil. This shows that the reach of Instagram in Indonesia is equivalent to 45.3 percent of the total population at the beginning of the year. as many as 52.3 percent of the Instagram ad audience in Indonesia are women, while 47.7 percent are men. This huge number could represent how Bunda Corla could become that huge and viral so that makes a good opportunity to businesses or entrepreneurs to invest in her, not to do an endorsement but just to appear in her crowd.

There is a new rising instafamous who happens to do a livestream on Instagram so often until she becomes, or at least people give her this term, the “Queen” of Live Streaming. Bunda Corla does what she loves on that livestreaming session. She is being the way she is. There is one moment where Bunda Corla rejected an endorse offer of billion rupiah. Bunda Corla is an Indonesian who is currently lives in Hamburg, Germany. She currently works in a renowned fast-food restaurant in Hamburg and living a beautiful life. Bunda Corla vehemently refused the incoming endorsement offer. It is mainly because she just wants to live a modest life and put aside a festive thing. This 48-year-old woman admits that she has experienced all the luxuries in the world, and really just wants to live a simple life. She has been moved to Germany since 1999.

Social media users must be familiar with the figure of Mother Corla who has been appearing lately. Her livestreaming could reach the number hundreds of thousands. Before she is famous as she is now on Instagram livestreaming, she previously has already, and often, do a livestreaming session on different social media platform which

was Facebook. What makes her livestreaming on Instagram so huge is not merely because the number of viewers, yet there are many famous Indonesian people in that crowd including celebrity entrepreneurs, artists, actors, and many more well-known Indonesian figures. For that reason, her name could become the number one "Ordinary" individual whose livestream could against any celebrity's engagement. Before she got this fame, Bunda Corla has already appeared in entertainment world years ago. She was starring in several Indonesian soap operas and as a video clip models for renowned Indonesian singers. Bunda Corla happened to share her moment with famous Indonesian artist like Olga Syahputra. Olga Syahputra, she recalled, was the first ever person that created the terms "Bunda". And that term still sticks to her until today.

We all know that celebrity, traditionally, becomes famous because they make and build value for themselves through movies, music, and sports before involved in marketing activities. However, these days Individuals could become celebrity just by harnessing smartphone and internet data. And that is what so-called to be Instafamous. Instafamous is individuals who become well-known through their own social media Instagram is called Instafamous (Khamis, Et al., 2016). Instafamous has their own place in their follower's heart. They realize that mass traditional media is not the only tools that people can use to be known, yet social media, especially Instagram, opens new and big opportunity for people to be more popular and make money from it. Harnessing Instafamous to promote a brand is great because their followers perceive the realness of their idols and feel more connected because they personally would like to imitate their idols. A number of modern social media stars engage in semi activities while building value for their personal brands. Kutthakaphan, et al (2013) put his best that instafamous is people whose identities are based the recognition, association, admiration, and aspiration of their fans or followers on social media.

Based on definition from the scholars, it can be concluded that Instafamous is a new rising phenomenon that is appearing because of the advancement of technology. Instafamous, regarding to the definitions, is different compared to traditional celebrity. Instafamous makes their fame through social media and can be seen based on their followers. They can be instafamous because of identities and aspirations that they obtained from their followers.

Montoya (2006) says that "Personal Branding is the art of attracting and keeping more clients by actively shaping public perception." Kupta stated that personal branding can be define as a distinct representation that conveys a set of skills, a major concept, a set of values, and a worldview that some other people may find interesting. Everything you use to stand out from the competition and promote yourself is called personal branding, including your message, manner of presentation, and marketing strategies. In order to create their own unique selling point, instafamous have to build it with their personal branding. Bunda Corla is an example of how personal branding can take individual to get their fame. A writer of book *The Personal Branding*, O'brien, T., P. says that personal

branding is personal identity that is able to create an emotional response to other people regarding the qualities and values of that person. personal branding is an impression related to skills, behavior and achievements that is built by someone either intentionally or unintentionally with the aim of showing his self-image. Personal brand can be used as an identity that other people use to remember someone.

Figure 2. Bunda Corla with 482k views



Source: Instagram

We can conclude from those definition of personal branding above that personal branding is a communication process about personality, abilities, values, skills, behavior, achievements, uniqueness and how all of it creates positive perceptions from the community which in the end these perceptions can become an identity that is used by others in remembering someone. Personal branding is the way people show themselves to the audience so that their uniqueness can stick in audience's mind.

Basics of Personal Branding

In order to build a strong personal branding, there are 3 fundamentals that are proposed by McNally and Speak (2002); (1) Distinctive. A strong personal brand describes something very specific or distinctive so that it is different from most people or celebrities. Distinctiveness here can be represented by personal qualities, physical appearance, or expertise. At this point, individuals have separated themselves from the crowd. For example, Bunda Corla on her live always being energetic and always using high pitch in talking to her audiences virtually. (2) Relevance. What they strive for relates to what another individual values highly. A strong personal brand usually describes something that considered important by society and have relevance to the character of the person. If there is no relevance, it will be difficult to strengthen the public's mind. Being different is not always a good case if you are not relevant with your audience. (3) Consistent. People develop faith in such a connection dependent on the constancy of

actions they witness or experience. A strong personal brand is usually the of branding efforts consistently through various means to form what is commonly called brand equity. No matter what we do, if we consistent and persistent, we could accomplish the goal that we desire.

Those 3 become crucial in building an astonishing personal branding. If we can combine those fundamentals, the path we desire to be an instafamous can be accomplished easily and fast.

METHOD

The method that is used is through content analysis and observation, by analyzing Bunda Corla's live streaming and relate it to the theory of the personal branding and instafamous concept so that we can see the correlations between the personal branding that she has with why there are many celebrity entrepreneurs put huge amount of money on her.

RESULTS AND DISCUSSION

Seeing from the notion related to instafamous and also personal branding, it becomes our basic foundation to find out how Bunda Corla can be as famous as she is today. Regardless of the existing theory, Corla was already involved in the entertainment world in Indonesia. She has starred in a soap opera and has also been a model for music video clips from well-known Indonesian musicians. Bunda Corla also often appeared together with top artists at the time. But, is that the only thing that makes Bunda Corla able to get her popularity to this day? To answer this question, a theoretical framework is needed which will underlie this research. If you look at her current status, Bunda Corla can be said to be an instafamous. We can clearly see the number of followers on Instagram that she has now reached 5.3 million followers. This is a very large number for a non-celebrity. Judging from the number of live viewers, the number is always funtastic, up to hundreds of thousands of views every time she consucts a live stream. Bunda Corla's personal branding is fascinating if we relate it to the 3 basic elements that make up good personal branding by Speak and McNelly, namely;

Distinctive

Bunda Corla is one of the non-celebrity figures who can influence many people from the way she speaks when doing live. She often does random and iconic swaying with the right choice of songs makes her be more unique. The way she speaks is hilarious, every chosen word that she uses makes her fans laugh. Bunda Corla too is a frontal person, meaning that whatever comes out of her mouth, she means it from her heart. That is why sometimes it sounds very rude yet constructive for the audiences. Considering that Bunda Corla has Medanese blood, North Sumatra, so the way she speaks is indeed a little harsh

like most Medanese people. But that is what has become her trademark and is now many people do a parody about that. In her live streaming, Bunda Corla also often accepts the challenges which are given by her fans. The challenges that are given are usually quite strange yet she did it anyway.

Relevant

What makes Bunda Corla relevant is that sometimes, in her live streaming, she shares her story about how tough her life is yet look at her now, she lives her fullest life, enjoying it, does not really think about huge amount of money. She also gives her fans quote about life. Although sometimes she speaks loudly, her words sometimes have deep meaning for the audience so that it can be relevant to their lives. She gives a really good advice on how we should live our life.

Consistent

Bunda Corla actively does a livestream at least once a week. That way, Bunda Corla could share her life with her fans. What she does was not only to gain popularity but also as a place for her to unwind from life while greeting and educating fans in her own way. Even Bunda Corla has her favorite song that has to be played when she begins the live session. The consistency and seriousness of Bunda Corla make her loved and awaited by her fans.

CONCLUSION

From the description above, we can draw the conclusion that, Bunda Corla can get her fame because she can indirectly fulfill the three basics in building a strong personal brand. The live streaming that she conducts is not solely aimed at seeking popularity, but also as a place for Bunda Corla to share her life story and also feel the friendliness of Indonesian people or fans again, considering that Corla herself has lived for a long time in Germany. This also shows why there are many celebrity entrepreneurs who transfer a certain amount of money to Bunda Corla because it is seen from the engagement that Bunda Corla can get. And besides that, every time an artist wants to transfer it, Bunda Corla will definitely mention her or his name so that these celebrity entrepreneurs can get such great exposure thanks to her live streaming.

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