

LAMPIRAN

PEDOMAN PENGUMPULAN DATA

Protokol Pengisian *Coding Sheet* Analisis *Personal Branding* Tasya Farasya sebagai *Beauty Influencer* Melalui Youtube

Pengantar

Analisis ini bertujuan untuk memberikan gambaran deskriptif mengenai *personal branding* Tasya Farasya sebagai *beauty vlogger* dengan *subsribers* Youtube dan *followers* Instagram terbanyak di Indonesia. Penelitian ini dimaksudkan untuk mencari tahu kecenderungan *personal branding* yang muncul dalam Youtube Tasya Farasya pada kurun waktu tahun 2018 sesuai dengan konsep-konsep yang ada di dalam teori Montoya dan Vandehey . Bacalah dengan seksama protokol pengisian di bawah ini sebagai dasar anda dalam mengisi *coding sheet*.

Personal Branding

Analisis ini hanya menyertakan *personal branding* sebagai unit analisis. *Personal branding* yang dimaksudkan adalah *personal branding* yang di dalamnya memuat konsep dan karakter sesuai dengan yang dicetuskan oleh Montoya dan Vandehey yaitu spesialisasi, kepemimpinan, kepribadian, perbedaan, kesatuan, dan niat baik yang bisa dilihat dalam *vlog* pada Youtube Tasya Farasya tahun 2018.

Prosedur

Tonton dan amatilah dengan seksama video dalam Youtube Tasya Farasya yang termasuk ke dalam daftar *sample* penelitian, bacalah lembar protokol pengisian *coding sheet* ini agar anda dapat mengerti prosedur pengisian yang tepat dan bisa menentukan kategori *personal branding* dalam video yang sesuai. Masukkan hasil analisis berupa angka sesuai dengan jumlah yang anda temukan ke dalam lembar isian yang telah di sediakan.

Q1 Personal Branding

1. Spesialisasi

a. Ability

Mencatat video yang memperlihatkan kelihaihan Tasya menggunakan *make up* dan memberikan penjelasan mengenai kecantikan seperti tutorial *make up* dan *how to create*

b. Product

Mencatat video yang menampilkan hasil karya pribadi Tasya seperti vlog, tutorial, video challenge, dan produk yang menampilkan barang yang dihasilkan Tasya dengan kolaborasi bersama perusahaan lain.

c. Service

Mencatat video Tasya yang kredibel, tidak menjatuhkan pihak lain dalam *review* produk, tidak menjatuhkan kompetitornya, dan membuat video sesuai dengan permintaan subscribersnya.

2. Kepemimpinan

a. Pengakuan

Mencatat jumlah video Tasya Farasya dimana di dalamnya terdapat komentar para *subscribers* yang setuju dan akan mengikuti tips atau saran yang diberikannya.

b. Trendsetter

Mencatat video Tasya Farasya yang di dalamnya berisi tentang penghargaan yang didapatkan oleh Tasya Farasya dan video yang berisi *endorsement* Tasya mengenai suatu produk kosmetik atau perawatan kulit.

3. Perbedaan

a. Lifestyle

Pada perbedaan lifestyle, koding dilakukan dengan mencatat video-video Tasya Farasya yang didalamnya memuat vlog kegiatan sehari-harinya dan semua hal yang memperlihatkan bagaimana gaya hidupnya berjalan.

b. Penampilan

Mencatat video Tasya Farasya yang menggunakan riasan *bold western* yang merupakan *make up style* khasnya sehari-hari dan aksesoris beragam yang digunakannya di tangan dan telinganya seperti layaknya wanita arab.

4. Niat Baik

Mencatat video Tasya Farasya yang memperlihatkan dirinya berbuat baik atau mengutarakan niat baik yang menguntungkan bagi orang lain maupun audiensnya sendiri.

5. Kesatuan

Mencatat video yang memperlihatkan kesatuan antara *passion* Tasya dalam dunia kecantikan dan bagaimana lingkungannya bisa menerimanya bahkan menjadi cerminan atas *passionnya* tersebut. Misalnya video yang di dalamnya menampilkan suami, ibu, saudara, teman, dan orang-orang terdekat Tasya.

**Hasil Coding Apek-Aspek *Personal Branding* pada Video-Video dalam
Akun Youtube Tasya Farasya**

Nama : Faricha Leyla Fatmasitta

Status : *Coder 1*

| No | Aspek | Dimensi | Jumlah Koding |
|---------------------|--------------|--------------------|---------------|
| 1 | Spesialisasi | Kemampuan | 31 |
| | | Produk | 5 |
| | | Pelayanan | 20 |
| 2 | Kepemimpinan | <i>Trendsetter</i> | 12 |
| | | Pengakuan | 22 |
| 3 | Perbedaan | <i>Lifestyle</i> | 17 |
| | | Penampilan | 15 |
| 4 | Kesatuan | | 20 |
| 5 | Niat Baik | | 12 |
| Total Koding | | | 154 |

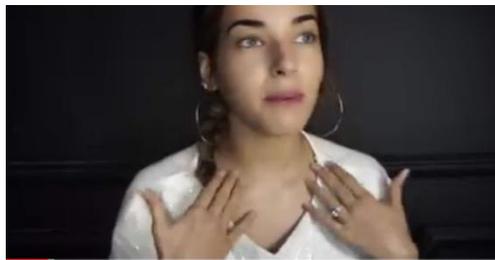
**Hasil Coding Apek-Aspek *Personal Branding* pada Video-Video dalam Akun
Youtube Tasya Farasya**

Nama : Shafir Walida Haq

Status : *Coder 2*

| No | Aspek | Dimensi | Jumlah Koding |
|---------------------|--------------|--------------------|---------------|
| 1 | Spesialisasi | Kemampuan | 31 |
| | | Produk | 5 |
| | | Pelayanan | 20 |
| 2 | Kepemimpinan | <i>Trendsetter</i> | 9 |
| | | Pengakuan | 20 |
| 3 | Perbedaan | <i>Lifestyle</i> | 17 |
| | | Penampilan | 15 |
| 4 | Kesatuan | | 20 |
| 5 | Niat Baik | | 13 |
| Total Koding | | | 150 |

VIDEO- VIDEO SAMPEL PENELITIAN



FOUNDATION 101 -CARA REALISTIS BUAT PILIH WARNA DAN APLIKASI FOUNDATION FOR FLAWLESS FACE(bahasa)

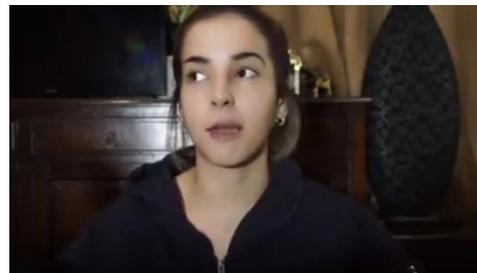
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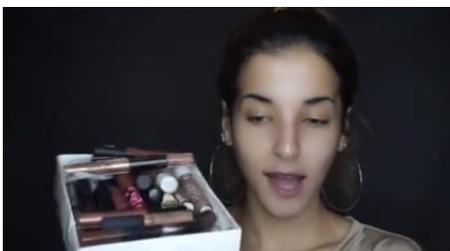
MINERAL BOTANICA ONE BRAND MAKEUP
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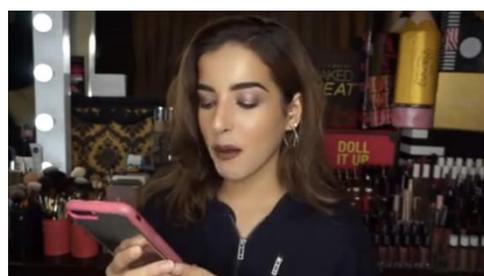
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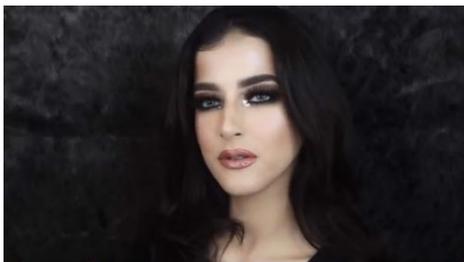
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