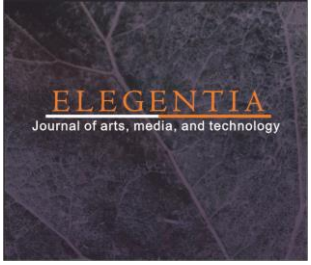
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RESEARCH ARTICLE

Personal Branding Strategy of Minang Pop Music Group in Improving Reputation

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Abstract: The intense competition within music industry in Indonesia encourages musicians to have distinctive, unique, and characteristic features that distinguish them from other musicians. Building these characteristics requires the implementation of personal branding to improve their reputation. This research aims to find out personal branding strategy of Minang pop music groups in improving their reputation. The approach used in this research is a case study of one of the music groups from West Sumatra, namely Orkes Taman Bunga. This research design uses descriptive qualitative research method, collecting data through the process of observation, interviews, document studies, and literature studies. Based on the research, it is concluded that personal branding strategy of Orkes Taman Bunga uses indicators of seven personal branding characteristics according to Mateusz Grzesiak, namely Authenticity, Integrity, Consistency, Spesialization, Distinctiveness, Relevant, and Performance. The most significant finding of this research is that Orkes Taman Bunga's personal branding strategy has been successful in improving their reputation over the past decade. This is evidenced by the increase in performance offers, their participation in national-scale events/festivals, and the expansion of their market reach in terms of both age and regional origin of their fans base.

Keywords: Personal branding, Minang Pop Music, Reputation

Abstract: Ketatnya persaingan dalam industri musik di Indonesia mendorong para Musisi untuk memiliki ciri khas, keunikan, dan karakteristik yang membedakan mereka dari Musisi lain. Membangun karakteristik tersebut memerlukan penerapan *personal branding* agar reputasi mereka dapat ditingkatkan. Tujuan penelitian ini adalah untuk mengetahui strategi *personal branding* kelompok musik pop Minang dalam meningkatkan reputasinya. Pendekatan yang digunakan dalam penelitian ini merupakan bentuk studi kasus terhadap salah satu kelompok musik yang berasal dari Sumatera Barat yaitu Orkes Taman Bunga. Desain penelitian ini menggunakan metode penelitian kualitatif deskriptif. Dikumpulkan melalui proses observasi, wawancara, studi dokumen dan studi literatur. Berdasarkan penelitian disimpulkan bahwa strategi *personal branding* Orkes Taman Bunga menggunakan indikator tujuh karakteristik *personal branding* menurut Mateusz Grzesiak yaitu *Authenticity* (Keaslian), *Integrity* (Integritas), *Consistency* (Konsisten), *Specialization* (Spesialisasi), *Distinctiveness* (Kekhasan), *Relevant* (Relevan), dan *Performance* (Kinerja). Temuan terpenting dari penelitian ini adalah strategi *personal branding* Orkes Taman Bunga berhasil dalam meningkatkan reputasinya selama satu dekade ini. Hal ini dapat dilihat dari peningkatan tawaran untuk pementasan, sudah mencapai acara/festival berskala nasional, serta meluasnya jangkauan pasar baik dari segi usia maupun daerah asal penggemarnya.

Keywords: *Personal branding*, Musik Pop Minang, Reputasi

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1. Introduction

The entertainment industry in Indonesia, particularly in the music sector, has experienced rapid growth. The music industry is one of the sectors in Indonesi's creative economy that has been recognized as a new innovation in the country's economic development. According to Mohammad Amin, the Director of Music, Film and Animation at the Ministry of Tourism and Creative Economy, the accesibility of digital platforms and social media is now increased, enabling musicians to promote their work easily. Indonesia's cultural diversity allows for the emergence of various types of music that reflect ethnic diversity and traditions. One prominent genre is Minang pop music, which grew based on the roots of Minangkabau culture. Rich in local cultural symbols and elements, Minang pop music plays an important role in maintaining cultural identity while adapting to the changing times. Its influence is not only limited to musicians in Minangkabau but also extends to the national and international stage. The success of this music in the competitive Indonesian music industry requires musicians to have distinctive characteristics and strong personal branding strategies. This shows the complex interaction between local culture and the dynamics of the national music industry, as well as the importance of personal marketing strategies in building musicians' reputation and popularity in the music world.

Personal branding is the process of bringing an individual's skills, personality, character, and packaging them into a powerful identity. It is related to perception – how others view you and controlling their judgement of you before directly meet you in person. An individual building personal branding must have strong values to create a stimuli that can generate positive perceptions from the public (Tamimy, 2017). By building a strong personal branding, an individual can create a positive reputation, increase attractiveness for job or business opportunities, and maintain existence and relevance in a particular work environment or industry. Therefore, personal branding is considered a proactive strategy for managing personal image and increasing self-value in a changing and competitive world.

Minang pop music generally combines traditional Minangkabau instruments, such as *saluang* (bamboo flute) and *talempong* (metal percussion instrument), with modern instruments such as guitar and keyboard. This musical style is often accompanied by song lyrics that express various themes, such as love, daily life, and cultural values. These lyrics often contain satire, humour or moral advice. One Minang pop music group in West Sumatra that bases their musical development on Minangkabau ethnic music is Orkes Taman Bunga. Although the activities of Orkes Taman Bunga have not yet achieved the prominence of legendary Minang orchestral groups from the past, the existence and persistence of this music group for over a decade provide a substantial foundation for them to reach broader national and international audiences.

This research aims to deepen the understanding of personal branding strategies implemented by Minang pop music groups, specifically Orkes Taman Bunga, in establishing their identity within the music industry. By exploring the startegic aspects they have implemented, this research will detail the key steps that contribute to successful personal branding in the music industry. It will also examine how Orkes Taman Bunga maintains their uniqueness without being affected by the ever-changing market currents. Specifically, it will analyse the factors that contribute to Orkes Taman Bunga's reputation in the national music scene, their involvement in various music events and festivals as a personal branding strategy, as well as examine their use of various platforms such as social media, music streaming and other media in establishing and maintaining their identity and uniqueness in a dynamic music market. Consequently, this study not only contributes to the academic understanding of personal branding in the context of Minang pop music, but also offers practical guidance for researchers, music practitioners, and other music groups strengthening their identity and existence in an ever-evolving industry.

2. Literature review

2.1. Personal Branding

The American Marketing Association (AAA) in an article entitled “What is Branding And How Important Is It To Your Marketing Strategy”, defines a brand as a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services from one company or group of companies and to differentiate them from other companies. In order for the brand of a product to strongly resonate in the hearts of the audiences in accordance with the expectations of those who have the product, it takes efforts with a continous process to embed the brand into the hearts of the public in various ways. These efforts and processes are commonly called branding. Branding is all activities aimed at creating a superior brand, focusing at the value of a brand based on loyalty, awareness, perceived quality and association of a brand. Basically, branding is not only regarding showcasing the superiority of a product but also regarding ingraining the brand into the consumers’ minds. Having a strong personal brand appears to be a very important asset today, making branding as key priority . Good branding will result to a strong brand and this will be a very valuable asset to open the door to success in various fields (Haroen, 2014).

In “Personal Brand-inc”, Erwin and Tumewe define personal brand as an impression related to a person’s abilities, habits, and presentations, which is consiously and unconsiously to display their self-image. People are able to utilize personal branding to help others remember who they are (Erwin & Tumewu, 2014). Personal branding is a process that involves an individual’s abilities, personality, and unique characteristics, packaging them into a strong identity that elevates the person concerned above the sea of faces and competitors (Montoya & Vandehey, 2009). According to Mateusz Grzesiak, there are seven characteristics of personal branding (Grzesiak, 2018), namely Authenticity, Integrity, Consistency, Specialization, Distinctiveness, Relevance, and Performance.

The purpose of personal branding is to build the perception or self-image that an individual wishes to display in order to attract and build trust with others. Meanwhile, the function of personal branding is to display individual’s ability, specialization, uniqueness and self-image or brand (Tamimy, 2017). Personal branding encompasses everything regarding you that sells and differentiates you, such as your message, demeanour and marketing tactics. The framing of one’s character through personal branding will also create a positive image from the audience. This positive view does not come by itself, but through the values applied by individuals who do personal branding. It can be concluded that personal branding is where individuals are seen as a brand that sells and differentiates from other individuals. We are able to consciously control the process and take control of public perception.

2.2. Minang Pop Music

Pop music, a short of “popular music”, reffers to a genre of music designed to appeal to a large audience. It is a broad and highly diverse genre that encompasses a wide range musical styles. Most pop music features relatively simple and digestible song structures, with prominent melodies and memorable lyrics. Minang popular music has roots that are closely related to the foreign cultural influences that penetrated into Minangkabau. Historically, Minangkabau culture has seen wave of both Islamic and Western cultural influences. However, through selection by the Minangkabau people, cultural elements that were in line with their values were slowly accepted and integrated (Maestro, Esy. 2007). Minang pop music, as part of the Minangkabau performing arts heritage, has always reflected the ongoing social context in the community since its early development.

One of the musical concepts of musical presentation forms that popularized Minang pop music in Indonesia and internationally is orchestral music. Orchestral music is a form of music performed by a large group of musicians comprising of various types of instruments played together. In this context, Minang orchestral music employs various types of traditional music ensembles to create a distinctive Minangkabau sound. The development of orchestral music in Minangkabau has occured since the 1930s, therefore it

has been present for a long time in the realm of Indonesian popular music (Gumilang, 2022). The early development of Minangkabau popular music was started by Orkes Penghibur Hati. Although during its development, this orchestra did not achieve the same level of popularity as later orchestras, such as Orkes Gumarang, Orkes Kumbang Cari, Orkes Teruna Ria and Zainal Combo, it remains significants among its supporters. When analysed in music point of view, Minang orchestra music is relatively simple, both in chords usage, rhythmic patterns, and tempos. Subsequentlly, the songs performed contain meanings that are close to the reality of people's lives, often reflecting daily life in the Minangkabau region. In this context, this music is known as music for the people. Their works are widely enjoyed not only by Minang people in their homeland and diaspora, but also by people outside the Minang ethnic group.

2.3. Reputation

Reputation is the main goal to be achieved since it is an important factor for the survival of a company. Having a good reputation will obtain more benefits, one of it is consumer loyalty (Lourensia & Setyanto, 2018). Morley argues that whether reputation is good or bad, strong or weak, depends on the quality of the company's strategy and commitment to achieve the goals that have been set as well as the skills or energy with all program components that will be realized and communicated (Ardianto, 2011). Reputation can be defined as a picture of mind, which is a picture that exists in someone's mind. It is an intangible asset that is difficult to measure and explain since reputation is not a visible product (Agustin & Gracia, 2020).

Reputation in the context of musicians refers to the general image or perception of their artistic quality, professionalism, and interaction with fans and the music industry as a whole. The main goal of enhancing reputation is to create a positive perception that can increase market appeal, open for opportunities for collaboration with other artists, and support career progression. Important elements in shaping and maintaining reputation are authenticity in artistic expression, consistency, and positive relationships with fans. The scope of a musician's reputation involves aspects such as musical quality, stage etiquette, and public image.

Building a reputation cannot be achieved in a short of time. Reputation is like an invisble asset for the company. When managed well, it can increase the company's ability to promote and sell products or services, attract investors, and hire talented workers (Gassing and Suryanto, 2016). Personal branding is the process by which an individual is viewed as a brand by the target brand (Lair, Sullivan, and Cheney, 2005: 35). The ways to maintain brand reputation are consistent quality, consistent communication, continuous innovation, excellent customer service, brand management continuity, brand compliance, continuous marketing campaigns, understanding consumer changes, engaging consumers, positive online reputation, wisely managing crisis, and brand refresh (Kottler & Keller, 2016).

3. Method

The approach used in this research is a case study. The research is carried out on one of the music groups from West Sumatra, namely Orkes taman Bunga. This music group is an ongoing project that seeks the possibilty to explore and develop the character and richness of Minang-Malay musical tradition into the frame of popular music. The incorporate small narratives around us as an autocriticism and laughing at our common habits set in the rhythm of *joget* (dance), making it familiar to the ears of the music listeners. They have a uniqueness that can make them survive for more than a decade, therefore earning them recognition and admiration from various groups of fan base. This research design uses descriptive qualitative research methods. Research activities are carried out by interpreting the data collected from the phenomena that occur and based on informants'experiences. The informants in this research are LKB, JF and HE. They are the founders and music directors of Orkes Taman Bunga.

The data collection methods used in this research are observations, interviews, document study and literature study. Observation are carried out by openly or convertly with permission from the relevant parties, namely the Manager and Founder of Orkes Taman Bunga. Semi-structured interviews are carried out by preparing a list of questions in accordance with the objectives to avoid subjectivity. However, additional questions beyond the list are asked spontaneously if the question is regarded important. Data are obtained in the form of photos, videos, and other documents related to the research. Documents obtained includes performance photos, portfolios and event posters. Additionally, this research also using literature study with references such as books, journals, research report articles, and websites on the internet. After the data is collected based on the research instrument, the researchers will process the data by relating it to the literature review used. The data obtained serve as validation and are not fabricated. The results of the process are later presented in descriptive form by the researchers.

4. Result

4.1. *Orkes Taman Bunga* Reputation

Orkes Taman Bunga is a music group born from a group of young people who are quite fundamental in music, originating from among students of the Indonesian Institute of Arts in Padangpanjang. The establishment of Orkes Taman Bunga began with a campus event organised by students majoring in TV at TKMT (Temu Karya Mahasiswa TV dan Film) in 2012. At that time, the event committee asked one of the student groups led by Leva (founder of Orkes Taman Bunga), to perform as the closing of the TKMT event. At that time, the music group did not yet use the name “Orkes” and was only known as Taman Bunga. After agreeing to the committee’s request, Leva along with his colleagues who lived in the same boarding house, discussed to determine the type of music they would perform in the event. Eventually, they agreed to cover the song from OM PHB (Putera Harapan Bangsa) titled “Mahasiswa Rantau”. This marked the beginning of Taman Bunga’s performance on stage.

During 2013, Taman Bunga experienced a hiatus period in their performance due to focusing on final exams and some members trying their luck out of town. At the end of 2013, they were once again asked by the event committee to perform in a student talk show organized by Students of Television Department ISI Padangpanjang. On this occasion, the committee asked Taman Bunga to no longer cover songs from other music, but to bring songs and music that are their own creations. This is the moment when the group decided to add the word “Orkes” to their name and becoming Orkes Taman Bunga.

In those days, Orkes Taman Bunga did not involve managers in their activities, adopting only the family system in all aspects of the performance, including event booking and financial management. When they earned income from performances, the profits were evenly distributed among the group members. Since late 2014, Orkes Taman Bunga has implemented a more structured management with the presence of a manager, Albert, a junior student at ISI Padangpanjang. With a manager in place, Orkes Taman Bunga’ management is more organized, with income divided into several parts, including allocations for performers, managers, and the management of supporting media such as blogs, websites, and other social media-related activities, as well as the group finances.

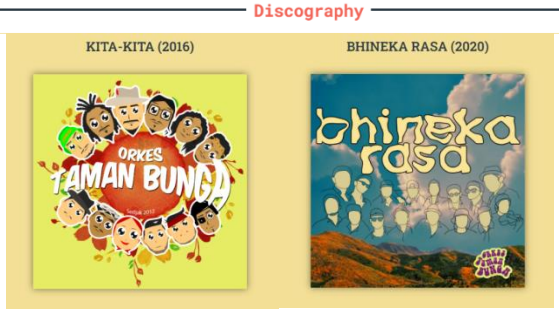


Picture 1. The personnel of Orkes Taman Bunga
Source: Orkes Taman Bunga Instagram, 2023

Orkes Taman Bunga consists of ten core members, but they also have seven backup members. Each member plays a different musical instrument. If there are less than eight players available, Orkes Taman Bunga chooses not to perform. This decision is made due to each personnel has a busy schedule. In order to ensure internal cooperation within Orkes Taman Bunga and maintain personal relationship with external parties, therefore a replacement is found, in this case the backup members. The core members of Orkes Taman Bunga are Leva Khudri Balti (Lepok) as vocalist and tambourine player, Jumaidil Firdaus (Bujadil) as back vocal and mandolin player, Hario Efenur (Mr. Josh) as vocal and ukulele player, Hendri Koto as backing vocalist and guitar player, Toni Juliano (Tonoik) as backing vocalist and bass guitar player, Fadli Inyiak as traditional flute player, Hamzaini (I-am) as accordion player, Nicko Felamonia (Otonk) as *gandang katindiak* player, Wahyu Kurniawan (Ucil) as *gandang mambo* player, and M. Herka (Tongoik) as maracas player. The backup members of Orkes Taman Bunga are Oksi Andra, Dio Sonop, Rama Konsi, Yudhi Bodjes, Rizki Indok Kemala, Aznal Mathari, and Surya Rahman.

4.2. Attendance at Music Events or Festivals

Orkes Taman Bunga is well known and has often been involved in events held in West Sumatra, Riau, Bengkulu and Jambi. These events include music festivals, city/regency festivals or student events at universities other than ISI Padangpanjang. For a decade now, Orkes Taman Bunga has survived and continues to try in improving its reputation. Orkes Taman Bunga has released two albums named “Kita-Kita” in 2016 and “Bhineka Rasa” in 2020. In addition, Orkes Taman Bunga has also released a number of special works and commission works, such as the development of Basijobang traditional music (2014), the arrangement of “Kolam Susu” music (2020), and the arrangement of the song “Kampuang Nan Jauah di Mato” (2023) for the soundtrack of the film Onde Mande by Paul Agusta.



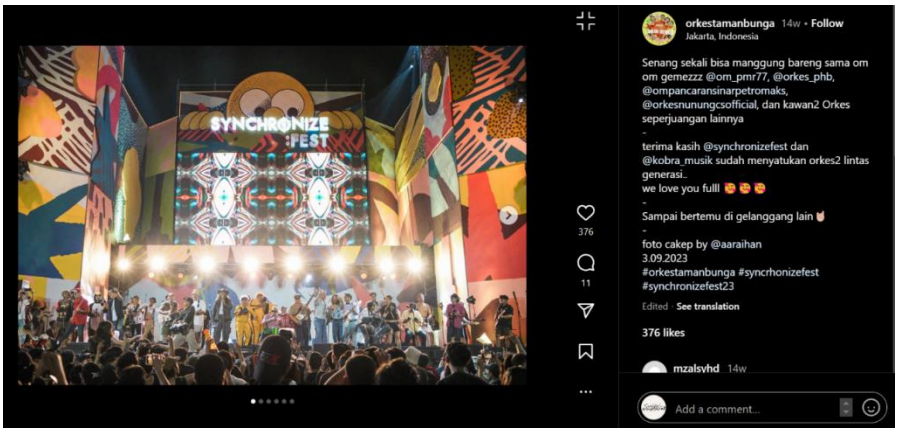
Picture 2. The Albums of Orkes Taman Bunga
Source: Orkes Taman Bunga Website, 2023

Some of the selected stages included in the Flower Garden Orchestra portfolio are as follows:

No.	Year	Events	Location
1.	2018	Lapuak-Lapuak Dikajangi #2 Police And Heritage Pasa Harau Festival	Solok Solok Selatan Payakumbuh
2.	2019	Kurun Niaga Pasa Harau Festival Limau Puruik Art Festival Sumbar Mengorkes Specta Merah Tour Agrinative Festival Pemilu Berdaulat Tour Tour De Singkarak	Solok Payakumbuh Pariaman Padang Duri, Sungai Kijang, Dumai Padang Solok, Payakumbuh, Padang, Padangpanjang
3.	2020	Pasar Ekonomi Kreatif Tenggara Festival Lounch Album Concert of Bhineka Rasa Festival Pamalayu Baralek Gadang	Payakumbuh Solok Padang Dharmasraya Solok
4.	2021	Soundstream Concert Pekan Kebudayaan Daerah–Merawat Ingatan Kasa Festival	Padang Padang Padangpanjang
5.	2022	Tour Satu Dekade Orkes Taman Bunga Festival Pamalayu Riau Global Music Festival Renkraf 2022 Showfest One Decade Concert of Orkes Taman Bunga	 Dharmasraya Pekanbaru Padangpanjang Padang Padang
6.	2023	Batuang Festival Festival Subayang Kenduri Riau Rang Solok Baralek Gadang Synchronize Festival Madani International Film Festival Galanggang Arang	Payakumbuh Pekanbaru Pekanbaru Solok Jakarta Jakarta Solok

Table 1. Selected Stages Data of Orkes Taman Bunga
Source: Orkes Taman Bunga Archive, 2023

The table above shows some selected stage data where Orkes Taman Bunga has performed from 2018 to 2023. The table illustrates the diverse and extensive stage activities of the Minang pop music group. This intensive stage activity shows Orkes Taman Bunga’s dedication in expanding their audience reach and strengthening their personal branding across various regions.



Picture 3. Orkes Taman Bunga in Synchronize Festival, Jakarta, 2023
Source: Orkes Taman Bunga Instagram, 2023

The picture above shows Orkes Taman Bunga performing at Synchronize Festival, Jakarta, in 2023. The event is one of Indonesia's largest music festivals featuring a variety of music genres from across the country. The presence of Orkes Taman Bunga at this prestigious festival not only demonstrates their popularity in the national music scene but also underlines their successful personal branding strategy. Through appearances at major events such as Synchronize Festival, Orkes Taman Bunga is able to expand their audience reach and strengthen their reputation as a unique and influential Minang pop music group. This documentation is taken from Orkes Taman Bunga's official Instagram account, reflecting how they utilize social media platforms to increase visibility and interaction with fans, which is an integral part of their personal branding strategy.

4.3. Personal Branding Platform

Personal branding has become important, particularly in professional context. It aims to increase marketability of our skills and expetise. In branding process, Orkes Taman Bunga uses varoius elements such as musical instruments selection, language style, humor models, and and choice of issues in lyric creation. Costumes are also become considering aspect. Orkes Taman Bunga uses various platforms as a means of promoting their works by utilizing the features available on each application on the platform. The social media platforms used are Instagram, Facebook, Twitter and Tiktok. The music streaming platforms used are Spotify, Apple Music, Amazon Music, iTunes, Deezer, Youtube Music, iHeartRadio, QQ Music, Joox, Resso and Line Music. Furthermore, their official website, orkestamanbunga.com provide information regarding this group.



Picture 4. Spotify Wrapped Orkes Taman Bunga
Sourcer: Orkes Taman Bunga Instagram, 2023

The social media platform mostly actively used by Orkes Taman Bunga as a medium to deliver personal branding communication message is Instagram. Choosing Instagram as a platform for branding their work is a wise decision. Orkes Taman Bunga attracts around 7,366 followers who actively engage impressions through likes, comments, reposts, music usage in instastory, and direct messages fostering a good communication pattern. The interaction between messages conveyed through Instagram proves the alignment that occurs between informants and a wider audience, allowing them to review the informants who is introduced as a music group called Orkes Taman Bunga. The informants pay attention to every visual content uploaded to ensure effective interactions can be established and personal branding messages are conveyed appropriately. The content of Orkes Taman Bunga's Instagram posts contains event posters, photos and video documentation of performances, YouTube vlog clips, documentation of backstage excitement, documentation of rehearsal process, and others. From this content, Orkes Taman Bunga is portrayed as a humorous, fun, and lively musical group. All of these portrayals appeal to the younger generation.

5. Discussion

Personal branding is an effort to build an identity that influence how others judges us. It is an invidual action taken to promote oneself under a personal label (Pawar, 2016). According to Riyanto, Wijaya, and Soerojo, the best way to create a good personal brand is conducting self-assessment, setting goals, and developing online and offline brands (Riyanto et al, 2016). The advantages of effective and positive personal branding according to Haroen (2014: 18) are building differentiation, building positioning, strengthening brand perceptions embedded in the public, serving a bridge to establish trust, and becoming a message to the public that your presence (brand) is a solution to problems and public needs.

In order to ellaborate the answers on the research questions regarding the personal branding of Orkes Taman Bunga, the researchers adapted the concept of personal branding found in the literature review, specifically the seven characteristics of personal branding according to Mateusz Grzesiak (Grzesiak, 2018), namely Authenticity, Integrity, Consistency, Specialisation, Distinctiveness, Relevant, and Performance.

Authemticity is presenting oneself honestly and authentically, without attempting to be someone else. In the early stages of their career, Orkes Taman Bunga closely resembled those they admired, such as their predecessors in the 1930s, namely Orkes Gumarang, Orkes Teruna Ria and Orkes Kumbang Tjari. Later, the 1980s, other orchestral groups emerged that Orkes Taman Bunga also appreciated such as OM PMR (Orkes Moral Pengantar Minum Racun), OM PSP (Orkes Moral Pancaran Sinar Petromak), Orkes PHB (Pemuda Harapan Bangsa). Over time, they finally developed their own unique character that certainly had an impact on their authenticity. The uniqueness emerged from the concept of the work, the choice of musical instruments, the musical arrangement, the choice of song lyrics, oratory style and humor of the players, particularly the vocalist. Orkes Taman Bunga aspires to be one of the successors of their predecessors, who brought pride to West Sumatra and influenced the development of music in Indonesia. They are determined to be recognized as an orchestra that represents Minangkabau culture with today's style that conveys moral messages or cultural wealth.

Integrity is maintaining ethics and morality in all actions and decisions, ensuring that others can trust you. The essence of personal branding is to convince others that the impression that is embedded in their minds is really in accordance with the impression that the brand owner intends to create. Therefore, the role of personal branding is very important. Without realizing it, individuals strive to achieve the best possible reputation to create their personal brand (Wesfix, 2017). Orkes Taman Bunga takes the small narratives from suroundings as self-criticism and humorously reflects on our common habits through their dance tunes. The criticism presented in their songs are quite verbal, but it is not separated from Orkes Taman Bunga's characteristic, they package it skillfully and satirically, making the harsh criticism of human behaviour less obvious. One example their

depiction of the youth culture in Minang and and the potential of natural resources in West Sumatra through their song lyrics.

Consistency is maintaining uniformity in behavior, messages, and actions to build a strong and reliable image. In this case, Orkes Taman Bunga consistently draws on local culture phenomenon for their creative ideas, therefore it continues to voice social issues. The personnel routinely build dialogue/discussion circles particularly on current issues to hone critical thinking. In addition, they also practice regularly, both independently and as a group, ensuring that they remainactive and productive according toagrred-upon habits. Consistency is also applied to the choice of costumes, maintaining with similar style in every performance. Consistency is also shown in social media, one of which is Instagram. Orkes Taman Bunga creates a consistent content pattern, whether related to their work, daily activities, or relationships. Their content is carefully organized, with each post thoughtfully connected to the others.

Specialization is highlighting expertise and specific knowledge that makes you unique and valuable to others. All members of Orkes Taman Bunga have a strong musical background as they are alumni of Karawitan Department at the Indonesian Institute of the Arts Padangpanjang. The concept of Orkes Taman Bunga is Local Orchestra of Cultural Rhythm. The essence of this concept is a local or regional Minangkabau orchestra that explores cultural rhythms, such as the culture of the younger generation, the cultural customs of Minangkabau community, and other broader cultural aspects. The lyrical theme of Orkes Taman Bunga's song center around humorously reflecting on the small habits in our surroundings through joyful music. They composed music by developing the techniques and characters of traditional Sumatran music, particularly Minangkabau within a popular framework. The song lyrics explore the meeting of Minang and Indonesian language sounds, in enriching the melody structure. They are sensitive to social issues that are relevant to global issues, therefore the message conveyed can be accepted by a wider market.

Distinctiveness is building unique elements or characteristics that separate you from others and make you easily recognizeable. Personal branding is not only regarding communication, but it is also regarding identifying unique, relevant, and interesting aspects of an individual to enhance their career and business (Butar & Ali, 2018). The characteristics of Orkes Taman Bunga can be seen in their performance concept. Orkes Taman Bunga is characterized by vintage and eccentric costumes that are part of their identity. The colourful costumes are cheerful and represent a flower garden. Nearly every lyric they create stems from elements close to their daily lives. The diction is a negotiation between sound and the possibility of celebrating our native language and world languages. The song lyrics and language style combineMinang and Indonesian languages, while maintaining their Minang accent. Orkes Taman Bunga does not use dominating musical instruments. Each instrument complements the others, playing an equally significant role. Their musical instruments are tambourine, mandolin, kulele, guitar, bass guitar, traditional flute, accordion, *gandang katindiak*, *gandang mambo*, and maracas. Their stage formation apperas like three subtle layers, avoiding an empty spaces. It maintains the musical considerations of each member depending on the instrument they play.

Relevant is ensuring that your personal branding is relevant to ypur target audience or market. Orkes Taman Bunga originated from students of ISI Padangpanjang. Therefore, they create song lyrics as a form of response to phenomena that occur among students, such as romantic issues, boarding money problems, academic challenges, and so on. In the personal branding process, Orkes Taman Bunga attempts to humorously address issues experienced by the younger generation. They wear costumes that are close to the style of the younger generation. Indirectly, it indicates that their target market is students, in other words, the younger generation. However, there is an unexpected outcome of this personal branding process, which is that their target market extends to various age groups. Over time, Orkes Taman Bunga also creates song lyrics about tourist destinations in West Sumatra. This allows them to reach a broader and more relevant market.

Performance is proving your ability and competence through consistent and high-quality performance. In the music industry, the market is often becomes main priority, where listener preferences determine the type of music or songs produced to fulfill the tastes of majority. In the context of Minang music, this is commonly pbserved, particularly in Minang music labels that tend to promote Minang singers, both as soloists and vocal groups. They tend to follow market preferences that tend towards comedic and lamentation style singing, without considering musical aspects. On the other hand, Orkes Taman Bunga has a different approach, not making the market the primary target. They remain true to their idealistic principles in making music, and do not want to follow the market. Orkes Taman Bunga insists that the form of music and songs they produce will not change. Although there may be collaboration offers, they emphasize that those who want to join must accept the musical style they have created from the beginning. Orkes Taman Bunga believes that making the market the primary focus can threaten the long-term sustainability of music or music groups. They do not want their existence to be temporary and vulnerable to uncertainty due to changing market with the development of society.

6. Conclusion

This research has significant importance in understanding Orkes Taman Bunga's personal branding strategy, providing insight into their unique approach in shaping their musical identity. The main findings show that their personal branding strategy has been successful in enhancing their reputation over the past decade. This is evident from the increase in performance offers, participation in national-scale events/festivals, and the expansion of their market reach in terms of both age and regional origin of their fans base.

Orkes Taman Bunga's personal branding alligns with the seven characteristic of personal branding according to Mateusz Grzesiak, namely Authenticity, Integrity, Consistency, Specialization, Distinctiveness, Relevant, and Performance. Their authenticity is reflected in their determination to be recognized as a modern Minangkabau orchestra with moral and cultural messages. Integrity is shown by promoting local narratives as self-critique and entertainment. Consistency is viewed in the focus on local cultural phenomena as inspiration. Specialization is the concept of Local Orchestra of Cultural Rhythms. Distinctiveness is apparent in their costumes, lyrics, language style, musical instruments, and unique stage formation. Relevance is seen in the lyrics that respond to societal phenomenon, reaching a broad market. Their performance shows loyalty to idealistic principles, not following market trends.

This research contributes to the development of knowledge regarding personal branding, particularly for artists originating from West Sumatra. However, it scope is limited as it only examines Instagram usage as a personal branding platform. Future research could broaden its scope by exploring other platforms used by Orkes Taman Bunga to gain further insights into their personal branding strategy.

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