

Fan Perceptions of Streamer Windah Basudara's Personal Branding on Youtube

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ABSTRACT

This study aims to explore fans perceptions of Windah Basudara's personal branding on the Youtube Platform, the extent to which fans understand the elements of his personal brand, and how they evaluate the self-image constructed by Windah Basudara. This research employed a descriptive quantitative method, with data collected through questionnaires distributed to 100 respondents who are fans of Windah Basudara on Youtube and member of his Discord community. The data were analyzed using a descriptive approach with a Likert scale. These findings align with the Stimulus-Organism-Response (S-O-R) theory and Peter Montoya's concept of personal branding, which emphasizes the importance of clarity, specialization, and consistency in building a strong self-image. The results indicate that fans perception of Windah Basudara's personal branding falls into the "very good" category. Fans understand the personal branding elements expressed through his signature communication style, unique gimmicks, and involvement in social activities. Furthermore, fans perceptions of Windah Basudara's personal branding are highly positive, particularly in terms of consistency, uniqueness, and personality.



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INTRODUCTION

The advent of the internet initially laid the foundation for global revolution and connectivity. With the internet, individuals could connect with anyone, anywhere, opening the door to a limitless exchange of information. In the era of the 4.0 revolution, technological developments have accelerated rapidly. This development includes modern communication and information technology. Communication and information technology in this era greatly facilitates human needs to communicate and receive information. With needs that must be met, society is driven by the desire to fulfill these needs through the mass media they currently choose. Today, people from children and teenagers to adults and even the elderly can access YouTube for entertainment, seek various information, or build their personal branding.

The rapid advancement of technology and information provides many opportunities for individuals to build and enhance their personal branding. One example of this technological advancement is the emergence of social media, which offers a variety of platforms to choose from according to each individual's needs and desires. Social media is certainly an effective tool for personal branding due to its numerous uses and broad reach.

Although several studies have discussed how content creators build or utilize personal branding on Youtube, they share similarities with other studies, such as variables and research methods. However, the author will emphasize the differences between this study and previous research. First, no research has examined fans perceptions of streamer's personal branding. Second, the authors chosen research location differs from previous research.

With the growth of digital platforms, personal branding has become one of the most important strategies for content creators to build a unique identity and stand out from their competitors. On social media, especially YouTube, personal branding helps creators convey personality, values, and characteristics that audiences remember and relate to. This personal branding not only attracts new viewers but also helps maintain the loyalty of existing fans. a streamer named Windah Basudara who has successfully built a strong personal brand through gaming content on YouTube. The phenomenon of personal branding becomes even more interesting when viewed from a fan's perspective. Streamers today must build a strong personal brand to stay relevant amidst the competition on YouTube. Windah Basudara demonstrates his unique characteristics and social actions, which make him uniquely appealing compared to other streamers on YouTube. In this digital era, fans are no longer just content consumers but also actively participate in shaping the perception of a streamer's personal brand. The way fans perceive this personal brand has a significant impact on the creator-fan relationship and forms the basis of their interaction with the content. Creators who successfully build a positive personal brand will more easily gain fan engagement and loyalty. This study explores how fans assess Windah Basudara's personal brand, what branding elements they find appealing on YouTube, and how Windah Basudara markets his personal brand on YouTube.

One of the most popular and viral gamers and streamers today is Windah Basudara, whose real name is Brando Franco Windah. The name Windah Basudara is derived from his last name and Basudara, which are siblings. He initially named himself Basudara because he wanted to create a YouTube channel with his brother. Windah Basudara started his YouTube career in 2013, creating

videos such as unboxing gaming gear, product reviews, and uploading gameplay. Through his patience and quality content.

RESEARCH METHODS

This research method uses quantitative methods and is a descriptive analysis, which describes the audience's understanding and perceptions regarding the personal branding of streamer Windah Basudara. This study also aims to provide information on Windah Basudara's strategies in building personal branding and attracting audiences with varying perceptions.

Quantitative Research Methods, as stated by Sugiyono (2009:14), can be defined as research methods based on the philosophy of positivism, used to study specific populations/samples. The sampling technique is generally random, data collection uses research instruments, and data analysis is quantitative/statistical with the aim of testing predetermined hypotheses in this study, the author used the Purposive Sampling approach.

The populations include the total number of respondents for a given analysis, and the number of research subjects. Therefore, the population is so large and extensive that it is impossible to study the entire population. The population is the entire unit of analysis that is the focus of the research, serving as a data source, some of which are limited, and some are limited. The population in this study is Windah Basudara's fans and loyal viewers on Youtube, drawn from the discord community established by Windah Basudara himself, consisting of Windah Basudara's fans.

This study took 100 respondents from the Windah Basudara streamer community using a purposive sampling technique that aims to select criteria that are considered relevant to the research so that the collected data is more focused and in accordance with the research needs. The Windah Basudara Streamer Community was chosen because this study aims to determine the perception of fans regarding Windah Basudara's personal branding, his fans are the most appropriate source to provide their views on how they understand and assess Windah Basudara's personal branding.

RESULT AND DISCUSSION

Personal Branding According to Peter Montoya

Peter Montoya (2002) formulated eight concepts for personal branding: Specialization (Law of Specialization), Leadership (Law of Leadership), Personality (Law of Personality), Distinctiveness (Law of Distinctiveness), Visibility (Law of Visibility), Unity (Law of Unity), Persistence (Law of Persistence), and finally, Goodwill. An analysis of Windah Basudara's personal branding is as follows:

1. Specialization (Law of Specialization)

Windah Basudara specializes in gaming and games for all ages. His consistent gaming expertise is complemented by his unique style, often incorporated into his live streams: gimmicks. This specialty earned him the "Favorite Game Content Creator" award at the 2022 Indonesian Esports Awards.



Picture 1. Indonesian Esports Awards 2022

Source : <https://youtu.be/WnDLWe03aCE?si=iFtM5GpqXV6tasel>

2. Leadership (Law of Leadership)

A person with a strong personal brand must possess strong credibility to gain public trust and become a successful leader in their field. Windah Basudara is known for his kindness and intelligence, which motivates fans. He also frequently donates to other streamers and motivates them to continue growing and never give up. He shares motivational quotes based on his own experiences during his own struggles. Because of his lucrative streamer success, he typically streams live and opens donations to anyone willing to donate. This encourages fans to participate in his charitable endeavors. Furthermore, he posts his work on his personal Instagram account as proof of his charitable efforts. He frequently donates to other charity websites, enabling him to build a school in Papua.

3. Personality (Law of Personality)

According to Montoya, there are four characteristics of human life: being able to relate, making mistakes, and being positive and authentic. In building a personal brand, a person's personality isn't always perfect. Based on the author's observations, Windah Basudara has a friendly personality, a strong sense of empathy, cares about those around him, and respects others. A small example of a friendly personality and a strong sense of empathy is Windah Basudara's frequent chat

sessions with his fans on YouTube. He uses the Discord app to communicate with his fans. During these sessions, he personally chooses who to invite to the chat sessions and listens to their concerns and, whenever possible, provides appropriate opinions or advice.

4. Distinctiveness (Law of Distinctiveness)

In personal branding, distinctiveness is essential for creating a positive impression and a strong sense of distinction. Anyone who wants to achieve their goal of being recognized must build effective communication with their audience. In this context, what makes Windah Basudara unique is his communication style and the gimmicks he creates in each of his live streams. Windah Basudara stated on Raditya Dika's podcast that he initially didn't have a fanbase. However, while playing a game live, he spontaneously coined the phrase "death kids" as a nickname/trademark for his fans. Windah Basudara has a distinct segment; many of his fans are more interested in horror games than RPGs. As a result, Windah Basudara's fans now call themselves by the nickname that best suits them.

5. Visibility (Law of Visibility)

Personal branding must be built consistently to be effective. One must consistently showcase their personal brand. To increase this value, one needs to engage in promotion, publicity, and marketing. Based on the author's observations in this context, Windah Basudara is quite consistent in his live streams and continues to improve his communication style. Windah Basudara also produces merchandise with the words "Death Kids" and several other items, such as tote bags featuring Windah Basudara's face. This certainly makes Windah Basudara increasingly leave a positive impression on his fans and the public who appreciate his creativity.

6. Unity (Law of Unity)

According to Montoya (2002), "Unity is about leading your private life in accord with your public persona," meaning that personal branding cannot be separated from the behavior that embodies the brand. In this context, Windah Basudara possesses a positive personality that motivates audiences. Windah Basudara's personality and personal branding are certainly in harmony and create positive credibility with the public.

7. Persistence (Law of Persistence)

Building a personal brand takes time and effort, and having a strong personal brand doesn't necessarily mean a smooth road ahead. In the era of ubiquitous and accessible social media, audience perceptions vary. It's undeniable that many people disagree or dislike someone's personal brand. This can hinder someone's personal branding.

In this context, Windah Basudara is a gamer whose personal brand often involves being absent, getting angry, and making cheesy jokes during his live streams. Based on the author's observations, this is one of Windah Basudara's strategies to attract viewers. However, this behavior

has generated a lot of harsh comments in the comments section and on social media. Many people have demanded that Windah Basudara comply with his fans' wishes, but this hasn't deterred him from changing. He maintains the personal brand he has built from the start. He acknowledges that this may lead his fans to seek other streamers, but he remains steadfast in his personal brand.

8. Goodwill (Law of Goodwill)

A person is said to have achieved effective personal branding when they gain a positive public perception. Windah Basudara has had a positive and beneficial impact on his fans. Due to his consistency and widespread recognition, Windah has been recognized as a worthy gaming content creator and a role model for aspiring streamers and other young people. Windah Basudara took this opportunity to build a school in Papua with funds raised from charity and ticket sales for the Motion Ime event.



Picture 2. Papua Menanam Cakra Abhipraya Responsif

2.5 Perception

Etymologically, perception comes from the Latin word perceptio, from percipere, meaning to receive or take (Hendra, 2016). Perception is the interpretation/meaning of information (energy/stimulus) entering human cognition. According to Leavitt (Arasanta, 2017), perception, in the narrow sense, is sight, how someone sees something. In the broad sense, it is a view or understanding, namely how someone views or interprets something.

The process of perception cannot be separated from the process of sensing, and the process of sensing is a precursor to the process of perception. The process of sensing occurs at all times when an individual receives a stimulus through their senses: the eyes for sight, the ears for hearing, the nose

for smell, the tongue for taste, and the skin on the palms of the hands for touch—all of which are sensory organs used to receive stimuli from outside the individual. These sensory organs serve as a link between the individual and the outside world (Branca, 1964; Woodworth and Marquis, 1957).

The individual then organizes and interprets the perceived stimuli, resulting in awareness and understanding. This process is called perception. Perception is an integrated process within the individual regarding the stimuli they receive (Mozkowitz and Orgel, 1969).

Factors influencing perception include:

1. The perceived object: the object that generates a stimulus that impacts the sensory organs. This stimulus can originate externally from the perceiving individual or from within the individual, directly contacting the receptor nerves, which function as receptors. However, most stimuli originate externally.
2. The sensory organs, nerves, and the central nervous system. The sensory organs, or receptors, are the means by which stimuli are received, and sensory nerves transmit the stimuli received by the receptors to the central nervous system, the brain.
3. Attention, concentration, or focus of all individual activities on an object or group of objects. Several factors influence perception: (1) the object or stimulus being perceived; (2) the senses or central nervous system, which are physiological; and (3) attention, which is psychological.

The process of perception is the process by which a stimulus affects the senses, a natural or physical process. Stimuli received by the senses are transmitted by sensory nerves to the brain; this process is called physiological. Then, a process occurs in the brain, the center of consciousness, so that the individual is aware of what is seen, heard, or touched. The processes occurring within the brain or in this center of consciousness are called psychological. This process is the final stage or formation of true perception, allowing perception to influence an individual's response.

Bimo Walgito defines perception as the process by which an individual receives a stimulus through the senses, also called the sensory process (Akbar, 2015). However, this process does not stop there; rather, the stimulus is continued, and the next process is the perceptual process. Therefore, in the perception process, the perceived person can influence the other perceiver. The indicators of perception are as follows:

1. Stimulus absorption, where the stimulus or object is absorbed or received by the five senses—sight, hearing, touch, smell, and taste—either individually or collectively.
2. Understanding, where after images or impressions are generated in the brain, these images are organized, classified, compared, and interpreted to form an understanding.
3. Assessment, where after understanding is formed, an individual's judgment occurs. The individual compares this newly

acquired understanding with subjective criteria or norms. Individual assessments vary, even when the object is the same.

Fans

Fan theory was developed by Henry Jenkins. According to this theory, fans are unique consumers of culture; a fan cannot be equated with a regular audience. Fan theory also discusses the activities of fans who consume media, whether textual or other forms.

Fans often engage in social activities that involve interacting with other fans, both in person and through social media. They seek information about their idols, share content, and engage in online discussions, all of which foster loyalty to their idols and create a new culture within their communities.

Fans themselves demonstrate interest in content provided by content creators by watching, following content such as regularly watching live streams in real time, and actively participating in the comments section. Furthermore, some fans also help enhance the personal branding of content creators. For example, Windah Basudara, a fanatical fan of Windah Basudara, shared video clips from Windah Basudara's live streams, which they found entertaining. In this way, fans not only share the video clips for free, but also help increase Windah Basudara's popularity and potentially gain new fans. Some fan characteristics include:

- Loyalty to Idols: Some Windah Basudara fans are always present in live chats and are active during live streams, sometimes giving Windah Basudara guidance on how to play the game correctly, while others simply want to liven up the live chat.
- Involvement in Online Communities: Windah Basudara's fans come from various platforms, from YouTube channels and Instagram accounts to TikTok, which led Windah Basudara to create a community called Motion Ime on Discord. Naturally, her fans have an interest and desire to engage with the community, hoping to connect with Windah Basudara and make new friends.
- Harmonious Sense of Humor: Many of Windah Basudara's fans frequently use Windah's signature jokes. Windah Basudara likes to use the word "hilarious" in every sentence. Unsurprisingly, many of her fans also use the word. Creativity in fandom content: Fans often create engaging content like memes, edit funny videos into clips for posting on other platforms like YouTube Shorts, TikTok, Instagram Reels, and YouTube videos. They often edit Windah Basudara's meme-worthy expressions while playing games or from their favorite games, such as horror or simulator games.

Streamers

A streamer is someone who broadcasts or streams their content live through social media platforms or dedicated streaming platforms. Streamers often interact directly with viewers during the broadcast, creating a more personal and interactive experience. Streamers can also broadcast a variety of content they want to share with their audience, from playing games to discussing specific topics, creating creative content, cooking, and even asking and answering questions/directions from viewers in the comments section of the streaming platform.

Several streaming platforms are popular among streamers, including Twitch, YouTube Live, Facebook Gaming, and others. Each of the platforms mentioned above offers different features that can reach a wider audience. Streamers need equipment that meets their needs for live broadcasting, including a high-quality webcam, a high-spec computer, and a clear microphone to facilitate interaction with their audience through the comments section. Good lighting is also key to a streamer's success. A dark and cluttered background can deter viewers from enjoying the game.

One of the most appealing aspects of live streaming is interacting with their fans. Streamers often interact with their fans, asking how to use items in the game they're playing, or simply asking questions. Streamers don't just play games; they also have their own unique approach to engaging their target audience. Streamers often engage in chat sessions with their fans to better understand and engage with the audience watching their live streams.

Streamers are considered successful and famous when they gain popularity among a young, influential audience online, as fans build large, loyal communities with millions of followers across various platforms. Streamers can influence popular culture and play a vital role in the gaming and e-sports industries. Through their live broadcasts, they showcase their gaming skills and entertain their audiences with pre-prepared gimmicks. Many streamers produce educational content outside of gaming, sharing their skills, such as academic knowledge and artistic endeavors, and donating to those in need. This undoubtedly inspires many to pursue their passions and talents.

YouTube

YouTube is a popular video-sharing website where users can upload, watch, and share video clips for free. It was founded in February 2005 by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim. YouTube videos generally feature movie and TV clips, as well as user-generated videos (Tjanatjantia Widika, 2013). As of January 2024, YouTube had over 2.7 billion monthly users, who collectively watch over one billion hours of video every day. This service, developed by Google, allows users to upload videos, making them accessible to other users

worldwide for free. It could be said that YouTube is the most popular video database on the internet, perhaps even the most comprehensive and varied.

According to Miller (2009:3), YouTube is a video-sharing community, meaning that YouTube users can upload and view all kinds of video clips online using any web browser. These videos can include tutorials, entertainment, and more. For most people, these videos are not particularly useful. However, for some, these videos are very useful in supporting their lives. Information in the form of videos makes it easier for people to grasp the information contained within. Therefore, YouTube has become one of the most popular online media today and is useful for meeting information needs.

YouTube provides a forum for people around the world to connect, gain information, and find inspiration. It also serves as a distribution platform for original content creators and advertisers, both large and small. YouTube is a trusted video site that provides a variety of information in video format. This site is intended for people who are searching for video information or want to watch videos directly. These people can also participate by uploading videos to YouTube channels and sharing them worldwide. YouTube is a popular video-sharing site where users can watch and share video clips for free, primarily music videos, TV shows, and self-produced videos. A Google service that makes it easy for users to upload videos and make them freely accessible to others worldwide.

Personal Branding and Social Media

Personal branding is an individual's effort to express their unique characteristics. Building a personal brand requires a way to create a unique expression of themselves. Of course, every individual has a different personality, and this is also a factor influencing personal branding. According to Montoya (2002), personal branding is a strategic process—it's about intentionally taking control of how others perceive you and managing those perceptions strategically to help you achieve your goals. This means we all have a personal brand, whether consciously or unconsciously, or even without understanding how to build it, even though it's what has a very positive and beneficial impact. Whatever we want to believe, people don't buy things for rational reasons, but rather for emotional ones. Even if someone makes complex comparisons of products based on features, prices, options, specifications, warranties, awareness, and so on, they still narrow it down to a range of possibilities and make an emotional decision. That's why branding creates an emotional connection with buyers.

With the numerous benefits of social media, and its quick and easy access, people can use it positively and maximally to create an effective impression. One can develop a maximal branding strategy and utilize social media for inspiration and motivation in shaping one's self-image. Social

media is a suitable place for self-expression and developing a personal brand to gain recognition among the public.

Personal branding requires a strong sense of perception that can effectively manage one's perception. Once a person's personal branding is achieved, they can show their audience what they are like and how they differ from their competitors. Personal branding also motivates them to continue implementing their strategy, which requires them to continuously differentiate themselves from their competitors. Personal branding is necessary to showcase the abilities and skills that characterize an individual, enabling them to excel compared to others. Personal branding on social media is crucial in today's digital age because it helps individuals develop and maintain their unique identity, making them more easily recognized on social media.

Personal branding certainly facilitates networking with other professionals, which can lead to new opportunities and collaborations. For example, streamers collaborate, livestreaming games together, or simply becoming guest stars at an event hosted by another streamer. A person with a strong personal brand has a positive impact and establishes themselves as a voice for their community. Therefore, personal branding is not just about image, but also about how one builds a career and broad social impact. By strategically engaging with the audience, individuals with unique branding become increasingly recognized and recognized.

With the advent of social media, which allows for easy dissemination of information and its widespread reach, we can access a wealth of new information every day simply through social media. To develop a personal brand on social media, one needs to develop unique communication strategies to attract the target audience, starting with creating engaging, creative, and useful content to capture public attention.

Personal Branding and Windah Basudara

Brando Franco Windah, known online as Windah Basudara or Brando, was born on March 14, 1992, in Manado. He is known for his video game live streaming and engaging persona. He has been the brand ambassador for the Indonesian e-sports platform Rex Regum Qeon since 2021. Windah Basudara studied at the London School of Public Relations but had to drop out due to financial constraints. Initially, he worked at The Westin Hotel Jakarta as a waiter, after which he planned to resign and become a professional gaming streamer, starting on December 29, 2018.

This study focuses on how Windah Basudara uses YouTube to build his personal brand and shape his fans' perceptions. As a streamer, Windah Basudara has a unique character to attract public attention through his branding, which includes entertainment, often referred to as gimmicks. Windah

often uses gimmicks in his live streams, unlike other streamers. Windah Basudara now has 3 million followers on Instagram and 16 million subscribers on YouTube. Furthermore, Windah Basudara's positive personality garners a positive public response, motivating and inspiring viewers and other streamers. Through his YouTube channel, Windah Basudara frequently refers to his fans as "death kids." This arose when Windah Basudara was playing a game, and many viewers gave him incorrect instructions, causing him to make mistakes.

As Windah Basudara played more games, new nicknames emerged, coined spontaneously by Windah Basudara during gameplay. For example, when Windah was playing, viewers disagreed with his chosen approach, leading to the nickname "stubborn kids" and other nicknames. During his live streams, Windah Basudara sometimes includes motivational quotes while playing games. He often relates them to the lives of his viewers. This naturally inspires his viewers.

Furthermore, Windah Basudara often makes donations if Windah reaches his target subscriber count. When she reached 14 million subscribers, she started live streaming and donating by finding Indonesian streamers who were still pioneering and donating the equivalent of her 1.4 million subscribers. Unexpectedly, many of Windah Basudara's followers followed in her footsteps and were motivated to keep moving forward and never give up on building her brand in the gaming industry. In addition to gaming, Windah Basudara created an event called Motion Ime. This event was a festival featuring various great communities and was accompanied by spectacular performances. It provided a platform for a generation with the skills and responsibilities to build a stronger, more connected, and more inclusive community, creating a place of peace and hope.

According to the McGraw Hill Dictionary, social media is a tool used by people to interact with one another by creating, sharing, and exchanging information and ideas, creating a virtual network and community. Varinder Taprial and Priya Kanwar (2012) define social media as a medium used by individuals to be social, or to be social online by sharing content, news, photos, and other things. Windah Basudara uses social media to build his personal brand, allowing the public to easily access his YouTube channel. He also founded a Discord community, which includes a variety of virtual communities for fellow fans to communicate with each other.

RESULT

Based on the research results, 84% of respondents strongly agreed that Windah Basudara's activities such as donating, inspired audiences that almost all respondents considered Windah Basudara's social actions positive, and that Windah not only created content on his Youtube channel about playing games, but also touched on aspects of social values and concern. In the content of SOR

Theory, Windah Basudara's donations were emotional and social, which were then processed by fans, generating a desire and empathy to participate in social activities.

Based on the research results, 82% respondents said they strongly agreed that Windah Basudara's social activities such as donating have a positive impact on the community, and feel encouraged to donate and help. This shows that respondents strongly agree with the statement that Windah Basudara's donation activities have a positive impact and fans feel encouraged to participate in helping and donating whatever the nominal amount. (penyerapan terhadap stimulus)

Based on the research results, as many as 56% of respondents stated that Windah Basudara's true personality makes him more easily accepted by his fans. This percentage shows that respondents agree that his personality makes him more easily recognized and accepted in society. Windah Basudara is known for his humble personality and care for others. Many of his fans feel that Windah's Basudara personality can captivate their hearts. When viewed in the context of SOR theory, Windah Basudara shows his true self in the content he provides with a demeanor that seems more relaxed than the average streamer. Windah also chooses to do live stream so he can freely express himself with his fans. Therefore, Windah Basudara has succeeded in building a personal brand and displaying a natural personality so that fans feel closer to him.

CONCLUSION

1. Fan perception of Windah Basudara's personal branding on YouTube is very good 84%.

Most respondents fully agree that Windah Basudara has a unique speaking style, unique delivery, and the ability to build close relationships with his fans through signature greetings like "Death Boy" and the gimmick of calling out fans' names when Windah Basudara wants to start playing games. Fans (organisms) receive and process these stimuli as something entertaining, impressive, and a unique attraction that sets Windah apart from other streamers, leaving audiences engaged and continuing to watch his content.



Picture 3. Discuss session with Windah Basudara and his fans on Youtube

2. Fans understand Windah Basudara's personal branding elements well 82%.

Most respondents expressed knowledge of Windah Basudara's content, speaking style, and social activities, including donations and other events. These activities provide social stimulus that encourages fans to believe that Windah is not just a streamer but also a public figure with high social value. In accordance with the S-O-R (Stimulus-Organism-Response) theory used in this study, this understanding process confirms Windah's personal branding as a streamer with a strong social conscience and who focuses not only on gaming or content creation.



Picture 4. Windah Basudara does charity 1 billion

3. Fans positively assess Windah Basudara's personal branding 56%.

The research results show that most respondents view Windah as inspiring, open to criticism, and active with her fans. With this perspective, Windah creates a strong two-way relationship with his audience, which increases fan engagement. As explained by Peter Montoya's Law of Goodwill, positive interactions and a positive reputation strengthen a built personal brand.



Picture 5. Discuss session with Windah Basudara and his fans on Youtube

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