

## ***The Influence of Personal Branding and Digital Marketing of Namoy Budaya as Content Creators on Gen Z's Digital Awareness of Reggae***

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### **ABSTRACT**

The advancement of digital technology influences how Generation Z accesses and discovers music, including reggae. Personal branding and digital marketing emerged as key strategies for fostering digital awareness of this genre. This study examined the influence of personal branding and digital marketing on Generation Z's digital awareness of reggae music. A quantitative associative approach was employed, with respondents selected through purposive sampling. The study involved 132 Generation Z music enthusiasts who completed a structured questionnaire. The collected data were analyzed using multiple linear regression. The results revealed that personal branding and digital marketing had a positive and significant impact on Generation Z's digital awareness, with digital marketing exerting a stronger influence than personal branding. These findings are expected to be a reference for music industry promotional strategies, particularly in introducing alternative music genres through social media platforms.

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## **1. Introduction**

Reggae is a genre of music that emerged in Jamaica in the late 1960s and is often associated with Rastafarian spiritual and political movements. (Rastafarianism is a social movement of Afro-Jamaican society for the poor and oppressed). Reggae has a distinctive rhythm, bass, guitar, and drums that are used to arouse the listener's spirit and create a lively atmosphere [1]. This music experienced rapid development in various countries, including Indonesia, where reggae began to develop although its popularity was still

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limited. Ras Muhammad is one of the most well-known Indonesian reggae music figures in the world and helped spread Indonesian reggae culture around the world [1].

The presence of reggae music in Indonesia has grown rapidly since its appearance in various tourist destinations and continues to grow through the formation of an active fan community. Many cities have witnessed the emergence of local music groups that combine reggae styles and nuances, especially in cities that have a strong music culture such as Jakarta and Surabaya [1].

In addition, reggae music is currently widely featured in Indonesian music festivals, providing an opportunity for local and international musicians to collaborate and spread the word about reggae music to a wider audience.

Personal branding refers to a strategic effort to shape and promote one's self-image through social media, aiming to create a clear and consistent narrative about an individual's identity in the eyes of the public [2]. It's important to understand how the music industry is changing, including how music festivals are influencing the popularity of the reggae genre, and how Gen Z consumes music.

This generation tends to search for and listen to music not only from streaming platforms but also through social media. On social media, the personal branding of artists and content creators is very important to attract their attention. Many people assume that Gen Z has a deep understanding of technology because they have been using electronic devices since birth.

Individuals born between 1997 and 2010 are known as Gen Z [3]. Since they have been connected to the internet and mobile devices since childhood, they are referred to as digital natives. They are very interested in interactive and creative visual content, and tend to choose content that is personal and shareable.

This generation is also distinguished by their wider choice in choosing music, as their tastes are often determined by social media trends and appealing visual aesthetics. Social media can be leveraged by brands or content creators to leverage user relationships, which is the process of maintaining, growing, and maintaining audience or customer engagement in social media marketing activities.

Effective marketing through social media can increase customer buying interest. Therefore, social media can be used as marketing by integrating elements of entertainment into all activities that can be done [4]. Today, Gen Z is known as a generation that values truth and diversity in various areas of life, including their music choices. They are often fascinated by styles of music that facilitate personal expression and represent unique values, although this type of music may not be as well known to the general public as reggae.

In this context, Namoy Budaya has successfully built a distinctive brand image and captured the interest of Gen Z through an innovative and authentic approach. By utilizing social media platforms, they not only introduce reggae music but also teach the audience about reggae cultural values.

Several collaborations with local brands have pushed Namoy Budaya to become more known by Gen Z and strengthened its reputation as a reggae music activist. Through these collaborations, Gen Z not only enjoys entertainment but also actively supports and connects with local products, creating mutually beneficial relationships between local businesses and Namoy Budaya as content creators.

Content creators or influencers are public figures who have a great influence on their followers and play a role in marketing digital marketing campaigns on social media such as Instagram, TikTok, YouTube, and other media [5]. They not only create content, but also act as a communication channel between a brand or company and an audience

[5]. Based on this, it can be concluded that content creators or influencers have become a profession in today's digital era.

Namoy Budaya had a significant impact on Gen Z's perception of reggae music's interest, reviving the genre with a fresh and relevant perspective. The content is delivered with humor that is not only entertaining, but also showcases cultural values in a fun environment. This creates an opportunity for many individuals, especially young people, to discover and appreciate reggae music.

The main problem that prompted the researcher to conduct this research is that although Namoy Budaya has built a strong *personal branding*, the digital marketing strategy implemented through collaboration with various brands has not shown optimal results.

Thus, the focus of research on the influence of personal branding and digital marketing on Namoy Budaya is very relevant to understand how it can increase Gen Z's digital awareness of the music genre. The essence of this research, "The Influence of Personal Branding and Digital Marketing of Namoy Budaya as Content Creators on Gen Z's Awareness of Reggae: A Case Study on @namoybudaya" will analyze independent variables including personal branding, digital marketing, and creative content shared through social media.

The fixed variable to be analyzed is Gen Z's digital awareness of reggae music, and the study will also consider factors such as audience engagement on social media, audience response to reggae music content, and the influence of digital platforms in introducing the genre of music to Gen Z.

## **2. Literature Review**

### **Personal Branding**

Personal branding is a person's attempt to market themselves by showing their superiority over their competitors. This process includes building a brand identity, developing by communicating the brand, and evaluating the brand image for personal and professional purposes [6].

### **Digital Marketing**

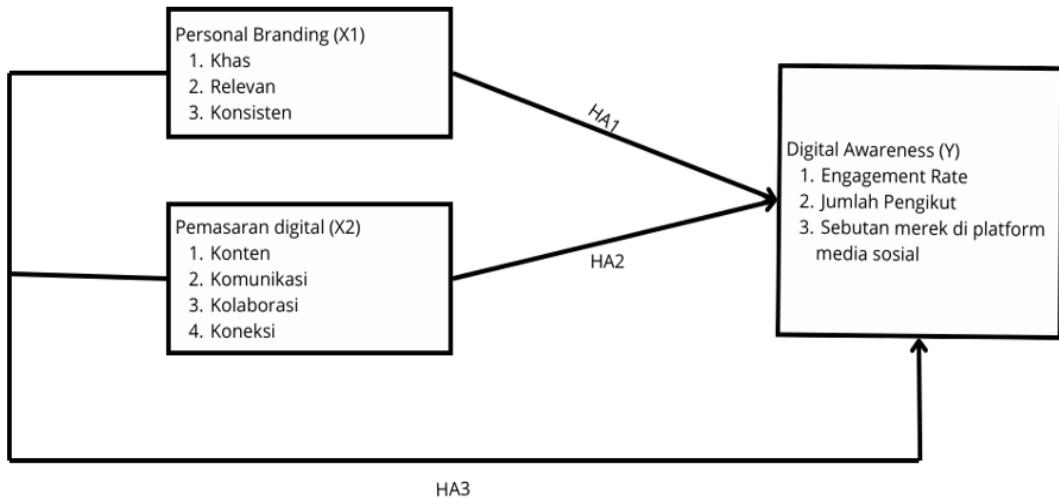
Social media marketing is the process of encouraging people to promote their products, websites, or services through online social channels. This marketing involves long-distance communication and has greater marketing potential than traditional advertising channels [7].

The promotion of goods or services through digital technology, especially the Internet but also mobile devices, display advertising, and other digital media, is known as digital marketing [5].

### **Digital Awareness**

Digital awareness is one of the main goals in digital marketing to communicate or make the audience remember a brand, product or personal so that it will be considered by the audience or potential buyers in deciding something [8]. Interactive social media marketing is a type of marketing that uses social media platforms to reach the target

audience. It can be used to increase consumers' understanding of the brand, create bonds with customers, and increase conversions [9].



**Figure 1 Thinking Frame**

Source: Data processed, 2024.

### 3. Method

This research employs a quantitative approach, with two independent variables, namely Personal Branding and Digital Marketing, and one dependent variable, namely Gen Z's Digital Awareness towards Reggae Music. The data analysis for this study was conducted using multiple linear regression, allowing for simultaneous testing of the relationships between the independent and dependent variables.

The number of samples in this study was determined using the purposive sampling method, with the study population consisting of Instagram users who are reggae music listeners among Gen Z. The number of samples used in this study was 132 respondents, who had met the research criteria and statistical analysis requirements.

### 4. Results and Discussion

#### Multiple Linear Regression

Multiple linear regression analysis aims to determine the influence of two or more independent variables (X) on bound variables (Y). The results of the multiple linear regression calculation in this study were obtained through the SPSS program with the following details:

**Table 4. 1 Multiple Regression Linear**

Model	Coefficients <sup>a</sup>				
	Understandardized Coefficients		Standardize Coefficients	t	Sig.
	B	Std. Error	Beta		

1	Constant	0,962	1,395		0,689	0,492
	Personal Branding	0,271	0,083	0,246	3,274	0,001
	Pemasaran Digital	0,505	0,058	0,651	8,666	0,000

a. Dependent Variable: Digital Awareness

Source: Data processed, February 2025.

**The regression equation is as follows:**

$$Y = a + b_1 X_1 + b_2 X_2$$

$$Y = 0,962 + 0,271 X_1 + 0,505 X_2$$

The above regression equation can be explained as follows:

1. Constant (a) of 0.962 states that if the variables of personal branding and digital marketing are 0, then the value of digital awareness will remain at 0.962. This means that in conditions without the influence of personal branding and digital marketing, the dependent variable of digital awareness still has a basic value of 0.962.
2. The personal branding variable has a regression coefficient value of 0.271 (>0). This shows that the variable of personal branding has a positive effect on digital awareness. This means that if personal branding increases by 1 unit, then digital awareness will increase by 0.271 units, assuming other variables remain.
3. The digital marketing variable has a regression coefficient value of 0.505 (>0). This shows that digital marketing variables also have a positive effect on digital awareness. Thus, if digital marketing increases by 1 unit, then digital awareness will increase by 0.505 units, assuming other variables remain.

#### Autocorrelation test

The autocorrelation test aims to find out if there is a relationship between residuals in the regression model. This test uses the Durbin-Watson method, with the following interpretation of the value: if the value is between  $d_u$  and  $4 - d_u$ , then there is no autocorrelation. The results of the autocorrelation test in this study are as follows:

**Table 4. 2 Autocorrelation Test**

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	0,860	0,740	0,736	2,361	2,008

a. Predictors: (Constant), Pemasaran Digital, Personal Branding

b. Dependent Variable: Digital Awareness

Source: Data processed, February 2025.

The Durbin-Watson value obtained was 2.008, with 2 variables (k) and 132 samples (N). Based on the Durbin-Watson table at a significance level of 5%, it is known that the value  $du = 1.736$  and  $4 - du = 2.264$ . Since  $1.736 < 2.008 < 2.264$ , it can be concluded that there is no autocorrelation in this regression model. Thus, the regression model meets classical assumptions and is feasible for use in further analysis.

### **Hypothesis Testing Using ANOVA or F-Test**

Partial hypothesis testing was carried out to determine the influence of each independent variable on the dependent variable. If the significance value (sig)  $< 0.05$ , then the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected, which means that the variable has a significant effect.

**Table 4. 3 Hypothesis Testing and F-Test**

Anova <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	2049,582	2	1024,791	183,914	0,000 <sup>b</sup>
	Residuals	718,804	129	5,572		
	Total	2768,386	131			

a. Dependent Variable: Digital Awareness

b. Predictors: (Constant), Pemasaran Digital, Personal Branding

Source: Data processed, February 2025.

Based on the results of the simultaneous test (F test) displayed in the ANOVA table, the Fcal value was obtained of 183.914 with a significance value of 0.000. Because the significance value  $< 0.05$  and Fcal  $>$  Ftable, H0 is rejected and Ha is accepted. This means that personal branding and digital marketing together have a significant effect on digital awareness.

### **Discussion**

The findings of this study indicate that the personal branding efforts of Namoy Budaya as a content creator have a positive and significant influence on Gen Z's digital awareness of reggae music. The results of multiple linear regression showed a coefficient value of 0.271 with a significance of 0.001 ( $< 0.05$ ). This means that the stronger the personal branding that is built, the higher the level of audience awareness of the content conveyed. This strengthens the first hypothesis that personal branding plays an important role in shaping the audience's perception of certain genres of music. These findings are in line with a study [6] that confirms that a strong and consistent self-image can increase audience engagement and perception of content creators.

In addition, the digital marketing variable has a greater influence on digital awareness, with a coefficient value of 0.505 and a significance of 0.000 ( $< 0.05$ ). This indicates that effective digital marketing strategies, including social media utilization, influencer collaborations, and leveraging platform algorithm features like Reels and TikTok, play a critical role in expanding the reach of reggae music among Gen Z. These results are

in line with research [10] which shows that digital marketing plays an important role in disseminating music widely and efficiently. Especially through social media.

Furthermore, the simultaneous test (F test) strengthened the results that personal branding and digital marketing together had a significant effect on digital awareness, with an F value of 183.914 and a significant 0.000. Thus, the third hypothesis is accepted and proves that both independent variables have an important contribution in building the audience's digital awareness of reggae music. This is also strengthened by the findings [1] which suggest that the existence of reggae musicians in Indonesia is increasing along with the use of branding strategies and digital media.

In this context, digital awareness enhancement strategies can be focused on two main approaches: (1) building consistent and authentic personal branding through distinctive narratives and visual content, and (2) optimizing digital marketing through The use of social media platform features, strategic collaboration, and data-driven approaches. By combining the power of personal branding and digital marketing synergistically, it is hoped that gen z's digital awareness of reggae music can increase continuously and form a wider and loyal audience base.

## **5. Conclusion**

Based on the findings of this study, it can be concluded that both personal branding and digital marketing have a positive and significant impact on Gen Z's digital awareness of reggae music. The conclusions of the findings of this study are as follows:

1. Personal branding exerts a positive and significant influence on digital awareness, highlighting its critical role in shaping audience perceptions.
2. Digital marketing has a positive and significant effect on digital awareness.
3. Personal branding and digital marketing simultaneously have a positive and significant effect on digital awareness.

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