Impression Management In Building Personal Branding Marco Randy

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Abstract
Public figures employ various strategies to elevate their popularity and cultivate a specific public image. A key tactic is effective impression management. Through strategic impression management, individuals can optimize the results of their personal branding endeavors. Marco Randy, a prominent figure in the entertainment industry as an influencer, host, and radio personality, exemplifies this concept. He has successfully crafted a distinctive personal brand that sets him apart from his peers.This qualitative study, grounded in theories of impression management and personal branding, is based on in-depth interviews and observations. The research findings reveal a dichotomy in Marco Randy's personality. While he presents a public persona that is engaging and extroverted, his private self often exhibits introverted tendencies. This duality becomes apparent when he interacts with large crowds, as he may experience energy depletion and seek solitude afterward. Despite this, he is widely perceived as a friendly and approachable public figure, though he is selective about his interactions with unfamiliar individuals.

Keywords: Impression Management, Personal Branding, Marco Randy, Public Figure, Digital

INTRODUCTION

In the ever-evolving societal landscape, individuals employ a multitude of strategies to enhance their public visibility. One prominent approach involves *impression management*. This concept, first introduced by Erving Goffman in 1959, suggests that individuals deliberately manipulate their interactions to shape the perceptions others have of them. (Siedharta et al., 2017). Goffman further articulated that impression management is a process whereby individuals exert control over how they are perceived, thereby influencing the impressions others form of them. (Purnamasari et al., 2013). Effective impression management requires a delicate balance. Individuals must not only create a favorable initial impression but also sustain it consistently. Sociological analyses, particularly those drawing on Goffman's dramaturgical perspective, highlight the dynamic nature of social interactions and the role of impression management in shaping these interactions. Goffman focused on the application of his dramaturgical approach to mass media, such as radio and television, emphasizing the socio-linguistic aspects of communication (Picone, 2015).

A distinctive personal brand, one that resonates with a broad audience, is a hallmark of successful public figures. Marco Randy, a public figure with a decade-long career, exemplifies this. His persona as a "sad boy" with a troubled love life has resonated with many, contributing significantly to his popularity. Moreover, Marco Randy, along with his brother Marlo Ernesto, the son of renowned Indonesian presenter Andy F. Noya, has established himself as a content creator. Their collaborative content has solidified Marco Randy's image as a relatable individual struggling with heartbreak. Marco Randy has established himself as a prominent figure in the digital landscape, working as a content creator, podcaster, and radio host. He is actively involved in producing content both independently and collaboratively with his brother, Marlo Ernesto, through their joint YouTube podcast, "Sruput Nendang." Additionally, Randy has a recurring segment on the 87.6 Hard Rock FM Jakarta radio show, "Drive N Jive," alongside Sarra Tobing. His significant presence on social media platforms, with over 131,000 followers on Instagram and 143,000 on TikTok, attests to his influence in the digital sphere.

Every individual, regardless of their public profile, has a personal brand that shapes how they are perceived. However, for public figures, personal branding is imperative as it directly influences public opinion. At its core, personal branding is a narrative that an individual constructs about themselves, impacting various aspects of their life. A strong personal brand can foster meaningful connections, enhance professional opportunities, and ultimately contribute to one's overall success. (Haroen, 2014)

Personal branding transcends digital platforms, extending to real-world interactions. By cultivating strong communication skills, maintaining a professional demeanor, and exuding confidence and authenticity, individuals can establish credibility and trust with others. This can lead to valuable connections, referrals, and career advancements. Ultimately, personal branding is about crafting a cohesive and compelling narrative that communicates one's unique value proposition. By investing time and effort into developing and maintaining a strong personal brand, individuals can enhance their professional reputation, increase visibility and influence, and ultimately achieve success in their chosen field. (Siswiyanto, 2019). Peters emphasizes that personal branding focuses on cultivating perceptions and emotions rather than being influenced by external factors. The primary objective of personal branding is to present an authentic self to the public, thereby inviting evaluation and judgment. (Sianipar, 2022). Farco Siswiyanto Raharjo defines personal branding as the process of shaping one's character through influences such as environment, family, education, and social interactions. This process ultimately contributes to the formation of an individual's reputation, which is synonymous with their personal brand. (Siswiyanto, 2019) Given these dynamics, every individual is compelled to cultivate a unique personal brand. When an individual consistently demonstrates exceptional abilities and achievements, their personal brand enhances their visibility and reputation. (Siswiyanto, 2019; Stevani & Widyatmoko, 2017). To establish a strong personal brand, three fundamental elements are essential: individual capabilities, personal style, and standards. (Soetomo, 2013) Marco Randy embodies these elements, making him a distinctive figure in the public eye. His unique blend of the "sad boy" persona and his lineage as the son of Andy F. Noya sets him apart and showcases his ability to sustain this unique identity.

As a radio host at 87.6 Hard Rock FM Jakarta, Marco Randy has delved into a relatively new career path. Since 2022, he has co-hosted the "Drive N Jive" program with Feli Sumayku, broadcasting live from Monday to Friday between 4 PM and 8 PM. The role of a radio host demands a strong personal brand, especially at a station like Hard Rock FM, where each host is expected to cultivate a distinctive on-air personality that resonates with the audience. Marco Randy has successfully achieved this by developing a unique

vocal style characterized by a slight lisp and maintaining his "sad boy" persona, setting him apart from other radio hosts.

In today's digital age, effective personal branding management is crucial, especially given the convergence of the real and digital worlds. To navigate this complex landscape, individuals must adopt a strategic approach. Montoya outlines three key principles for enhancing and maintaining a personal brand: clarity, specialization, and consistency. Clarity demands that individuals define their unique identity and contributions, providing clear information to others. Specialization involves differentiating oneself from others by cultivating specific skills or expertise. Consistency requires individuals to align their actions with their stated identity, reinforcing their personal brand over time. (Yusanda et al., 2021).

Building upon Montoya's framework, other researchers have introduced the concepts of identity, positioning, and consistency. While similar to Montoya's principles, these concepts emphasize the importance of establishing a clear position within the market or industry. (Andros & Tandean, 2018; Yusanda et al., 2021). As a public figure, Marco Randy must effectively manage his personal brand. Loretta suggests that personal branding can be constructed through three primary elements: attributes, personality, and value. Marco Randy's attributes are evident in his on-screen persona, characterized by unique style choices and speaking mannerisms. His personality, as perceived by his followers, reflects his self-defined character. Finally, his personal value proposition attracts a diverse audience, ranging from new followers to potential brand partners. (Nugroho et al., 2020).

The success of Marco Randy's personal brand hinges on his effective utilization of impression management strategies. Impression management refers to the intentional manipulation of one's public image to create a desired perception. It is a fundamental aspect of human interaction, influencing how individuals are perceived, treated, and the opportunities they encounter. (Arindita et al., 2021)

Firstly, impression management is pivotal in fostering and maintaining positive relationships. Individuals who present themselves confidently and favorably are more likely to attract others. By carefully managing their impressions, individuals can cultivate trust, respect, and admiration. This is particularly crucial in professional settings where networking and building strong connections are essential for career advancement. Secondly, impression management plays a significant role in shaping others' perceptions of one's abilities and character. Whether it's a job interview, a first date, or a business meeting, making a positive impression can greatly influence the outcome. By highlighting their strengths and competencies, individuals can enhance their perceived credibility, reliability, and attractiveness. Lastly, impression management is essential for bolstering self-esteem and confidence. Positive feedback and validation from others can significantly boost self-worth and reinforce one's self-image. This, in turn, fosters self-belief and comfort in social interactions. By taking control of how others perceive them, individuals can build a strong foundation for self-esteem and cultivate a sense of self-worth.

In conclusion, the importance of impression management cannot be overstated. It is a powerful tool that enables individuals to shape their public image, build positive relationships, and enhance their self-esteem. By understanding the impact of one's behavior and communication on others, individuals can effectively manage their impressions and present themselves in the most favorable light. Ultimately, impression management is a cornerstone of successful social interactions and personal growth. To effectively implement impression management, Marco Randy should consider several key tactics: ingratiation, self-promotion, intimidation, supplication, and exemplification. These strategies, as outlined by Susilowati and Adi Suardana Putra (2019), provide a

framework for shaping one's public image. A thorough understanding of these tactics will empower Marco Randy to create a more compelling and impactful persona. (Mukmin et al., 2021).

The significance of impression management is particularly evident in Marco Randy's relationship with his followers. As a role model, his actions and demeanor have a profound influence on his audience. This is supported by data from Hard Rock FM in 2023, which revealed that Marco Randy ranked second among prime-time radio hosts and fourth in terms of listener preference. These results highlight his successful cultivation of a dedicated fanbase.

Measuring the success of Marco Randy's impression management requires a comprehensive assessment of his efforts. Impression management encompasses both verbal and nonverbal cues. Therefore, evaluating his success necessitates analyzing not only what he says but also how he says it, as well as his overall demeanor. (Rahmanto et al., 2022). In essence, Marco Randy must create a cohesive and consistent impression across all aspects of his public persona.

Public figures like Marco Randy often navigate the dichotomy between their public and private lives. This concept, often referred to as the front stage and back stage, is fundamental to impression management. The front stage represents the public persona that individuals present to the world, while the back stage encompasses their private lives. It is essential to carefully curate the aspects of one's life that are shared publicly. While some individuals may blur the lines between their public and private lives, it is often more strategic to maintain a degree of separation. This allows for the preservation of personal boundaries and prevents potential damage to one's public image. (Febriani, 2016).

To achieve effective impression management, a strong personal brand on social media is essential. Therefore, this research aims to investigate how Marco Randy manages impression to build his personal brand.

METHOD

An interview can be defined as an interaction between two or more individuals involving an exchange of information. (Herdiansyah, 2015) The unit of analysis in this study is the observation, which is recorded, categorized as data, and delineated based on specific criteria. This allows for the identification of the key elements within the data, such as words, phrases, images, or segments of text. (Eriyanto, 2011) Participants for this study will be selected using purposive sampling, a technique that involves selecting individuals based on specific criteria relevant to the research objectives. (Sugiyono, 2012).

In this study, in-depth interviews will be conducted with Marco Parama Randy Noya as the primary data source. His social media platforms will serve as secondary data to complement the interview findings. The interview questions will focus on his impression management strategies and personal branding.

The following are the questions that will be posed to Marco Randy:

1. How have you gone about crafting the personal brand you wish to convey as a content creator?
2. In your opinion, what sets you apart from other content creators?
3. Who serves as your primary influence or mentor when creating content, or do you consider yourself the sole leader in this process? Additionally, how do you perceive the differences between your online and offline personas?
4. To what extent do you seek guidance from others when producing content, or do you primarily rely on your own instincts? Furthermore, could you elaborate on the distinctions between your public and private self?

5. Could you describe your journey in adapting to the role of a content creator?

RESULT AND DISCUSSION

Impression Management Strategy by **Marco Randy**

Impression Motivation dan Impression Construction
Throughout his career, Marco Randy has experimented with different public personas. However, he has ultimately settled on a character that aligns with his desired image: a man with a recurring theme of failed romantic relationships. This carefully crafted persona has allowed him to explore different facets of his personality. Despite being satisfied with his current character, he continues to seek opportunities for growth and innovation, particularly in creating content that he personally enjoys. Marco Randy's evolution as a public figure has highlighted his potential for versatility, as he has successfully adapted to the rapidly changing digital landscape. For instance, he has embraced gaming and live streaming on TikTok, activities that not only allow him to express his authentic self but have also led to lucrative sponsorship deals.

Tactics of Impression Management
Every individual employs unique strategies and tactics to enhance their public image. Building on this premise, Jones and Pittman proposed several strategies that public figures can utilize to effectively manage impressions and cultivate a stronger connection with their audience. These strategies include self-promotion, ingratiation, exemplification, intimidation, and supplication. (Gwal, 2015) Marco Randy has applied these strategic approaches to optimize his impression management efforts. (Rachmawati, 2019)
1. Self Promotion
Marco Randy has developed an efficient strategy for content creation by focusing on a theme that both aligns with his personal experiences and resonates with his audience. By consistently portraying himself as a "sad boy" and creating content centered around romantic themes, he has been able to establish a strong personal brand while minimizing the effort required to produce new content.
2. Ingratiation
Marco Randy has cultivated a public image of authenticity. However, behind this persona lies a more introverted individual who may feel uncomfortable in certain social situations. While he is generally friendly and accommodating to fans, he often prefers to withdraw from lengthy interactions with strangers. This behavior, although stemming from his introverted nature, can sometimes be misconstrued as arrogance.
3. Intimidation
Marco Randy embarked on his content creation journey in 2017, a period when he did not feel the pressure of direct competition. While this may have allowed for a more organic approach to content creation, it could also limit his ability to identify and capitalize on emerging opportunities. As a public figure, it is crucial to be aware of industry trends and competitive dynamics. Despite his unique identity, Marco Randy is often compared to his brother, Marlo Ernesto, who is frequently perceived as more dominant in their collaborative content.
4. Exemplification

In addition to being recognized as an influencer, content creator, and radio host, Marco Randy has strategically cultivated a public image that leverages his connection to his father, Andy F. Noya. He frequently expresses pride in being Andy F. Noya's son, a strategy that has been effective due to their distinct personalities. However, Marco Randy is also careful to avoid appearing privileged or superior. He consistently positions himself as an equal, particularly when interacting with his followers. For instance, during interviews, he treats his interviewers as guests in his home, emphasizing their equal standing.

5. Supplication

Marco Randy's communication style is representative of many content creators who prioritize direct engagement with their audience. He frequently interacts with his followers during live streams, creating a sense of community and fostering a strong connection. While he has faced occasional challenges due to violations of platform guidelines, he has generally maintained a positive and interactive demeanor. The predominantly female demographic of his followers, many of whom engage with him in a flirtatious manner, has created a unique dynamic that contributes to his overall appeal. These interactions provide Marco Randy with opportunities to strengthen his bond with his audience and cultivate a loyal following.

Front Stage and Back Stage

Following dramaturgical theory, effective impression management requires both a front stage and a back stage performance (Indrayani, 2016). While Marco Randy adheres to this framework, the distinction between his public and private personas is relatively subtle. His professional roles as an influencer, content creator, and radio host demand a certain level of decorum, prompting him to avoid using vulgar language. However, his overall personality remains consistent across different contexts. Through his live streams on TikTok, he offers his audience a glimpse into his daily life, often showcasing his authentic self. Nevertheless, there are instances where he suppresses negative emotions to maintain a positive and entertaining image, particularly when such emotions do not align with his content.

Strategi *Personal Branding* Marco Randy Sebagai *Influencer, Content Creator*, dan Penyiar Radio

Construct of Personal Branding: Key Attributes

In 2018, Gorbatov categorized several attribute models within personal branding, which include strategic, positive, promise, person-centric, and artifactual. These models serve as a strategic framework for achieving the desired personal brand.

1. Strategic

Developing a successful content strategy as a public figure necessitates a deep understanding of the target audience. Unlike many of his contemporaries, Marco Randy has never explicitly defined his target audience, instead focusing on creating content that aligns with his personal interests. While this approach offers creative flexibility, it can also lead to unintended consequences. For example, when his interview with a popular public figure was met with criticism from the public figure's fans, Marco Randy realized the limitations of his approach. This experience underscores the significance of a well-defined audience strategy in personal branding. By understanding the needs and preferences of a specific audience, content creators can increase the likelihood of creating content that resonates and achieving their personal branding goals.

2. Positive

It is common for public figures, such as Marco Randy, to encounter negative feedback. To mitigate the impact of such criticism, he strives to present an authentic and genuine image, responding to both positive and negative comments. However, his strategy of directly engaging with critics on social media can sometimes be counterproductive, as it may be perceived as defensive or hostile. While it is important to acknowledge and address concerns, it is equally important to choose words carefully to avoid alienating one's audience. A more effective approach might involve taking a step back, considering the feedback, and responding in a manner that is both respectful and constructive.

3. Promise

The creation of personal value is a multifaceted process. Marco Randy has adopted a strategy of authenticity to establish his personal brand. By remaining true to himself, he has cultivated a unique identity that resonates with his audience. While the educational value of his content may not be immediately apparent, his commitment to genuine self-expression contributes significantly to his overall value proposition. This approach suggests that there are multiple ways to create value, and that authenticity can be a powerful tool in building a strong personal brand

4. Person-Centric

Inspired by the comedic talents of figures such as Aziz Gagap, Andre Taulany, Sule, and Tora Sudiro, Marco Randy has embarked on a career in entertainment. He believes that creating humorous content and bringing joy to others is not only a rewarding endeavor but also a means of personal fulfillment. The process of crafting engaging and entertaining content that resonates with his audience brings him a sense of satisfaction and purpose.

5. Artifactual

Our analysis has revealed that Marco Randy has carefully cultivated a distinctive personal brand, characterized by specific visual and auditory cues. His preference for black and white clothing and his unique speech pattern serve as recognizable markers of his identity, contributing to his overall public image.

8 Law of Personal Branding

This study employs Montoya's comprehensive framework of "The Eight Laws of Personal Branding" to conduct a detailed analysis of Marco Randy's personal branding strategy. By examining the extent to which Marco Randy embodies each of the eight laws—Specialization, Leadership, Personality, Distinctiveness, Visibility, Unity, Persistence, and Goodwill—we aim to identify the core components of his successful personal brand (Siswiyanto, 2019). A detailed discussion follows:

1. The Law of Specialization

Marco Randy has successfully established a personal brand centered around the themes of love and gaming. These topics, which align with his personal interests, have been consistently explored throughout his content creation journey. The dedicated segment "Pakar Cinta Tangsel" in his podcast "Sruput Nendang" serves as a testament to his commitment to discussing love-related experiences. Through this content, he has cultivated a persona of a heartbroken romantic, or a "sadboy," which has resonated with his audience. While maintaining a consistent thematic focus, Marco Randy demonstrates adaptability by tailoring his content to different social media platforms. On Instagram, he presents a more personal and gaming-oriented image, whereas on

TikTok, he delves deeper into emotional themes related to love, incorporating elements of gaming to engage his audience. Marco Randy has stated that consistency has been instrumental in his recognition. This is exemplified by his consistent exploration of topics such as romance and gaming. In the current digital landscape, consistency is a key factor for enduring visibility.

> *"Consistency in content creation is key in today's digital landscape. By consistently producing content, one can ultimately attain their objectives. However, without a specialized niche, it becomes challenging to establish a significant presence." - Marco Randy*
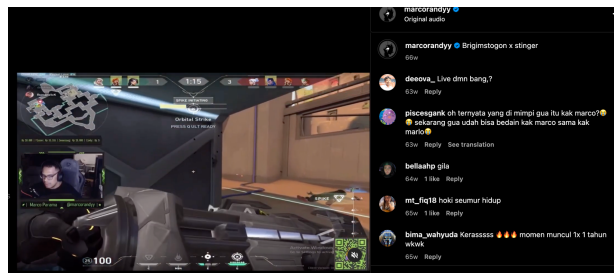

Figure 1. Marco Randy's Gaming Related Posts

2. The Law of Leadership

Our findings suggest that Marco Randy exhibits a preference for a more collaborative and supportive role rather than a traditional leadership position. He has chosen to delegate the leadership of the "Sruput Nendang" podcast to his sibling and relies on his colleagues in his radio work. This is consistent with his overall social media persona. Although Marco Randy may not always take the initiative to lead, he possesses the potential to do so, particularly in situations that require interpersonal skills, such as client interactions. On his social media platforms, Marco Randy does not project the image of a leader. This is not, in fact, his primary goal for public recognition.

> "*Although I'm the older sibling, my younger brother, Marlo, is often the leader in our team. So he's like the head of our projects. I just follow him, I believe he can do it. Because he was the one who initiated us to create content, so I just trust him."* - Marco Randy

3. The Law of Personality

Marco Randy has strategically developed a cohesive and authentic personal brand across various social media platforms. His consistent use of a monochromatic color palette, predominantly featuring black, white, and gray, has become a hallmark of his visual identity. The content he shares, characterized by a balance of lighthearted and more serious themes, has resonated with his audience. Demonstrating adaptability, Marco Randy effectively integrates sponsored content into his personal brand, tailoring his visual style to align with the specific requirements of each brand partnership. This strategic approach has allowed him to cultivate a strong and recognizable online presence. A noticeable discrepancy exists between Marco Randy's online personas on TikTok and Instagram. While his Instagram content is largely centered around his professional life and daily routines, often featuring brand partnerships, his TikTok presence is characterized by a more personal and relatable demeanor. Topics such as

romantic relationships and gaming are prevalent on TikTok, where he also engages with his audience through live streaming sessions.

> "*I maintain distinct online personas on Instagram and TikTok. TikTok serves as a platform for me to express myself freely, engaging in activities such as live streaming and experimenting with filters. In contrast, my Instagram content primarily focuses on my professional life, including collaborations with clients and documenting my daily routine. I intentionally differentiate these platforms to showcase various aspects of my personality. I hope that my TikTok followers will discover a different side of me when they visit my Instagram profile.*" - Marco Randy

Figure 2. Marco Randy Daily Life Content on Instagram

4. The Law of Distinctiveness

Marco Randy has successfully constructed a robust personal brand by strategically leveraging the "sadboy" archetype and his distinctive vocal style. This branding strategy has not only differentiated him from his competitors in the content creation space but has also allowed him to cultivate a dedicated following. Furthermore, his consistent portrayal of various facets of his personal life, both through solo content and collaborative efforts, has served to reinforce his public image and solidify his position as a prominent figure in the digital landscape.

> "*My speech impediment has allowed me to maintain a consistent personal brand. It is a part of who I am, and I embrace it. While I could undergo speech therapy, I have chosen to embrace my authenticity. As long as my content resonates with my audience, I am satisfied.*" - Marco Randy

5. The Law of Visibility

Marco Randy has effectively utilized TikTok's live feature to establish a direct and interactive connection with his audience. Through these live sessions, he has created a space for real-time engagement, going beyond traditional content delivery. Activities such as eating, casual conversations, and gaming during these live sessions have become synonymous with his brand identity, differentiating him from other content creators. This deliberate strategy highlights Marco Randy's commitment to

cultivating a strong sense of community and fostering deep emotional connections with his followers, thereby enhancing his overall personal brand.

> "*I've found a way to stay in the spotlight. I go live on TikTok almost every day. TikTok's the perfect platform for me to express myself freely, so I use it to reach a wider audience.*" - Marco Randy

Figure 3. Marco Randy's Replying a Comment

6. The Law of Unity

Marco Randy has provided a candid glimpse into the dichotomy between his public and private personas. While he presents a cheerful and engaging image to his audience, particularly during his interactive live sessions on TikTok and YouTube, Marco Randy has revealed that his true nature is more introverted. The demands of maintaining this public persona, which often requires constant social interaction, can be mentally taxing. This revelation underscores the complexities faced by many public figures, who must often reconcile the pressures of their public roles with their personal needs and desires.

> "*My social media persona and my real-life self are sometimes similar, but often quite different. People might not realize that I'm actually quite shy, because online I come across as very outgoing.*" - Marco Randy

7. The Law of Persistence

Marco Randy's journey through the media landscape, with a particular focus on radio, has been a testament to the challenges and rewards of building a personal brand. The "Sruput Nendang" podcast team's initial attempt to position him as a contrasting "sadboy" character to his co-host, Marlo Ernesto, was a valuable learning experience. However, it became apparent that this persona did not fully resonate with Marco Randy's authentic self. Recognizing the importance of authenticity, he chose to embrace a more genuine and relatable version of the "sadboy" archetype. This evolution underscores the significance of aligning one's public image with their true self, especially within the competitive and demanding entertainment industry.

> "*I always have this sense of unease when starting a new content project. I constantly question whether it truly reflects who I am. If it doesn't feel authentic, I'd rather not continue. I vividly recall my struggles as a radio*

announcer in 2022. For about 5-6 months, I felt miserable. Despite my long-standing love for radio, the reality of daily broadcasts, constant interactions with new people, and the repetitive weekly schedule was tough. It wasn't until 2023, a year into my radio career, that I finally felt comfortable." - Marco Randy

8. The Law of Goodwill

Marco Randy's content creation philosophy is centered around the principle of "The Law of Personality," which emphasizes authenticity and engagement. By consistently producing content that not only entertains but also uplifts his audience, Marco Randy has successfully cultivated a loyal following across platforms such as TikTok and Instagram. His signature style, marked by warm and responsive interactions with his audience, has solidified his personal brand as a friendly and approachable figure. Furthermore, these efforts have contributed to the creation of a thriving online community that fosters a sense of belonging and support.

"*Thank God, there are still people who support me and like what I do. I'm so happy to be supported like this. And fortunately, the personal branding I present is positive, so people must be happy.*" - Marco Randy

Figure. 4 Fans Response to Marco Randy Content

CONCLUSION

Based on the analysis of the results and discussions, it can be conclusively stated that Marco Randy's impression management efforts were relatively effortless due to the high congruence between his constructed persona and his authentic self. One of Marco Randy's notable advantages in impression management lies in his consistent presentation of his personal style, both on and off-stage. While minor adjustments may be made to accommodate specific situations, these require minimal effort.

Furthermore, Marco Randy's personal branding strategy exhibits several strengths, including specialization, a strong personality, distinctiveness, and visibility. These attributes have contributed to his high recognition among his followers. However, a potential weakness in his personal branding strategy is the tendency to project his off-screen persona onto the public stage. This approach can be detrimental, as evidenced by instances where negative feedback regarding his on-screen performance has tarnished his carefully cultivated image.

Moreover, the lack of a discernible distinction between Marco Randy's on-screen and off-screen persona has been identified as a limitation. Despite his cheerful and outgoing on-screen demeanor, his underlying introverted nature remains evident. This introversion may lead Marco Randy to avoid large crowds and deep interpersonal interactions. While he is generally receptive to his fans, the incongruity between his public and private self may raise questions among his audience.

To optimize his personal brand, Marco Randy should undertake a periodic review of his existing strategies. A comprehensive analysis of his past endeavors is crucial for identifying areas for improvement and expansion. By developing a distinctive on-screen persona that aligns with his authentic self, he can effectively differentiate himself in the competitive digital landscape. Moreover, it is imperative to maintain consistency between one's online and offline identities. Lastly, Marco Randy should exercise caution when selecting endorsement partnerships, as these can significantly impact public perception of his personal brand. The long-term consequences of inconsistent brand alignment may extend to his family's reputation.

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