

**PERSONAL BRANDING OF SEVENTEEN
MEMBERS: APPLYING PETER MONTOYA’S EIGHT
LAWS IN THE YOUTUBE CONTENT *BEHIND THE
SCENES (INSIDE SEVENTEEN)***

A Thesis Presented as a Partial Fulfillment for the Requirements for the
Degree of Sarjana Sastra in English Study Program



**ENGLISH STUDY PROGRAM
FACULTY OF LANGUAGE AND ARTS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG**

2026

**PERSONAL BRANDING OF SEVENTEEN
MEMBERS: APPLYING PETER MONTOYA’S EIGHT
LAWS IN THE YOUTUBE CONTENT *BEHIND THE
SCENES (INSIDE SEVENTEEN)***

**A Thesis Presented as a Partial Fulfillment for the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2026

ABSTRACT

Personal branding has become a crucial aspect of public image, especially for K-pop idols. As one of the most influential K-pop groups, Seventeen showcases both their professional and personal sides through official content, including the behind-the-scenes series *Inside Seventeen*. This study analyzes how Seventeen members reflect Peter Montoya's "Eight Laws of Personal Branding" in *Inside Seventeen* content to build and sustain their individual and group personal brands. This research applies a qualitative descriptive method using content analysis techniques. Primary data consists of selected videos from the official *Inside Seventeen* YouTube series. Data analysis involved identifying scenes reflecting Peter Montoya's Eight Laws of Personal Branding: Specialization, Leadership, Personality, Distinctiveness, Visibility, Unity, Persistence, and Goodwill. The findings indicate that all eight laws are reflected in the members' behaviors and interactions throughout the selected videos. Among these, the Law of Personality appears most frequently, as members consistently display authentic, spontaneous, and natural behavior in their interactions with members, staff, and fans. The analysis also reveals that each member possesses unique expertise, demonstrates leadership qualities, expresses creativity, maintains consistent communication with fans, aligns personal values with their public image, strengthens recognizable routines, and shows gratitude toward others. Collectively, these behaviors strengthen both the members' individual personal brands and Seventeen's collective brand identity. In conclusion, *Inside Seventeen* serves not only as behind-the-scenes entertainment but also as an effective medium for building, communicating, and maintaining Seventeen's personal branding.

ABSTRAK

Personal branding telah menjadi aspek krusial dalam membangun citra publik, terutama bagi idol K-pop. Sebagai salah satu grup K-pop paling berpengaruh, Seventeen menampilkan sisi profesional maupun personal mereka melalui berbagai konten resmi, termasuk serial di balik layar Inside Seventeen. Penelitian ini menganalisis bagaimana para member Seventeen merefleksikan “Eight Laws of Personal Branding” milik Peter Montoya dalam konten Inside Seventeen untuk membangun dan mempertahankan personal branding mereka, baik secara individu maupun kelompok. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik analisis konten. Data primer terdiri dari video-video terpilih dari serial YouTube resmi Inside Seventeen. Analisis data dilakukan dengan mengidentifikasi adegan-adegan yang mencerminkan Eight Laws of Personal Branding milik Peter Montoya, yaitu: Specialization, Leadership, Personality, Distinctiveness, Visibility, Unity, Persistence, dan Goodwill. Hasil penelitian menunjukkan bahwa seluruh delapan hukum tersebut tercermin dalam perilaku dan interaksi para member sepanjang video yang dianalisis. Di antara kedelapan hukum tersebut, Law of Personality paling sering muncul, karena para member secara konsisten menunjukkan perilaku yang autentik, spontan, dan natural dalam interaksi mereka dengan sesama member, staf, dan penggemar. Analisis ini juga mengungkapkan bahwa setiap member memiliki keahlian yang unik, menunjukkan kualitas kepemimpinan, mengekspresikan kreativitas, menjaga komunikasi yang konsisten dengan penggemar, menyelaraskan nilai-nilai personal dengan citra publik mereka, memperkuat rutinitas yang mudah dikenali, serta menunjukkan rasa syukur kepada orang lain. Secara keseluruhan, perilaku-perilaku ini memperkuat baik personal branding masing-masing member maupun identitas brand kolektif Seventeen. Sebagai kesimpulan, Inside Seventeen tidak hanya berfungsi sebagai hiburan di balik layar, tetapi juga sebagai media yang efektif untuk membangun, mengomunikasikan, dan mempertahankan personal branding Seventeen. Melalui presentasi diri yang autentik, perilaku yang konsisten, serta interaksi yang bermakna dengan audiens, para member berhasil memperkuat kredibilitas, otentisitas, dan citra brand jangka panjang mereka.