

Personal Branding in Uncle Roger's YouTube Content on Channel @mrnigelng

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ABSTRACT

Personal branding is one of the tools used in public relations (PR), where almost every individual carries out the activity through the internet media. Personal branding activities can be done in the form of food vlogging through a social media platform, YouTube, which is also often used by many influencers. Uncle Roger is one of the characters that appear on the YouTube channel @mrnigelng, created by Nigel Ng. By analyzing Uncle Roger's personal branding by Peter Montoya, namely The Eight Laws of Personal Branding, which consists of specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill on the YouTube channel @mrnigelng. The research method used is content analysis with a descriptive quantitative approach that analyzes what personal branding is in Uncle Roger's video content on the YouTube channel @mrnigelng from January to December 2024. Based on the results of personal branding by Peter Montoya, there are the most common appearances in video content namely unity (57.1%), difference (43.8%), and good name (38.7%). These three laws of personal branding strengthen the image of Uncle Roger's character on his YouTube channel, @mrnigelng.

Keywords: *personal branding; uncle roger; asian culture; asian food; reviewer*

INTRODUCTION

Public relations activities are increasingly easy to do both inside and outside the internet media, which is very often used by almost every individual. Public relations is a continuous, dynamic, and structured communication process, where it is important to consider that the results of communication depend not only on what is said, but also on how it is said, when, and by whom it is said. In this process, it is necessary to understand the influence of digital media and

technology-based applications on brand reputation. Cardoso, et al. (2020) stated that personal branding is one of the tools in conducting public relations.

In the context of personal branding, a brand has become something that is attached to an individual in order to create a perception. The goal is to build an image of a person (personal) with the abilities, advantages, or reputation of that individual. According to Montoya (2002), a strong personal brand includes different attributes such as specialization, leadership, personality, difference, visibility, unity, determination, and good name. And Haroen (2014) said that a person's desires can be realized in depth in order to build a brand and image according to what is desired about themselves to the perception of others, which is done through skills, achievements, personality, or even values. Therefore, personal branding is considered as one form of a person's commitment to building their brand intentionally or unintentionally (Sugiharti, et al., 2021).

Social media is one of the sites or applications that are widely used by both individuals and groups with the aim of interacting, sharing content, and connecting with other people online. Dijk (2013) defines social media as a media platform that focuses on the presence of its users in supporting collaborative activities of its users so that they can be noticed by many people and strengthen their social networks online. In order to strengthen personal branding, choosing social media is very important to consider as a form of forming its domain in building a personal brand. YouTube is the most popular application among many social media users today, with the most users according to We Are Social. Uploading content on YouTube can have a positive impact on personal branding founders because of the wide domain coverage, coupled with the presence of audio and visuals that make it easier to show someone's personal branding in their content.

Currently, YouTube can be a platform for carrying out their profession in various fields. Youtuber is a term given to someone who uses YouTube as a means of earning money or popularity by uploading short videos (Shorts), Music videos (MVs), tutorials, pranks, podcasts, and so on. With this, the usefulness of YouTube is also the basis for YouTubers in building their personal branding, whether in the form of education, reviews, comedy, and so on. One of the most popular content for the audience is food vlogging. Food vlogging is the most content on YouTube, which includes culinary delights in the form of cooking, mukbang or reviews of culinary delights both in the target cities and locally. Food vlogging content can contain information about cooking in the form of tutorials, information or education about food as interestingly as possible.

The purpose of this study is to provide an overview of the personal branding of YouTuber Uncle Roger. This study focuses on the personal branding of the character Uncle Roger in his YouTube video content by indicating The Eight Laws of Personal Branding by Peter Montoya. This study was conducted using screenshots as a form of data collection for this study. In addition, this study pays attention to what should be considered in the personal branding carried out by Uncle Roger on his YouTube channel, namely @mrnigelng.

LITERATURE REVIEW

Public Relations

Jefkins (1980) defines public relations as a form of planned communication both internally and externally to the public in building understandable goals. In public relations, a person must have a strategic mindset with input and a level of dependence in order to be able to apply, implement, and control reliable strategies (Akbar, et al., 2021). Public Relations is a communication activity carried out by establishing good relationships with both internal and external parties with the aim of fostering goodwill and cooperation between the public through reciprocal communication in achieving common goals.

According to Khaerudin & Rahmatullah (2020), there are four functions in public relations. The four functions include:

1. Plan – Communication activities that plan quality standards and develop specific long-term quality control.
2. Do – Communication activities after planning, where the plan is then implemented in stages, and accordingly, so that the objectives can be achieved.
3. Check – After carrying out the implementation, check, examine, and evaluate the results of the implementation to see whether they have been implemented according to the established plan.
4. Action – When checking and evaluating the activities that have been carried out, the next activity carried out is to make improvements or corrective actions where there are solutions to problems that arise during implementation, and then build a standard. So that the next activity can be carried out better.

Personal Branding

In general, personal branding can be interpreted as a brand of a person or individual who has an identity or characteristic that is attached to a person, which is done as a form of personal image. Haroen (2014) said that personal branding is a process in which individuals and their careers are marked as a brand. Personal branding is a form of everything about yourself that is sold and distinguished, such as messages, personality, and marketing tactics (Sovianti, et al., 2023).

In the book by Montoya & Vandehey (2009), "The Brand Called You" it is said that personal branding is how other people view or perceive someone who depending on the

closeness to other people. And according to him, personal branding can be controlled if it allows someone who wants to achieve their image to others. In other words, personal branding is the process of forming the perception of many people towards an aspect owned by someone, which includes personality, abilities, and everything that is used as a marketing tool (Maria, 2023).

Based on Peter Montoya's book (2002), eight concepts serve as a reference in building a person's personal branding, consisting of:

1. Specialization (The Law of Specialization)

According to Montoya in the journal Samatan, et al. (2024), good personal branding is like a laser beam that shines and focuses on a small target. Strong personal branding can be characterized through proper specialization, which focuses on certain strengths, expertise, advantages, or achievements of the brand to others. In specialization, there are several points to note consist of (Montoya, 2022):

- a. Be Less, Be More.

Montoya (2002) said that keeping perceptions simple is the easiest way to avoid confusion in personal brands. There are two levels of personal brands on the public side, namely the easily identifiable surface and the complexity of abilities, performance, and character that require time and analysis.

- b. Keep the Personal Brand “Bit Size”.

The concept of “bit size” or what is interpreted as a fairly small but clear size is a basic unit of information between “yes” and “no” to answer a clearly formulated question. If the personal brand that is built is well-structured, then people will be able to answer questions about the basic nature of this “bit size” simply.

2. Leadership (The Law of Leadership)

Basically, people want to be influenced and want a leader who can eliminate uncertainty and offer clarity. So, the ability that must be possessed in personal branding is being able to make decisions in uncertain situations and provide clear direction. Leadership has several branches, including:

- a. Excellence – The person is seen as someone who is an expert in a certain field, has a lot of experience, is very talented, has superior intelligence, or as someone who has proven results where performance plays a big role.

- b. Position – The person occupies an important position and has implied authority.

- c. Recognition – The person has received awards, accolades, and praise from leaders in their field: awards for their abilities, media coverage, testimonials, and recognition from prominent figures.

3. Personality (The Law of Personality)

To strengthen a strong personal branding, it takes someone to be themselves with all their imperfections. Leadership does not have to be perfect, but it can provide a good reflection for many people. So, the personality consists of:

a. You Are Your Product.

A good personal brand must be built based on the real personality of the source, shortcomings, and so on. Which is the main key to personality, namely "you've got to be good, but you don't have to be perfect," which means someone must be good, but not perfect.

b. Filling a Psychological Need.

A good personal brand fills psychological needs in its realm through creativity, candor, compassion, leadership, and more. The product, service, or behavior that fills the need must be superior.

4. Distinctive (The Law of Distinctiveness)

Creating effective personal branding differently in the same way is a must. Having a different external will also be a unique and effective way to highlight the differences with others. The differences in the brand can be seen in the following points, namely:

a. Speech – Differences in speech can involve an accent, catchy phrases, inflections or a very fast or very slow way of speaking. Style or pattern of speech can be immediately seen by people and can be communicated without special effort. This becomes one of the distinctive and unique characteristics of the brand.

b. Humor – Humor is a way of thinking that depends on its domain, wordplay, self-hanging humor, brain puzzles, or other forms of jokes that may be what differentiates a brand from other brands.

c. Process – Process is a way in which someone approaches, such as fashion, chaos, or structure. Processes can be done in a personal brand consistently and make others aware of how a brand works.

d. Effect on others – A personal brand is not distinguished by what its source does, but rather by inspiring, remembering, or raising tension so that others react to the brand.

5. Visibility (The Law of Visibility)

Consistency can help people remember what someone wants to show. So, personal branding must be done consistently. The key to forming visibility is:

a. Planning – Planned visibility is the most effective form of managing, controlling, and expecting through advertising or networking in professional events. It is also one of the components that must be owned by a personal brand.

feelings towards a personal brand developing organically with the natural effects of time, trial and error.

8. Goodwill (The Law of Goodwill)

The personal branding process will provide satisfactory and long-lasting results if the person behind it has a good image. Personal branding is required to build a good image so that it can be easily recognized by the general public.

- a. Embody a positive value – Hard work, the will to win, and self-improvement, and by bringing any of them out in a personal brand.
- b. Striving against odds – The way to gain admiration and empathy is to tell others how the brand was formed and how it has evolved to where it is today.
- c. Defending a worthy cause – Personal branding, whether in saving the environment or fighting for workers' rights, with a purpose, will also connect with the values represented in that purpose. A highly politicized purpose will alienate those who disagree.
- d. Keeping your word – In a world of relativism, where there is no universal truth, good or bad is all about perspective.
- e. Rewarding the worthy – Recognizing those who have worked hard is a form of self-sacrifice which gives credit to others rather than oneself.
- f. The Golden Rule – Treating others with kindness and respect does not require extraordinary things, but it yields extraordinary rewards.

Social Media

Social media is often used as a tool and means by people to convey messages to the public. Social media is a digital platform that allows individuals or groups to connect online where they can interact with each other and share content (Suhairi, et al., 2023). Currently, people can easily access and convey information through social media.

The definition of social media, according to Brogan (2010) in the journal Liedfray, et al. (2022) is a new communication and collaboration tool that can allow interactions that did not previously exist. Liedfray, et al. (2022) describe the types of social media, namely:

1. Video sharing social media application.

This application is very effective for spreading various programs that need to pay attention to the number of users and their communities. Examples of video sharing applications such as YouTube, Vimeo, DailyMotion, and so on.

2. Microblogging social media application.

This application is the easiest to use among other social media programs, where its supporters do not need to use smartphone facilities and only need to download the application and an internet connection. An example is Facebook.

3. A social media application is a social network.
Facebook is still one of the applications categorized as an application in social network sharing application. This application is widely found in Indonesia. Examples of other applications are Google Plus, Path, and the like.
4. Professional network sharing application.
This application is often used by several groups, such as students, employees, observers, and so on, as a form of information for many parties. Examples of applications are LinkedIn, Scribd, Slideshare, and so on.
5. Photo sharing app.
This application is very popular among both Indonesian and foreign people. This application is widely used as a means of spreading more relaxed social communication materials that contain exotic, funny, to scary elements. Examples of photo-sharing applications are Pinterest, Picasa, Flickr, Instagram, and so on.

YouTube

YouTube is a social media platform that is categorized as a video sharing application that allows users to upload various kinds of videos, such as education, entertainment, tutorials, information and so on. According to Maskar & Dewi (2020) YouTube is a website that shares videos where users can upload, share, and watch these videos. In addition, users can also search, download, save, like or dislike, and share these videos (Wahyuni, 2021). Currently, YouTube features are developing rapidly so that users can easily get or share the form of videos they like and want.

Burgess & Green (2009) also said that YouTube prioritizes services in exchanging videos between its users as a place to "broadcast oneself" and accommodate a culture of participation in order to attract a new generation of more creative consumers (Pertiwi, et al., 2020). For example, from Alfarisi's (2022) research entitled "Personal Branding Analysis in the YouTube Content Creator Fiki Naki Channel". This study explains how Fiki Naki uses YouTube social media as a means of communication that he does through Ome.TV with strangers to build his personal branding. It can be said that choosing the YouTube social media platform is the right choice for personal branding.

Then, there are several features on YouTube that Nigel Ng uses in playing himself as Uncle Roger on his channel, which consist of:

1. Subscriber

YouTube has a subscriber feature as a sign that users choose to follow or subscribe to a channel on YouTube. They can get a notification every time a channel they follow has just uploaded its latest video. The more subscribers on a channel, the greater the chance of the video being watched and seen by many users.

2. Video Upload

The video upload feature is usually done by YouTubers who do their profession through YouTube. However, ordinary people can also use the feature for several things, such as academics, work, and so on. In this feature, users can select videos that they have taken and edited, which are on the create button on YouTube.

3. Thumbnail

Thumbnails on YouTube are used as a “cover” of the video or an image of the uploaded video. It is very important to pay attention to every detail of the thumbnail image on the video in order to attract attention and increase the Click-Through Rate (CTR).

4. Video Title

The title of the video is a general description of the video uploaded to YouTube. The more YouTubers use interesting words, the more users will be curious about the uploaded video.

5. Like and Dislike

YouTube also has features such as likes and dislikes that function as markers that users like or dislike the videos they have watched. The number of likes and dislikes can affect user perception. The number of likes and dislikes can affect how users view their viewing choices.

6. Description

This feature shows the number of views and the time the video was uploaded, and can be filled with various things. YouTubers use this feature as a means of information or explanation about the video so that it can be conveyed to its users. In addition, the information conveyed in the description can contain social media used by the YouTubers or additional information such as certain links that direct to the channel owned by the collaboration partner in the video.

7. Comment

This feature is available on every video uploaded to YouTube. The comment feature is located below the description of the video being watched. Users can freely comment according to the video they are watching.

8. Playlist

This feature contains collections of videos categorized based on certain themes or categories, which also helps in organizing the videos so that they can be found more easily by users.

9. Store

On the @mrnigelng channel, there is a store feature that provides various kinds of merchandise to its followers. This feature can sell various kinds of products, such as digital and physical products that are done through the YouTubers' channels.

Food Vlogging

Food vloggers who focus on food content have become very popular on the internet. Food vloggers create and share their experiences with food, explore culinary places, and provide complete reviews. Vlogging is the only way for individuals to provide information, opinions, and preferences about certain things that are strong evidence in influencing their audience's choices. Food vlogging is an activity in creating and sharing videos containing content related to food, either in the form of mukbang, reviews, cooking, and so on, on digital platforms such as YouTube. In the Lacsina journal (2023), it is said that food vlogging is a derivative of food blogging, which relies on the latest technology and modalities. Food vlogging generally has the following basics, namely (Lacsina, 2023):

1. It has a general purpose of describing and trying food, attracting people to try the food, and encouraging people to visit the place.
2. Has its mode and language for the community.
3. Food vlogs encourage viewers to communicate with them through comments.
4. Has unique characteristics.
5. Have certain terms for food.
6. Having individuals contribute to discursive expertise.

METHODOLOGY

This study discusses the personal branding of a YouTuber using the content analysis method with a quantitative approach. Content analysis is one of the methods in communication science. Through this method, researchers can study the description of content, message characteristics, and developments or trends in Uncle Roger's content on the YouTube channel @mrnigelng.

The data in this study were obtained by taking screenshots of video content on the YouTube channel @mrnigelng. And in this study, the researcher used several procedures in conducting content analysis: formulating the objectives of the analysis, 2. Conceptualization and operationalization, 3. Coding sheet, 4. Taking sample data sources, 5. Coder training and reliability testing, 6. Coding process, 7. Final reliability calculation, and 8. Data input and analysis.

To calculate the frequency of occurrence in the categories, the researcher used a coding sheet by taking a sample of 28 videos for one year, starting from January to December 2024. This sampling was carried out in order to see the frequency of occurrence in the videos. The coder in this study was Kezia Maureen, and the researcher would provide a coding sheet with an explanation of how to fill it in. The instrument in this study was to see the frequency of occurrence of the categorizations that had been compiled by the researcher regarding personal branding by Peter Montoya.

RESULTS AND DISCUSSION

Researchers use measuring tools for personal branding to conduct content analysis with reliability tests and after the process of compiling the categorization measuring instrument, the following table shows the coding results from the two coders based on the categorization table.

After obtaining the results of the frequency of occurrence of categorization in personal branding, namely The Eight Laws of Personal Branding, which was carried out using a coding sheet, the researcher then conducted a reliability test. The Reliability Test is used to show the number of agreements on the equality of the number of scenes that appear between coder 1 and coder 2. Therefore, the researcher used the formula from Ole R. Holsti.

$$\text{Inter-Coder Reliability (CR)} = \frac{2M}{N1 + N2}$$

Information:

- CR : Reliability coefficient (inter-coder reliability)
- M : Total same coding (agreed by coder 1 and coder 2)
- N1 : Total coding made by coder 1
- N2 : Total coding made by coder 2

Table 4.1 Personal Branding Measurement Tools

No	Personal Branding	Category
1	The Law of Specialization	Be Less, Be More
		Keep the Personal Branding “Bit Size”
2	The Law of Leadership	Excellence
		Position
		Recognition
3	The Law of Personality	You Are Your Product
		Filling a Psychological Need
4	The Law of Distinctiveness	Speech
		Humor
		Process
		Effect on others
5	The Law of Visibility	Planning
		Leveraging Opportunity
		Accident
6	The Law of Unity	Assumed Behaviors
		Natural Behaviors
7	The Law of Persistence	First-Mover Advantage
		Consistency Over Time Build Trust
8	The Law of Goodwill	Embody a positive value
		Striving against odds
		Defending a worthy cause
		Keeping your word
		Rewarding the worthy
		The Golden Rule

Source: Processed by the Researchers

Table 4.2 Occurrence Frequency of Personal Branding

No	Personal Branding	Category	Coder 1	Coder 2
1	The Law of Specialization	Be Less, Be More	9	9
		Keep the Personal Branding "Bit Size"	10	10
2	The Law of Leadership	Excellence	8	8
		Position	9	9
		Recognition	3	1
3	The Law of Personality	You Are Your Product	5	4
		Filling a Psychological Need	15	15
4	The Law of Distinctiveness	Speech	23	23
		Humor	17	17
		Process	0	0
		Effect on others	10	8
5	The Law of Visibility	Planning	8	8
		Leveraging Opportunity	5	5
		Accident	5	5
6	The Law of Unity	Assumed Behaviors	14	14
		Natural Behaviors	18	18
7	The Law of Persistence	First-Mover Advantage	0	0
		Consistency Over Time Build Trust	15	11
8	The Law of Goodwill	Embody a positive value	15	14
		Striving against odds	1	1
		Defending a worthy cause	10	8
		Keeping your word	20	19
		Rewarding the worthy	5	5
		The Golden Rule	20	13

Source: Processed by the Researchers

Table 4.3 Reliability Test of Inter-Coder

No	Personal Branding	Category	Reliability Test	Approval
1	The Law of Specialization	Be Less, Be More & Keep the Personal Branding “Bit Size”	$CR = \frac{2(56)}{56 + 56} = 1$	100%
2	The Law of Leadership	Excellence & Position	$CR = \frac{2(56)}{56 + 56} = 1$	100%
		Recognition	$CR = \frac{2(26)}{28 + 28} = 0.93$	93%
3	The Law of Personality	You Are Your Product	$CR = \frac{2(27)}{28 + 28} = 0.96$	96%
		Filling a Psychological Need	$CR = \frac{2(28)}{28 + 28} = 1$	100%
4	The Law of Distinctiveness	Speech, Humor, & Process	$CR = \frac{2(84)}{84 + 84} = 1$	100%
		Effect on others	$CR = \frac{2(26)}{28 + 28} = 0.93$	93%
5	The Law of Visibility	Planning, Leveraging Opportunity, & Accident	$CR = \frac{2(84)}{84 + 84} = 1$	100%
6	The Law of Unity	Assumed Behaviors & Natural Behaviors	$CR = \frac{2(56)}{56 + 56} = 1$	100%
7	The Law of Persistence	First-Mover Advantage	$CR = \frac{2(28)}{28 + 28} = 1$	100%
		Consistency Over Time Build Trust	$CR = \frac{2(24)}{28 + 28} = 0.86$	86%
8	The Law of Goodwill	Embody a positive value	$CR = \frac{2(27)}{28 + 28} = 0.96$	96%
		Striving against odds	$CR = \frac{2(28)}{28 + 28} = 1$	100%
		Defending a worthy cause	$CR = \frac{2(26)}{28 + 28} = 0.93$	93%
		Keeping your word	$CR = \frac{2(27)}{28 + 28} = 0.96$	96%
		Rewarding the worthy	$CR = \frac{2(28)}{28 + 28} = 1$	100%
		The Golden Rule	$CR = \frac{2(21)}{28 + 28} = 0.75$	75%

Source: Processed by the Researchers

In this reliability test, using the Holsti formula in calculating the reliability that moves from 0-1, which means that the larger the number, the higher the reliability value of the measuring instrument. In the Holsti formula, the minimum reliability figure tolerated is 0.7 or 70%. This is stated: if the calculation results reach the reliability figure, then it is said that the measuring instrument is reliable (Eriyanto, 2011, p. 290). Conversely, if the reliability figure does not reach the minimum figure, then the coding sheet is considered not to meet the reliability requirements.

According to Table 4.3, the reliability results for 28 videos depicting characters from January to December 2024, for each indicator, show that each sub-indicator has a reliability value of more than 0.7. In personal branding, specialization shows that the be less, be more and keep the personal branding “bit size” categories obtained a reliability test of 100%. Leadership with the excellence and position categories reaching 100%, and recognition is 93%. Personality, with the speech, humor, and process categories reaching 100%, and the effect on others is 93%. Visibility with the planning, leveraging opportunity, and accident categories is 100%. Unity with the assumed behaviors and natural behaviors categories reach 100%. Persistence with the first-mover advantage category is 100%, and consistency over time builds trust is 86%. Lastly, goodwill with the embody a positive value category is 96%, defending a worthy cause 93%, keeping your word 96%, the golden rule 75%, and striving against odds and rewarding the worthy reaching 100%. In the personal branding indicators, specialization, visibility, and unity have an overall reliability value of 1 or equal to 100%. However, in the goodwill indicator, there is one category that reaches 0.75 (75%), namely the golden rule category.

Based on Table 4.2, the results of the frequency of occurrence of categories dominated by Uncle Roger in 28 of his content videos on the YouTube channel @mrnigelng are speech, keeping your word, natural behaviors, humor, and feeling the psychological need. However, what dominates Uncle Roger's YouTube video content is speech. Speech is a difference in speaking that involves accents, phrases, inflections, or even the way, style, and pattern of someone's speech that can be seen by others. Almost all of his content videos use speech with a Cantonese accent related to Asian cuisine. For example, in Figure 4.1, which is found in the following thumbnails.

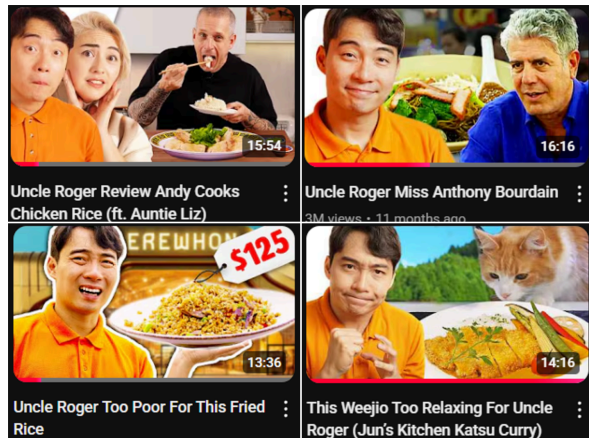


Figure 4.1 Several Video Thumbnail Examples of Uncle Roger's Appearance With Speech Category

Source: Screen capture of YouTube channel @mrnigelng, 2025

Videos with codes 7, 8, 16, and 20 are examples where Uncle Roger uses speech as a depiction of himself as an Asian, especially from Southeast Asia. According to Montoya (2002), creating effective personal branding is a must. Although the personal branding displayed by Uncle Roger can result in the ability to detect foreign accents in his listeners. This does not follow his image, which uses a style and accent that is different from others. So that from the perspective of the listener, they can easily recognize Uncle Roger without having to think long after listening to his speech.



Figure 4.2 Example of Keeping Your Word Category

Source: Screen capture of YouTube channel @mrnigelng video, 2025
<https://www.youtube.com/watch?v=GZP21PK18hY&t=743s>

One of the videos that displays the category of keeping your word is the video entitled "Uncle Roger ROASTED BY THE LEGEND Martin Yan". Basically, the character of Uncle Roger is a form of representation of Asian people. Therefore, to build a good perspective, Uncle Roger does not only do this through speech. Relying on visuals that can represent Asian people is one way for Uncle Roger to build his personal branding on his YouTube content. As in Figure 4.2 where Uncle Roger collaborates on his content with Martin Yan, who is a Chinese-American chef and also a cookbook author. It can be seen that Uncle Roger puts his towel on his shoulder like Martin did in the video. In general, Asian people who cook will use their towels to wipe sweat. However, this representation is not necessarily acceptable and equates to the perspective of the people who see it. Therefore, collaborating with Martin can better answer this for the audience. In addition, Uncle Roger also uses speech with a Cantonese accent in his content.



Figure 4.3 Example of Natural Behaviors, Humor, and Feeling the Psychological Need
Source: Screen capture of YouTube channel @mrnigelng video, 2025
<https://youtu.be/FpXuPBQjBD8?si=OiXavP9dzlBJ1Qdj>

An example that can be seen in feeling the psychological need is in the video entitled "Uncle Roger Found The WORST Orange Chicken (Rachel Ray. Again)". In Figure 4.3, there is Rachael Ray who cooks Orange Chicken with ingredients that are not the basis for making Orange Chicken. This was directly denied by Uncle Roger, so Uncle Roger re-explained what ingredients were used in Orange Chicken. In the end, one of the audience members in the video commented on the video about how Uncle Roger provided education to his audience.

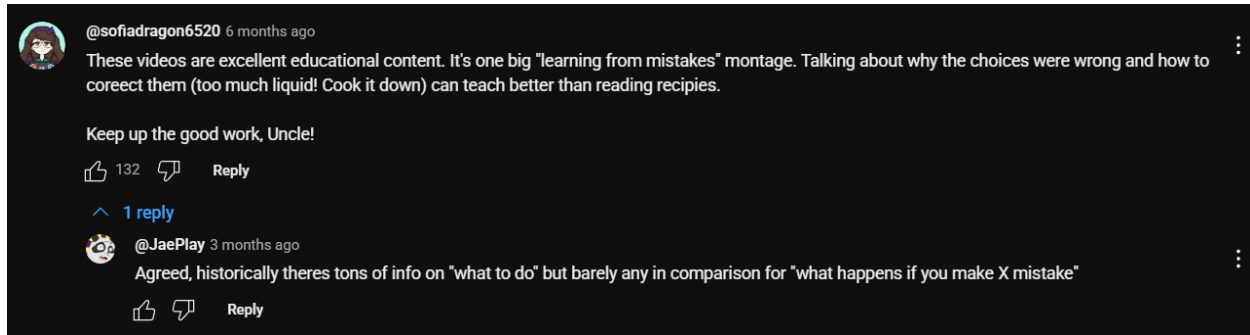


Figure 4.4 Comments From One of the Audience

Source: Video Comment Column Screen capture of "Uncle Roger Found The WORST Orange Chicken (Rachel Ray. Again)" Video

In addition, the video also contains the humor and natural behaviors category of Uncle Roger, where in the humor category, Uncle Roger uses word play, such as in one scene where Uncle Roger says "The pan is more crowded than a Japanese train" to Rachael who is filled with ingredients in her pan. In addition, the natural behaviors category is also found in this video, where Uncle Roger has a very expressive nature in the video. The word "Haiyah" is very attached to him if he is disappointed with something wrong in the cooking process by Western chefs.

In this discussion, the researcher analyzed what personal branding of Uncle Roger is in the videos of the YouTube channel @mrnigelng. Using the concept of personal branding by Peter Montoya, there are five prominent categories in Uncle Roger's personal branding. Therefore, his audience can easily remember the figure of this Asian reviewer. Currently, Uncle Roger is still actively running his content, both in reviewing, eating, and cooking in supporting and upholding Asian cuisine. Although Uncle Roger does not show his personal branding as a whole, this does not reduce his identity to represent and give an impression of Asian culture to his audience, especially in terms of culinary.

CONCLUSION

From the data analysis that has been described by the researcher, the highest indicator of appearance in Uncle Roger's content videos on the YouTube channel @mrnigelng is the difference in the speech category. The appearance in this category reached 82.1% with the number of appearances in 23 videos, where in almost every video, there is Uncle Roger, who does a review using a Cantonese accent. However, in the same personal branding category, there

is the fourth most frequent category, namely the humor category, with a frequency of appearance of 60.7%, which is found in 17 videos. The next most frequent personal branding appearance is a good name, with the category keeping your word, with a frequency of appearance of 67.9%, which appears in 19 videos. The category keeping your word is the category with the second highest appearance after the difference with the speech category. And the third most frequent appearance is unity with the assumed behaviors category. This category has a frequency of appearance of 64.3% or 18 videos.

Based on the results of the research and discussion, it can be concluded that there are various types of personal branding that appear in every Uncle Roger content video on YouTube @mrnigelng. Of the 28 videos studied by the researcher, there is personal branding with the highest appearance, namely unity, with an average appearance of 57.1%. Then continued with differences (43.8%) and good name (38.7%). The three personal brandings are characteristics that are displayed by Uncle Roger that can differentiate him from other food vloggers and become a characteristic of Uncle Roger's character. Using YouTube as a medium in building personal branding is also an important way in an increasingly developing era like today. People continue to compete to become YouTubers to raise awareness among the public about their exposure. However, from what has been discussed, personal branding on Uncle Roger does not reduce its existence, especially with the use of YouTube media.

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