

## FORMING THE PERSONAL BRANDING OF SANDIAGA UNO AS A PUBLIC LEADER IN 2017 ON RHETORIC PERSPECTIVE

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### Abstrak

*Penelitian ini dibuat sebagai upaya mendeskripsikan bagaimana retorika dapat membangun personal branding seorang individu yang melakukan kegiatan kampanye politik agar dapat meraih kepercayaan dari publik. Yang menjadi fokus objek dalam penelitian ini adalah narasi pidato yang disampaikan oleh Sandiaga Uno, yang selama masa Pemilukada DKI Jakarta 2017 sering kali menyuarakan tagline "Ok Oce!" sebagai janjinya terhadap publik. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif deskriptif dengan teknik analisis retorika yang menganalisis cara berbicara Sandiaga Uno berdasarkan teori retorika Aristoteles dengan pendekatan ethos, pathos, dan logos. Hasil penelitian ini menunjukkan bahwa Sandiaga Uno memahami dan menerapkan elemen-elemen penting dalam membangun keberhasilan sebuah retorika dan berhasil dalam membentuk personal branding pemimpin publik pada Pemilukada 2017. Sandiaga dalam menyampaikan pesannya, ekspresi wajahnya terlihat datar namun jawabannya pasti dan tidak menimbulkan kebingungan pada audiens serta memiliki gaya tersendiri yaitu lugas, tegas, dan berwibawa sehingga membuat audiens semakin bersemangat dalam mendengarkan penajaman visi dan misi mereka. Dari penelitian yang didapat, Sandiaga Uno berhasil menerapkan aplikasi dari konsep elemen-elemen pembentukan personal branding.*

**Kata Kunci:** *retorika, personal branding, pemimpin publik, Pemilihan Umum Kepala Daerah.*

### Abstract

This research is made as an effort to describe how rhetoric can build personal branding of an individual doing political campaign activity in order to gain trust from public. The focus of the object in this study is the narrative speech delivered by Sandiaga Uno, who during the elections of DKI Jakarta 2017 often voiced the tagline "Ok Oce!" as his promise to the public. The method used in this research is descriptive qualitative research methods with rhetorical analysis techniques that analyze the way of speaking Sandiaga Uno based on the theory of Aristotelian rhetoric with the approach of ethos, pathos, and logos. The results of this study indicate that Sandiaga Uno understands and implements the essential elements in building the success of rhetoric and succeeded in forming the personal branding of public leaders in the elections 2017. Sandiaga in







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3. **Personality (*The Law of Personality*)**  
A great personal brand should be based on a personality that is what it is, and comes with all its imperfections. This concept eliminates some of the pressures that exist on the concept of leadership (*The Law of Leadership*), one must have a good personality, but not necessarily be perfect.
  4. **The Difference (*The Law of Distinctiveness*)**  
An effective personal brand needs to be displayed in a different way than others. Many marketing experts build a brand with the same concept as most brands in the market, with the aim of avoiding conflict. But this is a mistake because their brands will remain unknown among the many brands in the market.
  5. ***The Law of Visibility***  
To be successful, the personal brand must be viewed consistently constantly, until a person's personal brand is known. Then visibility is more important than ability (ability). To be visible, one needs to promote himself, market himself, use every opportunity encountered and have some luck.
  6. **The Unity (*The Law of Unity*)**  
The personal life of a person behind the personal brand must be in line with the moral ethics and attitudes that have been determined from the brand. Personal life should be a mirror of an image that you want to instill in personal branding.
  7. **Firmness (*The Law of Persistence*)**  
Every personal brand takes time to grow, and as the process goes, it is important to always pay attention to every stage and trend. It can also be modified with advertising or public relations. One must remain firm in the early personal branding that has been established, without ever hesitating and intending to change it.
  8. **Good name (*The Law of Goodwill*)**  
A personal branding will give better results and last longer, if someone dielelngnya perceived in a positive way. Such a person must be associated with a recognized or generally accepted positive value or idea.
- Starting from a strategy formed by Sandiaga Uno through his rhetorical style during a campaign that turned out to affect his personal branding in the eyes of the public as a Candidate vice Governor. Based on the theory of Aristotelian rhetoric which proposed three ethos, pathos, and logos approach which must be mastered by communicator, the writer directs the research to personal branding communicator which in this case is Sandiaga Uno based on eight main concept of personal branding proposed by Montoya.

## Method

The method of this research is descriptive qualitative research that is

usually done by researchers in the social field and also in the field that highlights issues related to human behavior. Qualitative methods can be used to express and understand a phenomenon behind. This is because qualitative research methods are able to provide complex details about difficult phenomena expressed in quantitative methods.

The object of this study focuses on video footage of impressions contained on Youtube with the title "Orasi Sandiaga Uno Penetapan Number" and published by Dudi Iskandar on October 25, 2016. The data source is divided into two, the primary data which is the video "Oratan Sandiaga Uno in Determination Number" uploaded on Youtube by Dudi Iskandar October 25, 2016 through the link [https://www.youtube.com/watch?v=Y1wkY0hA23s&list=LLthrv0z\\_y4\\_--2h10GCuwNA](https://www.youtube.com/watch?v=Y1wkY0hA23s&list=LLthrv0z_y4_--2h10GCuwNA) and secondary data is data obtained through documents or literature that support primary data such as books, journals, theses, related to rhetoric and personal branding. While the data collection technique is done by observing the data through the internet and also by library study to obtain secondary data from previous research and from books that contain the theories required during the research process. The technique of data analysis is done by performing a rhetorical analysis based on the theory proposed by Aristotle with the approach of ethos, pathos, and logos after all the required data is gathered through the philosophical, technical, self-

actualization and self-actualization, theological,

Test the validity of data conducted in this study using the test credibility or test of confidence in the results of the study. According Sugiyono (2010: 270), how to test the credibility of data or trust to the data of qualitative research results, among others done with extension of observation, increased perseverance in research, triangulation data, discussion with peers, negative case analysis, and member check. From so many testing methods the authors choose to use increased persistence. The authors make observations in a more thorough and sustainable. In this way the data certainty and sequence of events will be recorded in a definite and systematic way.

### **Findings and Discussion**

Sandiaga Salahuddin Uno, B.A., M.B.A. (born in Rumbai, Pekanbaru, Riau, June 28, 1969, age 48) of Razif Halik Uno and Mien R. Uno are Indonesian businessmen and politicians. Sandiaga won the 2017 General Election of DKI Jakarta together with Anies Baswedan, and started his term as Vice Governor of DKI Jakarta in October 2017. Often present at the seminars, Sandiaga Uno, which is bloody Gorontalo often provides briefing on the entrepreneurship spirit, primarily in youth.

In 1990, Sandiaga Salahudin Uno graduated from Wichita State

University, USA, taking a Bachelor of Business Administration. Then he worked for a year as an employee of Bank Summa. Here he met and studied with conglomerate William Soeryadjaya the owner of Bank Summa. No longer in the bank, Sandiaga chose to continue his studies at George Washington University, USA, taking the Master of Business Administration for a scholarship fee. Two years later, he graduated with a 4.0 GPA. After that, he worked at Seapower Asia Investment Limited in Singapore as an investment manager at the MP Holding Limited Group since 1994 (<http://www.viva.co.id/siapa/read/130-sandiaga-uno>).

Sandiaga Uno started his business after being an unemployed person when the company that hired him went bankrupt. Together with his partner, he founded a finance company, PT Saratoga Advisor. The business has proved successful and has taken over several other companies. In 2009, he was listed as the 29th richest man in Indonesia according to Forbes magazine. In 2011, Forbes again released the list of richest people in Indonesia. He was ranked 37th with a total fortune of US \$ 660 million. In addition to the business world, he is known as a fan of the world sport, especially run. Sandiaga Uno has traveled the world and participated in 6 World Major Marathons New York (2011), Berlin (2012), Tokyo (2014), Chicago (2014), Boston (2015) and London (2015). When he was 47 years old, Sandi was appointed as Chairman of the Indonesian Swimming Pool

Association to replace Hilmi Panigoro. Success in business and sports, he also glanced into the world of politics. He was asked to be the governor of Gerindra Party by Prabowo Subianto. In Pilgub DKI 2017, he advanced as a candidate for the Governor of DKI. (<http://bio.or.id/biografi-sandiaga-uno/>).

### **Rhetorical Analysis Results**

Linkage with Video Orasi Sandiaga Uno has intellectual ability as communicator that is seen from speech of high context language, and structured. Every word of Sandiaga Uno contains connotative meaning and very beautiful connection of sentence sentence. This is because Sandiaga Uno's high educational background is graduated from Wichita State University, USA, with the summa cum laude title. Sandi started his career as an employee of Bank Summa in 1990. A year later he received a scholarship to continue his education at George Washington University, USA. Sandiaga Uno is a very successful Indonesian businessman and in 2005-2008, Sandi Uno became chairman of the Indonesian Young Entrepreneurs Association (HIPMI). He is also the Chairman of the Standing Committee of Micro, Small and Medium Enterprises (SMEs) in the Indonesian Chamber of Commerce and Industry, thus providing credibility as a Jakarta public leader who can help the Jakarta economy especially in entrepreneurship and provide opportunities for the



people of Jakarta to be entrepreneurial easy.

Sandiaga Uno showed his credibility as a speaker (communicator) when he said firmly and straightly delivered his jargon "Salam Bersama."

"That the future of Jakarta is not just forward town; the most important is happy people happy because the work is available. Happy because of the stability of affordable prices, happy because justice has returned to the earth in Jakarta. "

In this video Sandiaga Uno look her trademark that is white shirt and wearing black cap. By wearing this white shirt Sandiaga Uno hope with the sanctity of good intentions and clean build up the city of Jakarta to become a better city again and in delivery he is sure and can be in realizing their vision and mission.

In relation to Sandiaga Uno's oration video almost all words of Sandiaga Uno in the video are capable of expressing logical reasoning. Sandiaga Uno is able to connect structured sentences and organize ideas in the meaning of each sentence. Although the sentences used by Sandiaga Uno tend to be connotative but the sentence structure still contains logical reasoning, as in the oration quotation uttered by Sandiaga Uno follows.

*"Thank you Mas Anies, Bismillahirrahmanirrahim for us Pemilukada is not a place to fight,*

*to divide. Pemilukada is a celebration of togetherness. For us Pemilukada is not a field for mutual greed, Pemilukada is an opportunity to move forward together. That's why our greeting is greeting bersama, raising right hand at shoulder level with five fingers then saying with full invitation friendship, greeting together. "*

In the video analysis Sandiaga Uno speech is able to evoke emotion of fear, sympathetic, and proud to the people of Jakarta. He knows that Jakarta is currently being hit by intoleritas even split apart from it Sandiaga Uno able to take advantage of this opportunity and emerged with the invitation of friendship, greetings together, bring justice, and put forward a sense of togetherness "Salam 5 Jari". So from that Sandiaga Uno able to persuade the people of Jakarta to choose the serial number 3.

Sokaga Uno's vocal vocal is similar to a very straightforward and loud video that sounds clear, not too fast, and the use of jedanya is also appropriate, so it is very convincing to persuade the people of Jakarta.

*"That's why our greeting is greeting bersama, raising the right hand at shoulder level with five fingers and then say with full invitation friendship, greetings together. That's why we invite all citizens to greet the greeting by raising hands, with*

*five fingers and then say with full of hospitality forward together. With great joy tonight, we Anis baswedan and Sandiaga uno received their sequence number 3 really deeply. On February 15th, 2017, Jakarta residents will set aside 3 seconds to vote for us, with the greeting with us will reply 3 seconds that the residents set aside by serving the entire citizens without exception for 5 years, 5 years who progressed happily. "*

#### **Results of Personal Branding Analysis**

Personal branding is a process of shaping people's perceptions of aspects of a person, such as personality, ability, or values, and how these stimuli generate positive perceptions of society that can ultimately be used as a marketing tool.

In personal branding there are eight main concepts that become the reference in building personal branding someone. Here are the eight key concepts (Montoya, 2002), as follows:

Specialization (The Law of Specialization). The hallmark of a great Personal Brand is the precision of a specialization, concentrated only on a certain strength, skill or accomplishment. Specialization can be done in one or more ways, namely ability, behavior, lifestyle, mission, product, profession, and service.

In the video analysis of Sandiaga Uno. Sandiaga Uno is able to describe

his specialization with high education background and as a successful entrepreneur he is able to explain his work program which always prioritizes programs for entrepreneurship for the people of Jakarta.

Leadership (The Law of Leadership). People need a leader figure who can decide something in an atmosphere of uncertainty and provide a clear direction to meet their needs. A personal brand that is equipped with power and credibility so as to position someone as a leader formed from the perfection of a person.

With a straightforward and decisive delivery of speech Sandiaga Uno able to form a public image image of a firm and reliable all work programs by the people of Jakarta. With the delivery of structured sentences with high context communication makes Sandiaga Uno reflected as a smart leader in building the people of Jakarta.

*"Thank you Mas Anies, Bismillahirohmanirohim for us Pemilukada is not a place to fight, to divide. Pemilukada is a celebration of togetherness. For us Pemilukada is not a field for mutual greed, Pemilukada is an opportunity to move forward together. That's why our greeting is greeting bersama, raising the right hand at shoulder level with five fingers and then say with full of friendship, greeting together. That's why we invite all citizens*

*to welcome the greeting by raising their hands, with five fingers and then saying with great hospitality together. "*

Personality (The Law of Personality). A great personal brand should be based on a personality that is what it is, and comes with all its imperfections. This one is a person who is religious in every word always begins greetings and at the end of the sentence is always delivering a sentence that motivates the Islamic and surrender to God and closed again with greetings. With the majority of Jakarta's Muslim population this makes an important point for Sandiaga Uno to gain the trust of the Muslim community in Jakarta.

With Sandiaga Uno's energetic and active personality, he loves sports and socializing with young people, illustrating that Sandiaga Uno is a friendly and "contemporary" person who is excited to be invited to exchange ideas for having a vibrant young spirit. This causes many people, especially among young people moved to choose Sandiaga Uno.

*"With the happiness of tonight, us Anis Baswedan and Sandiaga uno receive sequence number 3 its meaning is really deep. On February 15th, 2017, Jakarta residents can set aside 3 seconds to vote for us, with the greeting with us will reply 3 seconds that the residents set aside by serving the entire citizens without exception for 5*

*years, 5 years progressing happily."*

The Difference (The Law of Distinctiveness). An effective personal brand needs to be displayed in a different way than others. Many marketing experts build a brand with the same concept as most brands in the market, with the aim of avoiding conflict. But this is a mistake because their brands will remain unknown among the many brands in the market.

Differences are listed in the oration Sandiaga Uno is every chance he always express the religious motivation sentence at the end of the sentence so as to make a difference with other paslon numbers.

"Allah's end is the substance of guiding the straight path. Wawlahumwabikhilaabiktorik Wassalamualaikum Wr Wb."

The Law of Visibility. To be successful, the personal brand must be viewed consistently constantly, until a person's personal brand is known. Then visibility is more important than ability (ability) it. To be visible, one needs to promote himself, market himself, use every opportunity encountered and have some luck.

Sandiaga Uno is proven in every video continuously depicting personal branding as a very good public leader in speech and continuing to issue motivational sentences on video oration Sandiaga Uno mentions sentences that

have meaning at the beginning of opening, content, and closing.

Unity (The Law of Unity). The personal life of a person behind the personal brand must be in line with the moral ethics and attitudes that have been determined from the brand. Personal life should be a mirror of an image to be embedded in the personal brand.

Seeing the story behind the life of a Sandiaga Uno who was educated by his parents is very hard, prioritizing education, and discipline in self-reliance, making the image of Sandiaga Uno is hardworking, independent, and courageous in taking every decision, it is no wonder if Sandiaga Uno became a businessman which is successful.

Firmness (The Law of Persistence). Every personal brand takes time to grow, and as the process goes, it is important to always pay attention to every stage and trend. It can also be modified with advertising or public relations. One must remain firm on the brand that has been established, without ever hesitating and intending to change it (Suharyanti, 2013).

At every opportunity Sandiaga Uno is very concerned about the trend following the age of his campaign Anies-Sandi is very active in making advertisements in various social media that is loved by the people of Jakarta as active in publishing themselves on Instagram, Twitter, and Youtube, so as to make the attention for the people of Jakarta.

Good name (The Law of Goodwill). A personal brand will provide better results and last longer, if someone dibelakngnya perceived in a positive way. Such a person must be associated with a recognized or generally accepted positive value or idea.

Since Sandiaga Uno has only recently entered the political sphere, the political world is the first thing that has been undertaken by him. Therefore, Sandiaga Uno's personal branding has not had a bad case about politics, so it is beneficial to Sandiaga Uno in creating a clean image, free from corruption and things other laborers in the political world so that the people of Jakarta perceive Sandiaga Uno as a public figure who is still clean and free from corruption. Therefore Sandiaga Uno has a good name in the eyes of the people of Jakarta.

Aristotle saw rhetoric as something inherently permeated by all. For Aristotle rhetoric is the art of persuasion, which must be concise, clear and convincing, with the beauty of the language composed of corrective, instructive, suggestive, defensive. The peak role of rhetoric as a science of interpersonal statements is also characterized by the emergence of Demosthenes and Aristotle (Effendy, 2003: 3). According to Aristotle, the most important aspect of theory and rhetoric is three types of approaches to persuade the audience, namely logos, pathos, and ethos.

As described in the analytical section of rhetoric, in his oration, Sandiaga Uno, meets all three approaches. Sandiaga Uno meets the logos approach because Sandiaga Uno is able to connect structured sentences and organize ideas in the meaning of each sentence so that it succeeds in expressing logical reasoning. With the background of Sandiaga Uno who has a variety of achievements in the world of education and his career as a businessman, his credibility in suggesting ideas related to his desire in building Jakarta's economy to be better makes it easily trusted by the public. This is related to the ethos approach. While on the pathos approach, Sandiaga Uno is able to evoke the emotion of fear, sympathy, and pride to the people of Jakarta by first analyzing the emotional condition of the people of Jakarta.

Here is a narration of Oratan Sandiaga Uno video, sourced from Youtube entitled "Orik Sandiaga Uno Penetapan Number" uploaded by Dudi Iskandar on October 25, 2016.

*"And I want to give opportunity to Bang Sandi to forward the exposure please .."*

*"Thank you Mas Anis, Bismillahirohmanirohim for us Pemilukada is not a place to fight, to divide. Pemilukada is a celebration of togetherness. For us Pemilukada is not a field for mutual greed, Pemilukada is an opportunity to move forward*

*together. That's why our greeting is greeting besama, raising the right hand at shoulder level with five fingers then say with full invitation friendship, greetings together. That's why we invite all citizens to greet the greeting by raising hands, with five fingers and then say with full hospitality go together. We believe there is only one future of Jakarta City, which is to move forward together. We also believe that the future of Jakarta is not just forward town, the most important thing is happy people happy because work is available. Happy because of the stable price of the futures, happy because justice has returned to the earth in Jakarta. With great joy this evening, we Anis baswedan and Sandiaga uno receive the sequence number 3 its meaning is really deep. On February 15, 2017, the citizens of Jakarta set aside 3 seconds to choose us, with greetings with us will reply 3 seconds that residents set aside it by serving all citizens without exception for 5 years, 5 years progressing happily Akhirulkalam Allah is the substance to give clues to the straight path. Walillahimwabikhilaabiktorik Wassalamualaikum Wr .Wb. "*

In the first sentence Sandiaga Uno open with greetings and directly

open the oration by discussing about the General Election:

*"Thank you Mas Anis, Bismillahirohmanirohim for us Pemilukada is not a place to fight, to divide. Pemilukada is a celebration of togetherness. For us, the Regional Head General Election is not a field for mutual harm, Pemilukada is an opportunity to move forward together."*

At the beginning of the sentence he explained about the General Election by highlighting togetherness. Sandiaga Uno uses a connotative phrase that has profound meaning. Early sentence illustrates that the situation of Jakarta which is a lot and debate the issue of unity that led to split the society he appeared calmly and straightly brought peace and togetherness. It aims to persuade the public by using pathos techniques by taking the emotional and sympathetic side of society. Then from the sentence delivered by Sandiaga Uno about explaining the meaning of Pemilukada is a logos rhetorical technique that states something in accordance with logic and structured.

*"That's why our greeting is greeting besama, raising the right hand at shoulder level with five fingers and then say with full invitation friendship, greetings together. That's why we invite all citizens to welcome the greeting by raising their hands, with five fingers and then*

*saying with great hospitality together. "*

In this sentence Sandiaga Uno describes the jargon of Salam 5 fingers, which has the meaning to invite friendship, greeting together and welcoming hospitality to move forward together. This Sandiaga Uno shows a personal branding that reflects the difference with other paslon.

*"With the happiness of tonight, we Anis baswedan and Sandiaga uno receive their sequence number 3 really deeply. On February 15, 2017, the citizens of Jakarta set aside 3 seconds to choose us, with greetings with us will reply 3 seconds that residents set aside it by serving all citizens without exception for 5 years, 5 years progressing happily Akhirulkalam Allah is the substance to give clues to the straight path. Wawlahumwabikhilaabiktork Wassalamualaikum Wr. Wb "*

Sandiaga Uno in this sentence make the image as a trustworthy public leader and convince the public to choose the number 3. In this sentence Sandiaga Uno express with credibility that is with a high educational background then the delivery of Sandiaga Uno sentences that are high context. Sandiaga Uno uses ethos rhetoric techniques, pathos, and logos to persuade the public, then Sandiaga Uno uses the 8 elements of personal branding building that is specialization,

leadership, personality, difference, the law of visibility, unity, firmness and good name.

### Conclusion

The ability to manage the rhetorical strategy of public opinion is crucial. Based on three approaches proposed by Aristotle, namely ethos, pathos, and logos, a communicator will be able to persuade his audience. This is very important to be applied especially at the time of political campaigns such as the Jakarta Province Election in 2017 which involves Sandiaga Uno as one of its candidates. Sandiaga Uno's rhetoric strategy has succeeded in increasing public trust towards her with her partner, Anies Baswedan, until finally elected as Governor and Vice Governor of DKI Jakarta period 2017-2022. This is also related to the success of Sandiaga Uno in building his personal branding during the campaign period.

The result of this research is Sandiaga Uno, in Video Oration Determination Number, comprehend and apply the important elements in building the success of a rhetoric and succeed in forming personal branding of public leader in Pemilukada 2017. From the research, Sandiaga Uno successfully applied application of the theory of rhetorical science which argues that there are three types of approaches to success in persuasive the audience ie logos, pathos, and ethos. Sandiaga in conveying his message, his facial expression looks flat but the answer is sure and does not cause confusion to

the audience and has its own style that is straightforward, firm, and authoritative, making the audience more excited in listening to sharpening their vision and mission. From the research, Sandiaga Uno succeeded in applying the concept of personal branding formation elements (the law of specialization), the law of leadership (the law of personality), the difference (the law of distinctiveness), the law of visibility, the unity (the law of unity) to form a personal branding as a public leader.

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