

Ustadz Syafiq Riza Basalamah's Personal Branding on the @syafiqrizabasalamah_official Instagram Account

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ABSTRACT

This study aims to analyze Ustadz Syafiq Riza Basalamah's personal branding on @syafiqrizabasalamah_official Instagram account using a qualitative approach with a content analysis method on photo and video content for the January-September 2025 period. Data was collected through observation and documentation techniques for the uploads on the Instagram account. The analysis was carried out based on eight concepts of Peter Montoya's personal branding, namely specialization, leadership, personality, difference, appearance, unity, constancy, and good name. The results of the study show that the personal branding displayed portrays himself as a preacher who focuses on household education and family fiqh studies according to the understanding of salafus salih. In addition to actively preaching on social media, Ustadz Syafiq Riza Basalamah is also a Member of the Al-Irsyad Fatwa Council and the initiator of the Lorong Faradisa Foundation which plays a role in da'wah and social based on the understanding of salafus salih.

INTRODUCTION

The development of technology and information in the current digital era has caused significant changes in various aspects, ranging from information, communication, technology, politics, social, education to the economy. Technology not only makes things easier but also allows people to communicate quickly. Technology can also be a "tool" used to seek information and communicate with each other. Everyone can access and use the internet or mass media to search for all forms of information that they want and need. Technological developments not only facilitate and speed up the communication process, but also affect the way people interact and exchange information.

Social media is a popular digital media and is widely used by the public. Social media as an online platform allows users to create, share, interact, and communicate with other social media users (Nasrullah, 2017). According to Ginting et al. (2021), social media provides opportunities for individuals to share information so that it can strengthen social relationships and increase community engagement. Social media is an effective way to communicate with a wide audience, build community and interact directly with customers. In Indonesia, Instagram occupies the second position as the most widely used social media according to We Are Social (2025) research, making it an effective forum for building personal branding, including in the context of da'wah.

The presence of social media encourages the formation of digital identity, which is an identity that refers to information about individuals or organizations that use digital technology. Digital identity is the way individuals shape their self-image through online activities and interactions on various social media platforms, applications, and websites (Husna et al., 2024). Instagram, as a visual-based platform, allows public figures, including preachers, to build personal branding selectively and consistently. In terms of (Lutfi, 2024), *personal branding* is the process of forming unique skills, personalities, and characteristics that lead to superior strength over competitors.

Building an effective *personal branding* requires self-presentation by highlighting your abilities and strengths so that you can attract new opportunities and build a strong professional network. *Personal branding* also requires a touch related to a massive social media presence. That is, optimizing all social media accounts as a means or medium to manage *personal branding* (Hidayat, et al. 2025).

Among the preachers who actively use Instagram for da'wah and personal branding are Ustadz Adi Hidayat, Felix Siau, Khalid Basalamah, and Syafiq Riza Basalamah. This research focuses on Ustadz Syafiq Riza Basalamah through the @syafiqrizabasalamah_official account, who is considered to have a more consistent and diverse content visualization than other preachers mentioned. With 2.3 million followers and thousands of uploads, he actively shares da'wah content, da'wah safari activities to remote areas, family education, and a simple lifestyle that reflects his image as a scientific, firm, but friendly preacher.

Based on this background, this study aims to analyze Ustadz Syafiq Riza Bazayah's personal branding activities on Instagram, using the theory of The Eight Laws of Personal Branding by Peter Montoya as a reference, as well as

examining the use of Instagram features (such as Feeds, Hashtags, Instastories, and others) in building an image and meaning that is accepted by the public.

LITERATURE REVIEW

Personal Branding

Branding is a disciplinary process used to build consumer awareness and perception, as well as build consumer loyalty to brands. Wheeler said in Daga, R. (2025) *branding* is a deliberate differentiation process with the intention of differentiating between brands in the market. Keller & Swaminathan (2019) added that *branding* can create a mental image in the consumer's mind about the *brand* in question, so that *branding* can influence consumers' decisions in choosing products or services.

According to Davis in Darmawanto and Wijanarko (2022), *branding* is a step or strategy that can give a positive image to a product or service that will always be instilled in the public mind with the aim of being remembered for a long period of time. If *branding* is applied to someone, it will increase one's image in the public mind for a long time.

According to Montoya in Raihan, D. S. (2022), *personal branding* is an art in attracting and retaining more customers by actively shaping public perception. *Personal branding* is the process of building a unique and consistent self-image in the eyes of the public, by shaping other people's perceptions of a person's personality, abilities, and values so that they can be used as a self-marketing tool (Haroen in Vanie & Filzani, 2024). So, it can be concluded that if the personal branding process is carried out in a unique and consistent way, a good perception will be formed in the eyes of the good of what we have so that it will be easy for the public to remember.

The three main factors that shape *personal branding* are competence, style, and self-standards, which reinforce each other (Raharjo, 2022). In addition, Montoya and Vandehey (in Aksenta et al., 2025) emphasize three main conditions, namely *You* (doer), *Promise* (consistency), and *Relationship* (two-way relationship with the audience). The process of building *personal branding* itself is not done in a short time, but a lifelong process.

This research specifically uses the eight concepts of *personal branding* Peter Montoya (2002), where the eight main concepts are considered as strong references in the formation of *personal branding*, namely:

Specialization (The Law of specialization)

Montoya says that good personal branding is like a laser beam that is focused and shines with high intensity on one small area. The characteristic of a strong personal branding is the precision of a specialty, relying on one particular advantage, expertise or achievement.

Leadership (The Law of Leadership)

The community needs a leader who can decide things in a state of uncertainty, and provide a clear solution to meet their needs. A personal brand equipped with power and credibility is able to position a person as a leader based on one's perfection.

Personality (The Law of Personality)

To achieve a strong personal branding, one only needs to be themselves, with all the imperfections of being an ordinary human being. This concept removes some of the pressure that exists on the concept of leadership (the law of leadership), a person must have a good personality without having to be a perfect figure.

Distinctiveness (The Law of Distinctiveness)

Being different among many things is a must to create an effective personal branding. This means that someone who wants to have an external identity, must have a difference with the personal branding built by others.

Visibility (The Law of Visibility)

Personal branding must be seen consistently so that it can finally be recognized by the public if you want to get satisfactory results. Consistency will help people remember what you want to show. So, visibility becomes more important than the ability. In order to become visibility, one must promote themselves, market, use every opportunity they encounter, and have some luck.

Unity (The Law of Unity)

A person's personal life behind personal branding must be in line with the moral ethics and attitudes that have been determined by the brand. An image that wants to be instilled in personal branding, should be in accordance with the reflection of personal life. Because, according to Peter Montoya (2002), the image displayed in the formation of personal identity must be in line with the daily life of a person who wants to build a personal branding for himself.

The Law of Persistence As time grows

As time goes by, in the process of developing personal branding, it is important to always pay attention to each stage and existing trends. One must remain firm in the initial personal branding that has been built, without ever hesitating and intending to replace it.

Reputation (The Law of Good Will)

A personal branding will give better results and last longer than others, if the person behind it is seen with a positive image. Such a person must have a value or idea that is generally acceptable and useful.

Personal branding provides benefits in the form of prioritizing self-uniqueness, increasing attractiveness, strengthening reputation, and opening up new opportunities (Daga, 2025), with the ultimate goal of building trust, networking, confidence, and honesty in oneself.

Social Media

Social media is a technology-based platform that allows users to create, share, and interact with text, image, video, or audio content online (Kotler & Keller in Thaib, 2021). Social media functions to expand social interaction, change communication patterns from one direction to many directions (*many to many*), and become a means of building *personal branding* and self-existence (Chandra, 2021). According to Nasrullah (2015), social media has six main characteristics: network, information, archive, interactivity, social simulation, and *user-generated content*.

Instagram

Instagram is a photo and video-based social network used to socially interact and exchange information (Rejeki dalam Yusanda et al., 2021), and is popular as a marketing tool and the formation of individual and company *branding*. This study examines content through various Instagram features, including *followers*, *feeds* (photo/video uploads), *effects/editing*, *hashtags*, *direct messages*, *instastories*, *likes*, *comments*, and *profiles*, which collectively play a role in shaping a person's digital track record and *personal branding* in the eyes of the public (Yusanda et al., 2021).

A *framework* is a conceptual structure used in research to organize ideas, concepts, theories, and variables related to research. The description of the framework of thought in this study is as follows:

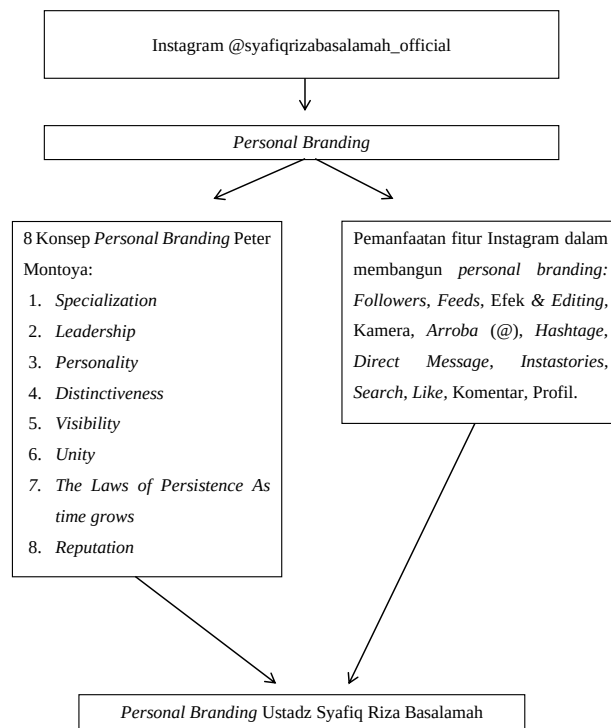


Figure 1. Plot Framework

METHODOLOGY

This study uses a descriptive qualitative approach with a content/content analysis method to examine how Ustadz Syafiq Riza Basalamah builds personal branding on his personal Instagram account, @syafiqrizabasalamah_official. Qualitative research is also understood as a series of attitudes and strategies to conduct research aimed at finding out how humans understand, experience, interpret, and construct social reality (Rahma, 2023). The object of this research is the personal branding of @syafiqrizabasalamah_official Instagram account, with subjects and units of analysis in the form of photo content, videos (feeds/reels), and captions uploaded in the January-September 2025 period. Content was analyzed using eight concepts of personal branding by Peter Montoya (2002),

namely specialization, leadership, personality, differences, appearance, constancy, unity, and good intentions, and was examined through the use of Instagram features such as followers, feeds, effects & editing, hashtags, direct messages, instastories, likes, comments, and profiles.

Primary data is obtained through direct observation of the Instagram content, while secondary data is sourced from supporting literature such as journals, books, theses, and articles related to personal branding on social media. The data collection technique is carried out through observation and documentation, namely observing uploads directly and collecting screenshots of posts as supporting data.

Data analysis is carried out through three stages, namely data codification (naming accounts and determining deadlines/content to be studied), data presentation (categorization of findings according to Montoya's concept in the form of images, tables, or graphs), and conclusion drawing and verification (concluding coding results by re-checking to minimize errors).

RESULTS AND DISCUSSION

Overview of Ustadz Syafiq Riza Basalamah (SRB)



Figure 2. Photo by Ustadz Syafiq Riza Basalamah

Educational Background

Syafiq Riza Hasan Basalamah is a Salafi Ustadz, lecturer, and writer from Jember. Ustadz Syafiq, whose full name is Syafiq Riza bin Hasan bin Abdul Qadir bin Salim bin Zaid Basalamah, was born in Jember on December 15, 1977. He is a preacher, lecturer, and writer who is active on social media through the channels Syafiq Riza Basalamah Official (SRB) and Lorong Faradisa. He currently serves as a member of the Fatwa Council of the Al-Irsyad Association, contributing to providing fatwas and guidance in the religious field (Wikipedia).

Ustadz Syafiq Riza Basalamah began his formal education at the Al-Irsyad Al-Islamiyah Bondowoso Islamic Boarding School, completing Madrasah Tsanawiyah Negeri (MTsN) in 1993 and Madrasah Aliyah Negeri (MAN) in 1996. He continued his studies at the Institute of Islamic and Arabic Sciences (LIPIA) Jakarta, earning a Diploma 1 (D1) degree in 1998.

He then took the Arabic language program at the Islamic University of Medina (UIM), completed it in 1999, and continued his undergraduate studies at the Faculty of Da'wah and Usuluddin, Islamic University of Medina, with the title of Cumlaude in 2003.

Ustadz Syafiq then earned a master's degree in the Department of Da'wah in 2007 and completed his doctoral education in the same field in 2013. His phenomenal dissertation entitled "The Role of Islamic Institutions and Organizations in Stemming Christianization in Indonesia" (in Arabic: *Juhuudu Al Muassasaat wal Hai'aat Al Islaamiyyah Fi Indonesia Fi At Tashoddi Li At Tanshiir*) was successfully defended in front of a team of examiners consisting of prominent figures, such as Sheikh Prof. Dr. Ali bin Ibrahim An-Namlah and Sheikh Dr. Fuad Abduh al Ba'daani (syafiqrizabasalamah.id).

Career and Scientific Writings of Ustadz Sayfiq Riza Basalamah

The scholarly works produced by Ustadz Syafiq cover a very wide range of topics, from the history of da'wah and portraits of exemplary figures to in-depth guides on family life. In the field of history and thought, he wrote *The Efforts of Sheikh Ahmad Surkati in Da'wah in Indonesia* (Juhud asy-Shaykh Ahmad as-Surkati fi ad-Da'wah ila Allah fi Indunisiya), which examines this figure's significant contribution to Islamic da'wah in the country.

In addition to his scholarly works on history, Ustadz Syafiq has also been highly prolific in producing books on family and personal development. Through his book *If Only I Hadn't Married Him*, he explores the intricacies of marriage and emphasises the importance of the husband's role in maintaining family harmony. This theme of family resilience is continued in the book *My Home Still Stands*, which discusses strategies for facing domestic challenges amidst increasingly difficult times. To complement this pillar of happiness, he has also authored **Together with the Family Towards Paradise** as a practical guide to attaining salvation in both this world and the hereafter.

Not only does he focus on interpersonal relationships, Ustadz Syafiq also invites readers to delve into spirituality and character development. Through his book *A Dream About a Prophet*, he provides an in-depth portrayal of the Prophet Muhammad, peace be upon him, based on reliable sources. Finally, he offers a wise perspective on how to deal with life's limitations through his work *Bersenjata Setengah Penuh dan Setengah Kosong* (Armed Half-Full and Half-Empty), a book that teaches us how to respond to scarcity so that we always feel content and grateful.

Ustadz Syafiq Riza Basalamah is a figure who is always enthusiastic about seeking knowledge, following the understanding of the companions, salafus shalih, and istiqamah to spread the teachings of Islam in the right way in accordance with the Qur'an and As-Sunnah.

According to data from the Higher Education Database of the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia (PDDikti Kemdikbudristek), Syafiq is recorded as an active lecturer in the Ahwal Al-Syakhshiyyah (Islamic Family Law) study program at the Dirasat Islamiyyah Imam Syafi'i Jember College since 2016. He teaches several courses including da'wah methods, Islamic morals, sirah nabawiyyah, and others (Wikipedia.org).

In the current digital era, Ustadz Syafiq Riza Basalamah plays the role of a da'wah content creator on social media such as Youtube, Instagram and others. The da'wah content that he creates and shares often discusses religious and social

issues. Ustadz Syafiq Riza Basalamah also discussed maintaining harmony in the family, marriage, how to respond to a divorce, and how to face life with tawakal and patience. The content shared feels relatable to what the audience is experiencing so that many feel helped by the da'wah it spreads. Then the way of delivering lectures that is detailed, evidenced and full of appreciation, makes his lectures always liked by many people.

Instagram Account Profile @syafiqrizabasalamah_official (SRB)

Ustadz Syafiq Riza Basalamah's official Instagram account is @syafiqrizabasalamah_official and is under the auspices of the Lorong Faradisa Jember Foundation (@elfadis_). Ustadz Syafiq Riza Basalamah started on Instagram social media in January 2017, until September 2025 he had more than 2 million followers on his personal Instagram and got a verified badge by Instagram in September 2019. A verified badge means that the account has been verified based on its activity across the product and the information or document it advertises.

In his bio, @syafiqrizabasalamah_official includes the contacts of the SRB admin and Lorong Faradisa, as well as the official website of the syafiqrizabasalamah.id and SRB's Instagram chat group as well as other social media Ustadz Syafiq Riza Bazayah. His personal Instagram account is used for preaching which has a positive impact and gets high engagement from other users. Ustadz Syafiq Riza Bazayah's personal branding is increasing and is known by Instagram users when they have received a blue checkmark that indicates the authenticity of the account. Because not all accounts can be verified. Accounts that pass verification usually belong to public figures, celebrities, influencers, or global brands who already have a track record and legal/recognized status.

Ustadz Syafiq Riza Basalamah (SRB) in Forming Personal Branding

In the process of building *personal branding*, a good image and image are needed to be able to attract the attention of the public and the public. In order to form a good image and *image*, consistency is needed in showing the expertise or ability possessed in front of the public. Interestingly, building *personal branding* can be done anywhere, anytime, and with any media, one of which is through Instagram which is the most popular application and is widely used by users or the Indonesian people, especially young people. Based on Peter Montoya's personal branding concept, Ustadz Syafiq Riza Basalamah built personal branding on his Instagram, namely, as follows.



Figure 3. Instagram Profile @syafiqrizabasalamah_official

The Law of Specialization

The concept of *personal branding* according to Peter Montoya is very important, namely the principle of "*specialization*," by creating strong characteristics in *branding* that make a person easier to recognize and remember by the public so as to produce good *personal branding*. *Effective personal branding* is when it is able to attract the public's attention to fascination and have a positive influence on the public. Ustadz Syafiq Riza Basalamah built a strong characteristic through Islamic da'wah with Salaf manhaj with the main focus on the study of family and household fiqh. This specialization is strengthened by his educational background as a Cumlaude graduate of the Islamic University of Medina, so that the audience places him as the main reference (top-of-mind) for family problems.

Evidence of findings that support this includes a reel upload on September 18, 2025 which promotes a thematic study entitled Households and Financial Issues. In the *reels*, it is explained that the themes in the study will be discussed by Ustadz Syafiq scientifically in accordance with Islamic law and in accordance with the understanding of salaful ummah.



Figure 4. Household Studies & Financial Issues that will be discussed scientifically and according to the understanding of the Salaful Ummah

Then, the July 16, 2025 upload regarding the law on children who abandon their parents which received 2,736 likes and 78,733 impressions. This specialization is also strengthened by her writing entitled If You Are Not Married to Her which

was reviewed via video on February 2, 2025, as a guide for husbands in maintaining domestic harmony according to Islamic guidance.



Figure 5. Uploaded by Ustadz Syafiq Riza Basalamah on the theme of family studies & Books about households.

The Law of Leadership

Leadership is a person's ability to influence, direct the people he leads towards a common goal. Leadership is related to a person's ability to be a trusted figure in their field. The content uploaded on the @syafiqrizabasalamah_official account shows the role of Ustadz Syafiq Riza Basalamah as a figure who has authority in the field of da'wah. SRB's authority is reflected in his position as a Member of the Al-Irsyad Fatwa Council and his role as the initiator of the Lorong Faradisa Foundation, which oversees the social & humanitarian team of Muhtamm Lorong Peduli. These leadership activities are consistently documented through reel uploads that strengthen public trust.

As proof, the upload of reels on August 5, 2025 with 1,182 likes informed his participation in the grand tabligh series of sessions of the 13th Al-Irsyad Fatwa Council. In the autonomous institution, he plays an active role in providing religious guidance and formulating sharia fatwas guided by the Qur'an and As-Sunnah. In addition, the Instagram account of Lorong Faradisa (@elfadis_) which is a forum for SRB da'wah operations has more than 57 thousand followers. The Glow Up Mosque Chapter 16 program at Al-Hilal Mosque, Jember, which was uploaded on September 23, 2025 with 577 likes, is also a tangible proof of his social leadership through free mosque cleaning activities.

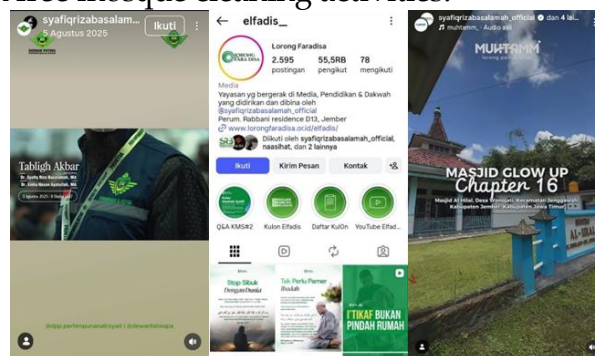


Figure 6. Tabligh Akbar Activity Reels as the 13th Al-Irsyad Fatwa Council, Lorong Faradisa's Instagram Account, and Glow Up Mosque content

The Law of Personality

The Law of Personality or the concept of personality in building *personal branding* is the process of how a person shows his or her identity as a whole, whether in terms of advantages or uniqueness or shortcomings, so that it can be assessed and accepted by others as it is. Personality can be seen from how a person presents themselves and the unique values offered. This personality arises from behavior that is shown in real terms, without making it up or fabricating.

The content shared features the character of Ustadz Syafiq Riza Basalamah who is simple, calm, firm, but still warm and close to family and worshippers. A friendly attitude towards alumni, teachers, and the community shows an authentic personality that is not engineered.

Evidence of this finding can be seen in an upload on January 18, 2025 which shows the moment of his togetherness with children in family daurah activities, complete with a message to parents to pay more attention to time with their children. Ustadz Syafiq Riza Basalamah conveyed a message for parents, "for parents who have been given children, please give their children time, don't just look for fulus (money) for their parents". The reels upload on June 17, 2025 with 14,592 likes and 304,471 impressions showed his friendliness when staying in touch with STDIIS alumni in Lampung.



Figure 7. Reels Upload Ustadz Syafiq Riza Basalamah playing with family and children & gathering with STDIIS Alumni in Lampung

The Law of Distinciveness

Differences in *personal branding* can be interpreted as a uniqueness or characteristic. In building a strong *personal branding*, a person needs to have characteristics that others do not have, so that they are easily recognized and remembered by many parties. In other words, having a unique personality that is different from someone will be easy in an effort to instill an image in society. The uniqueness of Ustadz Syafiq Riza Basalamah lies in the thematic focus of family studies, evidence-based question and answer format, and minimalist visual aesthetics with Arabic calligraphy elements. This combination distinguishes his account from other da'wah accounts that are more oriented towards entertainment content.

Supporting evidence includes a reel upload on January 22, 2025 in a question and answer (Q&A) format entitled "Divorce a Wife in a Drunken State, Does It Fall Into Divorce?" which discusses domestic issues through fiqh studies. In addition, the uploads of photos/posters on January 10 and 11, 2025 with 3,034 and 4,051 likes, respectively, show the consistency of neutral visual templates and Arabic calligraphy accompanied by sharia postulates according to the understanding of salafus shalih which is a differentiator from other da'wah accounts.



Figure 8. Reels Upload Ustadz Syafiq Riza Basalamah Household Problem Theme & Da'wah Poster with a consistent visual template

The Law of Visibility

Visibility or visible means that *personal branding* must often appear or be active in front of the public to remain known to the audience. Efforts in building personal branding cannot be done instantly, there needs to be consistency and a stable presence in the long term. Ustadz Syafiq Riza Basalamah builds personal branding consistently so that it can be known more widely by the audience. The visibility of Ustadz Syafiq Riza Basalamah is maintained through regular activity on the stories and reels feature, as well as collaborative post strategies with da'wah accounts and other public figures. This strategy expands the reach of new audiences while maintaining his presence on his followers' timeline.

As evidence, the story upload on January 9, 2025 shows the activity of Ustadz Syafiq Riza Basalamah picking fruit involving question-and-answer interactions with the audience. In addition, the June 12, 2025 reels upload with 8,263 likes and 174,541 impressions shows collaborations with several da'wah accounts and other public figures, such as @mabduhtuasikal, @daurahsrb, and @amminurbait, which expand the reach of new audiences.



Figure 9. Stories Upload Ustadz Syafiq Riza Basalamah is reaping fruit & Content Collaboration with other da'wah accounts

The Law of Unity

There is an alignment between the image displayed on Instagram and the behavior of Ustadz Syafiq Riza Basalamah in real life, for example sunnah and simple appearance and responsive attitude in helping the religious affairs of the community directly.

Evidence of this finding can be seen in the August 30, 2025 reels upload with 16,344 likes and 329,805 impressions, which shows him walking wearing batik clothes, songkok, and sarongs while giving advice on dhikr and maintaining health. In addition, the upload of the reels on July 11, 2025 with 38,202 likes and 968,038 impressions shows his promptness when he was suddenly asked to marry a Muslim, reflecting the harmony between the da'wah delivered and the real action in the community.

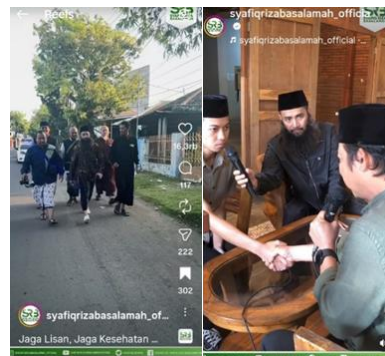


Figure 10. Uploading Ustadz Syafiq Riza Basalamah's activities with a sunnah and simple appearance, as well as a responsive attitude to the affairs of the ummah.

The Law of Understanding

The most important thing in building *personal branding* so that your self-image can develop consistently in the long term is steadfastness. Therefore, one needs to have a strong determination towards the *initial personal branding* that has been built, without any hesitation or desire to change course abruptly. Steadfastness is an important factor that determines success in building a person's self-image. In the midst of criticism and rejection from some parties, Ustadz Syafiq Riza Basalamah remains consistent in maintaining his da'wah position without

following the trend of entertainment or music content that is contrary to sharia. The pattern of lecture content, study documentation, and advice posters has remained stable from its inception to the present.

Evidence supporting this finding includes a reel upload on July 3, 2025 entitled "Don't Just Follow the Trend That Is Going Viral", which contains advice not to carelessly follow trends without sharia considerations. In the April 17, 2025 reels upload with 5,547 likes and 329,805 impressions, he emphasized the importance of patience in preaching despite facing challenges. The consistency of the da'wah theme is also seen in the feed upload at the end of September 2025 which does not show a shift in fashion style, delivery approach, or design templates from time to time.



Figure 11. SRB's uploads are consistent with the theme of da'wah, good advice and not following trends that violate sharia.

The Law of Goodwill

Personal branding based on Peter Montoya's concept is the last one is good intentions or *goodwill*, which is related to a good reputation built through a person's messages and activities. *Personal branding* will last a long time if it is associated with positive values and benefits. However, in this process, a person not only has the opportunity to build a good name, but can also face risks in the form of bad judgment from the public. This depends on the attitudes and actions represented by the individual. Ustadz Syafiq Riza Basalamah's positive reputation is formed from the consistency of soothing messages, embracing language, and social activities that are shared consistently on Instagram. The positive comments on Ustadz Syafiq Riza Bazayah's post also strengthened his reputation in the eyes of the public.

Evidence supporting this finding includes the upload of the study resume carousel on September 21, 2025 with 16,155 likes, entitled "Patience, Patience, and Patience", which contains advice and invitations to kindness with an embracing language, as well as positive comments contained in the comment column of the post. In addition, the upload of reels on April 26, 2025 with 19,290 likes and 459,907 impressions shows the distribution of basic necessities to coastal communities in Natuna, which is carried out while maintaining Islamic manners and sharia, for example through facial disguise on subjects whose awrah is not completely covered.

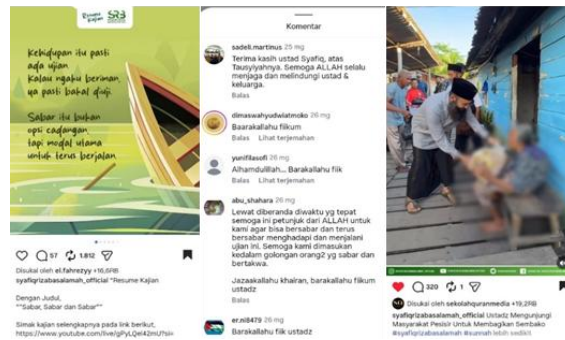


Figure 12. SRB's uploads contain advice and invitations for kindness, there are also positive comments, as well as social activities

CONCLUSIONS AND SUGGESTIONS

Overall, Ustadz Syafiq Riza Basalamah's personal branding on Instagram @syafiqrizabasalamah_official managed to implement the eight laws of Peter Montoya's personal branding consistently. Ustadz Syafiq Riza Basalamah is part of the Fatwa Council Member at the Al-Irsyad association and also the initiator of the Lorong Faradisa Foundation which participates in da'wah and social by applying values that are in accordance with the understanding of salafus salih. The image built features a preacher who focuses on family education and household fiqh based on Salaf manhaj, supported by religious authority, authentic personality, and a positive social reputation, thus forming a strong personal branding that is difficult for the audience to forget.

FURTHER STUDY

For the next researcher, this research has limitations on one object and one social media platform. Therefore, it is recommended for future researchers to study more than one social media platform and conduct comparative studies between figures, and it is expected to be able to analyze using other theories related to *personal branding* to provide a more diverse and comprehensive perspective on digital/online da'wah.

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