

ABSTRACT

Personal branding has become essential for athletes, as public perception extends beyond on-field performance to their off-field behavior. This study investigates the effectiveness of Marc Klok's personal branding through Instagram in shaping his athlete brand image. The research employed a quantitative method with descriptive analysis. Data was collected by distributing questionnaires to 400 of Marc Klok's Instagram followers, selected using purposive sampling and quota sampling from the total population based on predefined criteria. The results indicate that Marc Klok's personal branding has effectively and significantly contributed to the formation of his athlete brand image. This is evidenced by the descriptive analysis data, which shows very high scores for both variables: 89% for personal branding and 87% for athlete brand image. Furthermore, a simple linear regression analysis revealed a positive influence of the independent variable (personal branding) on the dependent variable (athlete brand image). The two variables showed a strong correlation of 0.677. Hypothesis testing confirmed the existence of effectiveness, as the t-calculated value was greater than the t-table value. Additionally, the coefficient of determination results indicated that personal branding has a 45.8% influence on athlete brand image.

Keywords: *Athlete brand image, Instagram Social Media, Marc Klok, Personal branding.*