

Athlete branding Edgar Xavier Marvelo as an Indonesian wushu athlete on Instagram

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ABSTRACT

The popularity of the sports world expanded athletes' role experience, where athletes who were previously only doing sports things developed into public figures and were involved in social and business activities. The expansion of this role puts athletes into the public spotlight, which makes them need to have credibility. Therefore, athlete branding is important to be developed to form a good image and can attract the public and get opportunities for collaboration. Edgar Xavier Marvelo, an Indonesian national wushu athlete with worldwide achievements, has carried out athlete branding activities on Instagram. This study uses the model of athlete brand image from Akiko Arai, Yong Jae Ko, and Stephen Ross to know the athletic performance, attractive appearance, and marketable lifestyle of Edgar Xavier Marvelo's athlete branding as an Indonesian wushu athlete on Instagram. This qualitative descriptive study uses data collection techniques through observation, interviews, literature study, and online searches. This study shows that Edgar Xavier Marvelo has carried out athlete branding activities on Instagram according to the dimensions of the Model of the Athlete Brand Image. However, its athletic performance, attractive appearance, and marketable lifestyle have not been implemented consistently. Suggestions from this research, he can upload his wushu skills and competition style. Symbols also need to be formed and uploaded more about physical attractiveness and body fitness. Uploads about social life also need to be added to show the role model side. He needs to upload consistently, strategize content, and learn the Instagram algorithm to increase engagement.

Keywords: Athlete Branding; Model of Athlete Brand Image; Athlete; Wushu; Instagram

Athlete branding Edgar Xavier Marvelo sebagai atlet wushu Indonesia di Instagram

ABSTRAK

Kepopuleran dunia olahraga membuat atlet mengalami perluasan peran, dimana atlet yang tadinya hanya sebagai olahragawan kini juga terlibat dalam kegiatan sosial dan bisnis. Athlete branding menjadi penting untuk dikembangkan agar terbentuk citra yang baik dan dapat menarik publik. Edgar Xavier Marvelo sebagai atlet wushu Indonesia yang memiliki prestasi mendunia telah melakukan aktivitas athlete branding di Instagram. Penelitian ini menggunakan model of athlete brand image dari Akiko Arai, Yong Jae Ko, dan Stephen Ross dengan tujuan untuk mengetahui athletic performance, attractive appearance, dan marketable lifestyle yang dimiliki Edgar Xavier Marvelo dalam aktivitas athlete branding sebagai atlet wushu Indonesia di Instagram. Penelitian ini adalah penelitian studi deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, studi pustaka, dan penelusuran daring. Penelitian ini menunjukkan hasil bahwa Edgar Xavier Marvelo telah melakukan aktivitas athlete branding di Instagram sesuai dengan dimensi Model of Athlete Brand Image. Namun, athletic performance, attractive appearance, dan marketable lifestyle yang dimilikinya belum diimplementasikan secara konsisten. Saran dari penelitian ini, beliau dapat mengunggah unggahan kemampuan wushu dan competition style miliknya. Symbol juga perlu dibentuk sebagai diferensiasi dan menambahkan unggahan seputar physical attractiveness serta body fitness. Unggahan seputar kehidupan bermasyarakat juga perlu ditambahkan untuk memperlihatkan sisi role model. Beliau perlu mengunggah secara konsisten, mengatur strategi konten, dan mempelajari algoritma Instagram untuk meningkatkan engagement.

Kata-kata kunci: Athlete Branding; Model of Athlete Brand Image; Atlet; Wushu; Instagram

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INTRODUCTION

Sports have become something that the people of the world love. According to the book *Power Play Sport, the Media, and Popular Culture*, this is influenced by the presence of the mass media, which often covers sports-related matters (Boyle & Haynes, 2009). Science and technology developments have also influenced the world of sports, where new types of media have begun to emerge. The internet and social media advent created new communication methods, especially between athletes and their fans. In Indonesia, the world of sports is also developing and becoming increasingly popular, along with the development of social media.

Nowadays, the use of social media is commonplace for everyone, including athletes. Most Indonesian athletes have social media accounts containing content about their daily lives and the sports activities they do as athletes. The social media owned by athletes, especially national athletes, has many active followers. Companies also use this phenomenon by hooking them to become endorsers of their business products.

Now athletes are also recognized in the world outside of sports. Based on previous research, the athlete's athletic appearance and self-charm attract the public, so they are considered as a human brand, where they can

encourage sales of products associated with their name and image (Carlson & Donovan, 2013).

The human brand is any well-known persona and is the subject of marketing communications efforts. Athletes are considered as social signs that carry cultural understanding and ideological values that express the intimacy of individual personalities and invite the desire and assistance of national celebrity symbols found in their body, fashion, and personal style (Carlson & Donovan, 2013). Athletes also often receive offers from cooperation in the form of sponsorships and endorsements. Athletes are not only marketing tools or endorsements but also cultural products that can be offered as brands. Athletes' popularity and celebrity status give them the ability to influence consumer perceptions and decision-making processes regarding products, services, and organizations (Lohneiss & Hill, 2014). Consumer perceptions of athlete brands are influenced by information about athletes and self-reporting (Walsh & Williams, 2017). Based on previous study, athletes with strong branding will receive more cooperation offers, especially with the sports industry and companies that match the athlete's image.

Expanding the role that brings athletes into the public spotlight requires them to have credibility, where they have a level of expertise

and gain the public's trust. Athletes also need to build a positive image, especially because of the rapid development of social media; athletes must be responsible and careful in every upload because there is a possibility of causing negative public opinion. Therefore, athlete branding is important for athletes to develop to form a good image and be able to attract the public in general and get opportunities to cooperate with the company. Apart from that, athlete branding is also important for the company to see which athletes are eligible to become endorsers and receive sponsorship from the company. Through athlete branding, public relations and marketing practitioners can find out and analyze what creates brand associations and which factors make athletes have strong branding, so they can develop strong public relations and marketing strategies.

One of the Indonesian national athletes who has received public attention is Edgar Xavier Marvelo, an Indonesian wushu athlete with worldwide achievements. Since childhood, Edgar Xavier Marvelo has participated in world junior championships and brought some medals for Indonesia. The story of Edgar Xavier Marvelo's athletic journey is often echoed on social media and mass media. Currently, Edgar Xavier Marvelo has 37.9 thousand Instagram followers (recorded in October 2022) and is trusted to be an endorser by several business

people.

His appearance on social media and mass media made Edgar Xavier Marvelo need to develop his athlete branding. Through branding, special meanings and feelings can be created and impact consumers' lives. Branding is also often interpreted as the activity of developing, building, managing, and measuring brand equity which is the added value of the brand name or other brand elements. Branding activity includes brand equity with brand name awareness, brand loyalty, brand quality received, and brand associations. Brand choice and loyalty are influenced by the image formed (Wijaya, 2013). Therefore, the formation of an athlete's brand image is important. Brand image is defined as a perception that has a foundation or emotional factors that consumers make of certain brands and involves certain brand perceptions, such as brand associations (Doyle et al., 2020).

Athlete brand is a human brand that can be defined as a name, design, symbol, or a combination of all that sports organizations use to differentiate their products from the competition. Based on this, individual athletes can be declared as brands. It is because each athlete has a unique name, appearance, and personality (Carlson & Donovan, 2013). In the journal *Branding Athletes*, Akiko Arai, Yong Jae Ko, and Stephen Ross define the athlete brand as the public persona of an individual athlete

with its own meaning and symbolic value using the name, face, and other brand elements in the market. Athlete brands can be associated with the personality and image of athletes perceived by the public (Arai et al., 2014). Athlete brand depends on the public's perception of an athlete. In this case, athletes play a strong role in building their personal brand (Constantinescu, 2016).

As for this study, researchers look further at how Edgar Xavier Marvelo carried out athlete branding as an Indonesian wushu athlete using the model of athlete brand image (MABI). Akiko Arai, Yong Jae Ko, and Stephen Ross formulated a Model of Athlete Brand Image. They identified sports team branding related to sports team brands in association dimensions by a literature review of exploratory studies on effective endorser image and exploratory studies. The Model of Athlete Brand Image is also based on product attribute dimension classification and adopts the customer-based brand equity model, according to Keller in 1993, because this model focuses on the multidimensional structure of brand associations. According to Keller, brand attitudes, attributes, and benefits are included in brand associations. What is meant by brand attributes is what consumers think about products or services. Brand attributes are divided into product and non-product attributes (Keller, 2013).

Product attributes show the function of the product or service offered. In contrast, non-product attributes show external parts such as price information, packaging, product appearance information, user image, and usage image (Keller, 2013). Athlete brand has two important dimensions of athlete life: attributes on and off the field. What goes into the attributes on the field is the athlete's athletic performance. Good athletic performance is very valuable in building the athlete's brand. On the other hand, off-the-field attributes relate to the athlete's personal life behind their field activities, such as personality, athlete friends and partners, family, hobbies, and appearance (Arai et al., 2014).

The elements of the model of athlete brand image include athletic performance, attractive appearance, and marketable lifestyle. In implementing the athlete brand image scheme, athletic performance is a product-related attribute (attribute on-field) because athletes develop their brand status based on continuous excellence in their sport. Successes are the most influential creator of brand associations and brand equity. A marketable lifestyle is considered an attribute unrelated to the product (attribute off-field). Besides that, an attractive appearance was considered an on-field and off-field attribute. In addition, the athlete's appearance can serve as a "trademark" for their brand (Arai et al., 2014).

Each dimension has a supporting sub-dimension. Athletic performance is an athlete's sports performance-related features. Supporting sub-dimensions of athletic performance are (1) Athletic expertise, achievement, and athletic capabilities such as winning, skills, and proficiency in the sport of the athlete individual; (2) Competition style, specific characteristics of his/her performance in a competition; (3) Sportsmanship, virtuous behavior that people have determined is appropriate such as fair play, respect for the game and integrity; (4) Rivalry, competitive relationship with other athletes. Attractive appearance is an athlete's attractive external appearance that has supporting sub-dimensions such as (1) Physical attractiveness, physical qualities and characteristics that the public finds pleasing; (2) Symbol, attractive personal style and trademark; (3) Body fitness, body fitness in his/her sport. Lastly, a marketable lifestyle is an athlete's off-field marketable features. Supporting sub-dimensions of athletic performance are (1) Life story, an appealing and interesting off-field life story with a message that reflects personal value; (2) Role model, ethical behavior that society has determined is worth to follow; (3) Relationship effort, positive attitude toward interaction with fans, spectators, sponsors, and media (Arai et al., 2014).

Based on previous research that explored the model of athlete brand image, future

research is expected to be able to test this model empirically and be tested with research subjects of the team and individual athletes (Arai et al., 2014). The researcher will use this model to analyze individual athlete branding. This research focuses on the individual athlete and discusses how an athlete branding Edgar Xavier Marvelo as an Indonesian wushu athlete on Instagram. This study aims to determine athletic performance, attractive appearance, and marketable lifestyle owned by Edgar Xavier Marvelo in athlete branding activities as Indonesian wushu athletes on Instagram.

Edgar Xavier Marvelo utilizes developing technology, especially social media in carrying out branding activities. In carrying out branding, Edgar Xavier Marvelo tells about his achievements, struggles, and the training he does through his personal Instagram. It is recorded that Instagram is the most popular social media in Indonesia, with 99.9 million monthly active Instagram users in April 2022. This number is the fourth largest in the world (Rizaty, 2022). Based on research, Instagram is also a popular branding platform that sports organizations and athletes widely adopt because it has more than one billion monthly users and can attract the highest engagement of all social media platforms. Instagram is an important platform for further research as an athlete branding tool (Doyle et al., 2020).

Even though he has carried out various branding activities on Instagram, Edgar Xavier Marvelo, as a national athlete wushu, is not as popular as other athletes when viewed from the number of his Instagram followers. Meanwhile, based on research on popularity on Instagram, the number of followers shows the user's level of popularity. The higher the number of followers one has, the higher the level of user popularity (C. Longobardi et al., 2020). Based on the background presented, the researcher wishes to examine the athlete branding by Edgar Xavier Marvelo in building the image of Indonesia's national wushu athlete on Instagram. In this study, the researcher will use qualitative methods with a descriptive approach to compare the concepts with what is practiced in the field.

RESEARCH METHOD

The research method used is descriptive qualitative. Qualitative descriptive research uses natural data, where the researcher sees the actual situation without any interference or manipulation during the research. Qualitative descriptive research aims to describe a phenomenon and its characteristics (Nassaji, 2015). Research with this method is considered appropriate for research questions that lead to who, what, and where phenomena occur and to gain insight from informants about these

phenomena.

The researcher uses a qualitative descriptive method to describe the athlete branding activities carried out by Edgar Xavier Marvelo on Instagram based on natural data obtained from interviews with informants. The researcher determines the informants in this study using a purposive sampling technique, in which the researcher decides who will become the informant with consideration of obtaining the necessary data (Sugiyono, 2013).

The researcher considered several informant criteria, which included: (1) Following Instagram Edgar Xavier Marvelo @edgarmarvelo; (2) Knowing the athlete branding activities carried out by Edgar Xavier Marvelo; (3) Having a direct or indirect relationship with the athlete branding process carried out by Edgar Xavier Marvelo; (4) It is the target of the athlete branding activity of Edgar Xavier Marvelo.

Based on these criteria, Edgar Xavier Marvelo, Mr. Agus Sulaiman from the Munial Sports Group management, Harris Horatius and Nicholas Fang as friends of Edgar Xavier Marvelo, Mr. Ignatius Adhytya from the FILA Indonesia brand, Griffin Seannery, Jesmendi Sadubun, Queenshell Lovevinca Lau, and William Gunawan as fans of Edgar Xavier Marvelo on Instagram were selected. The objects included in qualitative research are not

only social situations but also natural events, plants, animals, vehicles, and others (Sugiyono, 2013). The object of this research is the athlete branding activity as an Indonesian wushu athlete conducted by Edgar Xavier Marvelo on Instagram.

The researcher obtained data through interviews, non-participatory observations, literature studies, and online searches. The research was conducted by interviewing informants through online media and in person. The research was also conducted by observing Edgar Xavier Marvell's Instagram social media. The researcher used data analysis techniques from Miles and Huberman, data reduction, data presentation, and making conclusions (Sugiyono, 2013). The researcher analyzes and presents the data with Miles and Huberman technique. The researcher summarizes, sort, and look for focus and patterns in the data, which are then outlined in short descriptions, narrative text, and charts. The researcher then draws conclusions that can answer the research questions that arise at the beginning of the study.

In this study, the validation technique used was source triangulation, where data obtained from several sources will be compared and re-examined (Sugiyono, 2013). The source referred to in this case includes experts in the appropriate field. The researcher will obtain data from Stephanie Regina, an expert

triangulator. Stephanie Regina is the Founder of PT Haloka Group Indonesia (Branding Solution Partner) and a Content Creator who often shares content about branding and personal branding via TikTok and Instagram (@halohanie).

RESULTS AND DISCUSSION

Edgar Xavier Marvelo in carrying out athlete branding activities using Instagram social media. Based on research, Instagram is a popular branding platform that sports organizations and athletes have widely adopted (Doyle et al., 2020). Instagram can be a tool for athletes to build branding because Instagram users in Indonesia are already significant. Through Instagram, athletes can attend and interact with their fans.

Based on existing marketing studies, brand choice, and loyalty are influenced by the image consumers make of a brand. Therefore, the most important thing in athlete branding is the athlete's brand image. Brand image means perceptions that have a basis or emotional factors from consumers on specific brands and involve certain brand perceptions such as brand associations (Constantinescu, 2016).

Akiko Arai, Yong Jae Ko, and Stephen Ross formulated a Model of Athlete Brand Image based on the classification of product attribute dimensions. They adopted a customer-based brand equity model, according to Keller, in

1993 (Arai et al., 2014). In this model, product attributes are defined as a means for consumers to obtain the desired benefits. The model of Athlete Brand Image has dimensions consisting of athletic performance, attractive appearance, and marketable lifestyle (Arai et al., 2014).

Athletic performance is a dimension considered an attribute related to athletes on the field (Arai et al., 2014). Four sub-dimensions need to be analyzed: athletic expertise, competition style, sportsmanship, and rivalry to determine the performance of the wushu sport owned by Edgar Xavier Marvelo. The first sub-dimension is athletic expertise. Athletic expertise relates to the sporting achievements and abilities of individual athletes. It can be seen from the athlete's victory in competition, skill, and proficiency in the sport they are involved in (Arai et al., 2014). This sub-dimension highlights the importance of developing an athlete's brand apart from the winning factor because in competing, defeat is unavoidable.

Wushu is divided into two categories, art, and fighting. Edgar Xavier Marvelo pursues wushu Paulo, which is included in the art category. Look at his wushu skills; it is difficult for Edgar Xavier Marvelo personally to judge because the wushu category he is involved in is a martial art which has subjective. Although Edgar Xavier Marvelo is challenging to judge, his wushu skills are recognized by Nicholas

Fang and Harris Horatius, who are also Indonesian wushu athletes.

According to the interview results, Edgar Xavier Marvelo's wushu skills are excellent and mature. Jump movements and small techniques are done in detail. In terms of power, speed, and jump height can also be done well. Management, brands, and fans also see that Edgar Xavier Marvelo's abilities are good. Edgar Xavier Marvelo often gets medals in national and international championships, so his achievements are pretty high. Based on his achievements, Edgar Xavier Marvelo is also recognized as the world's top athlete and has the opportunity to achieve even more.

The athletic expertise that Edgar Xavier Marvelo has is also stated on his personal Instagram (@edgarmarvelo) through content with medals and matches uploaded to Instagram feeds and stories. In uploading this, Edgar Xavier Marvelo always writes captions in the form of gratitude. From the caption, fans see Edgar Xavier Marvelo showing his achievements, not by arrogance. The content of Edgar Xavier Marvelo playing wushu moves is rarely uploaded on Instagram because he has to compete with other wushu athletes. These moves are saved to be shown during matches.

The second sub-dimension is competition style. Competition style is a unique characteristic shown by athletes in matches on the field.

Competition style is one of the factors in gaining fan loyalty. According to a study conducted by Trail, the more unique an athlete's playing style, the easier it is for the athlete to be recognized by fans and the more likely it is for loyalty to develop (Arai et al., 2014). Each Wushu athlete has their unique character. It is because, in a wushu competition, the athletes make their moves. Edgar Xavier Marvelo includes jumps and acrobatic movements such as the 720° movement. In addition, Edgar Xavier Marvelo also uses a sword or machete in fighting. The use of swords and machete in competition is as a weapon for wushu moves which are also contested at IWUF, namely Daoshu (sword or machete) and Gunshu ('toya') (Lituhayu, 2020). Outside of his wushu game, Edgar Xavier Marvelo also looks expressive in his victory celebration.

The competition style owned by Edgar Xavier Marvelo is not displayed on his personal Instagram. It can be seen only from photos of him using swords or 'Toya' and old videos of Edgar Xavier Marvelo, such as practicing moves and match footage in feeds and stories. The latest content involving competition style Edgar Xavier Marvelo is FILA Indonesia video content uploaded by him on his personal Instagram. Edgar Xavier Marvelo used to feature it on Instagram to share the joy of being able to make new moves. Nowadays, it is rarely

uploaded because Edgar Xavier Marvelo is used to it and shows it more in matches. Apart from that, Harris Horatius, a fellow athlete, also revealed that Edgar Xavier Marvelo had to compete with other Wushu athletes. These moves were kept displayed during matches.

The third sub-dimension is sportsmanship. Sportsmanship is defined as the behavior of an athlete who upholds fairness, integrity, ethical behavior, and respect for teammates and opponents (Arai et al., 2014). Sportsmanship also refers to the tendency of athletes to respect the sports environment, rules, and participants and avoid behavior that justifies any means to win (Kumar, 2021). Edgar Xavier Marvelo is seen as a person with high sportsmanship, is competitive and enthusiastic about winning, accepts defeat and can see the positive side of loss, supports teammates who are playing, and makes friends with opponents.

According to Weinberg and Gould, sportsmanship involves an intense attitude of striving to succeed, a commitment to the spirit of play, adhering to ethical standards rather than a strategic advantage amid conflict, and appreciating noble values in sport. The term sportsmanship was initially intended for players and spectators to admit defeat, not to indulge in wins, and to respect every decision of the judges (Weinberg & Gould, 2007).

Sportsmanship, owned by Edgar Xavier

Marvelo, is displayed on his personal Instagram. The thing that stands out on Instagram is the attitude of accepting defeat and being able to see the positive side of failure. Edgar Xavier Marvelo shows it through the posts and captions he wrote to tell that failure is not everything. It was self-motivating for Edgar Xavier Marvelo himself and others that failure is natural and not something to be regretted. Failure is the point where he will rise in the future. Through this content, Edgar Xavier Marvelo also thanked for the support received and apologized for not being able to give a medal.

Sportsmanship shown by Edgar Xavier Marvelo is one way to show humanity because built connection will be stronger from challenging moments than success. Edgar Xavier Marvelo also shows the friendship between himself and his teammates and opponents through Instagram stories, re-uploading other athletes' uploads, and interacting through the comments column.

The fourth sub-dimension is rivalry. Rivalry is defined as a competitive relationship and rivalry between athletes and other athletes. Through competition, fans can develop an understanding of athlete identity (Arai et al., 2014). Edgar Xavier Marvelo has a good and respectful relationship with his rivals. Edgar Xavier Marvelo focused on the match as it was fought, but when it was over, everyone became

friends. Edgar Xavier Marvelo embraces his rivals.

Based on interview and observation results, Edgar Xavier Marvelo has not consistently implemented the sub-dimensions contained in athletic performance into his personal Instagram. Edgar Xavier Marvelo implemented sub-dimensional athletic expertise, sportsmanship, and rivalry. From the athletic expertise sub-dimension, Edgar Xavier Marvelo also emphasized content related to his achievements. Edgar Xavier Marvelo admitted that he gets these achievements due to the support from people around him.

Edgar Xavier Marvelo rarely shows his wushu skills through Instagram. Edgar Xavier Marvelo has 32 contents regarding his athletic expertise, and only 11 were showing his wushu abilities. Contents regarding his wushu skills are only available in old content and FILA Indonesia video content. Edgar Xavier Marvelo must upload content demonstrating his competence and wushu skills to attract more fans. According to research by Trail, Robinson, Dick, and Gillentine, fans are divided into two types. The first type is fans who see their athletes win, and the second type is fans who enjoy well-done matches, where they are more motivated by the knowledge of the athletes (Arai et al., 2014). Sports fans tend to be attracted to an athlete who demonstrates competence and

skills that make them the best athlete in the sport they are involved in (Kumar, 2021).

Another sub-dimension that has not yet been highlighted is competition style. Edgar Xavier Marvelo's competition style is also only seen in old content and FILA Indonesia video content. The sub-dimension competition style that Edgar Xavier Marvelo has can show and remind people of his differentiation. People who use Instagram as a branding tool are increasingly emerging with unique characters and different styles to form images on their Instagram accounts (Butar & Ali, 2018). Through this sub-dimension, people can see the difference between Edgar Xavier Marvelo and other Wushu athletes. The results of the research show that the ability of wushu and competition style cannot be shown

much because wushu, which Edgar Xavier Marvelo contests, is a martial art in the form of moves made by athletes. Edgar Xavier Marvelo needs to save these moves for the competition because he has to compete with other Wushu athletes. Only 5% of Edgar Xavier Marvelo's content regarding athletic performance shows his competition style.

Attractive appearance is an attribute that can be included in the attributes on and off the field. Attractive appearance is an attractive external appearance of athletes (Arai et al., 2014). The attractive appearance owned by Edgar Xavier Marvelo can be analyzed from three sub-dimension: physical appearance, symbol, and body fitness.

According to Ohanian, physical



Source: Instagram Edgar Xavier Marvelo (@edgarmarvelo), 2022

Figure 1 Athletic Performance Edgar Xavier Marvelo on Instagram

attractiveness is the first sub-dimension and becomes an important dimension in various dimensions of source credibility. It was found that society tends to build positive stereotypes about people who look attractive (Arai et al., 2014). The concept of physical attractiveness is subjective. Interesting or not will depend on the viewer. In the world of athletes, most of their physical attractiveness is also seen from physical fitness, which is the result of the sport they are involved in (Kumar, 2021).

Edgar Xavier Marvelo has physical attractiveness in the form of a handsome face and a proportional and athletic body. Training partners, management, brands, and fans recognize it. Apart from that, Edgar Xavier Marvelo also has a fierce face which he admits is an advantage because, in wushu, facial expressions like fighting are things that need to be highlighted. Edgar Xavier Marvelo is also expressive and tends to show expressions of anger, joy, and sadness more easily. It was also recognized by Nicholas Fang and Harris Horatius, who are also Indonesian wushu athletes. Edgar Xavier Marvelo has a kind expression and fierce eyes.

Edgar Xavier Marvelo rarely shows physical attractiveness through Instagram because he feels that when shown, he looks excessively proud and self-proclaimed, which is only based on personal judgment. From 22%

of the contents regarding attractive appearance, only 8% were related to physical attractiveness. In Edgar Xavier Marvelous's personal Instagram, what is more, visible is his physical attractiveness in the form of a handsome face and a proportional body, as well as his athletic body. The handsome face of Edgar Xavier Marvelo is contained in his content in the form of photos of himself. A proportional and athletic body can be seen through content in the form of half-body or full-body photos taken from a certain angle. Despite these contents, two fans believe that Edgar Xavier Marvelo does not sell his physical appeal. Edgar Xavier Marvelo emphasized his achievements and the sport of wushu he was involved in.

The second sub-dimension is a symbol. The symbol is an attractive and distinctive athlete's personal style. For example, how the athlete is dressed, the fashion worn, and other things where athletes can express their personality and character (Arai et al., 2014). Some athletes express themselves in small ways, such as wearing a bracelet or shoes. Hairstyles and tattoos are also the most prominent ways athletes express themselves (Kumar, 2021).

Edgar Xavier Marvelo expressed himself through wushu, especially the moves made by him. Apart from that, in Wushu, the clothes used are also designed by themselves. Through these clothes, Edgar Xavier Marvelo also wants

to be remembered by the audience. In addition, the characteristic and interesting thing about Edgar Xavier Marvelo is his dedication to the sport of wushu. Edgar Xavier Marvelo also looks expressive when he is with his mother and going for a walk. The characteristics and interesting things about Edgar Xavier Marvelo also lie in his personality, like naughty and how he communicates with fans.

Edgar Xavier Marvelo, when viewed from the way he dresses, the fashion he wears tends to be sporty, casual, and simple. In addition, the clothes used are closely related to the FILA brand because Edgar Xavier Marvelo is the brand ambassador for FILA Indonesia. Edgar Xavier Marvelo's content on Instagram is dominated by posts about wushu which can be seen from the activities, clothing, and poses performed. Edgar Xavier Marvelo also has a few posts with his mom and posts on trips. From a fashion perspective, content on Edgar Xavier Marvelo's Instagram in 2022 is dominated by FILA endorsement posts. There were five FILA endorsement contents from the seven contents, so what was embedded in the minds of other informants was the FILA brand.

The last sub-dimension is body fitness. Body fitness is defined as physical fitness or how physically fit an athlete is in the sport they are involved in (Arai et al., 2014). Based on research from Lau, Cheung, and Ransdell,

body fitness can reflect a symbolic message of an athlete's self-esteem and self-concept. Body fitness can also be a unique brand association in the field of athletics (Lau et al., 2008).

In terms of body fitness, athletes are definitely fit because they exercise and sweat every day. Exercising every day causes bad fats to come out and avoids disease. When viewed from an injury perspective, Edgar Xavier Marvelo said he was not very fit because athletes train every day, and there must be something called an injury. It is in line with what was conveyed by Nicholas Fang as a training partner for Edgar Xavier Marvelo, an Indonesian wushu athlete. The physical fitness of every athlete must fluctuate due to injury or illness that cannot be avoided. It is natural because every day must have different conditions.

Apart from this, Edgar Xavier Marvelo keeps his body fit by following the rules and routines made by the National Training team, wushu administrators, and coaches. Edgar Xavier Marvelo follows a set diet, training schedule, and rest schedule so that his body is in good shape and does not interfere with training. The body fitness owned by Edgar Xavier Marvelo is well recognized by Harris Horatius, a training partner for fellow Indonesian wushu athletes. Management, brands, and fans also acknowledge this by disclosing that every athlete must be in good physical fitness and

maintained because the body is the principal capital of athletes.

According to interview and observation results, Edgar Xavier Marvelo has not consistently implemented the sub-dimensions contained in the attractive appearance dimension. Edgar Xavier Marvelo does not have content devoted explicitly to implementing the physical attractiveness sub-dimension. Edgar Xavier Marvelo's physical attractiveness was captured by other informants from other contents that did reveal his face and body.

The symbols owned by Edgar Xavier Marvelo are not specific things that can differentiate Edgar Xavier Marvelo from other athletes. The symbols firmly attached to Edgar Xavier Marvelo are the sport of Wushu

and the FILA brand. Symbols should be able to differentiate athletes from the team and teammates. Symbols can make athletes easily recognizable outside of sports for a long duration when used to grow their brand (Kumar, 2021).

Edgar Xavier Marvelo does not yet have a symbol that is highlighted in terms of appearance or something that can be seen physically. In addition, the symbols captured by other people are more prominent in the personality of Edgar Xavier Marvelo. That is a good thing because everything can change, but character and personality are the values of Edgar Xavier Marvelo himself. People can become Edgar Xavier Marvelo's fans for what he does and for who he is personally. The way a person communicates and interacts with other



Source: Instagram Edgar Xavier Marvelo (@edgarmarvelo), 2022

Figure 2 Attractive Appearance Edgar Xavier Marvelo on Instagram

people can form an emotional picture (Silaban, 2019).

Edgar Xavier Marvelo's body fitness has not yet been shown through special content about it. Other informant captured Edgar Xavier Marvelo's body fitness through content that spontaneously uploaded, like footage when he was doing physical exercise or sports. In answering questions about body fitness, most also answered that good and maintained physical fitness is indeed the duty of every athlete.

A marketable lifestyle is an off-field attribute of athletes that shows their values and personality (Arai et al., 2014). Many athletes have certain aspects of their lives outside of sports that appeal to fans. Social media makes the athlete's lifestyle off the field accessible to almost everyone and is often marketed more than their performance on the field. For example, stories about the humble beginnings of athletes and their role in the community are highlighted. Everyday actions that are carried out will make people feel more relaxed than just seeing the athlete's performance on the field (Kumar, 2021).

Proper management of this dimension can lead to the creation of a respectable image and develop athletes as role models for the general public (Constantinescu, 2016). Edgar Xavier Marvelo's marketable lifestyle can be analyzed from the sub-dimension life story, role model,

and relationship effort. The first sub-dimension is the life story. A life story is an athlete's life story outside the field that is interesting and has a message that describes his personal values. Based on what Escalas stated, brands become more meaningful when they are closely related to the public, and there is a narrative process from brand information that helps the public to connect themselves to the brand (Arai et al., 2014). Therefore, the public can relate to athletes through life stories and form brand associations.

Edgar Xavier Marvelo has a life story that the informant clearly remembers. In 2019, Edgar Xavier Marvelo competed at the Philippines SEA Games representing Indonesia in the wushu sport. When he had to compete in the final, Edgar Xavier Marvelo received the sad news that God had called his father. Amid this sad news, Edgar Xavier Marvelo continued to compete professionally and optimally. Edgar Xavier Marvelo then managed to bring home two gold medals for Indonesia, and these two medals were also presented by Edgar Xavier Marvelo to his father. Another life story owned by Edgar Xavier Marvelo is his closeness to his family. Edgar Xavier Marvelo is also seen as a humble, friendly, and fun person. Apart from that, Edgar Xavier Marvelo also likes dogs and looks happy to go to places where there are dogs in them.

Edgar Xavier Marvelo's life story can be found on his personal Instagram. The life story regarding the 2019 SEA Games is conveyed through photos on Edgar Xavier Marvelo's feeds and stories. After finishing competing, Edgar Xavier Marvelo uploaded a photo of himself with the Indonesia flag and two gold medals. Edgar Xavier Marvelo also uploaded a photo of himself and his family at the funeral in his feed and Instagram story with the caption, "See you again, Pa."

Edgar Xavier Marvelo's closeness to his family can also be seen through his Instagram stories and feeds. Edgar Xavier Marvelo uploads photos and videos while traveling with his family or celebrating Feast Day. The humble, friendly, and fun character of Edgar Xavier Marvelo is also reflected in the interactions that occur on Instagram through the comments, direct messages, and reposts of other people's posts. Edgar Xavier Marvelo, who likes dogs, can also be seen from his uploads on feeds and stories with dogs. In Stephanie Regina's view, through uploads about life stories, audiences come to know the value of Edgar Xavier Marvelo.

A role model is the next sub-dimension. A role model is an athlete's ethical behavior that the public thinks is appropriate to follow. Ethical behavior is related to the participation and contribution of athletes to society by social

norms, especially the activities of athletes off the field (Arai et al., 2014). Edgar Xavier Marvelo has a social spirit, evidenced by his participation in fundraising events and being a Human Ambassador to invite the public to donate blood. The role model side of Edgar Xavier Marvelo tends to his personality. Edgar Xavier Marvelo has a tough heart, as can be seen from how he faced events at the 2019 SEA Games.

Edgar Xavier Marvelo is also humble, friendly, smiling, and does not look at other people's physics. Some of the informants caught role models have something to do with Edgar Xavier Marvelo's activities as an athlete, such as being sporty and healthy. The achievements made by Edgar Xavier Marvelo in Wushu also inspired them to achieve more in the activities they carried out. Edgar Xavier Marvelo also showed that being together is a good thing.

The last sub-dimension is relationship effort. Relationship effort is a relationship or interaction between athletes and their fans. Thomson found that interaction can be a major supporting factor in developing attachment. Moreover, the development of social media makes it easier for athletes to interact with their fans (Arai et al., 2014). The implementation of this sub-dimension can develop attachment between athletes and fans and can play a role in building consumer loyalty to athlete brands. It

is also supported by the development of social media, which allows athletes to spend time in their personal lives and interact with fans, such as responding to comments or requests uploaded by fans.

The relationship effort owned by Edgar Xavier Marvelo is very outstanding, which is marked by the closeness that is felt. Edgar Xavier Marvelo and fans alike feel close. In interacting with fans, Edgar Xavier Marvelo feels grateful for supporting and congratulating him. It is shown through the caption written in his post on Instagram. Edgar Xavier Marvelo always replies to direct messages and other interactions whenever possible.

Fans see and feel that Edgar Xavier Marvelo often replies to direct messages and comments from fans. Even if Edgar Xavier Marvelo cannot reply to all of them, he will express his gratitude

to the fans and apologize for not being able to answer one by one. Edgar Xavier Marvelo tries to reply to interactions from fans via Instagram.

Based on interview and observation results, Edgar Xavier Marvelo has implemented the sub-dimension life story and relationship effort optimally. The life story that stands out is the 2019 SEA Games which was also conveyed through Edgar Xavier Marvelo's content, where Edgar Xavier presented two gold medals to his father, who died when he was competing. Another life story owned by Edgar Xavier Marvelo is his closeness to his family.

The relationship effort owned by Edgar Xavier Marvelo is outstanding, marked by the closeness that is felt. Edgar Xavier Marvelo and fans alike feel close. Based on the interaction experience of fans, Edgar Xavier Marvelo uses a good language style, and his communication



Source: Instagram Edgar Xavier Marvelo (@edgarmarvelo), 2022

Figure 3 Marketable Lifestyle Edgar Xavier Marvelo on Instagram

does not seem stiff. The fans also feel appreciated because Edgar Xavier Marvelo cares and appreciates the interactions that are made. Repetitive relationships, when interacting, will bring closeness, and the people involved in the relationship will gain an understanding of what kind of behavior is best aimed at maintaining, cultivating, and deepening relationships (Silaban, 2019).

For the sub-dimension role model, Edgar Xavier Marvelo only shows his behavior towards others through interactions on Instagram. Edgar Xavier Marvelo's behavior in social life, such as participating in social activities, is only shown in four out of a total of 146 contents related to marketable lifestyles.

According to the results of the analysis from interviews and observations that the researcher

conducted on Edgar Xavier Marvelo's Instagram content, it is stated in Table 1.

CONCLUSION

The result and discussion show that Edgar Xavier Marvelo is not optimal for athlete branding on Instagram. Its athletic performance, attractive appearance, and marketable lifestyle have not been implemented optimally. Edgar Xavier Marvelo still needs to improve his athlete branding activities on Instagram by implementing this sub-dimension completely. Suggestions from this research, Edgar Xavier Marvelo can upload his wushu skills and competition style through competition footage. Symbols also need to be formed as differentiation and upload more about physical attractiveness and body fitness. Uploads about

Table 1 Edgar Xavier Marvelo's Content Analysis

Dimension	Sub-dimension	Feeds	Story	Total	%
Athletic Performance	Athelitic Expertise	20	12	32	10%
	Competition Style	14	5	15	5%
	Sportsmanship	2	30	32	10%
	Rivalry	1	16	17	6%
Total		96			31%
Attractive Appearance	Physical Attractiveness	23	3	26	8%
	Symbol	19	7	26	8%
	Body Fitness	3	14	17	6%
Total		69			22%
Marketable Lifestyle	Life Story	26	94	120	39%
	Role Model	4	0	4	1%
	Relationship Effort	1	21	22	7%
Total		146			47%

Source: Research Result, 2022

social life also need to be added to show the role model side. Edgar Xavier Marvelo must consistently upload, strategize content, and learn the Instagram algorithm to increase engagement.

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