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An Analysis of Lucinta Luna's Personal Branding as the Queen of Eternity Through Digital Storytelling

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Abstract: This study analyzes Lucinta Luna's personal branding strategy as the "Queen of Eternity" through a digital storytelling approach on social media, focusing on Instagram and TikTok. Using a qualitative method based on content observation, this study applies Joe Lambert's Digital Storytelling theory—with its seven elements—and Shepherd's Personal Branding theory to examine five aspects of branding: self as brand, mediated identity, audience perception, symbolic value, and performance. The analysis shows that Lucinta Luna consistently builds her image as a glamorous, confident, and relevant figure through dramatic visuals, creative narratives, unique captions, and the use of music that supports her branding messages. The nickname "Queen of Eternity" is not merely a label, but a symbol of transformation, courage, and a communication strategy reinforced by audience interaction within her digital content. These findings confirm that the consistent integration of storytelling and branding establishes the "Queen of Eternity" identity as a powerful narrative that solidifies Lucinta Luna's position in the digital entertainment industry.

Keywords: Digital Storytelling, Lucinta Luna, Personal Branding, Queen of Eternity.

1. Introduction

One of the prominent phenomena today is personal branding, which is the process by which an individual creates and promotes their self-image to achieve professional and personal goals [1]. Whether for real-life situations at work or for use in the virtual world. Personal branding is also considered the impression left in the minds of others. The goal is to make a positive impression on others so that trust is built from within them [2]. Self-image plays a crucial role in shaping an individual's identity, especially in an increasingly connected digital age. Amid the dominance of social media, personal branding has become a key strategy for showcasing one's identity and expertise [3].

Every individual possesses unique traits or characteristics that set them apart. When building a career and interacting within society or the professional world, personal branding is used to establish a positive reputation for oneself. Through personal branding, one can shape perceptions in the minds of others; the benefits include enhanced career growth and increased popularity. Most public figures or celebrities must continuously manage their personal branding to convey the value of their "brand" to others [4].

Minority groups leverage freedom of expression to secure their rights or to build the personal brand they desire. As technology advances, it increasingly influences how people communicate. This has led to the emergence of the term “digital narrative.” Digital narrative refers to the shift from storytelling that originally relied on print media to storytelling that utilizes digital media and technology[5] . Digital narrative can be described as digital storytelling. Digital storytelling is a technology-based short story accompanied by text, images, and sound that is presented over the course of a few minutes[6] . In practice, storytelling isn’t as complicated as it seems, but the process requires careful planning to avoid mistakes [7]

Digital storytelling presents visuals that engage social media users—encouraging them to watch, listen, and inspiring the Indonesian public to immerse themselves in the story. Digital storytelling is a narrative presented in video format, enriched with sound, images, and text to capture attention more effectively[8] . Take, for example, the Indonesian public figure Lucinta Luna. Lucinta Luna is a celebrity in Indonesia whose presence attracts widespread attention. This is because Lucinta Luna has been in the news regarding transgender issues, which have increasingly come under public scrutiny after new evidence was revealed in the media[9] . However, in response to this issue, Lucinta has made several bold moves in the Indonesian entertainment world. She has given herself nicknames such as “Queen of Queens,” “Queen Salome,” and “Queen of Eternity.” But of all the nicknames she uses for herself, “Queen of Eternity” is the one that has stuck with her the most. “Queen of Eternity” has become one of the personal branding strategies she employs.

The nickname “Queen of Eternity” used by Lucinta Luna carries symbolic meaning. This nickname is a form of branding that sets her apart from other celebrities. The word “queen” conveys an impression of dominance and elegance, while “eternity” conveys an impression of timelessness and a place that is not easily displaced in the entertainment world. This nickname also serves as a narrative to keep her in the spotlight. By claiming “eternity,” she affirms that her presence on social media and in the entertainment world will not fade—and may even transcend the boundaries of time.

Lucinta Luna is an Indonesian public figure with 4.1 million followers on Instagram and 8.6 million on TikTok. As an Indonesian artist and social media influencer, she frequently posts about her daily activities on social media, accompanying each post with a unique caption. This is evident from the large number of posts she has uploaded—1,329 on Instagram since 2021—at a rate of one to two posts per day, featuring various types of content, ranging from simple photos to parodies or other random content. Meanwhile, on TikTok, she has posted over 1,000 pieces of content, averaging three posts per day, with varied content types—ranging from endorsements and parodies to simply following TikTok trends.

The decision to choose Lucinta Luna as the subject of this study stems from a desire to explore how she utilizes digital storytelling to construct a self-narrative as the “Queen of Eternity”—a concept linked to her transformation, branding, and the establishment of her new identity as a woman following various surgical procedures on her body. Her transition from Muhammad Fatah to Lucinta Luna was highly controversial at the time. Therefore, The title “Queen of Eternity” that she created serves as an expression of Lucinta Luna’s self-identity, as she has overcome many challenges in the Indonesian entertainment industry and undergone significant personal transformation following the surgeries she underwent in 2022. Lucinta Luna embodies an entertainer who asserts that sexuality and gender identity are integral components of her personal brand[4] .

In a previous study conducted by Joan Natasya Lambe and Vega Ulfie Rahmawati titled “Gender and Sexual Identity as Personal Branding in Lucinta Luna’s TikTok Content,” it was explained that Lucinta Luna is one of the celebrities who uses her gender and sexual identity to create content titled “Khodam” on her TikTok account. By analyzing 25 of Lucinta Luna’s TikTok videos, the study demonstrates that her personal branding

revolves around gender and sexuality. A limitation of this research is that it focuses solely on the content itself; it does not include direct statements from Lucinta Luna confirming that she is transgender through video interviews or other media content[4] .

Another previous study conducted by Shiddiq Sugiono and Irwansyah, titled “Vlogs as a Digital Storytelling Medium for Government Public Figures,” explains that vlogging activities by government officials using digital storytelling techniques serve as an effective way to introduce government programs and achievements to the public, particularly younger audiences. Vlogging techniques like these can serve as a tool for government public relations offices to communicate work programs, challenges faced, and performance targets of a government agency. Additionally, information conveyed directly by government agency leaders reduces the risk of hoaxes spreading among the public. A limitation of this study is its tendency to emphasize the positive aspects of government officials’ use of vlogs for storytelling, such as faster information dissemination and ease of access. This article also mentions the risk of losing control and the potential for reputational damage due to public comments[10] . The research question in this study is how Lucinta Luna’s personal branding as the “queen of eternity” on social media . This research question aims to deeply understand how Lucinta Luna utilizes digital storytelling and social media to build and strengthen her “queen of eternity” personal brand.

The theory used in this study is Joe Lambert’s theory of digital storytelling. Digital storytelling can be defined as a practice that combines narrative with digital audio and visual content. This digital content typically contains strong reflective, emotional, and personal elements[11] . According to Lambert, a digital story is considered effective if it fulfills seven elements: first, the point of view, which is the central theme or core of the story presented from the creator’s or storyteller’s perspective. Second, the dramatic question is used to maintain the audience’s attention from the beginning to the end of the story through curiosity, confusion, or concern, which drives the audience to follow the plot until they find the answer. Third, emotional content relates to the emotional experiences conveyed in the story, thereby building an emotional connection with the audience. Fourth, the “gift of voice” refers to the use of the narrator’s voice to clarify meaning and reinforce the intended message. Fifth, “the power of the soundtrack” serves to deepen the audience’s understanding of the story’s content while enhancing the atmosphere and emotions being conveyed. Sixth, economy emphasizes that digital stories must be presented concisely, clearly, succinctly, and effectively so that the audience remains focused on the core message. Seventh, pacing relates to the speed at which the story is presented, which is adjusted to the message being communicated so that the audience can fully grasp the story’s flow and meaning.

The second theory is Shepherd’s theory of personal branding. Shepherd (2005) states that personal branding is a strategy for managing the impression one makes on others by presenting a combination of visual elements, verbal communication, and behavior that supports an individual’s goals[12] . Shepherd places greater emphasis on the aspects of perception and mediation, adopting a more sociological and media-oriented approach, such as “Self as Brand,” “Mediated Identity,” “Audience Perception,” “Symbolic Value,” and “Performance” . These five aspects will be used to explore and analyze the personal branding employed by Lucinta Luna.

The objective of this study is to describe the digital storytelling strategies employed by Lucinta Luna in building her personal brand as the “Queen of Eternity” and to support the formation of the “Queen of Eternity” image. Through content analysis, narrative style, and interactions with followers, this study will reveal how Lucinta Luna uses digital platforms to construct her self-presentation and maintain her personal brand.

2. Method

This study employs a qualitative method. Qualitative research refers to an approach that generates descriptive data. This data is derived from observations—whether in

written form or through the behavior of the research subjects[13]. Qualitative research was chosen because the aim is to understand the meaning behind Lucinta Luna's personal branding strategies through digital storytelling on social media, rather than merely measuring the phenomenon qualitatively.

The data collection technique used in this study is social media observation, a qualitative research method that involves observing activities, interactions, and content posted on social media platforms. In this study, data collection was conducted by observing the content posted by Lucinta Luna on Instagram and TikTok—such as photos, videos, captions, hashtags, and audience comments—recording the narrative patterns (storytelling) she constructs through visuals, text, and communication style, and analyzing the interactions between Lucinta Luna and her audience. The social media content selected consisted of four posts from each of her Instagram and TikTok accounts. For the Instagram account, the researcher selected posts featuring Lucinta Luna after her plastic surgery in South Korea in 2022; Lucinta Luna's aspiration to become Miss Universe in 2023; Lucinta Luna in a white gown in 2024; and Lucinta Luna as the "Queen of Eternity" in 2025. On the TikTok account, the researcher selected four short videos for analysis. Three videos were uploaded in 2023, each with a different theme: one showing her at the airport, her getting her makeup done for a photoshoot, and Lucinta Luna using a filter to turn her photo into a cartoon—all accompanied by her signature caption "Queen of Eternity"—and one video from 2025 containing several photos from a photoshoot that she compiled into a single video, which drew attention because the photos looked so perfect they resembled a real woman.

The data analysis technique in qualitative research, as proposed by Miles and Huberman, consists of three stages: data reduction, data presentation, and drawing conclusions. Data reduction involves consolidating and selecting the most urgent and essential data while discarding unnecessary data. Data presentation involves organizing information or data in a systematic and meaningful way, and the final stage is drawing conclusions, which means that from the start of the data collection process, the researcher must strive to understand the meaning of the data obtained[14].

3. Results and Discussion

Ayluna Putri, better known by her stage name Lucinta Luna, is an Indonesian singer, social media influencer, and transgender woman. Lucinta Luna first gained recognition as a sensational celebrity after participating in the show "Be A Man" under the name Cleo Vitri. She is known as a versatile figure, ranging from singing and acting to creating humorous content on her social media accounts, which has made her famous as a content creator. Her strong personal branding serves as the key and a vital asset for Lucinta Luna. Effective branding is invaluable for opening doors to success in various fields, as it fosters a strong personal image[15].

From her Instagram account, which has 1,324 posts, five will be selected for analysis; similarly, on her TikTok account, the researcher will select five pieces of content containing the elements to be studied.

This study will focus on how Lucinta Luna utilizes digital storytelling while continuing to strengthen her personal branding. By applying Lambert's theory of digital storytelling, we can analyze how Lucinta Luna constructs her personal narrative on social media.

Instagram



Figure 1. Lucinta Luna’s Instagram post after her surgery

This post, uploaded on March 27, 2022, was Lucinta Luna’s first post in which she introduced herself as the “Queen of Eternity,” dressed in luxurious attire, with her head still bandaged, and standing in a high-rise building in the Gangnam district of Seoul. An analysis using existing theories reveals that in this post, Lucinta Luna presents her point of view as the “Queen of Eternity”—remaining confident and elegant despite her face being battered following a surgical procedure or treatment. This post also poses a dramatic question: Can a celebrity still appear glamorous and confident even when her physical condition has not yet fully recovered? Additionally, the emotional content is evident in Lucinta Luna’s bandaged face, which, despite her condition, still showcases a luxurious lifestyle on the rooftop of a high-rise building in Seoul, evoking both admiration and sympathy from her followers.

Furthermore, “the gift of voice” is evident in the caption written in Lucinta Luna’s signature style, full of drama and humor. Although there is no music directly included in the post, “the power of soundtrack” is still felt through the use of expressive language, creating a vibe that aligns with Lucinta Luna’s image as a public figure. The element of narrative economy is evident in the concise storytelling conveyed through a single photo and a succinct caption that immediately captures the core message: remaining elegant and confident even when “battered and bruised.” Meanwhile, the pacing of the caption is established through the use of repeated words and emojis, which make the narrative flow feel more lively, relaxed, and entertaining for the audience.



Figure 2. Lucinta Luna Practicing a Dance

Lucinta Luna's latest post, dated September 1, 2025. Here, Lucinta Luna shows that she can still dance just as she did when she was younger. This is evident from her caption: "The spirit of the Queen of Eternity is reemerging," as she first introduced the nickname "Queen of Eternity" back in 2022. When analyzed using existing theories, it is evident that the post presents a point of view that portrays Lucinta Luna as a public figure seeking to assert herself as the "Queen of Eternity." This personal identity is reinforced through her choreographic style, confident expressions, and the use of the distinctive phrase "Soul of the Queen of Eternity." This post also raises a dramatic question: how does Lucinta Luna assert her existence as an entertainment icon through her unique style? Through the video, the audience is entertained by the consistently portrayed "Queen of Eternity" character. Additionally, the emotional content is evident in the humor, self-confidence, and entertainment conveyed through body language and captions, creating an emotional connection as if she were speaking directly to her followers.

Furthermore, the element of voice is evident in Lucinta Luna's distinctive, self-assured style of speech, which reflects her personal brand. The use of dramatic terms like "Queen of Eternity" further reinforces the unique persona she aims to project. The "soundtrack" element is also present through the use of upbeat music from Lalisa's song, which supports the positive energy and entertaining vibe of the dance video, thereby enhancing its visual appeal while maintaining the audience's attention. In terms of narrative economy, the content is presented concisely, featuring only brief dance clips and short captions that directly convey messages about existence, entertainment, and the "Queen of Eternity" persona. Meanwhile, the pacing is evident through energetic dance moves and spontaneous captions that create a fast-paced rhythm, making the story feel lively, engaging, and aligned with the character of the social media audience.

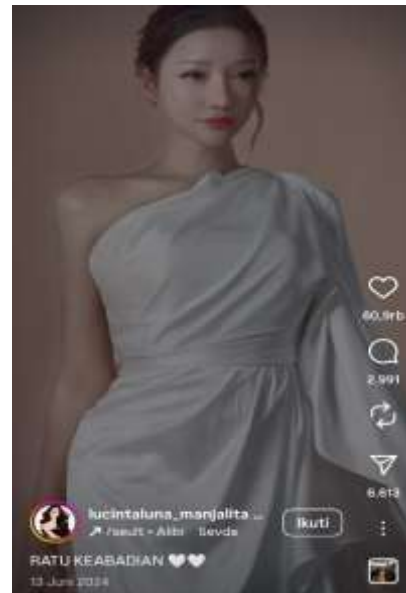


Figure 3. Lucinta Luna in a white dress, walking elegantly

This post was uploaded on June 13, 2024, to Lucinta Luna’s personal Instagram account. The short video features Lucinta Luna walking with style in an elegant white outfit, accompanied by a caption in large font reading “Queen of Eternity.” When analyzed using existing theories, it is evident that in this post, Lucinta Luna presents herself as an elegant figure through the use of a simple yet graceful white dress. The caption “Queen of Eternity” gives the impression that she is positioned as an icon of beauty and grace that transcends time. This post also poses a dramatic question: who is this figure, and why is she called the “Queen of Eternity”? The minimal information provided makes the audience curious and more focused on the visual beauty on display. Additionally, the element of emotional content is evident through the elegant and graceful atmosphere created by the white dress—a symbol of purity—and her serene facial expression, which evokes a sense of admiration and respect from the audience.

Furthermore, the “gift of your voice” element is evident through the use of the phrase “Queen of Eternity,” which serves as a form of self-expression while reinforcing Lucinta Luna’s personal brand. The caption functions as a “voice” that conveys deep meaning and builds her image as a symbol of serenity and grace. Regarding the “power of the soundtrack,” the song “Alibi” further enhances the elegant and dramatic atmosphere, helping the audience experience a more emotional journey. From an “economy” perspective, the image and caption are presented simply yet effectively; through just a single visual with minimalist lighting, elegant attire, and a brief caption, they convey a powerful message without requiring lengthy explanations. Meanwhile, the “pacing” element is evident in the slow-motion visuals, which create a calm and sophisticated impression, allowing the audience to savor the visuals and immerse themselves in the atmosphere for longer.

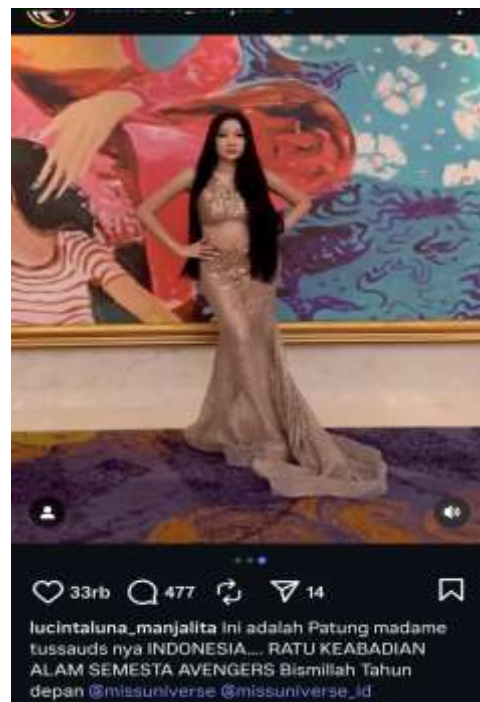


Figure 4. Lucinta in a gold dress, posing like a model

This post was uploaded in 2023. In the videos and photos she shared of herself wearing the gold gown, Lucinta Luna expressed her desire to compete in the Miss Universe pageant next year. When analyzed using existing theories, it is found that in this post, Lucinta Luna presents a point of view that affirms her identity as the “Madame Tussauds Indonesia Statue” and the “Queen of Eternity of the Avengers Universe,” thereby projecting a strong, confident, and ambitious self-image. An element of dramatic question also emerges through the caption “Bismillah, next year,” which sparks the audience’s curiosity about the journey or major achievement Lucinta Luna aims to attain in the future. Additionally, emotional content is evident in the use of visuals and words rich in symbols of courage, elegance, and big dreams, thereby evoking both admiration and national pride through the image of an international museum statue associated with her.

Furthermore, the “gift of your voice” element is evident in Lucinta Luna’s distinctive, dramatic, and persona-driven style of expression—such as the phrase “Queen of Eternity of the Avengers Universe”—which reinforces her branding as a unique and instantly recognizable public figure. Regarding the “power of the soundtrack,” the music or background sound used helps amplify the dramatic and exclusive atmosphere of the visuals presented. From an “economy” perspective, the story is conveyed concisely because the captions—rich in symbolic meaning—and Lucinta Luna’s striking visuals are sufficient to convey the message without lengthy explanations. Meanwhile, the “pacing” element is evident in her poses in a long gown and the visual movements that support an impression of grandeur, drama, and elegance, allowing the audience to fully immerse themselves in the atmosphere created by the post.

TikTok



Figure 5. Lucinta at the airport wearing a luxurious blue gown

This post was uploaded on May 28, 2023. It shows Lucinta Luna at the Jakarta airport; in this post, she uses a unique caption and wears an unusual outfit—one typically not worn just to board a plane: “.” When analyzed using existing theories, it is found that in this post, Lucinta Luna positions herself as the “Queen of Eternity” experiencing a glamorous moment, as if she were being picked up by V to be taken to Korea and proposed to. This point of view reveals how Lucinta Luna constructs a persona filled with fantasy, luxury, and the drama typical of celebrities. The element of a dramatic question arises through the query of whether Lucinta Luna will truly be proposed to by a global idol or if this is merely part of an entertainment narrative deliberately crafted to capture the audience’s attention. Additionally, emotional content is evident in the blend of elegant style, romantic fantasy involving a K-pop idol, and Lucinta Luna’s signature humor—which evokes both wonder and amusement among her followers.

Furthermore, the “gift of your voice” element is evident in the caption written in Lucinta Luna’s signature style—exaggerated, dramatic, and brimming with confidence—which further reinforces her personal brand identity as a unique and theatrical public figure. Regarding the “power of the soundtrack,” the song “Harleys in Hawaii” is used to amplify the romantic and glamorous atmosphere, creating the illusion that she is living out a celebrity-style love story. From an “economy” perspective, the story is conveyed concisely through a short video clip of her walking down an airport runway paired with dramatic captions—yet this is sufficient to build a grand narrative around a “dream engagement.” Meanwhile, the “pacing” element is evident in the short video duration and captions that get straight to the heart of the story, allowing the audience to quickly become immersed in the fantasy and drama crafted within the post.



Figure 6. Lucinta poses in an elegant and captivating style

Lucinta Luna uploaded this video to her TikTok account on August 4, 2025. In it, she posted several photos in the form of a short video from a photo shoot she did. Analysis using existing theories reveals that in this post, Lucinta Luna presents herself as a charming “Queen” through visuals that showcase her perfect, elegant, and glamorous face. This point of view demonstrates how Lucinta Luna constructs her self-image as a graceful and classy figure. Additionally, the element of a dramatic question emerges through the query of whether the beauty and charm of an “Eternal Queen” can truly last forever. This question piques the audience’s curiosity while drawing them into the persona crafted in the post. The element of emotional content is also evident in the visuals, which convey an impression of beauty, grace, and authority, thereby evoking a sense of admiration from viewers.

Furthermore, the “gift of your voice” element is evident in the use of a simple caption—the word “Queen” accompanied by a crown emoji—which reinforces the personal branding message that she is an iconic and enchanting figure. Regarding the “power of the soundtrack,” the TikTok platform allows for the use of background music that enhances the dramatic and majestic atmosphere of the visuals. From an “economy” perspective, Lucinta Luna successfully conveys a narrative of beauty, strength, and glamour through just one portrait and a single brief word, without the need for lengthy explanations. Meanwhile, the “pacing” element is evident in the visuals, which give the audience time to appreciate and admire the beauty on display, making the sense of elegance feel stronger and less rushed.



Figure 7. Lucinta in a dramatic photoshoot style

In a post on May 24, 2023, Lucinta Luna wore a brown outfit for the photoshoot theme she chose. Here, Lucinta Luna provided a unique and imaginative caption characteristic of her style: “ ” When analyzed using existing theories, it is evident that in the post titled “ ,” Lucinta Luna portrays herself as the “Queen of the Universe’s Eternity”—a strong, authoritative figure depicted as capable of ruling the world as a form of self-affirmation. This point of view reveals how Lucinta Luna constructs a persona brimming with power and grandeur. Additionally, an element of dramatic question emerges through the inquiry into whether suffering or a sense of being wronged can actually serve as a source of strength that generates a positive aura, ultimately making a person more valuable and influential. This question encourages the audience to reflect on the life journey depicted in the content. The element of emotional content is also evident in the emotional narrative of the journey from suffering to strength—from the position of a victim to that of a “Queen”—thereby evoking both empathy and inspiration in the audience.

Furthermore, the “gift of your voice” element is evident in the use of captions in Lucinta Luna’s signature hyperbolic style, which reinforces her image as a dramatic, self-assured figure who always strives to present herself with class. Regarding the “power of the soundtrack,” AI-generated effects and background music on the TikTok platform help create an epic atmosphere that underscores her transformation into a figure possessing extraordinary “power.” From an “economy” perspective, Lucinta Luna successfully conveys a profound message about how suffering can lead to triumph through just a few sentences and goddess-like visuals. Meanwhile, the “pacing” element is evident in the dramatic poses combined with the flow of the music, creating a narrative rhythm that is intense, majestic, and imbued with a mystical aura.



Figure 8. Lucinta Luna applying makeup before a photoshoot

Posted on May 25, 2023, Lucinta Luna shared a short video of herself getting ready for an upcoming photoshoot, with a brief caption reading “The Queen of All Queens, the Multitalented One.” Analysis using existing theories reveals that in this post, Lucinta Luna presents herself as the “Queen of all Queens”—a multitasking figure—by showcasing her professional side during a glamorous photoshoot. This point of view demonstrates how Lucinta Luna constructs her public image as an elegant, confident, and charismatic figure. The element of a dramatic question emerges through the query of whether a public figure can still appear strong, glamorous, and confident even while facing a detailed and vulnerable preparation process behind the scenes. Additionally, emotional content is evident in the depiction of the behind-the-scenes process, which is rarely shown to the audience. Even while still in the makeup and hair styling phase, Lucinta Luna continues to exude an elegant aura, thereby providing a realistic glimpse into the effort behind a flawless appearance.

Furthermore, the “gift of your voice” element is evident in the caption that affirms her identity as a dramatic and self-assured figure through the phrase “Queen of all Queens.” This statement reinforces the consistent personal branding built into every post. Regarding the “power of the soundtrack,” the music and effects on the TikTok platform help create a glamorous and dramatic atmosphere, making the simple content feel more grand and capturing the audience’s attention. From an “economy” perspective, the story is conveyed concisely through just a hair-styling moment and a simple caption, yet it effectively conveys a larger narrative about the image of a “multitasking Queen.” Meanwhile, the “pacing” element is evident in the calm yet intense visuals of the preparation process, creating a narrative rhythm that illustrates the balance between glamour and the hard work behind the scenes.

Discussion

The researcher used Lambert’s theory of digital storytelling to analyze data regarding the personal branding efforts of Indonesian celebrity Lucinta Luna on her social media accounts, such as Instagram, TikTok, and YouTube[16]. Personal branding is expected to help individuals manage positive impressions that are useful for building perceptions and reputations consisting of opinions deliberately created to shape an image or impression[17] [18]. Additionally, Lambert’s digital storytelling theory was used to understand the personal branding created by Lucinta Luna.

Based on the analysis using Lambert's Digital Storytelling theory, all content posted by Lucinta Luna on Instagram and TikTok demonstrates a strong visual narrative strategy to reinforce the image of the "Queen of Eternity." Each post employs a consistent perspective, portraying Lucinta as a glamorous, confident, and sophisticated figure. The dramatic questions posed in various posts successfully spark the audience's curiosity—such as whether this "Queen of Eternity" truly embodies timeless elegance or is merely a digital construct. Additionally, the careful selection of music and the use of dramatic, varied captions—enhance the emotional appeal of the content and encourage the audience to engage more deeply. The visual simplicity in some posts—such as an elegant white dress or a pose reminiscent of a Madame Tussauds statue—actually reinforces the message of Lucinta Luna's elegance.

To further explore Lucinta Luna's personal branding by referring to Shepherd's five points of personal branding—which have been analyzed using Lambert's digital storytelling theory—it was found that first, "Self as Brand" means the individual is viewed as a symbolic product that holds value and meaning within consumer culture. On her Instagram account—specifically in posts taken after her plastic surgery—her nickname "Queen of Eternity" is not merely a label but also an identity that reflects Lucinta Luna's strength and personal transformation. Through narratives about her surgeries and physical transformation, she markets her story of perseverance as part of her personal brand. This is reinforced by the element of *emotional content* in Lambert's digital storytelling, where the sight of Lucinta Luna's face—still bandaged yet appearing glamorous—evokes both admiration and sympathy from the audience. Additionally, Lucinta Luna's use of dramatic and humorous captions—a hallmark of her style—reinforces a personal identity that is easily recognizable to the public. The personal brand Lucinta Luna has built also demonstrates how she has transformed a controversial personal experience into a selling point that captures the attention of the digital community. The physical transformation she openly shares is part of a communication strategy to build a strong, unique self-image that sets her apart from other public figures.

Second, "Mediated Identity" refers to a self-image that is shaped and constructed by the media, particularly digital and social media. The "Queen of Eternity" image that Lucinta Luna has built through social media not only represents the results of her physical transformation through surgery but also reflects the narrative of courage and self-confidence that she consistently projects. By combining elements of glamour and humor, Lucinta Luna uses social media as a strategic space to expand the meaning of "Queen of Eternity" as a figure who remains ever-present and unshakable in the public eye. Based on Lambert's theory of digital storytelling, this is evident in the consistent *point of view* that always portrays Lucinta as an elegant, confident, and classy figure in every Instagram and TikTok post. Furthermore, social media plays a crucial role as a tool for Lucinta Luna to control how she wants to be perceived by the public. Through her choice of visuals, distinctive captions, and background music, Lucinta Luna consciously builds a distinct and easily recognizable digital identity. This identity is then reinforced through ongoing interactions between her and her audience on social media.

Third, Audience Perception means that personal branding is shaped not only by the individual, but also by how the audience interprets and responds to it. The reactions and interactions of her followers indicate that the public accepts and helps reinforce the brand built by Lucinta Luna. The fact that her videos have been viewed millions of times and she has millions of followers demonstrates her success in shaping public perception. Positive comments from the audience reveal an emotional connection fostered through the storytelling she has cultivated. According to Lambert's theory, the elements of *the dramatic question* and *emotional content* successfully create curiosity, entertainment, and even admiration, which keep the audience following the developments of the "Queen of Eternity" persona. The large number of comments, likes, and shares from other users

shows that the “Queen of Eternity” persona has successfully generated high engagement. Examples of some positive comments supporting Lucinta Luna:



Figure 9. Examples of comments on Lucinta Luna’s social media accounts

Fourth, Symbolic Value means that personal branding is not only about competence but also about symbolic value—ranging from lifestyle, image, and the values associated with the individual. The results are evident in all the images collected in this study: visual elements such as luxurious clothing, exclusive locations (Gangnam, Seoul), and dramatic captions serve as symbols of status and power. These symbolic values reflect success, luxury, and emotional appeal, while reinforcing the message that she is “timeless.” The nickname “Queen of Eternity” carries strong branding value and is easily memorable to the public. The use of background music and elegant visuals reinforces the symbols of luxury and elegance that Lucinta Luna seeks to project. Furthermore, the symbols Lucinta Luna displays in each of her posts serve not only as visual entertainment but also as a representation of the social identity she aims to build in the eyes of her audience.

Fifth, “Performance” refers to self-branding as an activity—how an individual consciously “plays a role” in the public sphere. Here, Lucinta Luna’s branding is built not only through visuals but also through consistent performance in every post. Whether in casual moments or when appearing in public, she always maintains her “Queen of Eternity” persona with a dramatic speaking style and high self-confidence. This underscores that the image she has built is the result of a commitment. In Lambert’s theory of digital storytelling, the elements of the “gift of voice” and “pacing” are clearly evident through Lucinta Luna’s distinctive language style, her use of hyperbolic captions, and the visual rhythm that reinforces a glamorous, dramatic, and entertaining impression for her audience. Furthermore, Lucinta Luna’s performances demonstrate that personal branding does not emerge spontaneously but is shaped through continuous image management on social media. The way she speaks, expresses herself, walks, and even selects content concepts are all part of a “role” she deliberately maintains to reinforce her “Queen of Eternity” identity.

Overall, this digital storytelling strategy has been effective in establishing Lucinta Luna’s personal brand as an unshakable figure in the entertainment world. The title “Queen of Eternity” is not merely a label, but a symbol of transformation, courage, and self-confidence consistently upheld through social media. The analysis also shows that the success of Lucinta’s branding lies not only in the visuals but also in her skill at crafting dramatic narratives. By blending visuals, narratives, and a unique communication style,

Lucinta Luna has successfully shaped her image as a relevant, glamorous entertainment icon who remains a topic of public discussion in the digital age.

Based on the research question, it can be concluded that Lucinta Luna is a public figure who is quite active in shaping her public image on social media. With a unique, expressive, and sometimes eccentric communication style, she has successfully captured the attention of netizens and maintained her presence amid the highly dynamic competition in the entertainment industry. One particularly notable strategy is how Lucinta frames herself as the “Queen of Eternity”—an identity that not only sounds dramatic but is also deeply meaningful. Through posts on Instagram, TikTok, and other platforms, Lucinta consistently presents visual and narrative stories that reinforce this identity. This is a form of digital storytelling that aims not only to entertain but also to build an emotional connection with her audience and reinforce the public’s perception of her as an unshakable, dramatic, yet entertaining figure.

4. Conclusion

This study demonstrates that Lucinta Luna has successfully built a strong personal brand through a consistent digital storytelling strategy on social media, particularly Instagram and TikTok. The nickname “Queen of Eternity” is not merely a label attached to her but also a symbol of her life journey, transformation, and courage—strategically constructed to create a glamorous, confident, and relevant self-image in the entertainment world. An analysis based on Joe Lambert’s Digital Storytelling theory confirms that Lucinta utilizes the seven elements of storytelling—ranging from point of view and dramatic questions to music selection—to deliver content that is emotional, engaging, and capable of captivating her audience.

Meanwhile, the application of Shepherd’s five aspects of personal branding reveals that Lucinta’s branding is shaped by a combination of media-mediated self-identity, audience interaction, and the symbolic value embedded in each piece of content. Consistency in managing visual narratives, dramatic captions, and public performances makes the “Queen of Eternity” identity a memorable narrative that effectively reinforces her image as a digital entertainment icon. These findings demonstrate that the integration of storytelling and branding strategies can be the key to success in building a strong, enduring public image in the era of social media.

Furthermore, this study also shows that social media serves not only as a medium for entertainment but also as a strategic space for building identity and maintaining the presence of a public figure. Lucinta Luna utilizes Instagram and TikTok as platforms to convey a personal narrative packaged in a dramatic, emotional, and visual manner, thereby fostering a close connection with her audience. The consistent use of the nickname “Queen of Eternity,” her distinctive communication style, and the glamorous symbols repeatedly featured in every piece of content demonstrate that personal branding can be strongly established through the sustained management of digital storytelling. This study is expected to serve as a reference for future research on the personal branding of public figures in the digital age, particularly regarding the use of digital storytelling to build self-image on social media.

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