



Fadil Jaidi's Personal Branding on Instagram Social Media

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ABSTRACT

The development of digital technology has made major changes in many fields, including marketing. Digital media and the internet offer new ways of storing, informing, engaging, selling, learning and providing services to customers with new versions. Likewise, one of the concepts in marketing communication is personal branding. Personal branding is a planned process of people in an effort to market themselves by demonstrating their competitive advantage. This process includes the phases of building a brand identity, developing by communicating the brand and evaluating the brand image to meet personal and professional goals. Then to make personal branding effective and efficient, it is necessary to involve digital marketing on social media platforms. This article discusses how to build the right personal branding on social media with a case study analysis of someone who is successful in building his personal brand, namely Fadil Jaidi. The study emphasized that researchers wanted to see how Fadil Jaidi's personal branding on social media was formed. The research method used is a qualitative method with a combination of literature meta-analysis and observation. The results show that it is important to plan personal branding and social media can be used to build effective personal branding that is able to streamline business and make it easier to reach large audiences.

Keywords: *Personal Branding; Marketing Communications; Digital Communication; Social Media*

1. INTRODUCTION

In the modern era of public life today makes everyone oriented to guarantees. We demand guaranteed jobs, income, sustenance, insurance, relationships, guarantees on cars, home appliances and just about everything. Brands answer this need by cloaking a product or person with the illusion of assurance. Brands eliminate the perception of risk, implying that when you buy a product, by using a certain person who cloaks the product then it must be guaranteed quality. The power of brands offering certainty in an uncertain world is one of the drivers of the personal branding phenomenon [1]. Personal branding is not only owned by public figures, celebrities or other famous people. Everyone basically already has and can build personal branding. Anyone who builds a career in our own profession, industry or expertise, personal branding has grown like a pearl in an oyster, built in layers of behaviour, care of others, results. Work, and things that are often said. Over time, the blend of image, identity, and reputation combine to create a simple and

clear perception of us in others [1]. The problem is that most people build personal branding by accident. Many people are not aware that they have developed personal branding, but it is not strategic so they fail to leverage their brand strengths and continue to be sabotaged with their weaknesses. It occurs repeatedly triggered by unconscious and intensive activities and behaviours. Because in fact the brand that exists in each individual grows from repetitive activities that have made habits and stick into a person's character. In addition, the development of technology today causes the development of public communication patterns, especially the emergence of new media. This new media emerged beginning with the presence of the internet. This new medium synonymous with digital technology is what makes many changes in human behaviour and activities. One of the biggest changes in human interaction is the development of social networks. The rapid growth of web-based platforms facilitating social online behaviour has significantly changed human nature, activities, habitats, and interactions [2].

The use of digital media makes many people who access social media interact. Interaction with the internet is very fast. If there is no personal awareness of what kind of branding wants to be created or allowed to flow, it will have an impact on the activity on the social network. It could be that we unknowingly show negative characters or published weaknesses. On the contrary, the advantages may not be published. Even though the influence of social media is large and widespread so that it will have an effect on personal branding carried out. If we are wrong in interacting on social media, it could be that personal branding

spread on social networks is not good, weak, can even destroy your own reputation. An example of personal



Figure 1 Ade Londok which failed in forming personal branding

Personal branding is common, and an issue for this research, where people can get/build their personal branding. Often even the shortcomings are spread or there is a contradiction with daily activities or professions, so it is easy to change branding shows inconsistency. Social media has exploded as a category of online discourse where people create content, share, *bookmark*, and network at an extraordinary rate. The first previous research conducted by Femilia Pertiwi and Irwansyah in 2020 took the title "Personal Branding Ria Ricis On Instagram Social Media". The issue discussed in this study is what builds Ria Ricis' personal branding on Instagram. The population used in this study was the Fans in Indonesia & findings on social media. The study used purposive sampling techniques and the type of data taken in the study was secondary data. The research method used is to use documentation data while the data analysis technique used is logistic regression analysis. The conclusion of this study is that Ria Ricis built her Personal Branding on Instagram social media with the advantages of funny things & so on.

For example, Facebook, Instagram, Twitter, and others. This is because social media makes it easy for users, presenting speed, and reach to create new human interactions with unknown people who have never even

branding failure that occurred was Ade Londok (Bandung) who suddenly went viral because of amateur videos on Instagram social media (Figure 1). In the video Ade Londok can be seen dancing and singing the song 'Odading Mang Oleh' crudely and promoting using funny words in June 2021. The amateur video footage has been viewed by 4.3 million viewers. But his fame didn't last long. In August 2021 his fame began to dim, even his career in the world of policing became damaged. After turning to the world of entertainment was not able to be consistent and shine. Switching to sewing entrepreneurs didn't work either. This phenomenon shows that it is often not realized what are the advantages and disadvantages, and what will be highlighted as a personal brand.

met before. Social media as a means that is seen as effective and efficient to carry out marketing activities. In the case of social media, the large and high variance of information disseminated through the user community presents an exciting opportunity to leverage that data into a form that allows for specific predictions about specific outcomes, without having to. Institutionalize market mechanisms. Even gathering information about how people communicate about a particular product can be helpful when designing marketing and advertising campaigns [3].

One of the people who managed to build *personal branding* successfully is Fadil Jaidi. *Personal branding* that has been done through social media Instagram and YouTube makes it a lot of new job opportunities. Fadil Jaidi who was previously a student at one of Indonesia's private universities has now turned into a famous celebgram and has been sought to become a television host, feature film artist, and others. Fadil Jaidi first built his *personal branding* through @fadiljaidi Instagram account. From 2020 to July 2021 this account has reached 5.5 million followers. A year after being active on Instagram, Fadil Jaidi penetrated into YouTube. Fadil Jaidi first released his first video on April 25, 2020 and now has 3.51 million *subscribers*. *Personal branding*

created by Fadil Jaidi is much different from his brother, doctor Yislam Aljaidi who is much more famous. Fadil Jaidi is popular not because of his 'social climbing' or because of the blood relationship he has with his brother, but for his efforts to build the right *personal branding* in the right way. The media channels that Fadil Jaidi uses, the frequency, and content selected are effective and efficient in building *personal branding*. Success in having millions of subscribers and millions of Instagram followers in just one year is a success. When compared to artists who were first famous in traditional media such as television, radio, even the big screen, Fadil Jaidi is classified as a person who managed to build *personal branding* quickly.

1.1. Marketing Communication

Marketing communication is a management process in which an organization engages its audience. By understanding the audience's communication environment, organizations seek to develop and present messages to identify their partner groups, before evaluating and following up on responses. By delivering a message that has significant value that encourages the audience to offer behavioural attitudes and responses. An audience is a *stakeholder* that has connections and relationships of various dimensions. So marketing communication should be based on the behaviour and needs of information processing as well as the style of the target audience. The third theme is cognitive response which refers to the outcome of the communication process which is a measure of whether communication is successful. For example, brands are developed to help consumers and assist an organization's marketing efforts. A brand can inform consumers quickly, for example "this brand means x quality", and through a similar brand buying experience consumers are convinced that their risks are minimized.

There are five main marketing communication tools: advertising, sales, promotion, public relations, direct marketing and *personal selling*. But there have been major changes in the environment and the way organizations communicate with their target audience. New technologies have given rise to different media, while people have developed different ways to spend their free time. This is called media fragmentation and audiences and organizations have developed new combinations of promotional mixes to reach their audiences effectively. For example, a dramatic increase in the use of direct response media as marketing Adopted as part of marketing.

1.2. Digital Marketing

The Internet is a channel of distribution and communication media that allows consumers and organizations to communicate in very different ways.

This allows interactivity and is probably the best medium for enabling dialogue. Communication is two-way, interactive and very fast, enabling businesses and individuals to find information and conduct exchange transactions. [4] The Internet and digital technologies have enabled new forms of interactive communication, in which recipients have greater responsibility for their role in the communication process. The Internet is a distribution channel and the medium of communication it allows consumers and organizations to communicate in radically different ways. This is called digital marketing.

Digital marketing refers to the use of digital media, technology and data to reach and interact with audiences using different digital devices and platforms, combined with traditional media to achieve marketing goals [5]. There are some of the most important elements of digital marketing including *online advertising*, *email marketing*, *social media*, *text messaging*, *affiliate marketing*, Search Engine Optimization (SEO), and Pay Per Click (PPC)

1.3. Personal Branding

A brand is the ideas, perceptions, expectations, and beliefs that are in the minds of consumers, potential customers, or any individual that can affect the company [6]. Brands can provide four levels of i.e.:

- Attributes, brands remind certain product attributes. For example, the *Mercedes* brand suggests attributes such as "well engineered", "well built", "durable", "high prestige", "fast", "expensive" and "high resale value". A company can use one or more attributes in its ads for cars. For years, Mercedes advertised "engineered unlike any other car in the world". It provides a positioning platform for other attributes of the car.
- Benefits, customers don't buy attributes, they buy benefits. Therefore, attributes should be translated into functional and emotional benefits. For example, the "durable" attribute can translate into the functional benefit, "I don't need to buy a new car every few years". The "expensive" attribute can translate into the emotional benefit, "The car makes me feel important and admired". The "well-built" attribute can translate into the functional and emotional benefit, "I am safe in the event of an accident."
- Value, the brand also conveys something about the values of the buyer. Thus Mercedes buyers value high performance, safety and prestige. Brand marketers must identify a specific group of car buyers whose value matches the package of benefits delivered.
- Personality, brand also projects personality. Researchers sometimes ask, "If this brand is a person, what kind of person?" Consumers might visualize a Mercedes car as a wealthy middle-aged

business executive. Brands will attract people with actual or desired self-image matching the brand image.

Brands are not only used to mark goods or services but also for people or organizations. For example, for celebrities, artists, public figures even for someone who wants to build a career. This brand owned by individuals is called *personal branding*. By building a name, achievement, and reputation, one is essentially creating *personal branding*. Great *personal branding* requires absolute authenticity, including the ability to acknowledge weaknesses in public. Unfortunately, too many people try to hide their shortcomings or worse, instead forcing attacks, rejections or denials on those weaknesses, instead of focusing on developing their advantages. *Personal branding* demands that every practitioner be prepared for challenging and honest self-evaluation [1].

In *personal branding* there are three forming elements, namely appearance, personality, and character. *Personal branding* works in the same way it communicates values, personalities, and ideas about its audience's ability to generate responses, then reinforces that response more. Lots of contact. Strong *personal branding* has the characteristics of:

- Typical, it means that the *personal brand* contains something that becomes beliefs, values and principles, including things that are in demand. So there is a strong determination for these values and beliefs. This is because values will affect what a person thinks, feels, and behaves. The more distinctive (different) actions the audience sees, the firmer and clear the definition of *personal branding* for the audience.
- Relevant, meaning that a strong *personal brand* is not only distinctive but must have relationships that are considered important by the audience. In other words, being fought for should be relevant to the audience. Relevance is something that results from the interests of others what is done for them and by their judgment of how well someone is doing it.
- Consistent, meaning that the typical and relevant things were done repeatedly or repetition. This is because new people will believe in a relationship based on the consistency of behaviour they experience or observe. Consistency is the hallmark of all strong brands. As a 'brand', a person only gets 'credit' (recognition, acceptance, or recognition by others) of what is done consistently. Consistent behaviour defines a person's brand more clearly proven. The relevance of each public figure to one's needs and values will also vary. But like it or not, need it or not, a person feels like they know where these people's expectations are going because their behaviour has been so consistent over the years.

Brand image depends on the information uploaded that depends on the information others upload and the market reaction to the information presented which is generally based on visible behaviour. Nonverbal behaviour and other observable cues. The key to brand image development is repetition until consistency occurs.

1.4. Social Media

Social media is a phrase that combines two familiar words: media and social. The term social word that is often juxtaposed by humans as social creatures means relying on a person's ability to interact with and influence others to survive. Whereas media has traditionally, it includes things like newspapers, magazines, and television. While the word media does conjure up images of the organization's news, it also gives rise to the impression of how news is delivered: via print, audio, video, and photos. Each is an important medium that used to engage audiences by telling interesting stories or sharing important news. Media has always been good at gathering people to read, watch, or listen to something that attracts words, images, videos, and audio can provide information and inspiration, just as they can influence and incite. Humans want to know about the good, the bad, and the bad sides of people, places, and situations, as well as to share this information with others, as often as possible. The definition of social media refers to activities, practices, and behaviours among communities of people who gather online to share information, knowledge, and opinions. Using conversation media. Web-based conversational media applications that make it possible to create and transmit content easily on the internet in the form of words, images, videos, and audio [4].

There are about 15 categories of tools and examples of applications that can describe the function of social media:

1.4.1. Social Networking

Social networking is a human activity (communication interaction) in the form of digital technology. Social networking tools allow a person to share information about themselves and interests with friends, colleagues, and audiences in social media. Instagram is a social media that has an extensive social network. Instagram was first established in 2010 by Burbn, Inc. with Kevin Systrom and Mike Krieger as CEO. Instagram focuses on sharing photos, comments, *likes* for each photo uploaded. In its development not only photos but also short videos with a maximum duration of 15 seconds and updated again in early 2016 with a maximum duration of 60 seconds. The more *likes* you get, the more popular a post is and it also has an influence on the number of *followers* of the account.

1.4.2. Publish

Includes tools that facilitate *e-mail*, campaigns, blogs, and wikis. Even tools that help manage all types of online content. On social media that can attract an audience is the right and attractive content.

1.4.3. Photo Sharing

The ability to archive and share photos to communicate, collaborate and educate embodies great efficiency and profitability. The ability to share interesting photos and is the strength of personal *branding* will strengthen *branding*. Photo sharing apps Pinterest and Instagram.

1.4.4. Audio

The ability to download thousands of hours of songs can be an advantage over text-based tools and even videos, because it presents something that can be heard, so that humans can listen while on the move. Examples of audio social media are iTunes, *podcasts*.

1.4.5. Video

Video capabilities on mobile can help capture and share moments. Audio and visual entertainment becomes an attractive thing for audiences who need entertainment. Google Video, Fiddler, YouTube.

1.4.6. Microblogging

Microblogging is a cross between *blogging* and text messaging. Usually if

someone wants to communicate in the form of text with a limit of 140 characters per upload. Examples of microblogging applications are Pluck, Twitter.

1.4.7. Live casting

Live casting is a category of social media that makes it possible to broadcast live video and audio broadcasts to a network. This category includes internet radio and other apps that allow a person to stream a live broadcast to an audience or social network. BlogTalkRadio, Live 365, JustinTV, SHOUT cast.

1.4.8. Virtual Worlds

Virtual Worlds presents new frontiers for businesses with the possibility of *real-time* interaction with employees, customers, and vendors. Active Worlds, Kaneva, Second Life.

1.4.9. Gaming

Online gaming is a magnet that attracts many people with similar interests. Gamers represent a special type of social networking. Examples are Entropia Universe, EverQuest, World of Warcraft.

1.4.10. Productivity Application

A productivity application is software or application used to generate information and increase business and

personal productivity (such as documents, presentations, worksheets, databases, charts, graphics, digital painting, electronic music, and digital video). Examples include Google Docs, Google Gmail, Yahoo!, AOL, Survey Monkey, Tiddly Wiki, and Zoomerang.

1.4.11. Aggregator

Aggregators are research machines, information gathering, or digital research staff. Examples include Digg, iGoogle, My Yahoo!, Google Reader, and Yelp.

1.4.12. RSS

RSS stands for *Rich Site Summary*. This technology is widely used by *the weblog* community to spread summaries of the journal's latest writings, sometimes also including full articles of images and sounds. Examples of Atom, FeedBurner, PingShot, RSS 2.0

1.4.13. Search

Search tools such as Google Search, Meta Tube, Yahoo! Search, EveryZing, IceRocket, Redlasso and Technorati.

1.4.14. Mobile

Mobile application is an application that allows a person to do mobility, this is because the technological object can move without using cables, making it easier to move users. Examples are airG, AOL Mobile, Brightkite, CallWave, Jott, Jumbuck, and SMS.ac.

1.4.15. Interpersonal

Interpersonal means a tool that facilitates communication and collaboration between people. Examples are Acrobat Connect, AOL Instant Messenger, go to Meeting, iChat, Jott, Meebo, Skype, and WebEx.

2. METHOD

This research discusses the form of personal branding Fadil Jaidi in Instagram. The study was conducted in December 2021. With the stage of library browsing and interpretation of data. The type of research used in this research is a qualitative method with a type of descriptive approach. Qualitative use because this study only describes situations or events and does not seek or explain relationships and does not test hypotheses [4]. Qualitative descriptive formats focus on a particular unit of various phenomena. Thus enabling this study can be done in depth and depth of data that is considered in this research [5]. The use of qualitative descriptive methods in this study taking into account the purpose of the study is to know the form of personal branding Fadil Jaidi through social media accounts @fadiljaidi through his endorsement and evidence collected that is testimony. Qualitative research is research that explains a phenomenon in depth, through data collection that prioritizes quality rather than quantity of data. [5] In this

researcher uses the quantitative method because the researcher wants to explain about the form of personal branding Fadil Jaidi through instagram social media accounts. That's why it must be dug deeply without reduction or isolation to certain variables, so that complete data is obtained and researchers are able to explain comprehensively.

The data collection method used is the documentation method. Documentation is a data collection instrument with the aim of obtaining information that supports the analysis and interpretation of [4] data. Documentation is also an activity that concerns documents, such as books, journals, newspapers, magazines, files, photos, videos or voice recordings as a form of direct communication. In this study it was shown to obtain information that supports the analysis and interpretation of data. In this study, we use data analysis techniques by reducing data, presenting data and drawing conclusions. The analysis of data used is from the data that has been collected so that it can produce a solution in solving research problems.

3. RESULT AND DISCUSSION



Figure 2 Fadil with Pak Muh



Figure 3 Endorse of Fadil Jaidi



Figure 4 Fadil Jaidi's with his own business: Traffic Bun



Figure 5 Fadil with his brand of endorse

The first previous research conducted by Familia Pertiwi and Irwansyah in 2020 took the title "Personal Branding Ria Ricis On Instagram Social Media". The issue discussed in this study is what builds Ria Ricis' personal branding on Instagram. The population used in this study was the Fans in Indonesia & findings on social media. The study used purposive sampling techniques and the type of data taken in the study was secondary data. The research method used is to use documentation data while the data analysis technique used is logistic regression analysis. The conclusion of this study is that Ria Ricis built her Personal Branding on Instagram social media with the advantages of funny things & so on.

The results of research on Fadil Jaidi's personal brand in @FadilJaidi instagram account. This research uses documentation data collection techniques, by documenting the content of Fadil Jaidi's instagram account that contains endorse content & daily content. Based on the above data about the formation of personal branding Fadil Jaidi through his instagram account, the results of his research are as follows: Fadil Jaidi formed personal branding by using features in Instagram namely Followers (Followers), Upload Photos (Upload Photos), Camera, Photo Effects, Photo Titles, Arroba (@),

Geotagging, Social Networks, Likes, Popular (Explore). The results of the study revealed by describing the concept of the formation of personal branding are as follows:

3.1. The Law of Specialization

Fadil has a characteristic in uploading promotional photos/ endorses with his father, Pak Muh and often use Arabic, as well as its contents and with Islamic readings that indicate that Fadil Jaidi and Pak Muh want to be known for their characteristics that they are Arab / Islamic.

3.2. The Law of Leadership

In the photo update, Fadil Jaidi is the owner of a good and humble Traffic Bun, seen with familiarity with his employees.

3.3. The Law of Personality

In his photo update, Fadil Jaidi is a person who has a humble and jolly nature, as is and simple, because he wants to mingle with employees and consumers.

3.4. The Law of Distinctiveness

In his update, Fadil Jaidi showed a difference in character with the soul of his socialism which is addressed by daily posts related to national days that occur in Jakarta and in Indonesia and also international days.

3.5. The Law of Visibility

In the opportunity that is owned such as every new branch launch of traffic buns such as launching in Surabaya, Fadil participated in guiding the event and playing together with its customers. In addition, Fadil wears clothes that match the color of the dresscode determined by the committee, Fadil wears a green shirt that is in line with the customers. Fadil looked relaxed and humorous when playing games with the participants.

3.6. The Law of Unity

Fadil's personality featured in the instagram account corresponds to Fadil's character who is kind, humble, humorous and relaxed.

3.7. The Law of Persistence

Fadil is included in the criteria of people who follow the times to form their personal branding through Instagram by connecting to his account.

3.8. The Law of Goodwill

Fadil formed his good name through instagram, by not replying to accounts - accounts of haters who commented

badly. About him, fadil only updated promos from his endorsees, participating on national and international days.

4. CONCLUSION

Based on the results of the discussion on 8 concepts of forming personal branding Fadil Jaidi through the Instagram account @FadilJaidi, specifically that the uploaded photo that uses Arabic characterizes that Fadil is native to Arabic / a Muslim. In terms of leadership Fadil is a good leader and humble to his employees. In terms of personality Fadil is the person who has a humble and jolly nature, as is and simple.

In terms of differences Fadil has differentiation in terms of character with the soul of socialism related to national days, as well as in the circumstances of his witty daily. In terms of fadil looks several times data opportunities at every Traffic Bun event such as launching in Surabaya, by jumping to participate and jump to guide the event. In terms of the unity of Fadil's personality displayed in the instagram account in accordance with Fadil's character who is good, humble, humorous and relaxed. In terms of determination Fadil is included in the criteria of people who follow the times. Good Name formed his good name through instagram, by not replying to the haters who commented badly.

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