Tiktok New Media Analysis as Personal branding (Qualitative Description Study on Tiktok Account @Vmuliana)

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Abstract

Along with the rapid development of technology and followed by the development of new media, it has its own influence on the creation of various sites interacting through the virtual world. Until then, a new communication medium was created, one of which was Tiktok. The new media Tiktok is a social media platform that uses short videos of about 15 seconds - 3 minutes accompanied by music. The presence of Tiktok has another function, with Tiktok also being able to build personal branding from its owner. A content creator, named Vina A. Muliana, is quite familiar to the ears. The content published through Tiktok is packaged by Vina in a unique and fun way. This study aims to find out how the new media Tiktok as a personal branding tool for Vina A. Muliana. The problem is focused on the personal branding of Vina A. Muliana, in order to approach this problem, the theoretical reference of the eight main concepts of personal branding (the eight laws of personal branding) is used. The data is collected through videos or descriptions published on the Tiktok account @vmuliana using a qualitative approach. This study concludes that Vina Muliana's personal branding through her Tiktok account (@vmuliana) fulfills all eight main concepts for personal branding, namely specialization, leadership, personality, difference, appearance, unity, constancy, and good name

Keywords: New Media; Personal Branding; Tiktok

How to Cite: Putri, E.M. & Febriana, P., (2023), Tiktok New Media Analysis as Personal branding (Qualitative Description Study on Tiktok Account @Vmuliana), *Journal of Education, Humaniora and Social Sciences (JEHSS), 5(4), 2517-2524*

INTRODUCTION

In the current era of globalization, technological progress is something that cannot be avoided in this life. Technology can simplify human life, along with new ways of carrying out each individual's activities. Thus it can make the internet as the main means of communication that is in great demand by humans. Humans take advantage of available communication media to find the latest information. It also includes the use of the internet which is a form of new media. New media emerges and with the help of technology contains sections that display various news (Knight & Alexis, 2009).

According to Nasrullah (2015) Social media is a medium on the internet that provides opportunities for users to present themselves and socialize, work together, share, communicate with other users to build social bonds virtually. In general, social media gives users the freedom to post and share whatever they want other users to see. The social media applications that exist on smartphones are very diverse, one of which is Tiktok. All over the world, the Tiktok application is quite famous. According to an institution that surveyed global economic applications originating from the United States, specifically Sensor Tower, said that Tiktok managed to become the most downloaded application in 2019 with 1 billion times on the App store and Google Play and won the highest popularity in 6 countries, one of which namely Indonesia (Mikhael, 2019, p. 5). TikTok is a social media platform that uses a short video feature of around 15 seconds - 3 minutes accompanied by selected music as support. This makes users free to express their creative ideas to become content creators.

In line with Tiktok's increasing fame in 2021, someone named Vina A. Muliana is popular on the Tiktok network with a Tiktok account named @vmuliana currently has 3,400,000 followers (followers). Fill in content from the Tiktok account @vmuliana about tips and tricks when applying for a job; starting from making a CV to the interview process.
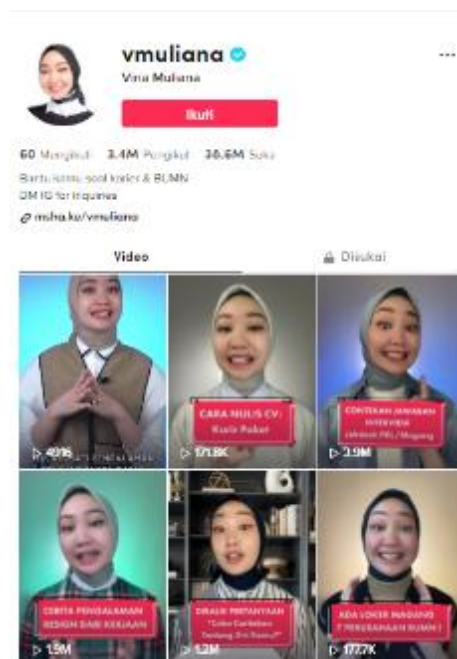

Figure 1
Source: TikTok account Vina A. Muliana @vmuliana

Personal branding is a process when a person uses himself or his career as a brand, systematically introduces himself to others and involves public awareness (Johnson, 2017). According to Candraningrum (2018) states that with the development of various social media platforms, this is now the most effective promotional tool for introducing a product or brand to the general public.

There are eight main concepts that are used as a reference in one's personal branding (Montoya, 2002). These eight things are:

a) Specialization (The Law of Specialization). A personal branding needs to concentrate on certain strengths, skills, or achievements.
b) Leadership (The Law of Leadership). According to Montoya, basically everyone wants to be influenced. Therefore, the elements of leadership that are built by someone do not have to give the best in every field.
c) Personality (The Law of Personality). If you want the establishment of a successful personal branding, it needs to be based on what personality is. The personality that emerges from all aspects is not only superior but also supported by its imperfections.
d) Difference (The Law of Distinctiveness). Displays a different impression from other individuals but in the same field so that the personal branding that is built will be strong.
e) Appearance (The Law of Visibility). Personal branding can be said to be successful if a person runs his personal life in accordance with existing values and behavior.
f) Unity (The Law of Unity). Every individual in his life must be balanced with what is displayed in the formation of personal branding that is built.
g) Firmness (The Law of Persistence). Firmness must be owned by the individual for the initial personal branding that has been built without doubt or a sense of wanting to change it.
h) Good Will (The Law of Goodwill). Reciprocity in building personal branding will have a big impact if it is represented positively.

There are several previous studies that became the benchmark in this study. Among them is a journal with the title "Personal Branding Analysis of Fashion Blogger Diana Rikasari". The focus of this research is Diana Rikasari's personal branding through a blog at the beginning of her career. The results obtained, Diana Rikasari fulfills all the main concepts of personal branding and the characteristics of a strong personal brand. (Imawati et al., 2016). The next journal is "Analysis of Selebgram Personal Branding on Social Media Instagram (Qualitative Descriptive Study on Instagram Account @dindamaulianaaa)". This study aims to analyze how personal branding is carried out by Dinda Maulina through her Instagram media account. (Karina, 2020). In addition, there is a journal entitled "Analysis of Hedonic Cosmetic Shopping Motives for Tiktok Application Users". This research discusses the hedonic shopping motives of Tiktok application users who actively watch beauty content. The results of this study found that Tiktok users who always watch beauty content tend to have a hedonic attitude when shopping for cosmetics which creates a feeling of satisfaction when shopping for cosmetics or beauty products that are currently popular or viral on Tiktok. (Hedonic et al., n.d.).

Based on some of these reference findings, the researcher wants to analyze how the new media Tiktok is Vina A. Muliana's personal branding tool which is focused on Vina A. Muliana's personal branding by using theoretical references to the eight main concepts of personal branding (the eight laws of personal branding).

RESEARCH METHOD

In this study using qualitative research which is based on an interpretive paradigm, which does not deny the possibility of subjectivity in research. Researchers use objects through several videos uploaded to the Tiktok account @vmuliana in June - August 2021. The selection of objects for this research is based on video content that often appears on Tiktok's for page (fyp). The video discusses how to make the right CV and how to answer appropriate questions during an interview to apply for a job. The Tiktok video content attracted the attention of fresh graduates so that researchers were interested in analyzing how the new media of Tiktok as personal branding was carried out by Vina Muliana (@vmuliana).

This research instrument utilizes secondary data sourced from videos or descriptions published by the Tiktok account @vmuliana based on the eight main concepts of personal branding (the eight laws of personal branding).

To analyze the research results, the researcher carried out several classification processes by generating codes to characterize the information obtained. Then, make a number of categories that facilitate the analysis of research results and theoretical basis.

RESULT AND DISCUSSION

In this chapter are the results of research regarding Vina Muliana's personal branding through the Tiktok account @vmuliana. The data collection technique is by documenting the contents of the Tiktok account @vmuliana and also Instagram. From the contents of Vina Muliana's video content, researchers can analyze most of the content covering the world of work. (Montoya, 2002) there are eight main concepts of personal branding, namely specialization (the law of specialization), leadership (the law of leadership), personality (the law of personality), difference (the law of distinctiveness), appearance (the law of visibility), unity (the law of unity), firmness (the law of persistence), and good name (the law of goodwill). The analysis of these eight main concepts in Vina Muliana's personal branding is as follows:

a) Specialization (The Law of Specialization). Personal branding can be said to be successful if it is precise in specialization, expertise or certain achievements. Tiktok from Vina Muliana contains all the video content about the world of work, such as tips and tricks while being interviewed and how to make a curriculum vitae (cv)..

Figure 2
Source: TikTok account Vina A. Muliana @vmuliana

Based on figure 2, this Tiktok content upload from @vmuliana helps viewers to create a CV in a creative format, starting from not too many colors and graphics, then adjusting the contents according to the position applied for using a professional font. So the results of her research, the ability of Vina Muliana to provide educational content about work where this ability is a specialization in forming personal branding.

b) Leadership (The Law of Leadership). A Personal branding equipped with power and credibility so as to be able to position someone as a leader which is formed from one's perfection.

Figure 3
Source: TikTok account Vina A. Muliana @vmuliana

In figure 3 uploaded in April, Vina Muliana provides techniques for good public speaking. Vina Muliana is seen as a content creator who excels in the field of communication. In building personal branding, Vina Muliana can be categorized as a leader in her domain.

c) Personality (The Law of Personality). Being a content creator does not make Vina Muliana a star syndrome person. It can be seen from the positive comments from her followers and often Vina Muliana also replies to these comments. The figure of Vina Muliana is also known as an energetic and humble person.

Figure 4
Source: TikTok account Vina A. Muliana @vmuliana

In figure 4, it can be seen from Vina Muliana's Tiktok uploads, the content is not always about the world of work, often Vina Muliana also often shares A Day In My Life content or one day's activities from Vina Muliana herself.

d) Difference (The Law of Distinctiveness). In this point of difference, Vina Muliana's TikTok account is different from other TikTok accounts. Tiktok Vina contains information about the world of work that is useful for anyone who watches this content.

Figure 5
Source: TikTok account Vina A. Muliana @vmuliana

As can be seen in figure 5, the content uploaded by Vina Muliana is different from other content creators. The difference in introducing himself is what makes his personal branding stand out from the others. In forming the personal branding that is created can be strong and effective.

e) Appearance (The Law of Visibility). One strategy for forming an effective personal branding is to do it consistently or continuously so that the person's personal branding becomes known. Vina Muliana also often shares her tiktok videos on her personal Instagram.
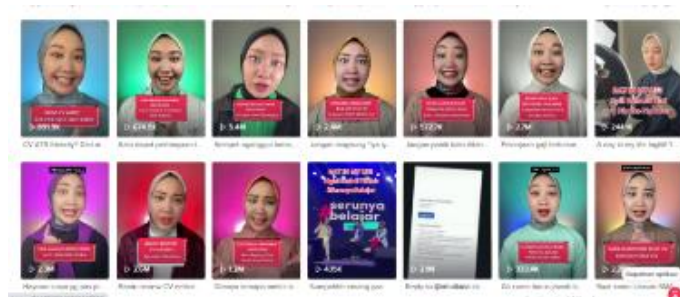

Figure 6
Source: TikTok account Vina A. Muliana @vmuliana

In figure 6 Vina Muliana consistently presents herself through social media Tiktok.

f) Unity (The Law of Unity). The personal brand formed by Vina Muliana through TikTok is not inversely proportional to real life.

Figure 7
Source: TikTok account Vina A. Muliana @vmuliana

In figure 7 the content of Vina Muliana contains a dialogue with the minister of BUMN. Based on the results of the author's observations, Vina Muliana displays her daily activities, both in the form of her daily life as a BUMN employee or her daily life as a content creator.

g) Firmness (The Law of Persistence). Vina Muliana can be said to have succeeded in creating a personal branding that was formed because basically, Vina is someone who follows trends and is always up to date.

Figure 8
Source: TikTok account Vina A. Muliana @vmuliana

Figure 8 shows that more than once or twice the Tiktok video published by Vina Muliana has been watched by more than 2,000,000 viewers.

h) Good intentions (The Law of Goodwill). Through her TikTok account, Vina Muliana always shows good ethics and behaves positively. Vina Muliana maintains her good name on Tiktok by not uploading content that will damage her image.

Figure 9
Source: TikTok account Vina A. Muliana @vmuliana

In figure 9, it can be seen from some of the contents that really help their followers who are struggling to find work. The good intentions of Vina Muliana are very useful and beneficial. The good intentions of Vina Muliana are very useful and beneficial.

CONCLUSION

The process of strong personal branding is not an easy process. Thus, one must be based on real life and carry out positive activities. If it is due to imaging or just engineering, then personal branding will not be formed. Based on the research results, the authors can conclude that personal branding carried out by Vina Muliana through her TikTok account (@vmuliana) fulfills all eight main concepts for personal branding, namely specialization, leadership, personality, difference, appearance, unity, firmness, and good name.

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