



The Role of Personal Branding in the Growth of Topi Sihir Animation Channel on Youtube

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ABSTRACT

The fierce competition to stand out poses a major challenge for anyone who wants to gain recognition from the general public on YouTube or known as YouTuber. The more creators there are in the same niche, the greater the competition to capture the audience's attention. However, Topi Sihir Animation an animation YouTube channel is quite well-known in the animator community, particularly in the storytime animation niche. Even though the channel was only created in 2019, it has already managed to surpass its three predecessors: HR Gram Studio, Fergie Jnx, and YASYFI – Bocah Pony. This study concludes that Topi Sihir Animation is a creator with a very strong personal brand; the three main components of a personal brand as defined by the analytical theory that is distinctiveness, relevance, and consistency, are effectively applied by Topi Sihir Animation. The easily recognizable personal brand, shaped by the shared perspectives of both the informant and the viewers of Topi Sihir Animation, plays a key role in the channel's growth. The easily recognizable personal brand, shaped by the shared perspectives of both the informants and the viewers of Topi Sihir Animation, plays a key role in the channel's growth. It has maintained 1 million views and successfully outperformed the channel of a more experienced creator working in the same niche that is storytime animation.

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1. INTRODUCTION

The fierce competition to stand out poses a major challenge for anyone who wants to gain recognition from the general public on YouTube or known as YouTuber that is, a user on the platform who not only uses their account to watch videos but also creates content to post on YouTube (Jatmiko, 2022). The more creators there are in the same niche, the tougher the competition becomes to capture the audience's attention. This means that new creators need to showcase distinctive characteristics and values to stand out amid the similarity of content genres; differentiation as a form of personal branding plays a crucial role in setting individuals apart from competitors by highlighting a combination of characteristics, strengths, and unique values that define them (Scheidt et al., 2020).

However, Topi Sihir Animation an animation YouTube channel is quite well-known in the animator community, particularly in the Indonesian storytime animation niche. Even though the channel was only created in 2019, it has already managed to surpass its three predecessors: HR Gram Studio, Fergie Jnx, and YASYFI – Bocah Pony despite the fact that those channels had been around since 2015 and 2016.

Storytime animation is a short-form animation posted exclusively on YouTube that features real-life stories from the creators behind their channels; it is strongly focused on community engagement and features a simple animation style (Pappis, 2020). This content genre was eventually adapted by Indonesian content creators into "Animasi Pengalaman." Although there is no official data indicating which animation YouTuber pioneered the term of this niche name, there is a consensus within the Indonesian animation creator community in this niche to include the phrase "Animasi Pengalaman" when naming their video content.

According to Rossa Farahdiba, a young content creator who shared her experiences, to survive in the highly competitive digital world, content creators must be consistent and absolutely must have their own unique style that other creators don't have, so they can stand out and be remembered by people (Naviandri, 2026).



Topi Sihir Animation has a distinctive style that is widely recognized by its audience and other animation creators, its art style and visual content—as evidenced by the emergence of new animation creators such as Mashroom Animation, Animasi Petanikan, and Roti Tawar, who also acknowledge that they were inspired by Topi Sihir Animation to create experiential animation content. When viewers notice similarities in visual content, characters, and art style, they often ask or when asked about the truth in the comments section, these new animation creators confirmed it without denying it at all. The success of Topi Sihir Animation has sparked interest among other creators, who have reached out to Topi Sihir Animation to collaborate that is largely dominated by animation content creators.

Having successfully surpassed the subscriber and view counts of its predecessor channel, received numerous collaboration offers, maintained a loyal audience of 1 million, and served as a source of inspiration that has motivated several people to create storytime animation (Animasi Pengalaman) content, it's worth questioning what makes the Topi Sihir Animation channel so special and appealing to viewers and why it's regarded as an idol by other animation creators. This topic is brought up to examine just how important strong personal branding is for creators to survive and thrive, and whether it plays a role in making a creator's identity more dominant and distinctive in the fierce competition in the world of content creators, as seen through the personal branding phenomenon of Topi Sihir Animation. This serves as a strong reason to conduct research focused on analyzing the personal branding of the Topi Sihir Animation channel and examining its impact on the growth of the creator's YouTube channel. This study is expected to contribute to the discussion on the importance of strong personal branding for content creators and to bring recognition to Animasi pengalaman creators on YouTube.

Based on the phenomenon discussed regarding the "animasi pengalaman" content genre and its creators, each of whom possesses their own unique individuality in terms of personal branding, Topi Sihir Animation has succeeded in becoming a creator capable of maintaining stable view counts and an audience that eagerly awaits its latest videos; the channel has not stagnated and continues to grow to this day. The following question, the main focus of this study:

Does personal branding have a significant role in the growth of the Topi Sihir Animation channel?

2. RESEARCH METHOD

The experts' theory used to analyze Topi Sihir Animation channel are the three main components of a personal brand (McNally & D. Speak, 2011): Distinctive, Relevant, and Consistent. The reason for selecting David McNally and Karl D. Speak's theory regarding these three components for this study, is that this three-component theory is more specific and aligns better with what Topi Sihir Animation's audience perceives about the channel and with Topi Sihir Animation's approach to building its reputation as a content creator.

A qualitative approach will be selected as the method for analyzing the research subject. Qualitative research aims to comprehensively understand the phenomena experienced by subjects—such as behavior, perceptions, motivations, and actions—through verbal descriptions in natural contexts, using scientific methods that are natural in nature (LEXY J. MOLEONG, 2010).

Primary data was collected using purposive sampling and semi-structured interviews. According to Sugiyono (2023), purposive sampling is a technique for selecting data sources based on specific criteria, namely by choosing informants deemed to possess knowledge and information relevant to the phenomenon under study, whereas a semi-structured interview is a more open-ended interview that also invites informants to express their own opinions and ideas. Some of the practitioners to be interviewed are YouTubers who have built careers creating animated content, including YASYFI – Bocah Pony, AhmadCraft 1417, and Kinuta Tanu.

Secondary data was obtained through observation and documentation of the Topi Sihir Animation channel and its content, as well as by analyzing viewers' reactions in the comments section. Reviewing content that discusses Topi Sihir Animation was also necessary to gather more in-depth data.

The data collected for this study was sourced from video content produced by Topi Sihir Animation as well as its collaborations with other video creators. The criteria for the informants to be interviewed were creators who follow and have a thorough understanding of Topi Sihir Animation's content. Conversely, this study does not use data that comes from comments by Topi Sihir Animation fans on content they create themselves (reaction content) or documentation from anonymous channels that repost or edit (reuploads and clip compilations) Topi Sihir Animation's content. This restriction was implemented to ensure that all data comes from sources directly related to the research subject.

This study does not examine the personal branding of other animation creators and will only mention other creators to provide context for the analysis; it also does not examine Topi Sihir Animation's second channel (Darryl) whose content focuses exclusively on livestreaming, thereby ensuring that the observations and analysis of the research findings are more focused.

3. RESULTS AND ANALYSIS

Topi Sihir Animation is a YouTube animation channel created on February 16, 2019, using a ghost character persona wearing a wizard's hat as its visual identity. The channel features content about the creator's story named "Darryl" including life experiences, embarrassing moments, silly incidents, games he's played, his hobbies, and stories from his time in school and at home.

At first, this channel had only a small audience and wasn't seeing significant growth, which encouraged Darryl to take the initiative to promote his content in animator groups on social media, though this didn't lead to much results. his channel popularity only began to rise after his first collaboration with a senior animation creator and his idol, HR Gram Studio, on a video titled "What Is Edgy?" Following that collaboration, Topi Sihir Animation managed to grow to the point where it surpassed his senior's channel in subscribers and viewers.

Topi Sihir Animation is also known for frequently delaying his video upload schedule. This habit is often mentioned in his Community Posts and has consequently become a running joke among viewers and fellow creators; the term "delay" has become one of Topi Sihir Animation's defining characteristics. This study examines Darryl's understanding of how he built his channel's reputation (Topi Sihir Animation) and how strong personal branding has contributed to the channel's growth.

Table 1. Results and Answers From the Interview About Topi Sihir Animation's Distinctive points

Informants	Question	Answers
Yasyfi – Bocah Pony	What are the most recognizable characteristics of Topi Sihir Animation?	Topi Sihir Animation has a ghost character who wears a purple hat like a wizard. Topi Sihir Animation is an animated character with a tendency to overreact, which is why many viewers love him because of this trait. So, while the story starts out pretty ordinary, when Topi Sihir Animation retells it in his over-the-top style using hyperbole it makes the story feel incredibly exciting. (Additional answer) He also likes to try new things like things that most people don't usually do. For example, he keeps aquarium fish, and his fish are really unusual, he even has sharks. He's also tried to cook all kinds of weird foods, like eating palm fruit, sago worms, and lots more. so he likes to try new things that other people would never do.
AhmadCraft 1417		In my opinion, what stands out the most is the art style, especially the magic hat, which are so instantly recognizable. And if you've noticed, Topi Sihir Animation always shades things in light blue, a mix of light blue and white, and it's like, "Oh! This must be Topi Sihir Animation!" whenever you see a ghost drawn with light blue shading that's what's most iconic. (Additional Answer) For another aspect...maybe his storytelling, Storytelling is really important, especially for "Animasi Pengalaman" contents, and i must admit that Topi Sihir Animation has the best storytelling among other creators. It's like he always manages to build hype in every moment, for example, when he narrates in the video game Ark (Ark Survival Evolved): during sad scenes, his voice sounds sad, but during exciting scenes or fight scenes, he really gets into his role, so it's as if we (the audience) are drawn into that moment.
Kinuta Tanu		His storytelling is actually pretty engaging, and he's someone a lot of people can relate to. The way the story is told is more comedic, so people feel more at ease when watching it. (Additional answer) Unlike other creators, he doesn't seem to want to do what everyone else is doing; he's trying to find his own identity, like taking care of fish in an aquarium.

Topi Sihir Animation was once interviewed by a creator named "Adam Teruna." The interview discussed Darryl's journey in building his career as an "animasi pengalaman" YouTuber, how Darryl shapes his character's identity and personal branding, and his approach to identifying his audience's desires. The preliminary discussion, posed as a question by Adam to Darryl, was, "Why did you choose purple for the channel's branding?" Darryl replied that purple and blue are his favorite colors; purple is the color of a wizard's hat, while blue is used for shading the ghost characters that are a signature of Darryl's art style.

According to Yasyfi's explanation, Topi Sihir Animation's characteristic feature is a purple wizard's hat, which serves as a strong identifier for his ghost character. This answer also aligns with Darryl's statement in that virtual



podcast video, which opened with the question, “WHY DID YOU NAME YOUR CHANNEL TOPI SIHIR ANIMATION?” Darryl explained that when designing his character; a ghost as his persona, he felt that the character was missing something in its appearance. This led him to add a wizard’s hat because, in his mind, ghosts are closely associated with the world of fantasy. Darryl also believed that adding a purple wizard’s hat to his ghost character would make it iconic and easier for people to remember.

According to Ahmad’s statement, his description for the characteristics of Topi Sihir Animation is exactly the same as Yasyfi’s, centering on the visuals and art style, particularly the wizard’s hat, which makes the ghost character Darryl easily recognizable, and the use of light blue shading on the ghost character, making the visuals feel iconic.

Based on Tanu’s response, Topi Sihir Animation features an engaging and comedic storytelling style that makes viewers feel at comfort while watching his content. Not only that, but Tanu also noted that Topi Sihir Animation’s content is considered quite relatable by some viewers.

Table 2. Results and Answers From the Interview About Topi Sihir Animation’s Relevant Points

Informants	Question	Answers
Yasyfi – Bocah Pony	Does the content from Topi Sihir Animation align with its audience's interests?	Based on public analysis, it’s actually a perfect fit. The reason it’s a good fit is that, thanks to the videos he creates, he’s obviously able to generate a huge number of views and attract a massive following. To put it simply, let the viewers speak for themselves, if it weren’t a good fit, “Topi Sihir” wouldn’t have gained this much traction by now. But as you can see, with over a million views, it clearly aligns with the viewers’ interests... That’s basically it. (Additional answer) Actually, I once directly asked Darryl or Topi Sihir Animation about this, and it turns out he doesn’t just create content blindly, but as a YouTuber and the IP (Intellectual Property) owner of Topi Sihir Animation, Darryl has to be able to analyze his content, so he once taught me that we really have to be consistent with our uploads and keep using our unique style, we shouldn’t keep switching up our content. For example, if your channel features animated characters and you don’t like making animations, don’t suddenly start playing video games or livestreaming games, because that will mess up YouTube’s algorithm. And besides that, we need to view our video from the viewer’s perspective, so there’s something called a “hook” essentially, a way to lure viewers into watching our content longer. For example, when watching Topi Sihir’s video, within the first minute, he summarizes the entire video explaining what he’ll cover. Basically, he first gives the



		viewers an overview before explaining everything in a logical sequence from start to finish. So that's the advice Topi Sihir once gave me: please stick to that kind of content the content should stick to that same style, and second, we also need to have a hook to draw in the viewers.
AhmadCraft 1417		I think it is. Sure, there might be people who are fans of "Animasi Pengalaman, but people watch his content (Topi Sihir Animation) because of Darryl, not because they like Animasi Pengalaman. There's so much Animasi Pengalaman out there these days, but some people might not be drawn to it for the animation itself, they're more interested in Darryl's storytelling and the amazing visuals. (Additional answer) He always listens to suggestions from his subscribers. For example, when he first started on YouTube, he tried changing his style, but since his subscribers said the old style was better, he switched back. He's not really the idealistic type, he just listens to what people have to say.
Kinuta Tanu		Yes, because in some of his videos like his Ark (Ark Survival Evolved) videos and cooking videos, he tries to find content that appeals to his audience who are interested in those topics.

In his interview with Adam Teruna, Darryl also explained about his animated video content playing Minecraft that viewers who watch his videos also enjoy watching content from creators who play that game, This has given Darryl a better understanding of the algorithm, leading him to diversify his video posts: for a broad audience that enjoys his gameplay stories featuring videos with multiple parts and for an audience specifically seeking niche of his ordinary "animasi pengalaman" content about his daily life. This demonstrates that Darryl understands how to create content that resonates with a diverse range of viewers.

Based on Yasyfi's response, the content from Topi Sihir Animation is already relevant to the audience's interests. Judging by the number of viewers Darryl has managed to retain, one million views, as explained by Yasyfi this serves as proof that the content is relevant and considered important by the audience itself.

AhmadCraft 1417's response regarding the relevance of Topi Sihir Animation's content is also the same thing with what Duzzle shared, who discussed several YouTube channels with strong personal branding in a video titled "Kenapa Channel Youtube ini Selalu Jarang Upload?" The opening of this video shows several YouTubers who rarely post videos but their content remains trending and receives a large number of views, Topi Sihir Animation is one of the creators featured in that opening. Based on his experience as a creator, Duzzle understands that YouTube can detect a lack of content posts, and this will lower a creator's channel performance,

but this can be overcome with strong personal branding. Using the creator "Milyhya" as an example, Duzzle explains that the reason people watch Milyhya's channel is not because of the content or the games he plays, but because of Milyhya himself. More specifically, viewers are drawn to Milyhya's channel because he offers a uniqueness



you can't find in other gaming creators' content, and this also applies to several creators Duzzle mentioned at the beginning of the video, including Topi Sihir Animation. Ahmad also explained the relevance of Topi Sihir Animation, noting that Darryl isn't an idealistic creator who sticks strictly to his own principles when creating content; instead, he always listens to suggestions and feedback from viewers in the comments section.

In his response, Tanu stated that Topi Sihir Animation always strives to create content that appeals to his different audiences. Tanu explained that the channel consistently produces content appealing to viewers with diverse interests for example, by sharing his experiences playing Ark: Survival Evolved but also by focusing on niche animation content such as videos documenting his experiences learning to cook or trying to create unique dishes. This view aligns with what Darryl shared in his virtual podcast with Adam Teruna, where he explained that a great YouTuber must be able to identify what kinds of videos will appeal to their diverse audience.

Table 3. Results and Answers From the Interview About Topi Sihir Animation's Consistent Points

Informants	Question	Answers
Yasyfi – Bocah Pony		As for consistency, you can probably tell from the channel that he's consistent, but his consistency means he uploads videos maybe once a month or once every two months. Even though he disappears for long periods of time, he still has a large audience because his videos are guaranteed to be of very high quality. (Additional answer) While he's working on a video production, which takes quite a while, like a month or two, he often keeps his viewers updated through his Instagram Stories or YouTube community posts. Even though the video is delayed, he indirectly lets them know that he's still around and working on his video project.
AhmadCraft 1417	What kind of consistency does Topi Sihir Animation maintain in developing his channel and the content he creates?	Consistency, huh? Maybe we can start with the thumbnails. If you notice, Darryl's thumbnails are always the same, the character is always on the right or left, and the layout is always like that. (Additional answer) Getting back to it, when it comes to the consistency of his storytelling like his enthusiasm and how it's always fun to listen to even if people don't understand the context, Darryl always finds a way to help them understand what he's saying, for example, that video about fish. Honestly, I'm not really into keeping pets, but watching Darryl's content helped me understand the POV (point of view) of people who enjoy that kind of thing. And it turns out that even though I probably won't go out and get fish or set up an aquarium right away, I'm like, "Oh, it's cool to see people who have this

		hobby (keeping fish) and how they enjoy it so much.”
Kinuta Tanu		He tries to be consistent even though he’s often delayed, and even though he’s often delayed, he still tries to keep his audience like giving information to his community post up to date. (Additional answer) Hmm... visually speaking, in terms of the character, he’s really easy to remember. And from the art style, you can just tell this is “so Darryl style”, from the shading and the way the shadows fall on the background, it’s just so characteristic of him. Plus, since he’s a ghost, his design is simple, so he really sticks in your mind.

Duzzle is Adam Teruna’s main channel. Before inviting Darryl for an interview, this creator had previously collaborated on a “Bedah Channel”, a segment on Duzzle’s channel where he creates videos analyzing the successes, failures, and stagnation of a creator’s channel. Topi Sihir Animation was one of the creators featured in that discussion. This video is divided into two parts: opinions and discussion. The first part is an analysis from Duzzle’s perspective, while the second part is from Darryl’s perspective as a guest in the channel dissection segment. According to Duzzle’s analysis of Topi Sihir Animation’s success, there are several key aspects:

1. Collaborations:

Topi Sihir Animation has collaborated in his own video with several famous Indonesia content creators on more than one occasion, including Napking, Tekotok, and Vernalta.

2. Distinctive thumbnails and to-the-point video titles

Topi Sihir Animation keeps his video titles short. For example, in a video about his experience learning to cook, Darryl simply titled it “cooking.” To-the-point titles can be optimized to rank well in the algorithm, but this requires extra effort in producing visually appealing thumbnails. According to Duzzle himself, Topi Sihir’s thumbnails already effectively describe the video’s content.

3. Well-organized channel branding

Duzzle explains that Topi Sihir’s channel branding is very well-organized, from the header to the video thumbnails, which all look “matching”, making the audience feel comfortable when looking at them.

4. Consistency

According to Duzzle, Topi Sihir Animation is a creator that consistently posts content focused on a specific niche as the channel’s core identity. Consistency is crucial for the growth of a YouTube channel. Duzzle has seen many “animasi pengalaman” creators who initially produced “animasi pengalaman” content but later switched to short comedy animations, causing YouTube’s algorithm to become confused about the channel’s content niche. This opinion is also supported by Darryl, a guest on Duzzle’s collaboration video. “Consistency” here means focusing your posts or content creation on a single niche that serves as the channel’s primary focus. Darryl gave a more specific example: if you want to create an “animasi pengalaman” channel, then stick to creating “animasi pengalaman” content exclusively, there’s no need to mix it with short comedy animations or gaming content. If you want to create different types of content, it’s best to just create a new channel from the start so that it can be promoted on the main channel later on.

According to Yasyfi, the consistency demonstrated by the Topi Sihir Animation channel comes from maintaining a regular posting schedule, once a month or every two months while consistently upholding the quality of its content. Based on Yasyfi’s statement, Darryl is also consistently active in keeping his audience informed through community posts, providing updates on the latest animation projects he’s working on. This keeps his subscribers engaged, they know the latest videos are still in production and are curious about what kind of videos Darryl is currently creating.

According to Ahmad’s perspective on how Topi Sihir Animation maintains consistency, the thumbnails for its videos are a key example. Topi Sihir Animation’s video thumbnails always place the ghost character wearing a



wizard's hat who represents the creator (Darryl) on both the right and left sides, although in its more recent thumbnails (from about one or two years ago), the character tended to be positioned on the left side. The consistency is also frequently applied in the aspect of storytelling, exactly as described by the informant Yasyfi in response to the "relevance" section Topi Sihir Animation consistently explains the context of the content at the beginning of the video so that viewers become interested in the creator's activities and perceive them as enjoyable, even if the viewers have never done those activities themselves.

The consistency that Tanu noted is also in line with what Yasyfi mentioned; he said that despite frequent delays, Topi Sihir Animation still keeps his subscribers updated through posts on the channel's community page. Tanu also believes that Topi Sihir Animation maintains consistency in his visuals and art style; year after year, the character designs have not changed in appearance. The characters remain ghosts with simple, memorable designs, and the use of blue shading on the white ghost characters has always been a defining visual element of Topi Sihir Animation.

3.4. Table 4. Results and Answers From the Interview About Topi Sihir Animation's unique points

This discussion of uniqueness is a further exploration from the "distinctive" value of Topi Sihir Animation according to the perspectives of the three informants who were interviewed; it is also driven by Darryl's statement in his collaboration video with Duzzle of their "bedah channel (channel analysis)" of the Topi Sihir Animation channel that was mentioned before. In that video, Darryl explained two tips for becoming a YouTuber: be unique and be consistent. To elaborate further: if you want to start a YouTube channel, you must create content that is different and unique from other creators. Even if you're inspired by famous creators, don't simply copy their content; instead, modify it by improving and adding elements to the content of the creators who inspired you, making it more engaging and appealing to your audience.

Table 4. Results and Answers From the Interview About Topi Sihir Animation's unique points

Informants	Question	Answers
Yasyfi – Bocah Pony	What are the unique features of Topi Sihir Animation that other animasi pengalaman creators don't have?	As for its first unique feature, it's definitely the video's length. It's truly incredibly long whereas other "animasi pengalaman" content are usually only around fifteen minutes at most, while Topi Sihir Animation manages to stretch his story out to forty minutes and the entire experience is so engaging that you never get bored while watching it. (Additional answer) Since analytical skills are so important these days, other animasi pengalaman creators usually just make a video and then move on to the next one without analyzing, like "What am I missing here?" But Topi Sihir Animation is able to reflect on his work and figure out what's missing from his videos so he can improve them in the future. He'll try to fix those issues until they're perfect.
AhmadCraft 1417		As for his storytelling style, it really comes down to this: there are so many animasi pengalaman creators with great artstyle, but not all of them can convey the story well, some are monotonous, while others might have average visuals but excellent storytelling. I see that Darryl has both, his visuals are great,

		and his delivery is engaging and a pleasure to watch. That's something that's hard for others to achieve, including me... I'm still learning.
Kinuta Tanu		He's kind of like someone who's trying out new things; actually, when it comes to comedy, that's what people tend to remember most about him the way he delivers his comedy is really his unique trademark. (Additional answer) The way he delivered the dialogue, in the first phase, the comedy is still building up; in the second phase, the setups start to appear; and in the final part, the comedy really explodes, it goes like that.

Yasyfi highlighted three points to explain what makes Topi Sihir Animation unique.

First point: The length of Topi Sihir Animation's videos is one of its unique features. Yasyfi noted that while other "animasi pengalaman" creators typically produce videos no longer than fifteen minutes, whereas Topi Sihir Animation is able to produce videos up to forty minutes long. Even though his videos are longer than those of most animasi pengalaman creators, Yasyfi acknowledges that Topi Sihir Animation's content remains enjoyable to watch.

Second point: the reason why Topi Sihir Animation's approximately forty-minute-long videos are so engaging is because of his storytelling style, which uses hyperbole and jokes with exaggerated reactions, this serves as a strong motivations for viewers to watch the videos from beginning to end.

Third point: Topi Sihir Animation's content is considered to have excellent visual quality and appears complicated. With his knowledge as a fellow creator, Yasyfi observes that other "animasi pengalaman" creators including himself as an animation YouTuber typically only create brief animations using generic, characterless color palettes and a careless approach.

Additional point: In addition to being bold enough to innovate and try new things in his content creation, Topi Sihir Animation also consistently analyzes the performance of his latest videos for evaluation purposes. If a video's performance declines, the creator will seek new ideas for what content to produce next. Of course, this analysis also involves asking for direct feedback from viewers in the comments section, which is also aligns with Ahmad's answer that Topi Sihir Animation is a creator who listens to the audience's requests as a key factor in his relevance.

Storytelling is what makes Topi Sihir Animation unique. For Ahmad himself, Darryl or Topi Sihir Animation is a creator who possesses two important strengths in producing animasi pengalaman content: excellent visuals and an engaging narrative style when telling stories. Ahmad observes that some other animasi pengalaman creators are skilled at producing stunning visuals in their animated content but struggle to tell stories effectively or come across as monotonous, while conversely, there are also creators who are competent at narrating their experiences but lack compelling visual animation to support the narrative.

The comedic aspect of Topi Sihir Animation is what stands out for Tanu; the easy-to-understand humor and the way Darryl, the creator, weaves jokes into his animated content make him a creator with a unique style. His drive to constantly innovate and create new animation formats also gives Topi Sihir Animation its own unique character. Tanu gave the example of when Darryl shared his experience playing the game Ark: Survival Evolved (titled "The Dinosaur Game"); instead of just telling a typical story about playing with his friends, Darryl turned this video topic into an ongoing animated series consisting of five episodes, each filled with emotional drama that captivates viewers.

4. CONCLUSION

This study concludes that Topi Sihir Animation is a creator with a very strong personal brand; the three main components of a personal brand as defined by the analytical theory that is distinctive, relevant, and consistent, are effectively applied by Topi Sihir Animation. The responses from the informants, the "Animasi Pengalaman" creators like Topi Sihir Animation, serve as strong evidence in addressing the research question of this study.



The three informants interviewed provided similar responses regarding their perceptions of Topi Sihir Animation, even though their answers addressed questions posed in different contexts. Some of the informants' responses also aligned with comments from viewers who shared their reactions and opinions in the comment section of Topi Sihir Animation's content. Not only that, but some of the informants' responses also aligned with what Darryl, the owner of the Topi Sihir Animation channel, said regarding his actions and insights in building his channel. The easily recognizable personal brand, shaped by the shared perspectives of both the informant and the viewers of Topi Sihir Animation, plays a key role in the channel's growth. It has maintained 1 million views and successfully outperformed the channel of a more experienced creator working in the same niche (Animasi Pengalaman).

5. REKOMENDATION

Although this study has successfully uncovered the role of Topi Sihir Animation's personal branding, the theory used for the analysis focuses more on examining Darryl's actions in building his channel from a practical perspective specifically, his visual style, his dedication to understanding and analyzing his audience's preferences, his consistency in maintaining video quality, and his communication with subscribers regarding updates on his latest video projects as a small examples of explanation. This approach is still insufficient for identifying other factors that might be uncovered by employing a more comprehensive theory, such as Peter Montoya's "Eight Laws of Personal Branding." For example, the personality conveyed through his storytime animation content and his actions within the content can make viewers appreciate the creator's personality, which in turn opens opportunities to discover more about the creator's personal brand.

This study also narrowed its scope by interviewing only a few creators who have built their careers in the "Animasi Pengalaman" niche, it did not conduct interviews with viewers of Topi Sihir Animation (who are not creators) as informants to obtain answers with a broader contextual perspective.

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