AN ANALYSIS OF 8 FORMULAS FOR FORMING ALIFIA HIDAYATI'S SOCIAL BRANDING ON THE TIKTOK ACCOUNT @RUMROIJEN

Oleh
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Abstract: *One communication strategy that instills a positive perception of a person in the public is carrying out personal branding. The presence of TikTok has the function of being able to create a digital marketing strategy and build a brand, with TikTok being able to influence the behavior of its followers. One of them is the TikTok celebrity Alifia Hidayati or known as Mbak Yu, who is famous because she likes to wear kebaya to travel around Semarang and other areas to visit unique places. This research uses a qualitative method with a descriptive approach, focusing on a research case study, namely finding out Mbak Yu Berkebaya's personal branding through her Tiktok social media account @rumroijen. With his unique appearance, he is different from young people his age, making him entertaining and attractive for introducing Javanese culture to his followers. Mbak Yu Berkebaya has consistently built personal branding using 8 formation concepts, namely The Law of Specialization, The Law of Leadership, The Law of Personality, The Law of Distinctiveness, The Law of Visibility, The Law of Unity, The Law of Persistence, and The Law of Goodwill, on his Tiktok account, makes him better known and increases his personal value and selling power. So he has had many opportunities to collaborate with various events, brands and companies*

INTRODUCTION

Technological developments in people's lives have an impact on the communication patterns carried out by each individual. Previously, communication was mostly carried out in open spaces with face-to-face communication, now the digital space provides access for everyone to realize themselves in society. This opportunity arises with the use of various media with an internet connection.

Based on the We Are Social report, the number of internet users in Indonesia in 2023 will reach 213 million people. This number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. This data shows that many communication activities carried out by the public are carried out through social media.

Social media as an internet product is not only a source of information for society, but also a space for interaction with anyone regardless of space and time. One of the social

media that is growing very rapidly is TikTok.
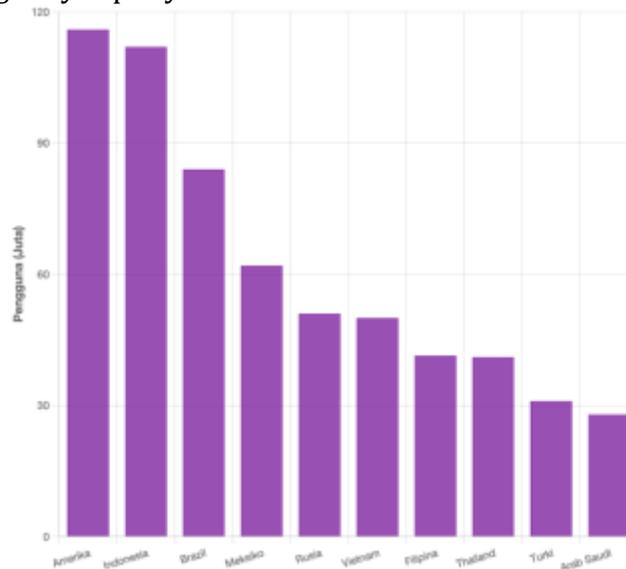
Picture : 10 Countries with the Largest TikTok Users in the World
Source : statista.com

Tiktok is a new social media that is developing quite rapidly, this short video application made by ByteDance from China is currently booming all over the world. In three years, research company Sensor Tower reported that TikTok had 1.5 billion users. The number exceeds Instagram application downloads, 1 billion globally. Sensor Tower said that the TikTok application downloads were the third highest in the non-game category since the beginning of this year.

Results of the Store Intelligent Data Digest report created by Sensor Tower in 2020 shows that TikTok is ranked first as an application most downloaded worldwide. This application has succeeded in shifting the position of WhatsApp which once dominated the most popular application charts in 2021. With the existence of social media, everyone has the opportunity; to share opinions, experiences and knowledge in the content they upload. This gives rise to influencers who have unique characteristics that are able to influence other people (Hardianawati, 2022).

It cannot be denied, with the widespread use of the Tiktok application, more and more influencers are emerging from this application. So not far from the function of other social media, the presence of Tiktok also has other functions, apart from being able to build a brand because many companies use this application to market their products, with Tiktok, someone can also build the owner's personal branding. Where each person has their own uniqueness that they have had since birth. This uniqueness can come from name, face, nature, character, talents and many other things that can differentiate one person from another. As they grow, a person's uniqueness can increasingly develop into the skills they possess and deepen. Some people are aware that their uniqueness is not just something that differentiates them from other people, but must also be a prominent achievement considering that nowadays competition between individuals is increasingly widespread and great opportunities are increasingly visible before their eyes.

Personal Branding is a way to increase a person's selling value. Personal branding

is the process of bringing a person's unique skills, personality and character and then wrapping them into an identity that has more power than others. Personal branding has been indirectly built by an individual from the work or profession he or she carries out.

One of them is an eccentric young person from Semarang, named Alifia Hidayanti, who is familiarly called Fia. This seventh semester student at the Yogyakarta Multimedia College (MMTC) is a woman who likes old fashion, and is now known as an influencer from Semarang City.

Her name is big on the Tiktok application as "Mbak Yu" a video creator who has different characteristics from other creators. Fia or "Mbak Yu" is famous for her branding, namely a woman wearing a kebaya or traditional cloth, who also likes studying local Indonesian history and culture.

With his unique appearance and being different from young people his age, he makes it entertaining and at the same time attractive to introduce Javanese culture to his followers. Now the Tiktok account owner @rumroijen has 14,300 thousand followers and 558,400 thousand video likes (9 August 2023). Mbak Yu is consistent with her Plesiran (walking) video content wearing a kebaya around Semarang or other cities to visit unique places, using public transportation, this makes her personal branding look attractive, much liked by the audience, and always becomes an FYP (for your page) on the Tiktok page.
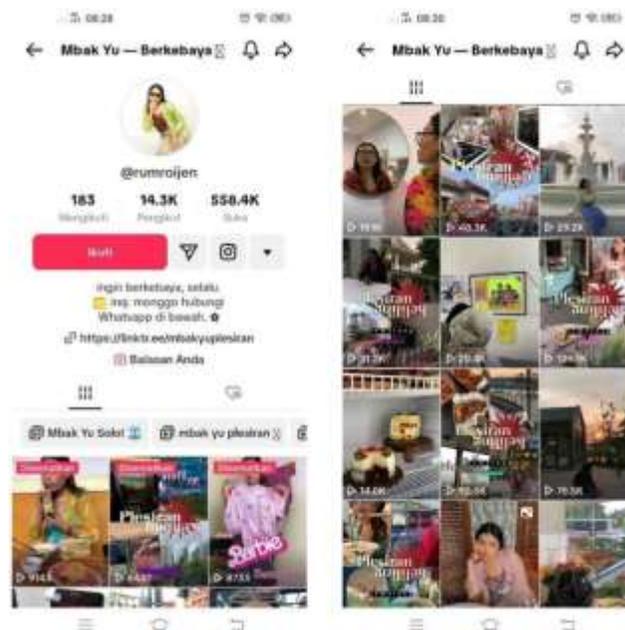
Picture 2. Alifia Hidayati's TikTok Appearance
Source : Tiktok @rumroijen

Based on the results previously presented, on this occasion the researcher will conduct an analysis of the personal branding of Alifia, whose name is Mbak Yu Berkebaya on Tiktok social media.

A number of studies related to personal branding have been carried out, one of which is the use of the Tiktok application as personal branding on Instagram (Qualitative Descriptive Study on the @bowo_allpennliebe account) carried out by Susilowati which was

published on the ejournal.bsi website in 2018. In this research, Bowo Allpenliebe utilized The Tik Tok application has provided features with various special effects when making videos and then uploading them to their Instagram account, so that @bowo_allpennliebe in forming his personal branding on Instagram uses 5 of the 9 features provided by Instagram when loading videos on Instagram, namely; The choice of a unique and interesting cover image, using audio, using narration in each Tik Tok video as the branding video and also using hashtags that are adjusted to the branding description, and by uploading the Tik Tok video, he has introduced himself to the people closest to him. This is because the other 4 features have used the features provided by the Tik Tok application in making their videos (Susilowati, 2018).

Another research entitled TikTok as Melinda Rohita's Personal Branding Media was conducted by Farid Ardiansyah and Kukuh Sinduwiatmo which was published in the Communication Library Journal in 2023. In this research, Melinda Rohita or Meyden tried to build her good name through TikTok by sharing short videos and live streaming with the words -harsh words and erratic or unpredictable behavior by his followers. Sometimes his followers give him gifts. At that time, Meyden was angry with the haters during live TikTok, but when he was given a gift by his followers, Meyden responded with an entertaining appearance and expressed his thanks so that Meyden's feelings returned to normal. So haters or followers feel that they see Meyden during live TikTok and feel entertained by the way Meyden behaves with live interactions. This makes Melinda Rohita's style acceptable and understandable as a characteristic in the eyes of the public. The @imeyhou account utilizes the 3 supporting elements provided by TikTok in making videos on TikTok, namely: Live TikTok (Streaming), TikTok Shop, and Popular. Based on the results of this research, it can be seen that Melinda Rohita (Meyden) has a distinctive and strong character in forming a personal brand as a smart, fun and entertaining teenager (Ardiansyah & Sinduwiatmo, 2023).

METHODS

This research uses descriptive qualitative methods in analyzing research problems related to personal branding built by TikTok creator Alifia Hidayati through her account @rumroijen. Burhan Bungin states that "The qualitative descriptive format focuses on a particular unit of various phenomena. This allows this study to be carried out in depth and the depth of the data is taken into consideration in this research" (Soraya, 2017). In its implementation, the object of this research is related to the management of the TikTok account carried out by Alifia as the figure Mbak Yu Berkebaya on the TikTok account @rumroijen in forming the desired personal branding.

Data collection techniques were carried out through observing content uploaded to the TikTok account @rumroijen and conducting direct interviews with research subject Alifia Hidayati. Meanwhile, data analysis is carried out by compiling the information obtained from data collection techniques which is then narrated so that it is easy to understand. Data grouping is the initial stage carried out to analyze the data. Then after that the data was interpreted according to (Ardianto,2010). The framework in this research is as follows:

Observation of Alifia Hidayati's TikTok Content

Interview with Alifia Hidayati

Analysis of Research Findings Using the Concept of Forming Personal Branding

Result and Discussion

Data Verification and Conclusion
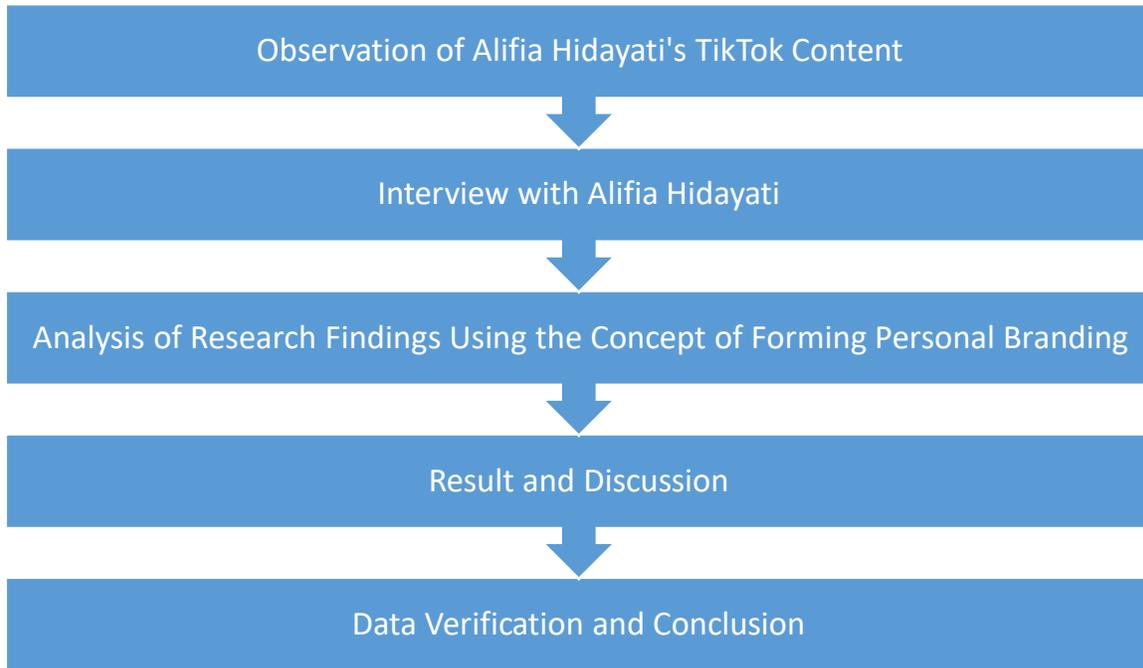
Picture 3 : Research Framework

RESULTS AND DISCUSSION

The object of this research is how the personal branding process was built by Mbak Yu Berkebaya whose real name is Alifia Hidayanti, who is usually called Fia. She is in her seventh semester at the Yogyakarta Multimedia College (MMTC), a woman who likes old fashion, and now known as an influencer from the city of Semarang.

Alifia Hidayati started creating a TikTok account on October 7 2021 with the account name @rumroijen. Based on the results of researchers' observations, to date the number of followers has reached 23.4 thousand with 256 videos uploaded on the TikTok platform. Meanwhile, judging from the profile displayed, this content creator from Semarang chose to be known as a woman who wears kebaya fashion in her daily life.

Picture 2. Alifia Hidayati's TikTok Profile

Based on Figure 2 above, it shows Alifia Hidayati in building Personal Branding as a young person who explores herself by dressing in a kebaya every day. Not only that, in creating content the character's Semarangan medhok accent is uniquely displayed.

The things he did were of course in order to build personal branding which was also agreed upon in the interview conducted by the researcher. Ms. Yu considers building a personal branding to be an important thing that a person, including herself, must do in order to promote themselves and give someone an impression of themselves.

Of all the activities he carried out, he admitted that the personal branding provided through the Tiktok application was most widely accepted by the wider community. The figure of 'Mbak Yu' who wears a kebaya, likes visiting historical places with video content about her pleasures (walking around) via the @romroijen account using public transportation is starting to become widely known by the public and has inspired many people. This is in line with Wasesa which states that Personal Branding can be formed with the impact of creating an impression on a person through the views of others through themselves or their profession as a brand or brand to effectively attract and follow the public's discretion that builds it from an individual, name, sign, image or plans that can be used as differentiators from individuals. or organization. Source (Riadi Muchlisin, 2019).

The Law of Specializtion

Mbak Yu Berkebaya, through her TikTok account @romroijen, has the characteristic of often wearing a kebaya in her content, speaking medhok Semarangan, and using public transportation to visit places. Mbak Yu chose to build a personal brand as an older sister from Java who is informative, smart, independent, upholds the country's traditions and culture, and introduces the city of Semarang. This specialization helps Mbak Yu to be more easily recognized and remembered by her audience. At least this is confirmed by the results of interviews conducted by researchers with Alifia Hidayati.

"I was born as a Javanese woman, I should be proud of my origins and the environment where I grew up, namely Semarang. I want to show that being a Javanese woman should be proud" (Alifia Hidayati).

Alifia Hidayati created personal branding through the @rumroijen account through well-planned content. In fact, some content is deliberately created with a specific theme to show the daily life that you want to show to the public. Based on the results of observing the content on the @rumroijen account, there are at least 5 content playlists he has created, including: Taste In Jogja, Plesiran Pasar, Mbak Yu Solo, Mbak Yu Plesiran and Nyantap di Semarang. In the last two years, Alifia Hidayati has created at least 20 video content with the theme Mbak Yu Plesiran
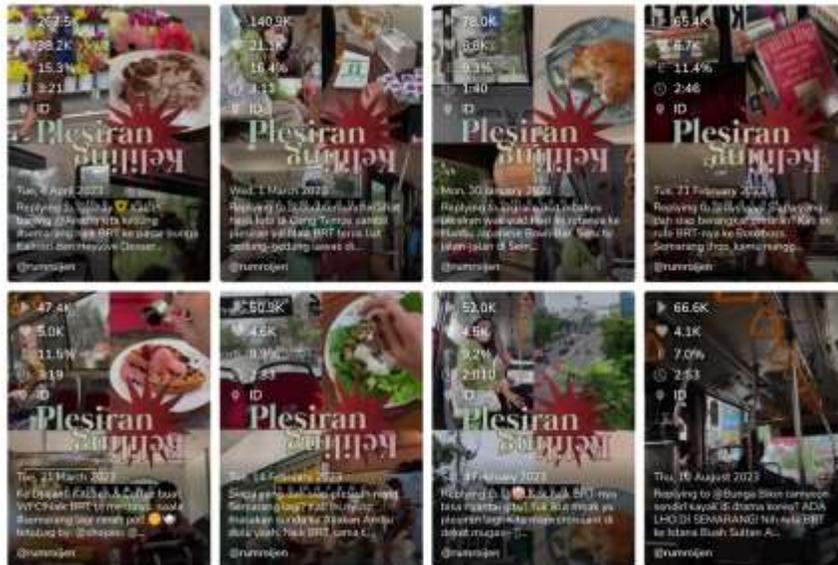
Picture 3. Alifia Hidayati's content about Mbak Yu Plesiran

Interestingly, content with the theme Mbak Yu Plesiran has quite a large number of likes. The video uploaded on April 4 2023 was watched by 265.7 thousand people with a download rate reaching 144.
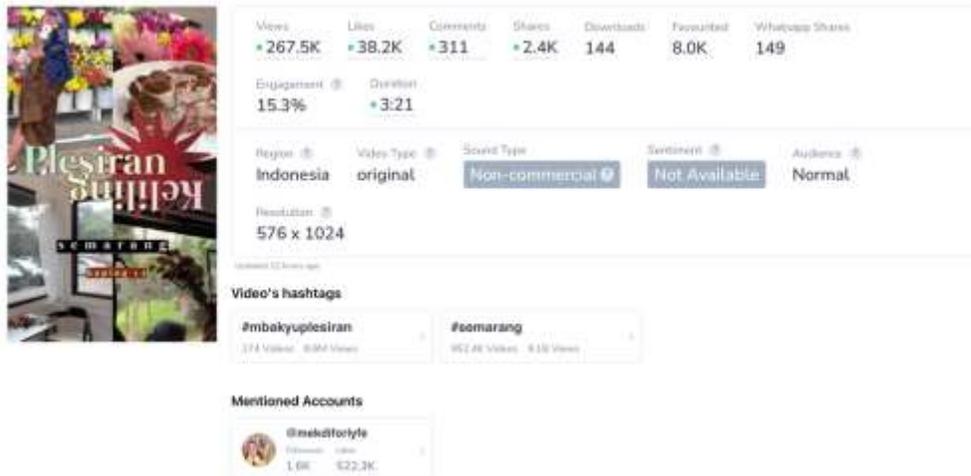
Picture 4. Alifia Hidayati's video with the theme Mbak Yu Plesiran
Source : exolyt.com

Not only that, the Engagement Rate which reached 15.3 percent shows that the content created by Alifia Hidayati makes Personal Branding from the perspective of The Law of Specialization very clearly showing young people who are exploring something by using the "Kebaya" fashion attribute and supported by language. typical of Semarangan both in the dialogue spoken in each video and the captions in each content.

The Law of Leadership

Leadership can be formed through excellence, namely being seen as an expert in a particular field. With the number of followers reaching 23.4 thousand and the number of video likes reaching 2.8 million, it shows that Alifia Hidayati is one of the young people who

has a leadership spirit which is shown through the personality that is built in each of her content.

Picture 5. Follower Comments on Alifia Hidayati's Video
Source : @rumroijen

Figure 5 shows that the video uploaded by Alifia Hidayati was able to have a positive impact on her followers. Not a few of them use @rumroijen video content as a reference for interesting places to visit. Not only that, followers often ask questions by responding via the comments column. Alifia Hidayati also responded quickly to questions asked by these followers.

"The aim of building this personal branding is to introduce to my generation (Gen Z) that being proud of tradition is cool, as well as introducing cloth and kebaya as clothing that can be worn every day (not only at formal events) and even when visiting coffee shops" (Alifia Hidayati)

Alifia Hidayati wants to show the younger generation that being proud of tradition is cool. This shows that Mbak Yu has a leadership spirit that wants to inspire others

The Law of Personality

Good personal branding describes an individual's personality in all aspects. In building personality through TikTok videos made by Alifia Hidayati, followers have been shown from the start with a type of content that consistently shows the figure of young people who love Javanese cultural traditions in their daily lives. This branding is what Alifia Hidayati wants to display.

"By always wearing a cloth or kebaya in every video, if the voice over video has a medhok accent, often traveling alone when creating content, and visiting legendary or historical places" (Alifia Hidayati).

Alifia Hidayati admitted that by bringing up the personal character of Javanese people which is displayed through the "kebaya" fashion attribute that she wears in her daily activities and the use of Javanese with a "medhok" accent, it actually increases her self-confidence as a person who represents modernity without forgetting the traditional roots in which Alifia Hidayati was born in the land of Java which has the personality of upholding Javanese customs.

Picture 6. Alifia Hidayati's video showing the call of Mbak Yu

The nickname "Mbak Yu" as her greeting on TikTok shows a personality that depicts an adult figure who is able to protect and provide positive direction in every content she creates. The nickname "Mbak Yu" is not only an attribute embedded in dialogue, videos or captions, but has become a personal identity for Alifia Hidayati in everyday life.

The Law of Disinctiveness

Just as differentiation is applied to each product, forming an effective personal branding also requires the same thing. It takes a strong impression to be different from others in the same field or business. In the context of this research, the thing that shows the difference with other TikTok celebrities is Alifia Hidayati's character and way of showing herself as a young person with a Javanese cultural background. This is consistently shown in all lines that appear in his TikTok videos. Alifia Hidayati admitted that when she first started creating TikTok content with the Javanese Personality branding, she was actually inspired by other Influencers. For Alifia Hidayati, being inspired by other people's figures is not taboo, but with innovation and adapting one's character, one will be able to show the difference between herself and other influencers.

"Nothing is 100% original, the same goes for the personal branding of the account that I created. I was inspired a lot by Rania Yamin's figure in kebaya. as well as the @cecilianov account for content inspiration using public transportation" (Alifia Hidayati).

Picture 7. Alifia Hidayati's best video
Source : exolyt.com

Figure 7 shows that Alifia Hidayati is able to become a different figure from other influencers. This is shown by the videos he has made which are able to attract people who see them on TikTok. The video made on October 11 2023 with the theme of public transportation was seen by at least 7.1 million people and the liking level reached 318.6 thousand. Alifia Hidayati's other video content has also received positive responses both in terms of the number of viewers, the number of likes and the high engagement rate. These data are indicators that what Alifia Hidayati displays is able to show a different and likable figure of herself.

The Law of Unity

The unity referred to in the formation of personal branding is a personal life that is in line with what is formed in a person's personal branding. In the context of this research, Alifia Hidayati makes her daily life a reality of her personal experience in line with what she shares via the TikTok media account @rumroijen. Therefore, a unity is formed that is synergistic and does not contradict each other. This can ultimately strengthen the image that appears in the eyes of the public regarding the personal branding created by Alifia Hidayati.

"By always using a single greeting / or call listener (Mbak Yu addresses the audience with the greeting: cah) so that it feels more personal. as well as answering requests from the audience" (Alifia Hidayati).

Hashtag		Views
#semarangstory		883.3K
#transportasiumum		827.4K
#semarang		679.0K
#brtsemarang		511.0K
#publictransport		429.6K
#mbakyuplesiran		382.8K
#keretaapi		359.5K
#ciomy		351.0K
#ptkaiindonesia		318.6K
#explorejogja		258.2K
#placetogojogja		218.4K
#croissant		215.8K
#jogja		172.2K
#asmr		157.6K
#kulinersolo		148.1K

**Picture 8 Hashtag Used by Alifia Hidayati**

Figure 8 shows the videos created by Alifia Hidayati presenting daily content that is relevant to society, starting from daily visits to places, using public transportation to tourist activities. The themes chosen by Alifia Hidayati turned out to be able to attract people to see videos on the TikTok account @rumonijen. It is proven that the average number of viewers on videos uploaded by Alifia Hidayati is above 100 thousand viewers.

The Law of Persistence

The formation of a person's personal branding will not be formed in one day or one month, but it will take quite a long time for someone to consistently have firmness in the personal branding they want to display. Alifia Hidayati, since the beginning of using TikTok, has been persistent in building the Personal Branding that she wants to display in every video she makes.

"Innovation will continue to exist, following developments in the dynamics of audience tastes. but efforts are also made to maintain what already exists" (Alifia Hidayati).

Efforts to show an influencer's determination in interacting with their followers on social media platforms can be demonstrated by consistently uploading content on a planned schedule and having a clear pattern.
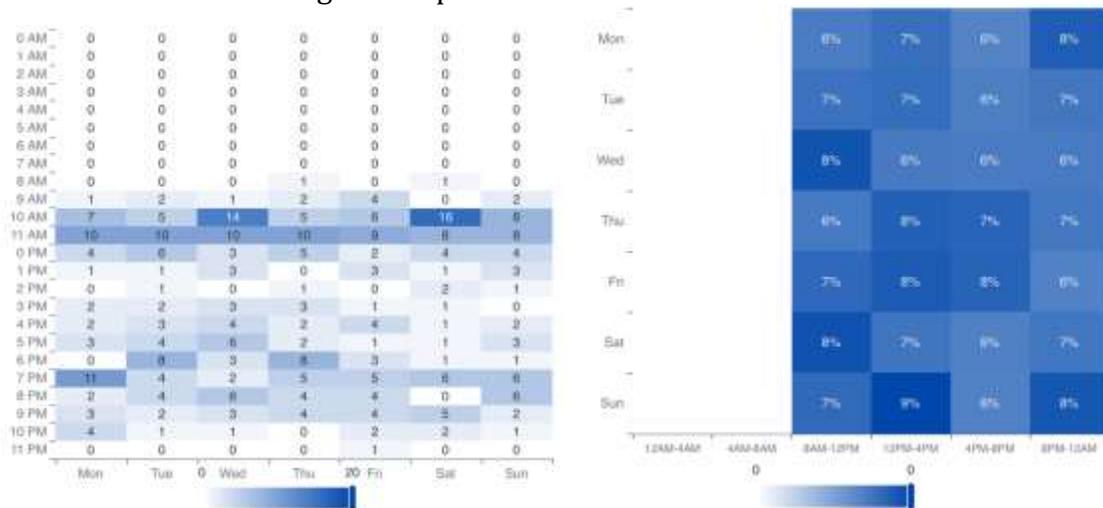
Picture 9. Alifia Hidayati's Content Posting Frequency
Source : exolyt.com

Figure 9 above shows Alifia Hidayati observing patterns in her followers' activities on social media, especially TikTok. The results of this observation were carried out to regulate the frequency of uploading video content. From the results of observations made by researchers, data was obtained that Alifia Hidayati consistently creates content and publications through her account every day and the largest percentage of video uploads is made on Sundays during the day.

The Law of Visibility

One strategy for creating effective personal branding is to do it consistently or continuously so that the person's personal branding becomes known. Alifia Hidayati is consistent with the branding established from the start which will be displayed in every video uploaded to the TikTok account @rumroijen.

"By always wearing a cloth or kebaya in every video, if the voice over video has a

medhok accent, often traveling alone when creating content, and visiting legendary or historical places" (Alifia Hidayati)

Alifia Hidayati admitted that in order to be liked by followers, consistency in creating content is something that is important for influencers to do. In a day, Alifia Hidayati tries to be consistent by making one video per day with relevant themes liked by her followers. Even in an effort to appear well on social media, it is not uncommon for Alifia Hidayati to collaborate with well-known brands that have a large number of followers.

Picture 10. Brand Mention involving Alifia Hidayati
Source : exolyt.com

Figure 10 shows Alifia Hidayati's expertise in choosing well-known brands with a very large number of followers. It is proven that by collaborating with "Grab Indonesia" with a video made on December 24 2023, Alifia Hidayati showed good performance with the number of video viewers reaching 20.2 thousand and the number of likes 986. The strategy of collaborating with other parties is one an effort to show one's existence on social media platforms.

The Law of Goodwill

A person's personal branding will have a big influence on other people if it is perceived positively by the people around them. At this stage, Alifia Hidayati is consistent in presenting videos that represent friendly Javanese people, upholding Javanese culture but still updating things that are developing in society. For Alifia Hidayati, the presence of comments from good followers who do not show dislike for the content she creates is a strong reason to maintain her good name as a young person entering the digital world.

"I don't think everyone is free from mistakes, as far as I know now, no one has said bad sentences or words directly, I don't know what's behind it" (Alifia Hidayati)
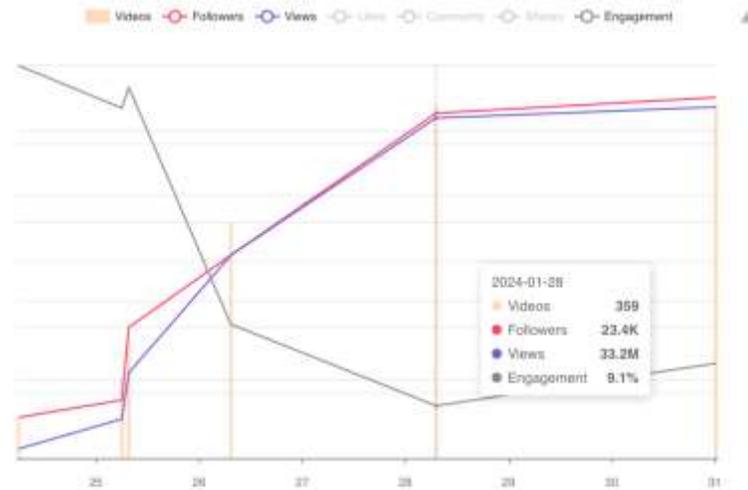
Picture 11. Alifia Hidayati's Follower Growth
Source : exolyt.com

Figure 11 shows the growth performance of Alifia Hidayati's followers in the last one showing a quite significant increase with an engagement rate reaching 9.1 percent. This data is able to provide an illustration that the video content uploaded by Alifia Hidayati can represent her good name on the TikTok platform as a young influencer who has a Javanese cultural background.

CONCLUSION

Personal branding is an important thing to create and is created for every individual, especially a public figure. A person's personal branding must be able to describe a person's true character that is different from other people so that they can maximize their potential in the profession they do. Consistency is one of the main keys to forming a strong personal brand.

TikTok is now considered one of the social media that is easy and practical for socializing to form perceptions. Communication through uploading photos and videos can help in building one's personal branding.

Mbak Yu Berkebaya has consistently built personal branding using 8 formation concepts, namely The Law of Specialization, The Law of Leadership, The Law of Personality, The Law of Distinctiveness, The Law of Visibility, The Law of Unity, The Law of Persistence, and The Law of Goodwill, on his Tiktok account, makes him better known and increases his personal value and selling power. So he has had many opportunities to collaborate with various events, brands and companies.

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