



Social media content implementation Tiktok in personal development branding students of communication Ahmad Dahlan University

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ABSTRACT

Keywords

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TikTok's presence in Indonesia offers a platform for content creators to showcase their diverse and innovative creations. Given the multitude of capabilities offered by TikTok, it is unsurprising that many users utilize this program to market their businesses through innovative films. Additionally, content creators and influencers also employ TikTok to establish and enhance their personal brand. The students at Ahmad Dahlan University's Communication Sciences program are likewise interested in establishing personal branding with the TikTok app. Several Communication Sciences students engage in the dual activities of consuming and producing material with their family, romantic partners, and peers using popular effects, films, and music on the TikTok application. Researchers are interested in investigating the impact of social media content on the development of personal branding among students at Ahmad Dahlan University of Communication Sciences, based on the aforementioned exposure. This study employs a qualitative methodology utilizing case study techniques. This study employed qualitative research to provide a comprehensive understanding of how social media material influences the development of personal branding among students at Ahmad Dahlan University of Communication Sciences. The researchers utilized narrative techniques to describe and analyze the findings, which were subsequently compared with relevant theoretical frameworks. The data collection methods employed in this study encompass interviews, observations, and documentation. The data analysis strategy employed in this study is the interaction model of Miles and Huberman's approach, which encompasses data collection, data reduction, and conclusion and verification. According to the findings of this study, it is evident that Communication Science students possess a unique and robust personality when it comes to developing their personal branding. They are characterized as bright, enthusiastic, possessing leadership qualities, actively engaged, and entertaining. As a graduate in Communication Sciences, I have observed that certain students have effectively developed their own branding. The reliable metric is derived from the implementation of Peter Montoya's eight aspects of personal branding in the construction of personal brands on TikTok media platforms. Communication Sciences students can utilize three key features offered by TikTok to enhance their video creation on the platform: Live Streaming, Effects, and Popularity.

1. Introduction

There are multiple forms of media available to promote human communication. Gradually, internet technology has evolved into an essential requirement for society, therefore giving rise to the emergence of social media. Social media refers to online platforms that utilize the Internet to enable users to share ideas and express themselves. Social media facilitates convenient communication and

social interaction for users. The digital age is witnessing significant advancements with the introduction of diverse programs that offer video assistance, appealing to social media users. The proliferation of social media content that dominates this video-sharing platform is rapidly accelerating. This is due to the contemporary preference of the majority, as individuals are more inclined towards consuming video content rather than engaging with written text or static images (Ardianto, 2017).

An application that is now gaining widespread popularity and is frequently used by numerous communities is TikTok, which offers video capability. TikTok is a video production tool that fosters creativity. It was developed in September 2016 by a Chinese firm called ByteDance. According to a 2022 assessment on digital literacy in Indonesia, there has been a significant decline in the proportion of TikTok users in the country following the outbreak of the Covid-19 pandemic. In Indonesia, the proportion of TikTok users is merely 17% as of 2020. The figure has risen by 13 percentage points to reach 30% by 2021. Subsequently, the proportion of TikTok users in Indonesia saw a resurgence, reaching 40% by 2022. TikTok users in Indonesia have experienced a significant growth of 207.69% compared to the initial year of the pandemic, specifically in 2020. As reported by Kompas.com, the number of active users of the touch app in Indonesia has reached 99 million, making Indonesia the second largest country in the world in terms of app usage.

TikTok's existence in Indonesia offers a platform for content providers to showcase their diverse and innovative material. Given the diverse range of capabilities offered by TikTok, it is not surprising that many users utilize this program to market their businesses through creative films. Additionally, content creators and influencers also leverage TikTok to establish and enhance their personal brand. Personal branding is a strategy adopted by content creators to enhance their familiarity and gain recognition. Content creators and social media influencers must prioritize personal branding, as it enables them to get widespread recognition among social media users. Personal branding is most effective when it distinguishes itself from what others present.

To optimize the personal branding of a content provider, it is necessary to implement a communication management planning strategy. The approach is organized based on the personas and attributes that one intends to present to the public or audience, resulting in variations across different content creators. Typically, a content developer aims to attract a specific target demographic. Modern content creators typically produce material or curate information that pertains to subjects they have expertise in and are passionate about. In order to expand their reach and target specific audiences, many content creators nowadays utilize many social media platforms as publication channels for their developed material.

Regina Luttrell defines social media planning as the deliberate implementation of methods to achieve specified outcomes. To enhance the effectiveness and precision of communication management, it is important to employ strategies that prevent the occurrence of purposeless acts. Wright defines personal branding as the systematic management of one's reputation, style, look, attitude, and skills. Content creators engage in self-promotion by delivering their own content, aiming to gain popularity, endorsements, and other benefits from fellow users. Hence, it is imperative to establish personal branding by means of TikTok accounts in order to captivate the attention of the intended audience (Dinata, 2022).

The students of Ahmad Dahlan University's Communication Sciences program are also interested in utilizing the Tiktok app to establish their personal identity. According to preliminary observations conducted by researchers, several students studying Communication Sciences engaged in the act of both consuming and producing material on the TikTok app. They did so alongside their family members, romantic partners, and friends, utilizing popular effects, movies, and music. This application serves the purpose of visually presenting the subjective experiences of users regarding their feelings and emotions. As an intermediary platform, it showcases the user's emotions, experiences, preferences, and dislikes, gradually shaping the user's own brand. Researchers are intrigued by the potential of social media content to influence the personal branding of Communication Sciences students at Ahmad Dahlan University, as indicated by the aforementioned exposure.

2. Theoretical Framework

Every person must establish their own unique personal brand. The individual's brand is a manifestation of their actions and methods, which in turn influences how others see them. Personal branding refers to the process by which an individual is perceived and assessed as a brand by their intended audience. Personal branding refers to the practice of managing and overseeing how others perceive an individual's personal brand (Montoya, 2008). Despite the unique personal brand possessed by each individual, the majority of people remain unaware of their brand and so fail to strategically, successfully, and consistently manage it. To establish a personal brand, it is crucial to have the ability to manage and manipulate both the brand itself and the messages associated with it, as they have the potential to shape others' perceptions of ourselves. Personal branding is more than mere marketing and self-promotion. It enables individuals to continue evolving and have a distinct identity separate from others.

According to Montoya, personal branding involves the cultivation of distinct qualities and characteristics in order to establish a memorable brand identity for oneself, a product, or a service. This process demands a deliberate effort to differentiate oneself from others and leave a lasting impression on the community. The development of personal branding shapes the perception others have of an individual's character, based on the ideals they strive for, such as quality, individuality, and innovation. This branding ultimately serves as a marketing tool (Haroen, 2014). Montoya (2008) identifies eight fundamental principles involved in the development of personal branding. The eight principles of personal branding serve as the fundamental pillars of a robust personal brand. These concepts include:

The Law of Specialization

An effective personal branding strategy involves narrowing its attention to a certain niche and emphasizing particular talents, expertise, or accomplishments. Montoya and Vandehey (2008) propose that specialization can be achieved through various means, including ability, behavior, lifestyle, mission, product, profession, and service. Specializing in a certain field can enhance the perceived trustworthiness of personal brands. The content will appeal to a specific audience that values specialization and recognizes the knowledge and high quality associated with a personal brand.

The Law of Leadership

The development of personal branding is accompanied by a resolute and visionary character, enabling one to make decisions in an environment characterized by ambiguity and providing a distinct sense of direction. Essentially, individuals desire to be influenced, necessitating the presence of a leader. Developing leadership skills does not necessitate being the best at everything. Leadership can be established through the demonstration of exceptional skills, holding a prominent role, or receiving acknowledgment. In order to be recognized as a competent and reputable individual in their profession, the Law of Leadership necessitates the establishment of a personal brand. The objective of this endeavor is to establish one's personal brand as a recognized authority in the field.

The Law of Personality

Sebuah personal branding yang baik pasti akan menggambarkan kepribadian seorang Effective personal branding will accurately depict an individual's personality in all aspects, including both its strengths and weaknesses. Personal branding in this context revolves around embracing one's authentic self, including its inherent imperfections. This concept diverges from the notion of leadership, which places focus on the requirement of possessing an impeccable personality. Instead, this concept underscores the importance of having a commendable personality without necessitating perfection. Humans inherently desire to be universally acknowledged and valued, not solely based on the merits and drawbacks they possess, as personal branding encompasses other dimensions that are observable.

The Law of Distinctiveness

An effective personal branding strategy involves cultivating a distinct and memorable identity that sets one apart from others, whether they are in the same industry or business. This notion

necessitates separation to facilitate a clear distinction between them. In addition, establishing distinctiveness within one's personal brand helps facilitate recognition and enhance familiarity among the general populace.

The Law of Visibility

An individual's personal brand will exude strength and success when they consistently maintain their image until it becomes widely recognized by the public. Subsequently, the significance of visibility will surpass that of ability. In our surroundings, there are several individuals who possess similar capabilities to ours. Therefore, it is vital for us to enhance our visibility in comparison to others. The individual should actively promote themselves and seize every opportunity to enhance their visibility. Therefore, in order to be prepared for any unforeseen.

The Law of Unity

It is essential for an individual's values and actions in real life to align with the personal branding they have established. One's daily life should reflect and embody the desired image while establishing a personal brand. Montoya and Vandehey identify two distinct types of behavior associated with a personal brand. The first type is characterized by natural behaviors that align with the genuine actions of the personal brand owners. This action exemplifies the authentic essence of a personal brand and is not fabricated. The second aspect pertains to the habits that are adopted.

The Law of Persistence

The development of personal branding in individuals does not occur instantaneously; rather, it requires a significant amount of time to cultivate. An individual is obligated to adhere to the established personal branding without any reluctance or desire to alter it. To ensure the ongoing success of the established personal brand, it is crucial to closely monitor each stage and current trend to sustain public interest and engagement. Achieving consistency requires a significant investment of time, patience, and unwavering determination.

The Law of Goodwill

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3. Method

The research methodology employed is qualitative research utilizing a case study approach. Qualitative research involves the description and analysis of human events, social activities, phenomena, perceptions, and thoughts. This type of research provides the basis for the formation of theoretical notions (Djunaidi, 2012). Qualitative research involves the description and analysis of human events, social activities, occurrences, perceptions, and thoughts. It provides the basis for the formation of theoretical notions (Djunaidi, 2012). In this study, the author employs a qualitative approach to ascertain and delineate the factual details of the occurrences under investigation. Qualitative research is an investigative approach that focuses on describing and analyzing a situation in detail. Qualitative research, as described by McMillan & Schumacher (2003), is an investigative strategy where researchers gather data through direct interaction with individuals at the research site. The case study methodology is a rigorous and comprehensive method that focuses on examining individual and group mutants to gain profound understanding (Hadari, 2007). This study employed qualitative research to provide a comprehensive understanding of how social media material influences the development of personal branding among students at Ahmad Dahlan University of Communication Sciences. The researchers utilized narrative techniques to describe and analyze the findings, which were subsequently compared with relevant theoretical frameworks.

Research necessitates the identification of research targets, which are typically found in substantial quantities. The effectiveness of data gathering hinges on the researcher's capacity to

immerse themselves in social situations that push the boundaries of their investigation (Yusuf, 2014). The data collection methods employed in this study encompass interviews, observations, and documentation. Data analysis techniques refer to the methods of processing data in order to derive conclusive insights from factual information. Data analysis in qualitative research involves the systematic processing, organization, categorization, and identification of significant material within the data, with the aim of acquiring knowledge and effectively communicating it to others. The data analysis technique employed in this work is the interaction model proposed by Miles and Huberman, which encompasses data collection, data reduction, and conclusion and verification (Utari, 2013). Data validation approaches aim to verify the accuracy and integrity of data. This study employs data validation techniques, namely data triangulation techniques. Triangulation in credibility assessment is the examination of data from multiple sources at various points in time. By triangulating sources, researchers can uncover additional information related to the subjects under study based on the sources' involvement (Helaluddin, 2019).

4. Result and Discussion

Currently, the concept of marking or name is more widely recognized in the realm of branding. Branding is necessary due to the abundance of comparable things in order to distinguish one item from another. He anticipates making it more conspicuous than any other such entity. The aforementioned crucial criterion was then utilized in relation to personal branding. In contemporary times, an increasing number of individuals possess such proficiencies. Hence, it is crucial to cultivate an individual's discernment in order to showcase their potential in a manner that surpasses the abilities of others. Ultimately, the cultivation of personal branding can enhance an individual's sales motivation beyond their level of expertise. This phenomenon occurs when an individual's self-standard serves as a reference point for modifying their behavior in alignment with their genuine capabilities. Furthermore, personal branding can serve as a conduit for connecting with individuals who share similar interests in a specific domain, such as system administration. The objective is for one's job opportunities to likewise become more prevalent.

Personal branding can influence how others see an individual by strategically sharing their accomplishments and experiences, creating the impression that these insights are effective and valuable to others. Personal branding, as described by Wasesa (2011), refers to the process in which individuals strategically present themselves or their profession as a unique brand to attract and gain the approval of the public. This branding can be achieved through the use of personal attributes, names, logos, symbols, or designs that serve as identifiers for individuals or organizations. It is remarkable to acknowledge the significance of internet entertainment in terms of its rapid message dissemination and extensive reach. Moreover, it can serve as a valuable tool for personal branding advancement. There are numerous aspects that might be employed to enhance personal branding with even greater innovation and fascination. The issue at that time was that the procedure of setting marks was done by the individual themselves. This information is mostly unfamiliar to a significant portion of the population, particularly among the younger demographic.

In order to demonstrate the findings of the study, the researchers carried out comprehensive interviews with two individuals who possessed knowledge regarding the social media platform TikTok and the concept of personal branding. These individuals were specifically students of Communication Sciences from the years 2019, 2020, 2021, 2022, and 2023. Following the interview, reflection helps the researchers understand each source's response. The statements provided by the source are crucial pieces of information and facts that need to be condensed and presented clearly in order to discuss the research findings effectively. The findings of this observation, which elucidate several facets of the personal branding process, can be summarized as follows:

The Laws of Specialization.

The development of personal branding should be focused on a specific core strength, talent, or accomplishment, and it should be precise. There are seven primary methods to specialize in a personal brand: talent specialization, behavioral specialization, lifestyle specialization, mission specialization, product specialization, career specialization, and service specialization. An individual can specialize if they have the ability to spot opportunities for shaping content, display a particular attitude, lead a particular lifestyle, maintain modest expectations, have a marketable product, invest

time and effort into their profession, and offer excellent service, particularly to their followers or fans (Mukhlisiana, 2019).

According to an interview with Doni Syahputra, a Communication Science student from 2019, she stated that she uses TikTok social media to showcase her exciting and fun personality. In this context, she emphasizes her behavioral specialization by utilizing the various features of TikTok, such as uploading photos and videos, applying effects, and incorporating music. In addition, Dheva Adhi Dharma, a student of Communication Science in 2019, utilized the social media platform TikTok to present himself as a student of Communication Sciences. In doing so, he showcased his specialization within the field of communication science.

The Laws of Leadership

Leadership specialty enhances an individual's peer-to-peer branding by establishing their authority and trustworthiness, positioning them as a leader within their culture. Leadership is essential for developing personal branding, as it aims to exert influence or inspire others through self-image. Therefore, individuals aspiring to establish a personal brand must possess a strong sense of leadership in order to effectively exert influence over others. As a result of this influence, there will be a rise in involvement and awareness. The immediate consequence of the rise is the augmentation in the quantity of Instagram followers (Mukhlisiana, 2019).

According to an interview with Kharida Lutfhi, a student of Communication Science in 2019, she stated that she used the social media platform TikTok to share a wide range of student activities and organizational events she participates in. He engaged in this activity to cultivate his leadership skills and establish a distinct personal brand as a proactive student with strong leadership acumen. In addition, Mukhlisina Abdullah, a student of Communication Science in 2020, utilizes the social media platform TikTok to offer fun and alleviate monotony. In addition, on social media platforms, Tiktok portrays himself as an engaged student who actively participates in a wide range of student activities. Tiktok serves as both a source of enjoyment and a tool for cultivating a student's image as a highly motivated leader. This is achieved through the platform's philosophy of sharing photographs, videos, effects, and music.

The Laws of Personality

The Law of Personality posits that an individual's personal brand is established based on their unique and authentic personality. The principle of personality law alleviates the burden on the principle of leadership by demonstrating that an individual does not need to be flawless but rather must maintain moral integrity. An individual possessing a robust character might establish a commendable personal brand. Mukhlisiana (2019) characterizes the rule proposed by Montoya and Vandehey (2002) as the expression "just be yourself". Embracing your authentic self is a means of maintaining self-assurance. By embracing one's authentic self, one's own identity will naturally develop. This mindset also encompasses the act of being truthful with oneself.

According to an interview with Kharisa Alifia, a 2020 Communication Science student, she stated that she utilized Tiktok as a social media platform to produce a diverse range of popular films. Additionally, she mentioned that she viewed videos on TikTok to occupy her leisure time and get information. Here, he desires to showcase his personal branding on social media. Tiktok is an enthusiastic, energetic, and current pupil. Furthermore, Nalendra Putra, a Communication Science student in 2020, utilizes the Tiktok platform to share his self-produced documentary videos on various subjects like nature, campus environment, and tourism destinations. In this instance, he aims to exhibit his personal branding as a student who possesses a deep passion for the realm of photography and videography.

The Laws of Distinctiveness

The main objective of personal branding is to differentiate individuals from one another. Hence, in order to establish a strong personal brand, it is essential to cultivate a distinct identity that enhances the brand owner's visibility among the general public. The principle of individuality posits that a personal brand will yield optimal results when it is conveyed in a distinct manner from that of a competitor. Deviation from the norm is a fundamental principle to adhere to when establishing one's personal brand.

According to conversations with Fahmi Aziz, a 2021 Communication Science student, and Novio Kalista, also a 2021 Communication Science student, both of them utilize TikTok as a platform to represent themselves as students in the institution. Both individuals aim to highlight their distinctions as students compared to their peers in order to establish a unique personal image. Additionally, several TikTok capabilities are utilized, including the ability to upload photographs, movies, apply effects, and include music.

The Laws of Visibility

The principle of visibility asserts that one's personal brand identity must be consistently and persistently employed in order to penetrate the subconscious realm. To establish someone's personal brand, it is crucial for the brand to be constantly and frequently visible. Individuals should seize every chance to enhance their own brand and increase their visibility. According to Montoya and Vandehey (2002), the rule of personal branding that holds the utmost significance is visibility. An individual utilizing the Instagram platform is required to display their visual representation.

According to the interview findings, it is evident that Seruni, a 2021 Communication Sciences student, regularly and deliberately presents herself in short video posts. These posts feature her body motions and are accompanied by famous songs of the present time. Consistently engaging in this activity is ultimately molding his personal brand. In addition, Alpajri, a communication science student from the 2022, also mentioned that he shared a variety of films that he found interesting and continuously provided informative content on TikTok to educate the people. He shares a diverse range of videos that he deems fascinating, informative, and beneficial to others.

The Law of Unity

The law of personal brand unity states that the moral and actual behavior of an individual must align with their innate personal brand. The underlying concept here is the integration of the tangible and digital realms through the unifying force of personality. An instance of this idea is exemplified by a solitary personality. Acts and speeches conducted on Instagram and similar platforms in the virtual realm should mirror those in the physical realm. According to an interview, Riandri Karsa, a student of Communication Sciences in the 2022 Army, revealed that he has developed a personal brand on the social media platform Tiktok, which accurately reflects his real-life persona. The supplied content corresponds to his actual experiences as a Communication Sciences student, without any need for fabrication. In addition, Bella Nur Aini, a student of communications science in the 2022, stated that when using the social media platform TikTok, she does not differentiate between her personal life and transparency. Therefore, her posts on TikTok serve as a means of self-expression. Consequently, a cohesive entity is established that is mutually beneficial and not in conflict with each other. This can ultimately enhance the perception that the public has of the personal branding that is established

The Laws of Persistence

The Law of Persistence dictates that a personal brand must be established within a predetermined timeframe and remain steadfast in its original form without any alterations. Persistence is the ongoing practice of maintaining a steadfast mindset, rooted in the development of one's personal image and reputation. The development of an individual's personal branding is unlikely to occur within a single night. It took a significant amount of time before one had to adhere to the personal branding that was established from the beginning without any hesitation to modify it. In the event of that occurrence, it will revert to the fundamental concept of consistency elucidated at the outset.

According to the interview findings, Eka Kumalasari, a student in the 2023 of Communication Sciences, expressed that she has deliberately cultivated her personal branding with unwavering determination. Despite facing numerous criticisms, he persevered on the chosen course. He believes that TikTok, a social media platform, is the optimal choice for self-expression and shaping one's desired image due to its diverse range of features. In addition, Naurah Delonic, a student majoring in Communication Sciences in the year 2023, also mentioned that he utilizes the social media platform TikTok as a means of self-expression and to obtain both entertainment and information. Her TikTok profile has remained consistent since its inception, as she believes that TikTok's unrestricted creative capabilities and diverse range of features contribute to a more enjoyable user experience.

The Laws of Goodwill

The Law of Goodwill posits that individuals who cultivate personal brands will achieve superior outcomes when they align themselves with positive attributes, values, and ideas that are universally regarded as favorable and valuable. A crucial component of personal branding is having a strong and reputable name. An influential reputation is essential in the media, be it on social media platforms, as it fosters increased trust among individuals. Constructing a reputable name is a challenging endeavor, yet it serves as a safeguard against significant consequences when an individual's trust is compromised, as a good name can be easily tarnished.

According to an interview with Afrina Kaisah, a Communications Science student graduating in 2023, she utilizes the social media platform TikTok to share a diverse range of constructive academic activities. It enhances his acceptability and comprehension as a distinctive characteristic in the public's perception. In this scenario, having a reputable reputation in the media, including social media platforms, is crucial as it enhances people's inclination to place greater trust. Constructing a reputable name requires significant effort, yet it serves as a valuable safeguard when an individual's trust is compromised, as a good name can be easily tarnished.

5. Conclusion

Personal branding should be built upon genuine factors and reinforced through a range of beneficial activities that enhance the development of one's character. An image that is primarily based on net results cannot establish a significant stronghold in the realm of personal branding, as personalized branding is not an immediate engagement. As a Communication Sciences graduate, I have observed that certain students have effectively developed their personal branding. The reliable metric is derived from the utilization of the eight components of Peter Montoya's personal branding framework, which have been implemented in the construction of personal brands via TikTok social media profiles. In addition, by utilizing the TikTok application that has been enhanced with a multitude of distinct functionalities and diverse embellishments for video creation, users can subsequently post their videos to their TikTok media account. Communication Science students can utilize three key aspects offered by TikTok to create videos on the platform: Live TikToks (Streaming), Effects, and Popular. According to the findings of this study, it is evident that Communication Sciences students possess a unique and robust personality when it comes to establishing their personal branding. They are perceived as intellectual, enthusiastic, possessing leadership qualities, actively engaged, and entertaining.

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