



Asa Laily's personal branding strategy as a Toy reviewer content creator through Tiktok @Asakecil Account

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ABSTRACT

Keywords

Personal Branding
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Social media is currently used as a medium to express themselves through creative work and has different characteristics for each person. This study aims to describe the steps taken by Asa Laily in building personal branding through the Tiktok account @asakecil as a toy reviewer content creator. Asa uses TikTok as a medium to provide information about the items she reviews to her followers through her videos. The research method used is descriptive qualitative. The data sources in this study are interviews and documentation from Asa Laily's TikTok uploads. The results of this study show that Asa Laily uses eight main concepts of Peter Montoya. Specialization is Asa as a toy reviewer content creator. Leadership is demonstrated by the recognition that Asa is competent in her field, which is evident in the number of followers. Asa's fun and friendly personality towards young children shows her who she is, like her everyday personality. The difference between Asa and other content creator reviewers can be seen in the content style displayed. The appearance can be seen in Asa's liveliness in uploading videos daily and replying to comments as a form of interaction with her followers. The unity between life on social media and real life is that besides reviewing toys, she is also a toy collector. The constancy of personal branding that has been built has lasted for three years and is continuing. Asa maintains a good name by providing entertaining and positive toy review content to give a good impression.

1. Introduction

The presence of the internet that facilitates the communication process is one form of communication technology development that is very large and influential. The convenience of the internet has made it easier for people to communicate. Social media is very close and attached to both if it is associated with the internet and communication. Social media is one of the platforms the community uses in communicating, searching for information, and sharing information with an extensive scope. The features provided by social media allow users to interact using writing and images, videos, and audio.

TikTok is one of the social media platforms that allows users to upload videos with a wide selection of songs as background sound or back sound. There is also a comment feature as a place to interact with fellow users. In addition, TikTok users can not only watch existing videos but also create their own videos because the features provided are effortless to understand and use. We can find various kinds of review content on Tiktok, one of which has high appeal is review content.

Review content is an exciting and in-demand spectacle because some people like to see a review of an item before deciding to buy the item. By watching the review content created by these content creators, the audience will know the contents, functions, and advantages and disadvantages of the items being reviewed. There are many content creators who upload review content on TikTok, one of which is an account with the username @asakecil. This account is a personal account that uploads various kinds of video content, but in general, the video is about toy reviews.

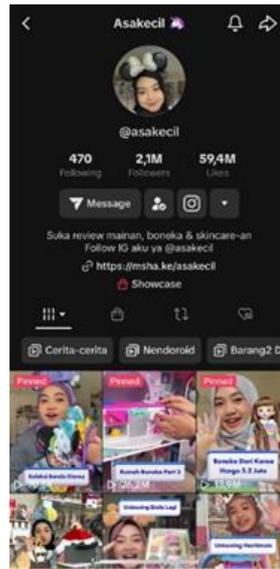


Fig 1. Tiktok Asa Kecil Profile (@asakecil)

Source: Tiktok (in <https://www.tiktok.com/@asakecil>) accessed on October 2, 2023.

The owner of the Asa Kecil account is a female content creator from Yogyakarta whose full name is Asa Laily. Content creators in English are called content creators. Content (content) is all information contained in internet media or online media, while creator (creator) is a person who creates. So, content creators are people who work and convey all kinds of information through Internet media in a creative way (Edib, 2021). In the account, she uploads videos about toys. Occasionally, there are videos that do not discuss toys, but usually, these videos are advertising or endorsement content videos. However, there are more exciting things that can be found in the videos made by the @asakecil account, namely the language and the way of interaction he uses in each video. With the style and personal branding built by Asa Kecil in each of his videos, he has managed to have a following of around 2.1 million people to date.

Personal branding is a process of displaying skills or abilities and unique characteristics that a person has, which will then produce an identity that distinguishes it from other people. With the existence of social media, the process of building personal branding is more straightforward to do with various creative ways to form a characteristic and provide opportunities to achieve popularity more easily. By building personal branding, a person will get recognition from the wider community and can compete with other content creators (Amalia & Satvikadewi, 2020).

The first previous research, entitled Formation of Personal Branding @jharnabhagwani as a Beauty Influencer Through TikTok, was conducted by Fakhri, Purnawan, and Pradipta. This research draws the conclusion that Jharna is a beauty influencer who displays implied meaning in most of her makeup tutorial videos. From the 193 videos uploaded by Jharna during 2020, the author took 8 videos with the highest number of likes and 1 video with the highlight of viral facts as an assessment in the formation of Jharna's personal branding, which resulted in Jharna taking many personal branding laws in the specialization and good name section. Of the eight selected videos with the most likes and 1 video with viral fact highlights, there is a theme that is often made by Jharna, namely the horror / scary theme (Fakhri et al., 2021).

The second previous research, entitled Javanese Culture in Strengthening Bayu Eko Moektito's Personal Branding Vlog, was conducted by Yusuf, K (2019). This study found that Bayu's motivation to raise and change harmful stereotypes about Javanese people gives him a unique look in each of his works. Then, the personal branding process carried out by Eko Bayu Moektito is inseparable from the consideration of distinctiveness, relevance, and consistency that he does towards the selection of Javanese culture in all the vlogs he displays (Yusuf, 2019).

Based on the previous research above, the results found are how the personal branding process is carried out by content creators. This research is almost the same as previous research, which discusses

how the personal branding process is carried out by a content creator through TikTok social media. The uniqueness that distinguishes this research from previous research is the selection of Asa Kecil (@asakecil) as research material because Asa Kecil builds her personal branding as a content creator with her own characteristics.

The formulation of the problem in this study is "How does Asa Laily carry out the personal branding strategy through the Tiktok @asakecil account?". This study aims to describe the steps taken by Asa Laily as a toy reviewer content creator in building personal branding through the Tiktok @asakecil account.

2. Method

This research uses descriptive qualitative research methods, which is a study to explore and understand the meaning of individuals or groups ascribed to social or human problems. In this study, the case studied is Asa Laily's Tiktok @asakecil account, which is used to carry out Personal Branding activities in shaping self-image. Researchers explain the reason for using this method because they want to explain how to build personal branding on the Tiktok @asakecil account. The data sources in this study are interviews and documentation from Asa Laily's TikTok uploads. The data analysis technique used in this qualitative research is to reduce data, present data, and draw conclusions.

3. Result and Discussion

3.1. Asa Laily's Personal Branding Strategy

The formation of personal branding can be done optimally if the content creator fulfills several main elements. The formation of personal branding, according to (Montoya & Vandehey, 2008), includes eight concepts. The following are the characteristics that Asa Laily displays based on the 8 main concepts of personal branding formation :

Table 1. Concept Description

| Concept | Description |
|----------------------------|---|
| The Law of Specialization | Asa Laily is a toy reviewer who provides information to audiences about toys packaged in exciting videos. |
| The Law of Leadership | Asa Laily is recognized by her followers as the most competent and credible reviewer in her field, as evidenced by her 2.1 million followers. |
| The Law of Personality | The video uploaded by Asa shows that she is a fun and friendly person with young children. |
| The Law of Distinctiveness | The uniqueness of Asa Laily is the style of providing information, the items reviewed, the choice of clothing that supports the uniqueness, and the consistent video concept. |
| The Law of Visibility | Asa Laily uploads videos every day and actively responds to comments and several times makes videos based on follower requests. |
| The Law of Unity | Occasionally, she uploads other activities that show the similarities between what is shown on social media and what is done in everyday life. One of them is the content of outdoor activities using colorful clothes like children. |

| | |
|------------------------|--|
| The Law of Persistence | Asa Laily started uploading content on TikTok in 2020, and until now, she is still actively creating content with the same style and personal branding. However, sometimes, she needs to catch up on trends that occur on TikTok because they are not relevant to the personal branding that is built, such as the trend of dancing. |
| The Law of Goodwill | The videos uploaded are in accordance with applicable norms and culture, entertaining and educating followers so that they have a positive impact on both followers and themselves. |

Source : Interview with Asa Laily in 2023

3.2. TikTok as Personal Branding Media

TikTok is an application that presents video content from both domestic and foreign countries in a simple, easily accessible form, and there is no need to search when you want to see the content because, in the TikTok application, there is the term FYP (for you page) (Karami et al., 2021). Asa Laily utilizes TikTok as a social media to upload video content that displays the personal branding she has built. On TikTok social media, there are many content creators who create content with similar themes. However, Asa Laily displays her characteristics as a toy reviewer content creator who has her own characteristics. TikTok is a video-based social media, which means that the main focus of its users is on audiovisuals.



Figure 2. Tiktok Asa Kecil (@asakecil)

Source: Tiktok (in <https://www.tiktok.com/@asakecil>) accessed on October 11, 2023.

The visuals displayed by Asa Laily in the uploaded content show her specialization as a childlike reviewer. The hallmark of a good personal brand, according to Montoya, is accuracy in a particular specialization, expertise, or achievement (Soraya, 2017). The concept of leadership, according to Montoya, requires that personal brands be recognized as the most credible in their field, with the aim that personal brands can be accepted as leaders by audiences in their field (Amalia & Satvikadewi, 2020). When viewed from the number of followers reaching 2.1 million and the number of views and likes on Asa Laily's uploads, it can be concluded that videos that discuss toys are the most popular content for the audience.

According to Montoya in (Octavianus & Oktavianti, 2022) personal branding must be based on a personality that is as it is with all its imperfections. In addition, in the concept of personal branding, according to Montoya, there is unity, which means that the formation of personal branding is in line with personal life in the real world (Ardiansyah & Sinduwiatmo, 2023). Montoya also argues that effective personal branding must have a difference. In other words, strong personal branding is exclusive and not found in other individuals (Chantika, 2022). The application of Asa Laily's personal branding as a childish toy reviewer can be seen in the clothes and accessories used when creating toy review content and during daily activities. Childlike in Asa Laily's personal branding concept has the meaning of a person who is fun, friendly to small children, and entertaining.

The formation of personal branding, according to Montoya, also includes the concept of appearance. Personal brand must be seen consistently and continuously until one's personal brand is recognized (Lady, 2023). A personal brand cannot be formed instantly; it takes time to grow, so it is essential to always pay attention to any trends that occur as a form of the concept of constancy, according to Montoya (Fitriani et al., 2021). Since 2020 until now, Asa Laily has uploaded content on TikTok every day with personal branding that has been built. Asa Laily also actively replies to audience comments in the comments column and creates video content based on requests written in the comments column.

According to Montoya, a personal brand will produce excellent and lasting results if the person behind it is viewed in a positive way. On social media, a person's personal branding can influence their audience, so a content creator must deliver messages carefully (Chania, 2023). Asa Laily, in the content created, is able to convey information about toys to her audience with language that is easily understood by both adults and children. The language used by Asa Laily is Indonesian, and the choice of words is friendly to young children because most of her followers are young children.

4. Conclusion

Based on the data obtained by the research team, it is concluded that Asa Laily applies eight concepts of personal branding development that she does by using TikTok as a medium. Asa Laily's specialization as a toy reviewer content creator who consistently uploads content every day with her personal branding makes her have 2.1 million followers. By applying eight personal branding concepts, Asa Laily emphasizes the concept of specialization and difference shown through her content that she is a toy reviewer content creator who has a fun personality because she uses colorful clothes like a child when reviewing toys so that it attracts the attention of TikTok users. Even so, over time, more and more new trends have emerged, and more and more content creators are uploading review content similar to Asa Laily. Asa Laily has been consistent in uploading content on TikTok, but not all content created follows the trend, so Asa Laily must maintain her personal branding and create content that is not monotonous but must also keep up with current trends.

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