



Games Streaming Culture: Building Personal Branding through Streaming Content

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ABSTRACT

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Streaming is broadcasting video and audio content that is carried out in real-time through certain social media platforms. Live streaming is one feature often used by people on social media, one of which is Tiktok. People who stream are called streamers. Many streamers end up using the live streaming platform as a place to become famous and create content; from there, they also start to build personal branding. This study chose the object of a Tiktok streamer named Ringgo Setiawan with the Tiktok account Limmboy. The reason for selecting Limmboy is because the video uploaded by Limmboy offers an interesting war strategy to watch. In addition, the selection of pieces from the raw video uploaded by Limmboy to be used as content is a moment that other PUBG players rarely obtain. Limmboy can often choose the right and interesting moments that make his content look different. This research uses a qualitative approach by collecting data through interviews and observations. Some findings of personal branding through streaming content are as follows: First, good skills in playing PUBG through streaming on Tiktok can make players popular. Second, streaming activities must be carried out frequently to entertain and be remembered by the audience. Third, streamers must also always interact with or provide feedback to the audience so that they always get attention.

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1. Introduction

Social media has become a new necessity in interacting in this information age. Apart from being used to exchange information and communicate, social media is also used to channel creativity as a medium for doing business and forming branding. Nowadays, branding is not only for companies but also for individuals. This term is called personal branding. Personal branding is one of the positive impacts of the rapid use of social media (Moudy & Winduwati, 2023). A personal brand is an individual's identity that can create an emotional response from others to the qualities and values that the individual has. Another opinion states that personal brand is someone's perception, opinion, or impression of us. A successful personal brand will accurately describe the overall potential, qualities, and values that reside in an individual. With a personal brand, an individual will be the first person to be thought of when others are looking for or needing certain potential, qualities, or values that exist within that individual (Imawati et al., 2016). One of the trending social media applications used by Indonesians lately is TikTok. The presence of TikTok social media is used for individual activities to compete in terms of introducing audiences to it as personal branding. TikTok is one of the most popular and popular apps in the world. TikTok allows users to create videos accompanied by music, filters, and other creative features. According to a report from Sensor Tower, the app was downloaded 700 million times in 2019, enabling TikTok to outperform some of the apps under Facebook Inc (Adawiyah, 2020). TikTok is an audiovisual format that allows account users to simply post short

videos with the edit feature tools provided by the app. This short video content is great because it can interact with each other easily, interspersed with content posted by friends, so there is a form of communication and interaction in it (Ardiansyah & Sinduwiatmo, 2023). Content creators, or influencers, are content creators who have a large following on social media. They build engagement or connect with their followers by sharing content that inspires, entertains, or provides information that can unite them with their followers (Gogali & Tsabit, 2021). Building personal branding is not only done with abstracts; Some elements support the creation of personal branding in a person. The strength of personal branding itself can also be seen from several interrelated factors. In the process of building personal branding, of course, the main elements are needed that must be integrated (Montoya & Vandehey, 2009).

In this study, the authors will examine a PUBG Mobile gamer who is also a TikTok content creator with the @limmpboy account. PUBG MOBILE is a battle royale game that can be played on a Smartphone, making it easier for gamers who do not have a PC to play the MOBILE version of PUBG. PUBG MOBILE was released on 19 March 2018 (Fatimah Kartini Bohang, 2018). Limmpboy is a man born in Cilacap on 20 June 2002. The real name of the content creator with this TikTok @limmpboy account is Ringgo Setiawan. A year after PUBG Mobile was released in Indonesia in 2018, Ringgo Setiawan started playing PUBG Mobile precisely in 2019; after approximately one year of playing the PUBG Mobile game, finally, in 2020, he started creating content on TikTok. After around four years of creating TikTok PUBG Mobile content, Ringgo Setiawan has over 100k followers. The reason the author chose @limmpboy is because, according to the author, the video uploaded by @limmpboy has a war strategy that is interesting to see. Besides that, the selection of pieces from the raw video uploaded by @limmpboy to make the content is a moment that other PUBG players rarely obtain. However, @limmpboy can often choose the right and interesting moments that he gets, ultimately making his content look different. Regarding movement and timing, @limmpboy, when playing in the game, is often very specific in attracting many viewers. Because of that accuracy, many people are interested in watching and can learn from there.

2. Method

This research applies a descriptive qualitative approach (Denzin & Lincoln, 2009). The main focus of the research is on in-depth data collection. Researchers seek to understand and describe how Tiktok's social media management, especially the @limmpboy account, is used to create interesting PUBG Mobile content to increase the number of viewers and create personal branding. The object of this research is the personal branding carried out by Limmpboy on the Tiktok Platform. This research was conducted through an interview process (Herdiansyah, 2013). Due to distance issues, the interviews were conducted through the Discord platform. This research was analyzed using three techniques: data reduction, data presentation, and conclusion drawing (Montoya, 2006). Documentation is an additional data source in qualitative research. The documentation collected can come from informants, events, books, journals, articles, websites, and activities. The data validity test used in this research is triangulation. Triangulation is a way to eliminate these doubts, although many still do not know the real meaning and purpose of triangulation in research due to a lack of understanding. The nature of triangulation is a multi-method approach taken by a researcher when the researcher collects and analyses data. The basic idea is that the phenomenon is to be. It has been researched and can be interpreted and understood properly to obtain a higher level of truth if viewed through various perspectives (Sriwijaya, 2020).

3. Result and Discussion

Ringgo Setiawan known as Limmpboy, was born in Cilacap on 20 June, 2002. Limmpboy is a PUBG Mobile content creator on TikTok social media. Social media is a phrase that combines two familiar words, namely media and social. Social is a term often used with humans as social creatures, which relies on a person's ability to interact with and influence others to survive (Big Evo, 2023). One such social media app is TikTok, a Chinese social network and music video platform launched in early September 2016. The app gives users access to create their short music videos (Muthohar & Hartono, 2023). Limmpboy started playing PUBG Mobile in mid-2020, which started as an urge to fill their spare time; before becoming a content creator, Limmpboy had often participated in tournaments but

had never created content. Then, in early 2022, he started creating content on TikTok, starting from an intention and requesting by his friends to create content. However, it turned out that the fad continued until now because he felt happy and addicted to creating content. The majority of TikTok users in Indonesia are millennials, school-age children commonly known as Generation Z (Aji & Setiyadi, 2020). According to Limmboy, personal branding is how he shows his value to his followers. Limmboy wants to build his branding more or less the same as other content creators; what Limmboy wants to show is how to be good gamers so that his followers see his skills. He wants to be known as a simple and sober Limmboy. He wants to be known like that because he does not want to present a different identity and does not want to change how he originally is, Limmboy admits that while creating content, he will certainly face challenges; according to him, the challenge is how he thinks of ideas for his content to make it interesting to see. During his time as a content creator, he also received criticism from his viewers, but he responded to the criticism by not taking it too personally; on the other hand, he actually made the criticism a motivation to stay enthusiastic and as a reason to improve himself. In addition to the criticism, he also said that her friends and parents motivate her to create content. When asked about his long-term target, Limmboy said he did not have a specific one. The most important thing is that he wants to continue to create content and entertain his followers. Moreover, he feels he has a sense of responsibility towards his followers, who sometimes ask him when he will upload content and when he will do a live stream, so from there, he finally learned to be consistent in creating content. He admits that he is different when on social media and in the real world. In his content, he is an extrovert, but actually, he is a quiet or introvert. Limmboy once thought of changing his branding because he wanted to try playing other games, too, but he has not done it until now.

As a content creator, Limmboy realises that everyone needs a strategy to increase the number of viewers and to create good personal branding, he thinks that there are several things he can do to increase the number of viewers, namely: **Maintain a good relationship with followers**, According to Limmboy, maintaining a good relationship with followers is one of the strategies that can impact the number of viewers. He thinks appreciating followers means replying to their messages, saying thanks when given a gift by followers or viewers, saying hello back, trying to interact during live streaming, and giving followers feedback to feel considered and appreciated. **Be consistent and be different**, In addition to maintaining good relationships, Limmboy also feels that being consistent in creating content and having different ideas can be one of the strategies. Limmboy himself feels that the difference between him and other content creators is the idea that people make common content and greetings while he tries to make different content; he also tries to always be consistent with one content and one idea on his TikTok account. Then, the way everyone plays is also different; moreover, in this PUBG Mobile game, there are also respective roles such as rusher, second rusher, support, in-game leader, scout, and sniper. Limmboy wants to be known for mastering all existing roles, not just expertise. Limmboy also wants to be known as a content creator with fast-peek headshot skills. Fastpeek headshot is a skill where a PUBG Mobile player can knock out enemies quickly through headshots. **Behave when live streaming**, The third strategy is to maintain an attitude while live streaming, during the live, trying to be a fun and extroverted person, reducing toxic talk and bad talk during live streaming, besides controlling emotions so as not to be easily provoked by comments containing criticism and hate during live streaming, but he will also always try to provide feedback to his followers and maintain interaction during the live as he said in his interview. From all the explanations above, it can be concluded that there are three strategies to build good personal branding according to Limmboy, namely maintaining a good relationship with all the followers he has, then becoming a consistent content creator that is different from other content creators, and the last is always maintaining an attitude while live streaming in order to create a positive image.

4. Conclusion

The following is the conclusion of @Limmboy's branding through streaming games. There are three strategies that @Limmboy thinks do to build good personal branding, —first, maintaining a good relationship with his followers, namely by appreciating followers in the form of giving thanks when given a gift, greeting followers back when live, trying to interact during live streaming and giving feedback to followers. To show himself as a gamer, @Limmboy must show his skills to his followers. On the other hand, he also wants to be shown in another persona, a simple and real person.

Second, being consistent and different, consistent in the sense of always uploading content, living regularly, being active on social media, and then being different so that he can be recognized for his characteristics. Third, he maintains his attitude during live streaming; he will try to be a pleasant and extroverted person, reduce toxic words and unethical words during live streaming, and control emotions so as not to be easily provoked by comments containing criticism and hate comments.

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