

ABSTRAK

Media sosial menjadi kebutuhan bagi individu di era komunikasi interaktif, hal ini disebabkan oleh perkembangan zaman dan kemajuan teknologi. Sehingga secara sadar dan tidak sadar individu akan membentuk personal branding. Personal branding diartikan sebagai tindakan mendeskripsikan dan menggambarkan diri kepada khalayak. Penelitian ini mencoba untuk menganalisis personal branding Gadis Rafidha Deviyani, dalam mengawali karirnya sebagai TikToker, berdasarkan teori 8 konsep pembentukan personal branding milik Peter Montoya. Penelitian dilakukan dengan menggunakan metode kualitatif. Data penelitian diambil dari unggahan TikTok Gadis Rafidha Deviyani pada akunnya @gadisrafidha, dengan teknik observasi nonpartisipan. Temuan data kemudian dianalisis menggunakan teknik kategorisasi. Hasil analisis dari penelitian ini menunjukkan bahwa dalam personal branding Gadis Rafidha Deviyani di TikTok, Gadis menerapkan 8 konsep pembentukan personal branding, meliputi spesialisasi, kepemimpinan, kepribadian, perbedaan, kenampakan, kesatuan, keteguhan dan nama baik.

Kata Kunci: Personal branding, TikTok, Gadis Rafidha Deviyani

ABSTRACT

Social media has become a necessity for individuals in the interactive communication era, due to the development of this era and technological advancements. Because of this, consciously and subconsciously, individuals will form personal branding. Personal branding can be defined as the act of describing and presenting the self to the public. This research aims to analyze the personal branding of Gadis Rafidha Deviyani in starting her career as a TikToker, based on the eight laws of personal branding theory by Peter Montoya. This research is done using a qualitative method. The research data is taken from the TikTok posts of Gadis Rafidha Deviyani on her account @gadisrafidha, with a non-participant observation technique. The data is then analyzed using a categorization technique. The analysis results of this research show that in Gadis Rafidha Deviyani's personal branding on TikTok, she implemented the eight laws of personal branding including 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.

Keywords: Personal branding, TikTok, Gadis Rafidha Deviyani