

Personal Branding Analysis of @tasyafarasya as a Beauty Influencer on TikTok

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Abstract. In the digital age, personal branding is becoming a crucial strategy for individuals who want to highlight their skills and interests on social media. This study aims to analyze the personal branding strategy implemented by Tasya Farasya, a beauty influencer, on the TikTok platform. Using the eight principles of personal branding proposed by Montoya (2002), this study sought to understand how Tasya built and maintained her identity as an influencer in the beauty industry. This study used a qualitative descriptive method, with primary data obtained through observation of the TikTok account @tasyafarasya, in-depth interviews with three of her active followers, and direct interviews with Tasya Farasya to get an in-depth perspective on the personal branding strategy she implemented. The analysis was conducted to evaluate the extent to which the principles of personal branding are applied by Tasya in her activities on social media. The results showed that the principle of specialization, which emphasizes the importance of focusing on one particular area, is dominant in Tasya's personal branding strategy. She consistently presents content focused on beauty and makeup product reviews, which distinguishes her as an authoritative figure in the industry. In addition, Tasya has also successfully implemented other principles such as content consistency, active interaction with followers, and honesty and transparency in product reviews, all of which contribute to increased audience visibility and engagement. The research provides practical insights into how personal branding can be built and strengthened on social media platforms, particularly TikTok, as well as the effectiveness of the strategies used in building relationships and trust with audiences.

Keywords: Personal Branding, Prinsip Spesialisasi, TikTok, Beauty Influencer

INTRODUCTION

The development of information and communication technology is a necessity for modern society today, considered as the key to overcoming the various challenges faced. The contribution of information and communication technologies to the development of civilization and human well-being is undeniable. In this modern era, the important role of information and Communication Technology in everyday life is striking. Information technology not only supports our activities in a more efficient, faster, and economical way, but also answers the need for adaptation to globalization changes that are increasingly pervasive throughout the world. This progress not only brought technical impacts, but also influenced transformations in various aspects of the life of society as a whole.

People utilize various communication media available to find the latest information, including the increasing intensity of Internet use. In addition, technological developments have given rise to new media that provide different experiences for their users. For example, social media on the internet provides an opportunity for individuals to show themselves, interact, hold, share, and communicate with other users, forming social connections digitally. According to Denis McQuail, new media not only refers to electronic technology, but also brings a unique experience to each individual user. According to him, "this includes transmission systems via satellite or cable, miniaturization, data storage, information retrieval, presentation of images with text and graphics, as well as the ability to control devices through various available systems" (Fitriyanti, 2017).

Significant changes in the behavior of modern society that reflect the trend of increased use of social media are indeed very noticeable. Data from January 2021 shows that the number of social

media users globally rose by 13.2%, reaching 4.2 billion, compared to the same period in the previous year, there was a significant increase in internet use in Indonesia, as highlighted by Bayu (2021). The number of internet users reached 202.6 million people that year, marking an increase of 27 million people or 16% compared to the previous year. This reflects an internet penetration that has increased to 73.7%, as revealed by (Dinata and Aulia, 2022). This shows that Indonesian people are also increasingly connected to the internet, with social media being one of the main platforms used. This increased use of social media has a significant impact on various aspects of life, including in terms of communication, social interaction, and the formation of public opinion. Social media platforms allow individuals to connect with others around the world, share information, and keep up to date.

However, it is also worth remembering that increased use of social media also brings new challenges, such as the spread of false or inaccurate information, social media addiction, and privacy concerns. In this context, individuals and communities need to use social media responsibly, paying attention to security and privacy aspects, and improving the ability to assess the information received. In line with the increasing use of social media, efforts are needed to improve digital literacy so that people can use this platform constructively and usefully. The growing use of social media and the internet also has significant implications for the business world. Now, attention to the interests of consumers and success in meeting their needs and satisfaction of Service are key factors in the success of a business (Felix et al., 2023). With increasing public access to information through social media and the internet, companies must increasingly pay attention to responsiveness, product or service quality, and interaction with consumers in order to maintain and increase their market share.

TikTok was first introduced in China as Douyin by Zhang Yi Ming in September 2016. Along with the implementation of social distancing policies in various countries due to the Covid-19 pandemic in 2020, TikTok began to gain significant popularity (Tinuiti, 2020). As of September 2020, TikTok was available in 154 countries and attracted 850 million monthly active users, with an average usage time of 52 minutes per day (Wallaroo, 2020). In fact, users under the age of 15 can spend up to 80 minutes daily using the app.

TikTok, as one of the leading social media platforms, has experienced rapid growth and gained global fame. The application provides an opportunity for users to create, edit, and share short video clips that are 15-30 seconds long. The features provided include the use of music, live broadcast capabilities, the addition of stickers, the utilization of video effects, sound processing, beauty options, and automatic insertion of text. (Felix et al., 2023) adds excitement and creativity to content creation.

In the TikTok application has a distinctive feature, namely the algorithm on its main page called FYP, you can say also For Your Page Weimann and Masri (2020). Through this platform, any video uploaded by a user can be presented to other users, whether or not they follow that user. The presentation of videos is carried out based on the preferences and interests of users, which are determined by the most frequently liked and watched videos. This opinion is supported by Susilowati (2018), users who often have their videos featured in FYP have the potential to become popular on TikTok and get a lot of followers. As with selebgram, an account that has a large number of followers will be known by many users and then be considered a TikTok celebrity.

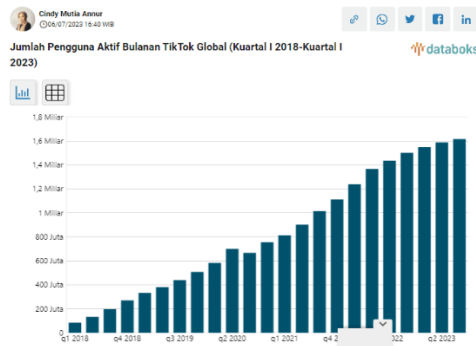


Figure 1. Global Tiktok User Graph
Source: ([Muhammad Nabilah,2024](#))

TikTok's active monthly user rate reached 1.67 billion through the first quarter of 2023, according to Business of Apps. This shows an increase of 4.37% from the previous quarter, where in the IV quarter-2022 recorded 1.6 billion users. Business of Apps estimates that TikTok will reach 1.8 billion users by the end of 2023, indicating strong growth. On an annual basis, TikTok's global active user growth reached 20.14% compared to the same period a year earlier, with 1.39 billion users in the first quarter of 2022. In the past five years, the number of TikTok users has increased by more than 1,872.94%, mainly influenced by increased usage during the Covid-19 pandemic when social restrictions significantly boosted digital activity in many countries. TikTok has gained immense popularity around the world. Sensor Tower, an institute that studies the global app economy, ranked TikTok as the most downloaded and most revenue-generating app, with more than 1 billion downloads on the App Store and Google Play in 2019. Based on data from the institution, which comes from the United States, Indonesia stands out as one of the countries with the highest popularity for TikTok (Putri et al., 2023). This increase in popularity of TikTok shows its wide appeal and influence in various circles and geographical areas.

On TikTok social media, there are creators known as influencers, who have a huge influence in influencing trends and other user behavior. According to Sugiharto & Ramadhana (2018), an influencer is an individual who has the capacity to influence others. They don't always have to be famous personalities; anyone can become an influencer if they have uniqueness, skills, or content capable of inspiring their followers. Influencers usually have a large number of followers and actively interact with their audience through various platforms such as Instagram, YouTube, TikTok and others. They often work with brands to promote products or services, and because of their influence in influencing consumer purchases and preferences, collaboration with influencers has become a popular marketing strategy in this digital age. Companies use influencers with the goal of raising awareness, educating target consumers, increasing the number of followers, and of course, to increase sales.

Although personal branding is commonly discussed by industry professionals, there is a need to examine how different groups of employees experience personal branding. It involves an analysis of how individuals work on social media by building Branding their own Branding identity, as well as how their personal branding is leveraged to market themselves in order to get and keep jobs. The concepts of "audience of the future" and "labor market" can serve as a foundation for understanding diverse professions and personal branding experiences.

Personal branding is an individual's effort to promote themselves, as well as a brand or personal identity. While management methods of self-improvement in the past were concerned with self-change, the concept of personal branding suggests that success comes from the way individuals build their personal selves. (*J. Prod. Brand Manag.*, vol. 29, no. 6.)

According to Sutoyo (2020), Personal Branding plays an important role in shaping how a person is seen by others. Candraningrum (2018) states that with the development of various social media platforms, it is now increasingly important to use this media as a self-promotion tool. Social Media provides an opportunity for individuals to reach *a wider audience* and build relationships with them. According To Montoya (2002). According to Sutoyo (2020) and Candraningrum (2018), there are eight main concepts that guide a person's personal branding. These concepts become the foundation for individuals to build and manage their own personal brand effectively. Personal branding is very important in influencing people's perception of themselves. With the rise of social media, this platform has become key in self-promotion. Through social media, individuals have the opportunity to reach *a wider audience* and build strong relationships. According to Montoya (2002), there are eight key concepts in personal branding, which form the foundation for building and managing personal branding effectively. This underscores the importance of focusing on strength, leadership, personality, uniqueness, visibility, alignment, consistency, and goodwill in building a strong personal identity. The eight things are:

- 1) Prinsip Spesialisasi (The Law of Specialization):
Focusing on one specific skill or area is at the core of strong personal branding. By highlighting specific strengths or achievements, a person can become a recognized expert in the field, making a personal brand more memorable and valued.
- 2) Prinsip Kepemimpinan (The Law of Leadership):
Leadership in personal branding does not necessarily mean leading in all aspects, but rather the ability to influence others in certain areas of specialization. People tend to follow someone who shows expertise and authority in a particular area.
- 3) Prinsip Kepribadian (The Law of Personality):
An authentic personality is the foundation of effective personal branding. Personal branding should reflect who you really are, including advantages and disadvantages, so that it gives an honest and relatable impression to the audience.
- 4) Prinsip Perbedaan (The Law of Distinctiveness):
To strengthen personal branding, it is important to display something unique or different compared to others in the same field. This uniqueness makes the personal brand more prominent and easier to recognize.
- 5) Prinsip Kenampakan (The Law of Visibility):
Success in personal branding depends on how often and how well a person displays his personal behavior and values in front of the public. The more often it is seen, the stronger the brand.
- 6) Prinsip Kesatuan (The Law of Unity):
Consistency between different aspects of a person's life—such as work, personal values, and social interactions—forms a strong foundation for personal branding. An imbalance in these aspects can ruin an already built image.
- 7) Prinsip Keteguhan (The Law of Persistence):

Personal branding requires constancy and consistency in the long run. A person should constantly strengthen his brand and not be tempted to change direction frequently, because consistency will build trust and recognition.

8) Prinsip Maksud Baik (The Law of Goodwill):

Positive Personal branding is built through actions that have a good impact and benefit others. Kindness and goodwill in interactions will result in positive reciprocity that strengthens the personal brand.

This study will focus on the analysis of the TikTok account owned by @tasyafarasya to investigate analysis the personal branding analysis applied by Tasya Farasya, a leading beauty influencer on the TikTok social media platform. The focus of the study will be focused on discussing the importance of Personal branding, as an alternative that is expected to provide benefits for users in forming personal branding on the instagram platform is one way to use social media and increase popularity without neglecting educational values. This concept is also reinforced in the work "Sharing-mu, Personal Branding-mu, showing self-Image and character on social Media" by (Tamimy, 2017). Muhamad Fadhool Tamimy stated that a person's character can be reflected through their social media accounts.

Tasya Farasya differentiates herself from other beauty influencers through authenticity, active interaction with followers, and consistency in quality content. He is known for honest and balanced product reviews, often covering the advantages as well as disadvantages of the product, which builds strong trust with his audience. In addition, Tasya creatively integrates new elements in makeup tutorials and actively interacts with her followers, creating a more personalized relationship. Her success in maintaining consistent messages and values and educating audiences provides valuable insight into effective strategies in personal branding in the beauty industry.

Social Media has the ability to reveal the characteristics possessed by the owner of the account. Because of this, social media is often used as a means of self-expression or personal branding. This confirms the importance of displaying personal branding or a positive impression to create good branding. Therefore, branding that is appropriate and tailored to social media platforms needs to be implemented to achieve the desired impression from the general public. Maintaining personal branding effectively provides a greater opportunity to achieve the desired popularity. Personal branding is a process in which individuals form a view of society about various aspects of their own, such as character, skills, and principles, with the intention of creating a positive perception that can serve as

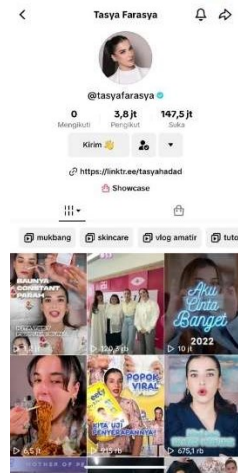


Figure 2

Source: Tiktok @tasyafarasya

Tasya Farasya (real name: Lulu Farassiya Teisa) is an Indonesian beauty influencer whose career on social media, especially on TikTok, is beyond doubt. Tasya Farasya is well known by TikTok users because she often reviews makeup products on the platform. Her honest and detailed reviews have made her one of the leading beauty influencers on TikTok, cementing her personal branding as a trusted source in the beauty industry. Having *three million eight hundred thousand* followers, *following zero* and the @tasyafarasya account with a blue tick on TikTok indicates that the account has been verified by TikTok, ensuring that it is an official account belonging to Tasya Farasya. Many moments where when Tasya states that a product has been approved by her with the words "This is already *approved*. Tasya Farasya *approved!*", the product sold well in a short time. This phenomenon attracted the attention of many cosmetic brands, which then used the label "approved by Tasya Farasya" in their advertising and product catalogs. This was the beginning of the use of the label. Personal branding is the process by which a person uses himself or her career as a brand, in an organized way introducing themselves to others and raising public awareness (Johnson, 2017).

In the beauty industry, the presence of various beauty influencers that continue to grow has encouraged the emergence of many new brands. Consumers' desire to follow beauty trends often leads them to choose products based on recommendations and from influencers they follow. Personal branding a beauty influencer's strong personal branding can influence consumers' judgment and purchasing decisions, as they often trust influencers' recommendations that they perceive as part of the brand identity (Purboyo et al., 2021). Although the concept of personal branding has been around since the previous era, but in this digital age, the stages of personal branding are becoming more common, especially through internet platforms. According to the We Are Social report, the number of internet users worldwide has reached 4.021 billion people. Personal branding implemented to promote value, experience, and functionality online (Hsin, et.al, 2018). It is said by Maltz (2015) in his book that personal self-branding can be formed by a person's belief in himself about how he really is. In this case, personal branding is considered as the practice of promoting individuals and careers as a brand.

As for some Penelitian previous studi that became the reference of this study, (case et al.,

2022) highlights how Fadil Jaidi managed to capture the unique essence of personal branding across multiple social media platforms. In the study, it was found that the "ignorant" character inherent in Fadil Jaidi is reflected in different ways on platforms such as Instagram, TikTok, and YouTube. The study states that Fadil Jaidi reinforces genuine personal branding by basing it on important principles such as authenticity, integrity, consistency, specialization, authority, distinctiveness, relevance, visibility, persistence, kindness, and performance. These principles serve as an important pillar in ensuring that the personal branding he builds on social media not only uniquely reflects his identity, but also provides significant added value to his followers on each platform.

Previous research conducted by Mandira & Yulia Carey (2023) with the title "Personal Branding influencers on TikTok Social Media" concluded that influencers have traits that match personal ambitions, namely creating TikTok content to provide information to their followers. Other findings were that influencers were consistent in focusing on one particular area, having good experiences, and being professional with clients, including in terms of accepting criticism or evaluation and working to improve. On the other hand, research by (Dinata & Aulia 2022) entitled "analysis of research on personal branding conducted on TikTok creator content @claramonica highlights how age differences affect the formation of personal branding through the use of the TikTok application.. The results showed that the use of TikTok can have a positive impact on increasing self-confidence, skill development, expression of creativity, highlighting distinctive features, as well as the formation personal branding of an attractive and specific public personal branding. This previous study used the theory of personal branding according to McNally and Speak (2012). This theory focuses on how individuals can develop and promote their unique identity, which consists of ideas, values and qualities that distinguish them from others. Personal branding aims to build a consistent and relevant reputation, which will be recognized and appreciated by the audience. highlights the significance of personal branding in the context of social media platforms, especially TikTok, as well as how individual characteristics and experiences influence the process of shaping their personal branding. This confirms that social media platforms are not just a place to share content, but also an important tool in building personal branding and a strong online identity. Based on previous research by Utami & Christin (2023), there is a deeper understanding of the dynamics involved in this process. with the title "Comedian Influencer Personal Branding Strategy on social Media", Aul managed to strengthen his image through an authentic personal branding strategy. He not only highlights his real character, but also his skills, making himself known to the *audience*. This approach allows him to make a strong impression on the audience's mind, the result of a deep understanding of himself and the field he is in. *audience* By highlighting its uniqueness and expertise, Aul is able to build an inherent image and attract attention consistently.

Penelitian terdahulu mengenai personal branding Vina Muliana menunjukkan bahwa analisis personal branding yang efektif dapat diterapkan di TikTok menggunakan teori "The Eight Laws of Personal Branding" oleh Peter Montoya. Vina Muliana positions herself as an education content creator with a focus on career and SOEs through the TikTok account @vmuliana. He highlights content that is relevant to the needs of his followers and the general public interested in the field, and successfully demonstrates his skills in accordance with the principles of personal branding applied. In this study, the focus turned to Tasya Farasya, who is interesting as a beauty influencer due to several advantages that distinguish her. Tasya is known for her consistency and dedication in creating

beauty content, honesty and authenticity in product reviews, and creativity and innovation in experimenting with different types of makeup. In addition, her positive influence on society, the development of her own brand (MOP), and the achievement of awards in the field of beauty add to the attractiveness of her research.

Therefore, this study aims to analyze how Tasya Farasya applies the principles of personal branding on TikTok and how such implementation contributes to the success of her personal branding as a beauty influencer. The results of this study will provide a deeper understanding of effective personal branding in a different context than previous studies.

Penelitian ini akan mengacu pada teori utama personal branding, yaitu "the eight laws of personal branding". With this approach, the study aims to explore how Tasya Farasya applies these principles on TikTok and how it contributes to the success of her personal branding as a beauty influencer.

Although this study and previous studies used the same theory as well as similar social media platforms, the main difference lies in the focus of the subject and the type of content analyzed. This study offers additional knowledge by examining the application of personal branding in the context of beauty influencer, as well as evaluating its impact on the promotion and valuation of beauty products on TikTok. With this approach, the study makes a new contribution by exploring specific factors related to the beauty industry and provides a deeper understanding of personal branding on the tiktok social media platform.

Referring to TikTok's increasing popularity within the beauty industry, it is important to evaluate the personal branding used by beauty influencers like Tasya Farasya in building and strengthening their personal brands on this platform. This study aims to investigate how Tasya Farasya uses TikTok to develop her personal branding as a beauty influencer. The focus of the analysis will be on the content published by Tasya and how user interaction with that content, including the number of views, comments, and reshares, affects her personal branding. An in-depth observation of the @tasyafarasya TikTok account will be carried out to understand more about the personal branding applied.

Based on background phenomena and various references from previous studies, the main focus of this study includes two things. First, How did Tasya Farasya build and utilize her personal branding as a beauty influencer on TikTok? Second, How is Tasya Farasya's personal branding effective on TikTok in increasing visibility and influencing interaction with her followers?

This study will explore how Tasya Farasya's personal branding as a beauty influencer on TikTok plays a role in building relationships with users and influencing the success of beauty product promotions. The goal is to understand more deeply how personal branding can support the success of a beauty influencer on tiktok social media. With a focus on personal branding analysis, this study seeks to provide insight into the application of personal branding principles and their impact on interactions and promotions on TikTok.

METHODS

This study uses a qualitative descriptive approach. According to Strauss and Corbin (in Cresswell, 1998: 24), the qualitative approach aims to understand the phenomena experienced by the subject of research, such as behavior, perception and action, through descriptions presented

scientifically in the form of words. Ibn Hajar (in Salim & Syahrums, 2012) also stated that qualitative research produces narrative descriptions as a form of presentation of research results.

The study used primary data sources derived from primary data, which was collected through direct observation of the @tasyafarasya TikTok account as well as in-depth interviews with followers who actively interact on @tasyafarasya. In-depth interview and observation methods are used to ensure the accuracy of information related to Tasya Farasya's personal branding on TikTok.

Interviewing, as explained by Datubara & Irwansyah (2019), is a data collection technique that involves direct interaction through question and answer sessions, where information is exchanged between interviewers and respondents to gain in-depth insight into a particular topic. In this context, interviews were conducted with followers of @tasyafarasya to understand their perception of personal branding built by Tasya Farasya, observation is also an important component in this study. Nasution (2009) asserted that observation is the foundation of science. Researchers looked at how Tasya Farasya presented content on TikTok, as well as her followers' responses to the content, in order to gain a deeper understanding of the application of personal branding.

In the interview process, the researcher selected three followers who were considered representative and active in interacting with Tasya's content. The selection of this informant took into account limitations on TikTok's messaging feature, where only users who follow each other can communicate via direct messages. The researcher then followed several akun follower accounts @tasyafarasya, from there, there were three people who were willing to be interviewed, this interview was conducted on August 20, 2024 and was used as an informant in this study. Here are the data informants, among others:

1. Yupan Dini, a 24-year-old female employee.
2. Sofie Amalia, a 21-year-old female student.
3. Pingkan Novita, a 22-year-old female student.

Data collection was carried out from March 2022 to March 2024 by observing Tasya farasya's video content, then conducting interviews through Tiktok social media messages that berfokus on how Tasya Farasya develops and utilizes personal branding as a beauty influencer on TikTok.

FINDINGS AND DISCUSSION

Montoya (2002) identified eight key concepts in personal branding: principles of Specialization, aspects

1. Prinsip Spesialisasi (The Law of Specialization)

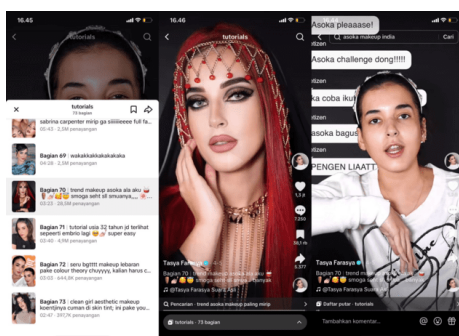


Figure 3. Tasya Farasya Memberikan Tutorial Make Up Trend Asoka
Source: Tiktok @tasyafarasya

On March 5, 2024, Tasya Farasya uploaded a makeup tutorial video on her TikTok account, @tasyafarasya, which quickly attracted huge attention. (The Video reached 28, M views and gained 1.3 million likes. With a duration of 3 minutes 23 seconds) this video is also included in the tiktok tutorials playlist making it easier for followers to search for videos, this video features Tasya's version of Asoka's makeup trend tutorial, which is a trend among makeup artists. This Ashoka trend involves content with Indian-style makeup, inspired by the movie "Ashoka," and aimed at creating a distinctive makeup look with elements of Indian culture.

2.Aspek Kepemimpinan (The Law of Leadership)



Figure 4. Tasya farasya replied to one of her followers ' comments with her video upload
Source: Tiktok @tasyafarasya

This Video was uploaded on September 09 ,2022, the upload reached 2.6 M views, getting 144.9 rb likes. With a duration of 3 minutes 25 seconds.in the video, tasya also said that it turned out that “many like and match” with makeup products, Tasya Farasya showed her ability as a leader or role model in an interesting and believable way. She is consistent in creating quality content, known for honesty and authenticity in product reviews, constantly experimenting with different types of makeup and skincare, has a huge positive influence, and even released her own beauty brand, MoP

(Mother of Pearl), which received a positive response from the public. With this according to me, Tasya Farasya shows that she can be a leader or role model in the field of beauty influencers.

3. Prinsip Kepribadian (The Law of Personality)

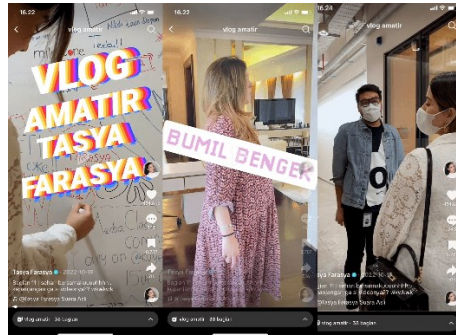


Figure 5. *Tasya Farasya shares her daily life during pregnancy but still productive*
Tiktok source: @tasyafarasya

UnggahanTiktok content upload” TASYA FARASYA amateur VLOG” on October 19, 2022 with 6.2 M views, like 474.6 rb likes

Tasya Farasya's decision to remain active as an influencer while pregnant reflects her high integrity and commitment to her profession. This Act also shows that he adheres to the principles of personality law, in which authenticity and transparency in interaction with the audience are especially upheld. In this context, Tasya Farasya not only maintains her productivity in producing content, but also shows a responsible attitude towards her brand as well as caring for her followers by continuing to interact despite different health conditions. This strengthens a strong relationship between the influencer and his audience, which is at the heart of the principles of personality law.

Here are the results of interviews with several informants related to the principle of personality

4. Perbedaan (The Law of Distinctiveness)

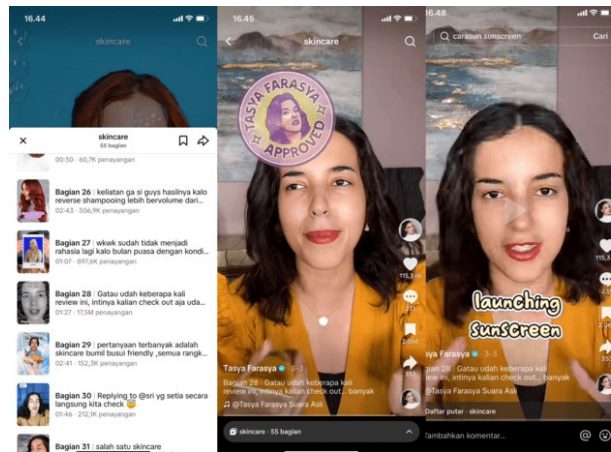


Figure 6. Tasya farasya is reviewing the recently launched sunscreen
Source: Tiktok @tasyafarasya

On the video upload of March 3, 2024, Tasya Farasya reviewing the latest sunscreen with the brand “Carasun.” This Video received great attention, with 17.5 million views and 115.5 thousand likes. In her review, Tasya highlighted the unique texture of this sunscreen which she described as "like a cloud," and stressed that no other product has been able to match the texture. She also challenged herself to apply this sunscreen in just 11 seconds, showing how easy the product is to use. In addition to providing a complete review of the performance and benefits of this sunscreen, Tasya also added that if she agrees with the quality of the product, she will label the product with "Tasya Farasya Approved" in his post. This makes the video a very useful source of information for his followers.

Tasya Farasya reviews about sunscreen" Carasun " attracts attention for its creative way. The 11-second challenge to apply sunscreen and the label" Tasya Farasya Approved "add to the followers' confidence in the product. Clear explanations and natural speaking style make followers feel confident to try the product.

Tasya Farasya is unique compared to other influencers because of her honesty in providing reviews and consistency in presenting content. The "approved" Label it uses adds credibility and provides a guarantee that the products reviewed are truly of quality. Tasya's uniqueness lies in her ability to create informative and fun content, while maintaining her reputation as a trusted beauty influencer.

5. Prinsip Kenampakan (The Law of Visibility)

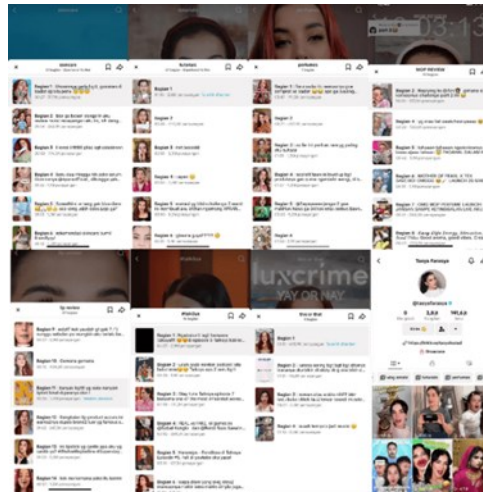


Figure 7. Tampilan playlist konten-konten Tasya Farasya
Source: Tiktok @tasyafarasya

Tasya Farasya understands the importance of maintaining the structure and organization of content on TikTok to strengthen personal branding. By grouping videos into playlists such as makeup tutorials, product reviews, and beauty tips, it makes it easier for followers to find the content they need, creating a streamlined experience and increasing engagement. In addition, Tasya regularly uploads up to three pieces of content a day that follow the latest trends but with a unique touch that reflects her personality. He also actively interacts with his followers, often responding to their comments and requests, as well as holding live streaming and Q&A sessions that strengthen his engagement with the audience. This consistency, supported by good content organization, keeps Tasya relevant and increases visibility on the TikTok platform.

6. Kesatuan (The Law of Unity)



Figure 8. Upload video testimonial reviewed by tasyafarasya from one of the users
Sumber: Tiktok @girlylab

The principle of unity in personal branding refers to the importance of balance between various aspects of an individual's life, from the person displayed to the consistency of the experience felt by the audience. In the case of Tasya Farasya, this principle is reflected through the alignment between the product reviews she delivers and how those experiences are adopted by her followers, as shown in a testimonial from TikTok user @girlylab.

In Figure 9, it can be seen that TikTok user @girlylab uploaded a series of photo slides showing the results of using Lashboss products, which had previously been reviewed by Tasya Farasya. In her testimonial, @girlylab praised the effectiveness of the product in thickening and lengthening her thin eyebrows, although she also noted a slight discomfort in the eye area. These testimonials not only reinforce Tasya Farasya's claims, but also emphasize the consistency between influencer recommendations and real user experience.

The unity in Tasya Farasya's personal branding is reflected in how her personal experience is integrated with the social influence she creates. When followers like @girlylab feel the same benefits from products recommended by Tasya, it strengthens Tasya's brand trust and authenticity. Furthermore, @girlylab has openly admitted that the experience she felt was similar to that of Tasya, which further confirms the similarity of perceptions and expectations among influencers and her audience.

7. Aspek Keteguhan (The Law of Persistence)

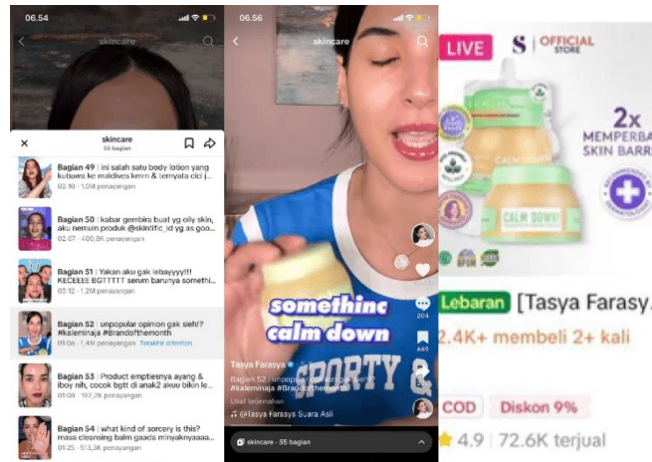


Figure 9. Content tasya farasya reviewing a skincare product something
Tiktok source: @tasyafarasya

In Tasya Farasya's video content uploaded on May 5, 2024, the video reached 1.4 million views and 16.5 thousand likes. In this video, Tasya stated that the product she reviewed was "approved" and successfully applied the principle of constancy in her collaboration with Something as a brand ambassador.

As one of the increasingly popular local skincare brands in Indonesia, Something chose Tasya Farasya to be the face of several of their product campaigns. This decision was based on the success

of the product promoted by Tasya, which recorded sales of up to 72.6 thousand units and earned 4.9 reviews. Reviews from users indicate a very positive response.

Tasya Farasya consistently reviews Somethinc products with an honest and informative approach. The emphasis on the label "Tasya Farasya Approved" is the main attraction that distinguishes this brand in the eyes of consumers. The success of this collaboration can be seen from the increase in engagement on social media and the surge in sales of products recommended by Tasya.

Consumers increasingly trust the credibility of Tasya reviews, making the label "Tasya Farasya Approved" a symbol of quality and trust. This shows that Tasya has managed to build a long-term relationship with her followers, who feel confident that the products she recommends are of quality and worth trying.

8. Prinsip Maksud baik (The Law of Goodwill)



Figure 10. One of her followers commented that knowing tasyafarasya was careful in triggering her label

TikTok source: @tasyafarasya

The principle of goodwill in personal branding emphasizes the importance of building a positive reputation and maintaining a good relationship with the audience through strong values and sincere actions. In this context, Tasya Farasya shows how this principle is implemented in each of her interactions with followers, especially when considering the moral responsibility in embedding the label "Tasya Farasya Approved" on the Recommended Products.

In Figure 10, one TikTok user, @alyafaradisa, made a comment showing concern and concern for the use of Tasya's name and personal branding in an unauthorized campaign. The comment reads, "Sis, I think I know what the campaign is about but I don't think it's allowed. I'm pretty sure I'm going to have to call my brother, he's a big guy. Cheer up." In this context, the comments highlight the importance of maintaining integrity and Ethics in utilizing personal branding for commercial purposes.

Tasya Farasya, as a beauty influencer with a reputation that has been built, is always careful in giving the label "Tasya Farasya Approved." He will only give recommendations on products that he has tested and believes are really quality. The decision not to carelessly pin the label without adequate verification demonstrates Tasya's dedication to her trust and credibility in the eyes of followers. This action shows that Tasya is not only focused on commercial gain, but is also responsible for the impact of her recommendations on followers.

WaInterviews with informants reinforce this observation. They highlight that Tasya is able to maintain consistency in her branding without needing to change much, as she has strong character traits and understands what works for her. Although beauty trends are constantly changing, Tasya remains relevant by intelligently choosing trends that match her brand, without sacrificing her authenticity and identity. Overall, Tasya Farasya managed to maintain her personal branding very strongly in the midst of changing trends. The consistency and constancy she shows, both in collaborations with brands and in the content she shares, make her a trusted and respected influencer in the beauty industry.

The observations and interviews carried out confirm that Tasya focuses not only on commercial benefits, but also on the positive impact she makes on her followers. The informant noted that Tasya was able to maintain her reputation by consistently providing honest and not excessive reviews, which ultimately made her followers feel valued and more confident in making decisions. In addition, the useful and inspiring content that Tasya often shares reinforces her branding as a caring and authentic influencer.

Penelitian ini menemukan bahwa prinsip spesialisasi (The Law of Specialization) sangat dominan dalam personal branding Tasya Farasya di TikTok. Tasya has consistently focused herself on beauty-related content, especially when it comes to makeup, which reinforces her identity as an authoritative figure in the industry. Through product reviews and makeup tutorials, Tasya managed to attract the attention of a loyal and actively engaged audience.

An active follower interviewed described Tasya Farasya's influence as follows:

Informant 1: "for me, Tasya is a role model because he consistently makes educational content. She often discusses beauty products that are not widely known and loves honest reviews, so I and other followers can trust her recommendations".

Informant 2 " " Tasya shows that beauty is not only about appearance, but also self-care and self-confidence. She inspires so many people to be comfortable with themselves, that's why she's autan di beauty influencer".

Informan 3: "I love how Tasya always Groups her videos on TikTok. Regular playlists like makeup tutorials and product reviews really help me find what I need quickly".

Informant 1: "Tasya had a big influence on me. If he recommends a product or style, I would be interested and often buy because I know the choice must be good". ena tahu pilihannya pasti bagus".

Informant 2 " " I don't always follow trends, but if Tasya introduces something new, I get curious. The

way he delivers makes the product or trend look interesting and useful”.

This interview illustrates how effective Tasya is in building trust and loyalty among her followers, which is also part of the application of the principle of personality (the Law of Personality) and the principle of visibility (the Law of Visibility).

In addition, Tasya also shows consistency (the Law of Persistence) in presenting relevant and quality content on a regular basis, which keeps her presence on social media strong. Honesty and transparency in product reviews create a trustworthy image, so Tasya manages to build a strong relationship with her audience.

The results of this study show that through the consistent application of personal branding principles, Tasya Farasya has managed to build a strong identity and develop a loyal community of followers on TikTok. This proves that targeted and focused personal branding can increase audience visibility and engagement on social media platforms.

CONCLUSION

Personal branding implemented by Tasya Farasya on TikTok has proven to be very effective in building a strong identity and engaging her audience deeply. With a keen focus on beauty product reviews, Tasya has positioned herself as a trusted source in the makeup industry. Her leadership in the world of beauty is evident through the launch of innovative products such as Make Up Mother of Pearl (MOP), as well as an approach that is always honest and transparent.

Tasya Farasya's dedication, evident in her activeness on the platform even while pregnant, reinforces personal branding her authentic personal branding and increases the loyalty of her followers. Her unique personality and honest reviews make Tasya a highly trusted source of information for her audience. His consistency in uploading content and interacting with his followers on TikTok further strengthens the visibility and personal branding he has built.

The alignment between Tasya's recommendations and the positive experiences shared by other users forms a powerful narrative, making the personal branding she builds even more effective. Her success as a brand ambassador for Somethinc also demonstrates her steadfastness in providing helpful reviews, as well as building long-term trust with her audience. Tasya's decision not to put the 'Tasya Farasya Approved' label on products without permission or personal conviction demonstrates a high level of responsibility and integrity.

By applying the eight principles of personal branding - namely specialization, leadership, personality, differentiation, visibility, unity, constancy, and goodwill—Tasya Farasya has managed to create a strong and trusted personal branding on TikTok. This proves that the right personal branding approach can produce a significant positive impact in building strong and sustainable relationships with the audience.

This study differentiates itself from other studies with a particular focus on Tasya Farasya's personal branding as an influencer on TikTok, using the eight principles of personal branding as an analysis framework. While other studies may be more general or use different platforms, this study applies an in-depth qualitative approach to analyzing how personal presence and interaction with an audience reinforces its branding. By incorporating aspects of personal life and audience interaction, the study offers practical and integrated insights into the effectiveness of personal branding on social

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