

Communications Identity Analysis @Viviatal in Forming Personal Branding in Tiktok

Magdalena Yohana^{1*}, Maylanny Christin²

Universitas Telkom Bandung, Indonesia

Email: magdalenayhn18@gmail.com^{1*}, maylannychristin@telkomuniversity.ac.id²

*Correspondence

ABSTRACT

Keywords:

communication identity, personal branding, TikTok.

This research aims to analyze @viviatal's communication identity in forming personal branding on TikTok. This research was conducted using a qualitative approach. This research uses a case study type of research. The subject of this research is the content creator of book reviews, namely Cut Vivi Talita who has the social media account TikTok @viviatal. Data collection methods in this research are interviews, observation, literature study, and documentation. Data analysis in this research uses the Identity Communication theory proposed by Michael L. Hecht. The analytical method used in this research is based on the interactive model analysis technique of Miles, Huberman, and Saldana. The research results show that Cut Vivia, through her TikTok social media account @Viviatal, has a strong personal brand and never gives up even though she comes from an underprivileged family background. Cut Vivia builds personal branding through book review content about self-development which is then linked to her life journey to provide motivational value to the audience. Based on the content shared, Cut Vivia is a visionary as seen from her ability to express opinions regarding divorce even though it is known that she has never built a household before.



Introduction

The development of technology and science has a very intense influence on human life in various aspects, namely the ease of accessing information and knowing the news and developments in the world through the internet network. The Internet offers a wide range of websites, including social networks, which are currently quite popular, in addition to being a tool for data exchange. The internet is an innovation in information and communication technology that offers the option to get information quickly and cheaply (Maulana, Hidayatullah, & Fajar, 2023).

The easy use of internet access via mobile phones while living in the era of globalization has resulted in a generation that is dependent on the internet. The impact of ease of accessing the internet creates the internet as the main source of reference in finding

information. As global connectivity improves, generational shifts may play a more important role in determining behavior than socio-economic differences. Young people have been a powerful influence on people of all ages and incomes, as well as on the way those people consume and relate to them (Firamadhina & Krisnani, 2020).



Figure 1 Internet users in Indonesia (2023)

Internet users in Indonesia have experienced a fairly high increase in number, as of January 2023 there are 212.9 million Internet users, which is 77% of the total population. This number has increased dramatically when compared to 2022 when internet users were 204.7 million while in 2021 it was 202.6 million. The existence of the internet has triggered the development of communication technology such as the emergence of various social media platforms that can be used as entertainment, a place to express yourself and interact with other people online. One of the social media in Indonesia that is in high demand is TikTok.

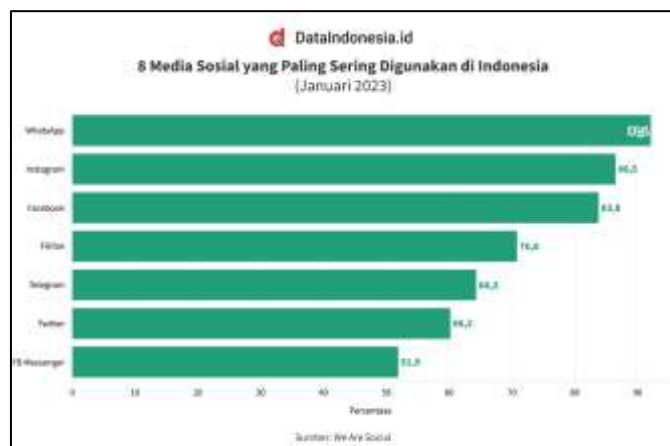


Figure 2 Most Commonly Used Social Media in Indonesia As of January 2023

Based on the image above, shows that the TikTok application ranks fourth after Whatsapp, Instagram, and Facebook as the most widely used social media in Indonesia as of January 2023. Tiktok is not in the first place as the most widely used social media, but Tiktok is the fastest-growing social media in Indonesia. TikTok social media was widely used in early 2021 and continues to grow to this day. A study conducted by Geyser Dalam (Fahira, Februadi, & Amalia, 2021) shows that TikTok's social media has the

largest engagement rate of 17.96% compared to other social media such as Instagram and YouTube which have engagement rates of 1.63% and 0.37%.

Social media has a feature where users can upload photos and videos that describe the characteristics of the account owner. One example is @viviatal, a TikTok content creator with content characteristics related to science, motivation, and education.

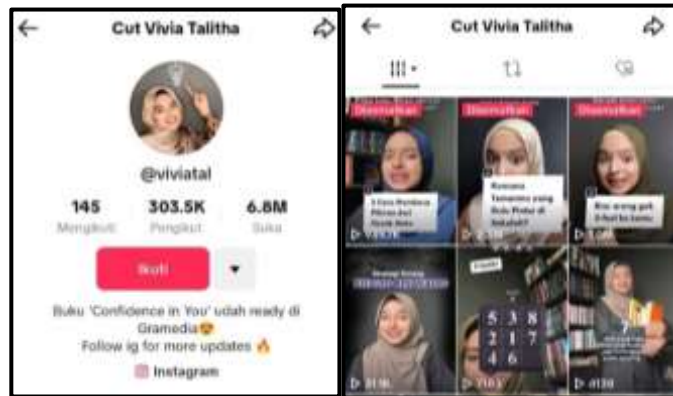


Figure 3 TikTok account @viviatal

The content that is often shared by @viviatal through his TikTok account is quite varied but still in the same theme concept, namely educational and motivating. The educational concept can be seen from posts about various information about life and motivation based on the content creator's personal experience related to the world of education. One of the hashtags that is a characteristic of @viviatal is #LuarKelas, which is like a segment to open a further explanation of the topic to be discussed. This is a form of personal branding @viviatal the way it communicates and becomes the identity of the account. Hashtags #LuarKelas are always used to bring audiences to a deeper discussion of the topic of discussion as shown in the following image.

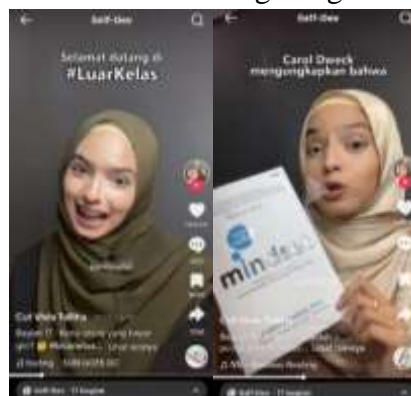


Figure 4 TikTok Account Posts @viviatal

Another characteristic of @viviatal always mentions and shows books that are a reference for topic discussions as a reinforcement of theory and maintaining audience trust. This is the identity of @viviatal communication so that it forms personal branding as an informative, educational, and motivating content creator so it is by Tamimy's explanation (Yusanda, Darmastuti, & Huwae, 2021) that a person can find out the

character of the owner of a social media account just by looking at the social media account.

Comparison with Previous Research

Table 1 Previous Research

Description	Research 1	Research 2
Heading	Tiktok as Melinda rohita's Personal Branding Media	Teenage Virtual Identities on Instagram Social Media
Researcher, Year, Location	Ardiansyah & Sinduwiatmo, 2020, Tiktok.	Idaman & Kencana, 2021, Instagram.
LINK TO	http://journal.moestop.o.ac.id/index.php/pustakom	https://journals.upi-yai.ac.id/index.php/ikrait-h-humaniora/article/
Variables and Indicators	Personal branding	Identity communication
Data Analysis Techniques	Qualitative analysis	Qualitative analysis
Result	Melinda Rohita fulfills the 8 elements of <i>Montoya's branding</i> concept	Teens' virtual identities on Instagram are formed through a series of four levels of <i>personal</i> .
Difference	Research subjects and focus	Research subjects and locations
Description	Research 1	Research 2
Heading	Fadil Jaidi's Personal Branding on Instagram Social Media	Jenda Munthe's Personal Branding Power on Instagram Content #Tanyajawabjenda for Content Creator Career Development
Researcher, Year, Location	Rahyadi et al, 2023, Instagram.	Lambe et al, 2021, Instagram.
LINK TOI	https://doi.org/10.2991/978-2-494069-49-7_58	http://dx.doi.org/10.18415/ijmmu.v8i9.2984
Variables and Indicators	Personal Branding	Personal Branding
Data Analysis Techniques	Qualitative method with a combination of literature meta-analysis and observation	Qualitative analysis

Result	Fadil Jaidi has succeeded in building his personal branding well, fulfilling the eight concepts from Montoya & Vendehey (2002)	Jenda Munthe has succeeded in building his personal branding well, fulfilling the eight concepts from Montoya & Vendehey (2002)
Difference	Research subject, location, and focus	Research subject, location, and focus

The purpose of this study is to analyze the identity of @viviatal communication in Forming Personal Branding on Tiktok.

Research Methods

This research is carried out with a qualitative approach, Based on the opinion (Sugiyono, 2013), qualitative research can be called naturalistic research because its implementation is according to the facts found in the field. According to Denzin and Lincoln in (Kaharuddin, 2021), qualitative is defined as research that is descriptive and analyzes in depth. This study uses a type of case study research, Baxter and Jack in (Fadli, 2021) revealed that a case study is a research whose implementation is carried out in detail and in depth about a matter that is the object of research with the aim of obtaining important information.

Research Location

The location of the research is the place where the implementation of the research is carried out. In this case, the object of the research is the TikTok social media account belonging to one of the book review content creators, namely @viviatal. Thus, to facilitate the data collection process, the research location in question is via WhatsApp. This means that the researcher will ask questions to the key informant, namely Cut Vivi Talita related to the research topic online via whatsapp because the location of the researcher with the informant is quite far away and the informant has quite dense activities.

Data Collection Methods

1. Interview

The interview technique in this study uses an in-depth interview with a semi-structured interview using interview guidelines. Researchers can develop the questions asked after the questions in the interview guidelines. The goal is to find deeper and more open information related to the research topic (Abdussamad & Sik, 2021).

2. Observation

The definition of observation is the activity of in-depth observation of activities both in the form of subjects and objects at the research location and when there is a phenomenon or event it will be immediately recorded for later analysis.

study book

One of the methods that can be used for data collection as a support is by literature study. This method uses various journals or previous research that are relevant related to the variables and theories used (Waruwu, 2023).

Data Validity

The validity of the data in this study is maintained by triangulation techniques. The technique triangulation method is carried out by checking data on the same source but the techniques used are different. The data generated through interviews is then checked using other techniques, namely observation and documentation, if the data generated by the three testing techniques are different, it is necessary to conduct further discussion on the relevant data sources in order to ensure and determine which data is correct.

Results and Discussion

TikTok account @Viviatal

TikTok's social media account @Viviatal its first post since February 3, 2021. His first post told about his life journey to be able to go through the training at the Bandung Institute of Technology. The following is information about the TikTok account Cut Vivia Talitha with the account name "@Viviatal"

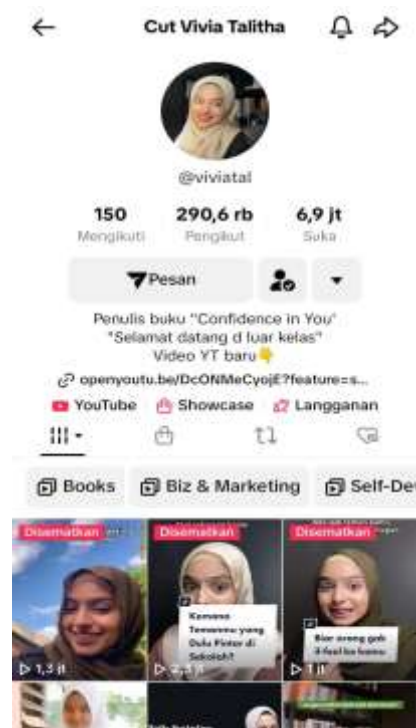


Figure 4.1 Screenshot of TikTok account @Viviatal

Based on the information on the TikTok homepage above (figure 4.1), it can be seen that until now TikTok Cut Vivia Talitha has approximately 290.6 thousand people who are followers of TikTok @Viviatal. This means that there are approximately 290.6 thousand TikTok users who know about the content shared by Cut vivia Talita. The TikTok look of the TikTok account Cut Vivia Talitha also clearly explained that she is a book writer with the title "Confidence in You" by also displaying the jargon that she always says in her various videos, namely "welcome outside the classroom". In addition, Cut Vivia Talitha also linked her youtube account on the main display of her account.

The results of the research are data obtained after the data collection process through interviews, observations, and documentation. The data obtained is then reduced or adjusted to focus more on the topic of discussion. The data that has been reduced is then presented based on the sub-chapter of the problem formulation, which is as follows.

Identity Communication built into TikTok accounts @Viviatal

An influencer must have characteristics that are characteristic and become an identity so that they are easily recognized by the audience. These characteristics can be formed in various ways, one of which is the characteristics of communication or the way influencers communicate with followers as well as the style of speaking when conveying information through videos uploaded to social media such as @viviatal as one of the book reviewers on Tiktok social media.

Identity communication is the process of forming a person's social identity, the underlying thing is how the process of placing oneself in an environment. In accordance with Michael L. Hecht's opinion, the self-identity that Cut Vivia Talitha built in her TikTok social media account, self-identity can be seen from four layers, namely:

a. Personal Layer

In the TikTok social media account, @Viviata a personal layer that seems to indicate that Cut Vivia Talitha declares that she is part of every social situation. Cut Vivia Talitha presents herself as an individual who is able to be free from the dark shackles of the past. So that identity consists of how she felt as a child and ideas about herself at this time, which describes who and what Cut Vivia Talitha really is.

b. Enactment layer

In TikTok's social media account, @Viviata an Enactment layer that appears to indicate that Cut Vivia Talitha is showing her identity. So that others will have knowledge based on what Cut Vivia Talitha shows.

c. Relational layer

In the TikTok social media account, @Viviata Enactment layer which shows how Cut Vivia Talitha relates to other individuals. That is, the identity that is formed when Cut Vivia Talitha interacts with other people.

At this level, TikTok's social media accounts @Viviata less visible how Cut Vivia Talitha has established relationships with certain groups. So if you review the identity of Cut Vivia, Talitha does not look like a group or community that is followed. However, judging from the books that are often reviewed, Cut Vivia Talitha wants to present herself in a community that cares about self-development.

Personal Branding akun TikTok @Viviatal

TikTok social media can understand the things that its users usually do, so that it can adjust and increase market demand. This is because of the variety of effects services that can be used instantly. Tik Tok is enough to provide a breakthrough that complements facilities and services for other social media platforms such as Instagram, WhatsApp, Line, Twitter, Facebook, and so on. The many various effects in content creation in the Tik Tok application make this application quite popular with many people.

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Cut Vivi Thalia, an influencer with a TikTok social media account, @viviatal has characteristics in conveying information from her communication style. The speaking style @viviatal adjust to the TikTok account managed as a book reviewer so that the impression displayed is communicative and educational. Communicative here means @viviatal trying to maintain a good relationship with his audience. Meanwhile, educational, related to content that contains information about various things according to the book being discussed.

The invitation to communicate is shown at the beginning of the video as an opening, namely 'do you have any?' or 'have you ever been?' and then continued with the topic you want to discuss. The use of this question sentence is very useful because the audience will feel like they are being asked and start looking for similarities between the questions in the video and the reality of their personal lives. This is a powerful way to grab the audience's attention and watch the video until the end of the duration.

The theory used in this study is the theory of identity communication according to Hecht. Identity communication theory is one of the theories that focuses on the formation of identity contained in individuals. This theory was invented by Michael L. Hetch. In this theory, communication is the key to an identity, where communication is seen as identity and identity as communication (Gerungan, Priyowidodo, & Lesmana, 2022).

Based on the theory put forward by Hetch regarding identity communication, identity is the main link between individuals and society and communication is the link that allows this relationship to occur (Idaman & Kencana, 2021). The results of the study show that Cut Vivi Thalia's communication identity is in two layers, namely the personal layer and the enactment layer. Personally, Cut Vivi Thalia knows her identity as someone with minimal confidence and then motivated after reading several books about tips for self-development, building confidence, and the arts of living life. Starting from a book, in the end Cut Vivi Thalia began to have a desire to motivate many people through social media which was on the rise at that time, namely social media TikTok.

The second layer, enactment, is the way individuals show their identity. Thus others will have knowledge based on what the individual shows. The results of the study show that Cut Vivi Thalia also builds an identity as a book reviewer through content with characteristics to form personal branding. The identity formed by Cut Vivi Thalia through the @viviatal account is the delivery of information by storytelling but in a clear, concise, and non-verbose manner. This style shows an intellectual impression and strengthens its branding as a TikTok influencer with content related to books.

Based on the ascribed dimension, the results of the study show that the personal branding formed by Cut Vivia is able to make the audience interested in self-development

content which has an impact on increasing the followers of their social media accounts. This is shown by the TikTok social media account @viviatal as a book reviewer has many supporters, as can be seen from the number of TikTok followers reaching more than 300 thousand. The number of followers makes @viviatal the number one book reviewer influencer among other similar influencers. This is in accordance with McCall and Simons' identity theory in (Farida Nurfalalah, Kholil, Puji Lestari, & Titi Widaningsih, 2021) that one aspect of measuring a prominent identity is how much support individuals get for the identity they claim.

Personal Branding akun TikTok @Viviatal

Characteristics are one of the aspects that influencers must pay attention to to build a personal brand. Research by (Tika, 2020) explains that these characteristics will make others quickly know and understand how a person's identity is from the appearance or carrying. Characteristics can be formed in various ways, one of which is the characteristics of communication or the way influencers communicate with followers and the style of speaking when conveying information through videos uploaded to social media. Based on the results of the research, it was found that the characteristics of @viviatal communication in forming personal branding through TikTok social media are as follows:

- a. Using effective sentences to make it easier for the audience to understand the message conveyed Social media content can be made in the form of writing, images/photos, and videos with audio. Social media such as TikTok is synonymous with content in the form of various types of entertainment videos, information, motivation, and so on. Some influencers or content creators create videos as they are without pre-arranged sentences or text.

The explanation above is different from @viviatal who first compose effective sentences to then read during the video making process. This is done to make it easier for listeners or viewers to understand the meaning of the message conveyed. The way @viviatal convey information in Tiktok social media content has a distinctive consistency and character, namely straightforward, clear, and not wasting words. This reflects the characteristics of effective sentences, research by (Trismanto, 2020) explains that effective sentences will make communication easy to understand.

- b. Using persuasive communication

Based on the results of the research, one of the characteristics of communication owned by @viviatal is the use of persuasive communication. Through the content shared, the audience is invited to join the discussion of a topic by @viviatal that is in accordance with the life experience of most people. An example is the discussion of the art of speaking using books as a reinforcement of the topic of discussion, in this case @viviatal provide information and invite the audience to practice how to speak well and correctly.

The use of communication by @viviatal is in accordance with the communication model put forward by Aristotle. Factors that play a role in determining the persuasive effect of a speech include the content of the speech, its arrangement, and the way it is

delivered. Aristotle also realized the role of the audience, persuasion takes place through the audience when they are directed into an emotional state (Tahalele et al., 2023).

c. Using interrogative sentences as an opening in video content

Based on the results of the research, another characteristic that @viviatal have in communicating is inviting the audience to communicate through the uploaded content. The invitation to communicate is shown at the beginning of the video as an opening, namely 'do you have any?' or 'have you ever been?' and then continued with the topic you want to discuss. The use of this question sentence is very useful because the audience will feel like they are being asked and start looking for similarities between the questions in the video and the reality of their personal lives. This is a powerful way to grab the audience's attention and watch the video until the end of the duration.

Based on Montoya in (Angelika & Setyanto, 2019), it can be known that eight concepts of personal branding formation are packaged by TikTok @Viviatal social media accounts, including the following:

1. Specialization: The characteristic of a personal brand has been carried out by Cut Vivia on its TikTok account because Cut Vivia has been able to specialize in reviewing content of its books through TikTok social media accounts, concentrated only on the strength of books that are worthy of being recommended to its audience, besides that Cut Vivia is also able to display its skills as a good public speaker, and even highlight the achievements it has received.
2. Leadership: the spirit of leadership is not only given to someone who has a position. How he is able to handle himself is also a form of leadership. Where personal branding leadership is in the form of the ability of a Cut Vivia Talitha to have full control over her own power and credibility so that she is able to position herself as a leader formed from her perfection.
3. Personality: TikTok social media account @Viviatal has shown a Personal Brand Cut Vivia Talitha by displaying a personality figure who is as he is and comes with a background of imperfections in his childhood life even from a broken family.
4. Differences: TikTok social media accounts have @Viviatal shown a Personal Brand Cut Vivia Talitha who is not afraid of differences. He has a firm passion for himself, and in living his life he does not want to be dictated by the expectations of the surrounding environment.
5. It can be seen: the consistency of TikTok social media accounts @Viviatal has shown a Personal Brand Cut Vivia Talitha to be known by many people.
6. Unity: The personal life behind the personal brand must be in line with moral ethics and attitudes that have been determined. This is as conveyed by Sherly that every content uploaded on TikTok social media accounts @Viviatal contain educational content that can even change the mindset of the audience for the better.
7. Steadfastness: it seems clear that in the TikTok social media account @Viviatal has shown a Personal brand Cut Vivia Talitha Personal as someone who is formidable. His success now as a content creator is a long and full journey full of twists and turns that he has conquered.

Conclusion

Based on the results and discussion of the research that has been described earlier, the conclusion in this study is that Cut Vivia through the TikTok social media account @Viviatat has a strong personal branding and does not give up even though it comes from an underprivileged family background. Cut Vivia builds personal branding through book review content about self-development which is then associated with her life journey to provide motivational value to the audience. Based on the content shared, Cut Vivia is a visionary seen from her ability to express her opinion on divorce even though it is known that she has never built a household before. The characteristic of a personal brand has been carried out by Cut Vivia on its TikTok account because Cut Vivia has been able to specialize in reviewing its books through TikTok social media accounts, concentrated only on the strength of books that are worthy of being recommended to its audience, besides that Cut Vivia is also able to display her skills as a good public speaker, and even highlight the achievements she has received. Cut Vivia Talitha by displaying a personality figure who is as it is and comes with a background of imperfections in her childhood life even from a broken home family.

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Magdalena Yohana, Maylanny Christin

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