Masdddho's Personal Branding Strategy as a Newcomer Pop Javanese Musician through TikTok

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ABSTRACT	
Keywords: Personal Branding; TikTok; Javanese Pop Musician; Social Media; Authentic Personal Branding	This research aims to authentically understand the personal branding strategy employed by Masdddho, a rising musician in the Javanese pop genre, through the TikTok platform. Applying the theory of Authentic Personal Branding proposed by Rampersad and using a qualitative research method, this study was conducted through interviews, social media analysis, and documentation with Masdddho as the main informant. The results show that Masdddho embodies characteristics aligned with the concept of authentic personal branding, namely authenticity, integrity, consistency, specialization, authority, distinctiveness, visibility, perseverance, relevance, kindness, and performance. As a newcomer, Masdddho has successfully built a strong personal brand through the excellence of his vocal character, principles, appearance, creativity, and musical quality. His success is reflected in his TikTok following, with 1.6 million followers on his personal account and 492.6 thousand followers on his production team's account. In addition, Masdddho has received prestigious awards, including the AMI Awards for Best Solo/Group/Collaboration Koplo Artist and Favorite Music Video. These findings indicate that implementing an authentic personal branding strategy significantly contributes to a musician's visibility and success in the era of social media.

INTRODUCTION

The concept of personal branding was first introduced by Tom Peters in 1997 (Tumakaka et al., 2019), who enthusiastically encouraged individuals to learn how to build a personal brand and shape their identity (Ekonomi et al., 2018). Personal branding is a strategy to build perceptions about oneself in the public eye in order to create a good image. A personal brand can be defined as a process of shaping public perception and image toward key elements an individual possesses, particularly competencies, personality, uniqueness, style of dress, behavior, or communication. These characteristics are consistently practiced and are an essential part of building personal branding, as they influence how society perceives them positively. Consistency is a key indicator widely recognized in personal branding practices. Through consistency, individuals tend to gain recognition and attention from their social environment (Budiarti & Dewi, 2023). Additionally, personal branding can also be understood as the process of combining one's skills, personality, and unique traits into a strong identity.

With the development of the internet, digital media platforms have become one of the tools for building and developing personal branding. Many social media platforms such as Instagram, YouTube, X, TikTok, and others have become tools for shaping personal branding. According to Setiadi (2016), social media is a platform that focuses on the presence of users, making it easier for them to engage in activities and collaborate. Social media can be defined as an online medium that allows users to represent themselves, interact, collaborate, share, and communicate virtually (Felix et al., 2023). To develop a strategic personal image, one requires effective media and communication channels to distribute information widely. Musicians utilize social media as a strategic medium for marketing their musical works. The high level of social media usage makes it an opportune moment to promote their work to a broader audience. Additionally, social media opens up opportunities for more intense interaction and connection between musicians and their audience, thereby strengthening emotional bonds and increasing fan engagement (Harahap, 2022). According to Rampersad, when building a personal brand, one must choose the right and appropriate platform to convey their message. This is because the effective use of communication platforms plays a crucial role in optimizing communication performance and establishing a strong foundation for building trust, credibility, and personal appeal. Furthermore, it is important for individuals to clearly define and set their target market when communicating their personal brand message.

Just like other public figures, building a personal brand is also very important for musicians, especially newcomers. This is because one of the most important marketing strategies for musicians is personal branding, which they use to promote themselves through social media. The success of a musician is not only measured by how they create music, or the form of their music, but also by their efforts in marketing their work. Many new musicians build their personal branding through social media, particularly TikTok. TikTok's presence in Indonesia has provided a vast platform for content creators to express their creativity through various types of content. The TikTok app offers a wide range of features, one of which is the ability to add elements like music to every piece of content produced (Sanin & Zuhri, 2024). Like *Masdddho*, a new musician who uses the TikTok platform as one of the places to develop his personal branding. He is a *Javanese* Pop musician who has been actively making music since 2022. And as of the writing of this scientific paper, *Masdddho* remains active in releasing songs of the *Javanese* Pop genre.

Javanese pop is a genre of pop music in the *Javanese* language that began in the 1990s. Typically, *Javanese* pop combines elements of traditional music with modern music, for example, using *gamelan* and *gendang* instruments, as well as modern instruments such as keyboards, bass, guitar, drums, and saxophone. Continuing into the 21st century, *Javanese* pop music has become increasingly popular among Indonesians. Performed by new musicians from Java for listeners across the archipelago and even the world, on platforms like YouTube and TikTok, its viewership can match or even surpass that of modern pop music videos (Iliyati et al., 2024). *Javanese* pop songs, which were once considered outdated, have now been rearranged by musicians to align with modern music trends, attracting a growing fanbase. Technological advancements, particularly internet-based social media, have significantly impacted the introduction and popularization of contemporary *Javanese* pop music, making it increasingly recognized in the digital age (Rohmah & Haryanto, 2022).

Javanese pop music is rooted in traditional *Javanese* music. Later, *campur sari* music emerged with a touch of *dangdut*, pioneered by Didi Kempot. After a decline in popularity toward the end of 2017, *Javanese* pop music once again surged in popularity. In 2019, *Javanese* pop music once again gained momentum with the rise of the late Didi Kempot, who gained public recognition through the nickname "The Godfather of Broken Hearts." *Javanese* pop music features a melodious rhythm and lyrics centered on the theme of heartbreak, which resonates deeply with the stories of young people today. However, the lyrics

in these *Javanese* pop songs use *Javanese* that is easy to understand, as the audience and fans of *Javanese* pop music are not only young people in Java but across Indonesia (Mujib, 2022).

Looking at current trends in Indonesian music and how technology is developing, especially social media platforms such as TikTok, these platforms have influenced the music industry (Ramadhan et al., 2024). *Masdddho* is one musician who has used the TikTok platform to boost his career in the music world. He has built his personal brand on TikTok. This includes uploading his latest works and mini vlogs. The more a musician interacts with other account holders through the works they publish, the greater the likelihood that the musician will be recognized by the general public for their unique characteristics. This contributes to the formation of the musician's self-image, reflected in the uniqueness of their work. Additionally, social media serves as an effective publicity tool for introducing musical works to fans of *Javanese* pop music (Hendra et al., 2020). The issue that requires further analysis is how *Masdddho* can leverage the TikTok platform to build an effective personal brand as a newcomer in the *Javanese* pop music scene, as well as the challenges and opportunities faced in marketing himself on that platform.

As is well known, building a personal brand on social media, especially TikTok, will inevitably face various challenges that need to be overcome in order to attract a wider audience (Syakiroh et al., 2024). In implementing a personal branding strategy, the use of the TikTok platform for the profession of musician requires a platform to distribute the content that has been produced. TikTok is a digital social networking service that provides users with the ability to create short music videos, which have now evolved to include longer durations to meet user needs (Moudy & Winduwati, 2023). Some challenges stemming from the root issues include intense competition. This impacts the content uploaded, making it harder to stand out among the sea of content from other creators, unpredictable algorithms. TikTok uses an algorithm that prioritizes content based on user interests, which doesn't always benefit new musicians, the demand for consistency, and uploading high-quality content. New musicians often feel pressured to continuously produce and share content, not just songs, but also challenges, duets, or other content that can help attract attention. This can lead to burnout, especially if they still need to focus on music production.

By overcoming these challenges, new musicians who utilize TikTok as a tool in building their personal branding will be highly effective in marketing their music, building a fan base, and gaining greater opportunities in the music industry. The way to overcome these challenges is by developing a strong personal identity, a distinctive vocal style, uploading high-quality content, maintaining consistency, and embracing even more creativity.

Referring to the background described above, the research question in this study is: What are *Masdddho*'s communication strategies in building personal branding through the TikTok platform? How consistent is *Masdddho* in creating content on the TikTok platform? What factors influence *Masdddho*'s image, uniqueness, and reputation that have supported his career up to this point? This study aims to understand the authentic strategies employed by *Masdddho* in building his personal brand as a newcomer *Javanese* pop musician through TikTok.

Several related articles that support this research at least contain themes that are the focus of the author's study in this research, including literature on *Masdddho*'s Personal Branding Strategy as a Newcomer to *Javanese* Pop Music through TikTok, which is the author's topic of discussion.

In the study titled "Personal Branding Strategies for *Javanese* Pop Musicians through Social Media" written by Septiyan (2021), which examined two musicians, Hendra Kumbara & Ndarboy Genk. In this study, using a qualitative research approach, data was collected through direct observation and in-depth interviews with informants who have knowledge and

understanding of the issues being studied. This resulted in a description or analysis of aspects related to the phenomenon under investigation.

The research states that both musicians build authentic personal branding through social media as the main platform, adhering to the personal branding criteria outlined by Grzesiak (2018) (Septiyan, 2021), which include authenticity, integrity, consistency, specialization, distinctiveness, relevance, and performance. In this process, the content they upload reflects productive, creative, and entertaining characteristics, which align with their personal values and aspirations. Thus, Hendra Kumbara and Ndarboy Genk have successfully created a personal brand that is sustainable and relevant to their audience, through the alignment of their personal lives, artistic works, and the image they build on social media.

In a study titled Strategies for Maintaining Popularity Through Digital Media Promotion Activities (Case Study on Hendra Kumbara's Music Production) written by Fatima et al. (2023), which also examined *Javanese* pop musician Hendra Kumbara. This article also employs a qualitative method with a case study approach, as the data obtained is descriptive in nature, serving to describe the characteristics of the population or phenomenon being analyzed.

The results of the study indicate that Hendra Kumbara has implemented effective strategies to maintain his popularity in the digital era through maximum promotion on social media and digital platforms. These strategies include developing music production concepts focused on social issues, the ability to create songs relevant to people's lives, and intensive promotion through digital music platforms such as Spotify, Apple Music, iTunes, Joox, and Deezer. Additionally, Hendra Kumbara utilizes media platforms like TikTok, Instagram, and YouTube to share information about his work. With this approach, Hendra Kumbara has successfully reached a broader audience and remained relevant amid the evolving social phenomena of the digital age.

In a study titled Communication Management Strategies in Shaping Personal Branding on TikTok Social Media written by Putri & Azeharie (2021), this study adopts a qualitative approach to gain an in-depth understanding of the phenomenon being studied and to analyze the process of communication management on TikTok social media that leads to the formation of personal branding among TikTok celebrities. The authors examined the communication strategies employed by each TikTok celebrity in building their self-image, hence the method used was a multiple-case design.

The results of this study indicate that personal branding is built through distinctive content, interaction with the audience, consistency, and uniqueness. Personal branding strategies include communication management involving monitoring insights, responding quickly to the audience, and creating interactive content. Each informant has a specific approach based on the target audience and content category.

In a study titled DC Production's Promotion Strategy Through Social Media in Increasing Denny Caknan's Popularity, written by Triana & Aji (2022), this article uses a qualitative method, in which researchers attempt to describe and interpret objects based on the data obtained. This study applies a case study research method as the main approach in examining the issues raised.

This research shows that DC Production has become one of the key pillars in supporting the development of modern *dangdut* music in Indonesia. Starting from the career journey of Denny Caknan, a talented musician from Ngawi, DC Production has now evolved into a platform that not only showcases Denny Caknan's work but also contributes to promoting local talents. DC Production plays a significant role in introducing *dangdut* music to the younger generation. By utilizing digital platforms such as YouTube, Instagram, and TikTok, DC Production is able to reach a wide audience. This promotional strategy not only increases Denny Caknan's popularity but also strengthens the position of *dangdut* music in the modern

era. DC Production's initiatives, such as weekly cover video uploads, also serve as a unique attraction for local music enthusiasts.

The study aims to authentically understand the personal branding strategies employed by *Masdddho*, a rising *Javanese* pop musician, through the TikTok platform. Specifically, it seeks to analyze his communication strategies, evaluate his consistency in content creation, and identify the key factors that contribute to his image, uniqueness, and reputation. By addressing these objectives, the research provides valuable insights for aspiring musicians on how to effectively leverage social media for personal branding and career growth. Additionally, the study contributes to the theoretical understanding of Rampersad's Authentic Personal Branding theory in the context of digital platforms and the music industry. Beyond practical and academic benefits, the research also highlights the cultural significance of TikTok in preserving and promoting *Javanese* pop music, ensuring its relevance to younger audiences and broader markets. Through this exploration, the study bridges gaps in existing literature while offering actionable strategies for artists navigating the dynamic landscape of social media and music promotion.

RESEARCH METHOD

This research applies a qualitative approach with the aim of gaining an in-depth understanding of the phenomena experienced by the subjects, including their perceptual behavior, motivation, and performance. Data collection and analysis are conducted qualitatively with a focus on interpretation. The purpose of this methodology is to describe and analyze a phenomenon or research object through social activities, attitudes, and perceptions of individuals or groups (Sugiyono, 2018). This research applies a case study approach because the researcher collects data and information about *Masdddho*'s Personal Branding Strategy as a Newcomer Pop *Javanese* Musician through TikTok via observation, interviews, and documentation. The musician is the subject of the research. The subject was selected based on their relevance, insights, and experience as an artist. The research information and data were obtained from the musician *Masdddho*, who has a TikTok account named @ahmadridhonugroho, and *MD Production* as the production team, who have a TikTok account named @md_production_official.

As an analytical tool in this research, Rampersad's theory of authentic personal branding was applied. In line with the characteristics of this theory—namely authenticity, integrity, consistency, specialization, authority, uniqueness, relevance, visibility, persistence, kindness, and performance—the study sought to build personal branding. In analyzing the data, this study applies thematic analysis techniques based on the theory of Authentic Personal Branding Rampersad (2008), which includes the process of transcription and codification of data, identification of themes according to 11 aspects of Rampersad's personal branding, triangulation of sources to validate findings, and critical interpretation to relate research results to the context of the music industry and related literature. This analysis technique was chosen to ensure a depth of understanding of the communication patterns, challenges, and impact of the personal branding strategy applied by *Masdddho*, with results presented descriptively through direct quotes from informants and examples of relevant TikTok content to strengthen the research findings.

RESULTS AND DISCUSSION

Ahmad Ridho Nugroho, also known as Masdddho, is a talented singer known for his work in the Javanese pop genre. Hailing from Bantul, Yogyakarta, he began his music career in 2022 and has continued to grow ever since. Before entering the music industry, Masdddho

was a religious student who was also active as a content creator, sharing his experiences and life at the Islamic boarding school.

Masdddho gained widespread popularity through his viral songs, such as "Kisinan," "Kisinan 2," "Samar," and "Nganggur." At the time of this writing, the following songs have received an extraordinary response on various streaming platforms:

YouTube (total of 154.5 million views)
1. Kisinan   : 33 Million viewers
2. Kisinan 2 : 77 Million viewers
3. Samar   : 7,5 Million viewers
4. Nganggur : 37 Million viewers
    Spotify (total 148,4 Million listeners)
1. Kisinan   : 48,3 Million listeners
2. Kisinan 2 : 72,8 Million listeners
3. Samar   : 17 Million listeners
4. Nganggur : 10,1 Million listeners

These songs have successfully captured the public's attention, particularly due to their relatable lyrics about everyday life and their distinctive, easy-listening musical style. As an independent artist, Masdddho manages and produces his own work without being affiliated with any record label. Along the way, he established MD Production as a production team supporting his creativity and music distribution. With the uniqueness of Masdddho's singing style, which blends Indonesian and Javanese languages, his songs have gained international recognition and received positive feedback from the public. Previously, many of his songs were covered by other famous Javanese pop singers such as Denny Caknan, Niken Salindri, and Woro Widowati.

His success in the music industry has been recognized with prestigious awards from the Anugerah Musik Indonesia (AMI) Awards, where he won two categories simultaneously: Best Koplo Solo/Group/Collaboration Artist and Most Favorite Music Video.

In addition to his active presence in the music world, Masdddho is also active on social media platforms, particularly TikTok, with accounts @ahmadridhonugroho and @md_production_official. Through these platforms, he frequently shares snippets of his latest songs and interacts with his fans. With a brilliant career trajectory and growing recognition in the world of Javanese Pop music, Masdddho continues to demonstrate his potential as one of the most promising singers in the Indonesian music industry.
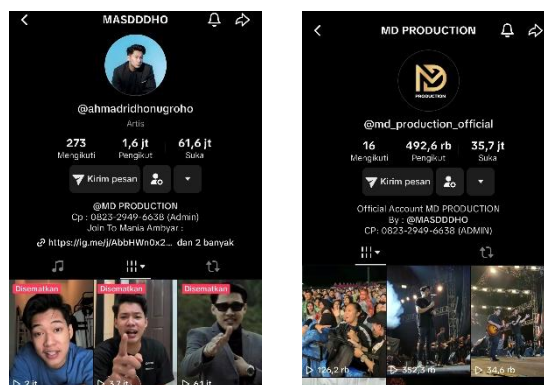
Figure 1: Masdddho & MD Production TikTok account
Source : TikTok Masdddho @ahmadridhonugroho & MD Production
@md_production_official

In the process of producing his work, Masdddho always uploads it to TikTok in a short video, so that his audience and fans are excited to listen to it when it is released. The song that

is very popular, "Kisinan," has become Masdddho's inspiration to create higher quality works. The song has been viewed more than 33 million times on YouTube and liked by 153,000 people. The song also went viral as a sound on TikTok and CapCut, and has been covered by many other musicians. Additionally, Masdddho frequently collaborates with other musicians, such as Denny Caknan and Ndarboy Genk, through their respective YouTube channels.

MD Production is the production team formed to support Masdddho's career as a Javanese pop musician. The team consists of professionals in music, production, and management who work together to bring Masdddho to the public with fresh and memorable works.

The MD Production team plays a crucial role in Masdddho's creative process, from music video production to short vlogs during performances. They not only focus on music production but also on developing Masdddho's image and branding as an authentic and highly promising artist in the Indonesian music industry, particularly within the Javanese pop genre.

MD Production is not just a production team, but more like a family that fully supports Masdddho's career journey. With their experience and dedication, it is hoped that Masdddho can continue to grow and achieve success in the Indonesian music industry, as well as contribute to the preservation of Javanese pop music, which is gaining increasing popularity.

Masdddho's musical works represent a synthesis of pop and dangdut genres with the use of the Javanese language, which is a distinctive feature of his creative process. Pop music is generally associated with emotional themes such as sadness, love, and the expression of feelings, while dangdut emphasizes rhythmic characteristics, particularly in the drum patterns, which create a joyful and festive atmosphere. As a Javanese pop musician, Masdddho brings a musical style that blends traditional Javanese elements with modern touches, creating songs that are not only easily accepted by various groups but also introduce the richness of Javanese culture to a wider audience.

The musical concept applied by Masdddho tends to align with current trends. This is because the concept is based on the love stories of today's youth, leading to the creation of Javanese pop songs that are widely popular among young people. Masdddho himself has a distinctive musical style, with heartfelt lyrics that relate to daily life and the rich Javanese culture. His songs are filled with local nuances yet remain relevant to current music trends. Since his debut in 2022, Masdddho has released several songs that have received positive attention from music fans, showcasing his immense potential in his career.

According to Effendy (2011), communication strategy is effective planning in conveying messages so that they are easily understood by the audience and can accept what has been conveyed, thereby changing a person's attitude or behavior. Kulvisaechana (2001) defines communication strategy as the use of a combination of communication phases, including communication frequency, communication formality, communication content, and communication channels (Riadi, 2021).

Personal branding strategy is an integral part of communication strategy. Personal branding strategy can be defined as a systematic plan aimed at enhancing an individual's reputation and career development, moving from a state of relative obscurity to broader recognition (Harr, 2024). This strategy maps the individual's current position, sets the desired visibility targets, and details the tactics, tools, and competencies required to achieve those goals, including the creation of a daily content calendar as an operational tool. Systematic strategic planning helps reduce uncertainty in building visible expertise, allowing individuals to focus more on realizing their desired reputation. In its development, modern personal branding strategies are closely related to content marketing practices. Most of the skills and tools used in personal brand development are adaptations of content marketing concepts, with applications specifically aimed at building an individual's professional identity in the public space.

The communication strategy for building personal branding implemented by Masdddho as a newcomer musician in the Javanese pop genre is carried out by fulfilling the criteria of personal branding that he wants to achieve. In this study, the author uses the theory proposed by Rampersad (Rampersad, 2008). Masdddho creates his personal brand as a musician on TikTok by producing high-quality and engaging content to showcase his work and reinforce the personal brand message he is building. These efforts are supported by thorough content planning and the creation of authentic content. Additionally, Masdddho regularly conducts research and evaluations of trends and audience responses through comment sections and live streams. He also develops distinctive characteristics in his voice, appearance, and musical style. In the process, Masdddho forms a solid production team to support the consistency and quality of content production. Equally important, he collaborates strategically with other creators and musicians to expand his audience reach and strengthen his personal branding position in the digital realm. Building personal branding is a means to improve one's perceived value, based on their abilities, values, and unique characteristics, which can then be transformed into a stronger identity compared to others. Every individual should have a unique personal brand, so through branding, one can gain benefits such as popularity and professional success, as well as receive positive feedback from others (Anisa & Handayani, 2024)

Every individual strives to build a self-image in line with their competencies and interests. Many public figures also use social media for various purposes, such as enhancing their reputation, creating buzz to remain in the public eye, and leveraging it as a promotional tool to support their business activities. (Butar & Fithrah Ali, 2018). As more people use TikTok, there will also be more viewers or followers discussing or even understanding the personal branding done by TikTok users. Personal branding refers to the type of content shared, the character created, interaction with viewers, skills demonstrated, maintaining a good image, and content created to highlight the unique characteristics of the TikTok content creator so they can be recognized (Putri & Azeharie, 2021).

To be true to himself and showcase authentic values and personality, Masdddho wants to demonstrate his principles as a young musician who doesn't follow the crowd. He aims to become someone who can provide guidance in his later years, avoiding the culture of gimmicks and getting caught up in the sensationalism of the entertainment world. Therefore, the content published on his TikTok account must align with his principles and personal aspirations. Through the content uploaded on the TikTok platform, Masdddho aims to introduce his work. The character he has built in developing his personal brand is that of a creative, high-quality, simple, and entertaining musician. This aligns with the work and content displayed on his TikTok account, which showcases creativity in creating songs and consistently high-quality content, as well as a humble and entertaining attitude toward fans and audiences, especially when responding to comments on his content. Another example is his collaboration with a junior musician, the son of the late Didi Kempot, named Saka. This demonstrates his willingness to support other musicians. He hopes to continue supporting other musicians, especially newcomers, even as he grows older. Thus, it can be concluded that Masdddho possesses the aspect of authenticity.

In creating a good and strong personal brand, individuals need to adhere to moral norms and ethical behavior that are in line with their personal desires. This is a fundamental factor in building personal branding that is acceptable and positively evaluated by the public. This important element is an aspect of integrity. In this aspect, Masdddho always wants to create improvements so that his work continues. When faced with challenges such as comments targeting his personality, Masdddho no longer dwells on such matters and remains calm in addressing them. He also filters content and interactions, carefully considering the quality of uploaded content and comments on his TikTok posts to maintain the personal brand he has built. Over time, whether receiving positive or negative comments, he always accepts them

well and responds positively. Although, initially, he couldn't accept them because he wasn't used to it. Masdddho views the good and bad comments from netizens toward public figures as normal. Especially when he receives constructive criticism, he takes it as material for self-evaluation and improvement of his work. For example, when responding to questions about his previous branding as a religious student that he has since moved away from, he addressed the constructive criticism with a positive attitude.

Consistency in building personal branding is a crucial factor in creating a solid and trustworthy image for the audience. Through social media, consistent efforts in personal branding help the public recognize someone through their unique characteristics. Additionally, individuals have the opportunity to strengthen trust and credibility in the field or discipline they pursue (Felix et al., 2023). Regarding consistency, someone who is building their personal brand needs to maintain consistency in their actions, both online and in real life. For his visual style and music on TikTok, Masdddho aims to build a positive image for his future career. He wants to preserve the elegant Javanese culture while maintaining a modern touch. In his videos, he often appears in classic Javanese attire. Additionally, his visual style contributes to showcasing his uniqueness. To maintain consistency in content creation, Masdddho occasionally produces diverse content, such as discussing music, covering songs, or vlogging during performances. To uphold his identity as a Javanese pop musician, Masdddho will continue to preserve his work. This is evident in the content he uploads through his personal TikTok account and the production team's account, which follow the same consistent pattern. This includes production processes, rehearsals, vlogs during performances, song covers, or preparations for releasing new works. As a result, Masdddho can be described as consistent, as his approach on TikTok aims to build a perspective and gain support from his audience and fans.

In terms of specialization, to develop unique characteristics in content that are easy for the audience to remember, Masdddho maintains high-quality graphics and creates engaging content to keep the audience watching. On both his personal account and his production team's account, Masdddho consistently shares content that reflects creativity, friendliness, and entertainment. He often uploads singing content and even follows popular trends on TikTok. Additionally, the most effective way to focus on personal brand development without getting caught up in temporary popularity in music is to have a team composed of friends he trusts. This is what makes Masdddho feel close to his friends and fans, always grateful and humble. He needs to ensure that his focus on his music and personal branding remains consistent, despite the fact that TikTok is a platform that changes rapidly, both in terms of its algorithm and its audience. Masdddho stays true to his principles as a musician. Along with a routine to help maintain focus on creating engaging content, Masdddho is sometimes inspired by others' content to sing or perform.

When it comes to building personal branding through TikTok to appear authoritative and inspiring, Masdddho believes that people who enjoy and appreciate his work will be inspired, whether to start creating their own work or simply to enjoy it. And to build authority, it is only through one's natural demeanor, what is displayed on social media, that one's true character shines through without any artificiality. When a musician has the right voice quality, character, and branding for their market, they naturally develop their own authority. To build respectful relationships both professionally and personally, Masdddho always pays attention to attitude, especially toward senior artists, while also supporting peers and those just starting their careers. A small example is when backstage at music concerts, he often visits the backstage areas of other senior artists to socialize, such as Denny Caknan, Guyon Waton, Aftershine, etc., which is very important to him. He also frequently collaborates with peers and artists who are just starting their careers by featuring them in his music videos. Such as Yono

Mullet, Reza Lemu, Eri Pras, and others. All of this reinforces the evidence that he possesses the aspect of authority (Wibawa).

Regarding the aspect of Distinctiveness (uniqueness), in distinguishing his vision as a Javanese pop musician from other musicians and reflecting this in his TikTok content, Masdddho has a distinctive trait of being easy to blend in. In his lyrics, Masdddho often incorporates Javanese vocabulary or unique phrases, such as "Ladang curhat" and "wis kadung sepenuh hati," and mixes them with Indonesian sentences. This eccentric approach is highly appreciated by his audience. This helps keep his content unique, even though TikTok is filled with other musicians and content creators. One of Masdddho's most recognizable traits is his humorous way of responding to comments on his content or interacting during live streams on social media, where he responds to them with wit. In the fast-paced world of TikTok, high-quality and engaging content is crucial to ensure Masdddho's uniqueness remains relevant and widely accepted by the audience, without losing his identity.

In relevant aspects, to address challenges or criticism that arise in the process of building personal branding, Masdddho can accept criticism regarding his content and songs. As a result, constructive criticism can enhance his performance and quality across various aspects, whether during song production or when creating content on his TikTok account. From YouTube subscribers, TikTok followers, Instagram, to Spotify, all have grown rapidly. This makes Masdddho feel that his current life aligns perfectly with what he desires, especially the life he envisions for the people he loves. On his personal TikTok account and his production team's account, Masdddho consistently uploads creative works with diverse content, such as video or audio clips accompanied by song artwork. This has generated positive and enthusiastic responses from his audience and fans, in the form of likes, comments, and reposts by both his audience and fans.

Visibility, along with consistency in visual and messaging aspects of personal branding, is crucial for establishing a consistent principle, according to Masdddho. When the right market is found, it should be followed by development. Once development aligns with the market, it should be expanded further. The importance of collaboration and partnerships in expanding personal brand visibility is also highlighted. Though important, for Masdddho, it remains an option. However, he frequently collaborates on content, such as with Denny Caknan, Hendra Kumbara, Jasun Marju, Saka (son of the late Didi Kempot), and others. One of the benefits of this is attracting a broader audience, including those who were previously unaware of him. As a result, he occasionally produces collaborative works with other singers. This demonstrates that Masdddho successfully expresses his personal brand uniquely, highlights his strengths, and maintains the values of partnership.

Masdddho must plan a consistent content schedule on TikTok in order to build a loyal audience while maintaining the quality of Javanese pop music. To overcome art block, he often seeks inspiration and tries new things. Masdddho is still inconsistent in uploading content, but since he is already known as a musician, the content he posts is still popular among his fans. This is a positive step demonstrating his success in building personal branding. When facing negative feedback or other challenges, Masdddho has his own principle of ignoring negative comments from the general public. This is to ensure he remains persistent in the long term. As a result, he has a strong desire to continue growing. This is an example of the aspect of persistence.

With good intentions and positive aspects, the goal is to evaluate every stage of the learning cycle and ensure that the personal brand being built becomes stronger. Masdddho believes that every stage of his career is motivated by his audience's comments. In terms of utilizing feedback from followers to improve content quality and strengthen his personal brand on TikTok, Masdddho always involves his audience or fans in evaluating his content and work, which also helps build a close relationship with his audience and fans. For example, every time

he releases a new song, Masdddho always informs the general public on social media by singing a small part of the song and then creating interaction with his fans. This includes discussing what title would be suitable for the song, when it will be released, and so on. Content like this creates interaction between Masdddho and his fans, and they feel that they are contributing to his work.

In terms of performance, to evaluate the development of his personal branding, Masdddho always conducts evaluations and research, seeks references from other musicians, and uses audience comments as motivation in building his career.

Based on the author's analysis of data obtained through interviews with informants, as well as observations of the TikTok accounts @ahmadridhonugroho and @md_production_official, the implementation of the eleven aspects by Masdddho reflects his personal ambition that aligns naturally with his daily life, without any artificiality or pretense. This enables the creation of an authentic, strong, and sustainable personal brand. Therefore, engaging others' thoughts and feelings is a crucial aspect in building a strong personal brand. When a personal brand can establish a strong connection with others' emotions and perceptions, that is its true strength.

CONCLUSION

Based on the discussion described above, it can be concluded that *Masdddho* shows a strong commitment to maintaining the principles of authenticity, integrity, consistency, and distinctiveness in every step of his career. As a *Javanese* pop musician, he prioritizes the quality of creative, simple, and entertaining works, and strives to maintain an image that aligns with his personal values and future ambitions. *Masdddho* builds personal branding in an authentic way, despite facing various challenges such as negative comments and criticism from *netizens*. He remains open to receiving constructive criticism and uses it as material for self-evaluation. In maintaining consistency, although his mood has some effect on him, he always pays attention to visual aspects and content relevant to his identity as a *Javanese* pop musician, and utilizes interaction with fans to maintain closeness with the audience. He also does not get caught up in sensational trends, but instead focuses on developing musical works that are rooted in *Javanese* culture, while still presenting a modern feel. *Masdddho* utilizes feedback from his fans to improve content and create interactions that build an emotional connection with the audience. In addition, he also maintains visibility and persistence in his work despite the dynamic TikTok platform. By sticking to these basic principles, *Masdddho* has managed to stand out as a musician with character, creativity, and quality. His persistence in maintaining content quality and communication with fans makes him an example of building a successful and sustainable personal branding in the digital world.

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