CHAPTER I
INTRODUCTION

1.1 Background

The development of technology and science has had a very intense influence on human life in various aspects, namely the ease of accessing information and knowing news and developments in the world via the internet network. The Internet offers various 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 options for getting information quickly and cheaply (Putri & Bimantoro, 2020).

The use of easy internet access via cell phones as we live in the era of globalization has produced a generation that is dependent on the internet. The impact of the ease of accessing the internet makes the internet the main reference source in searching for information. As global connectivity increases, generational shifts may play a more important role in determining behavior than socio-economic differences. Young people have become a powerful influence on people of all ages and incomes, and on the way those people consume and relate to them (Firamadhina & Krisnani, 2020).

Figure 1.1 Internet Users in Indonesia (2023)

Internet users in Indonesia have experienced a fairly high increase in number, as of January 2023 there were 212.9 million internet users, namely 77% of the total population. This number has increased drastically compared to 2022 where internet users were 204.7 million, while in 2021 it was at 202.6 million.

The existence of the internet has triggered the development of communication technology such as the emergence of various platforms social media that can be used as entertainment, a place to express yourself, and to interact with other people online. One of the social media in Indonesia that is in great demand is Tiktok.

One of the platforms that is currently developing the fastest and is also known throughout the world is TikTok. TikTok is a social media platform where users can create, edit, and then share short video clips lasting twelve to thirty seconds which are also accompanied by interesting features such as music, live, stickers, videos, voice changers, and so on. (Winarso, 2021). In its development, the TikTok platform was founded by Zhang Yi Ming, who graduated from Nankai University majoring in software engineering. In 2018 TikTok started to go viral in Indonesia until now. This can also be seen from data on global users of the TikTok platform, where Indonesia is ranked 2nd.
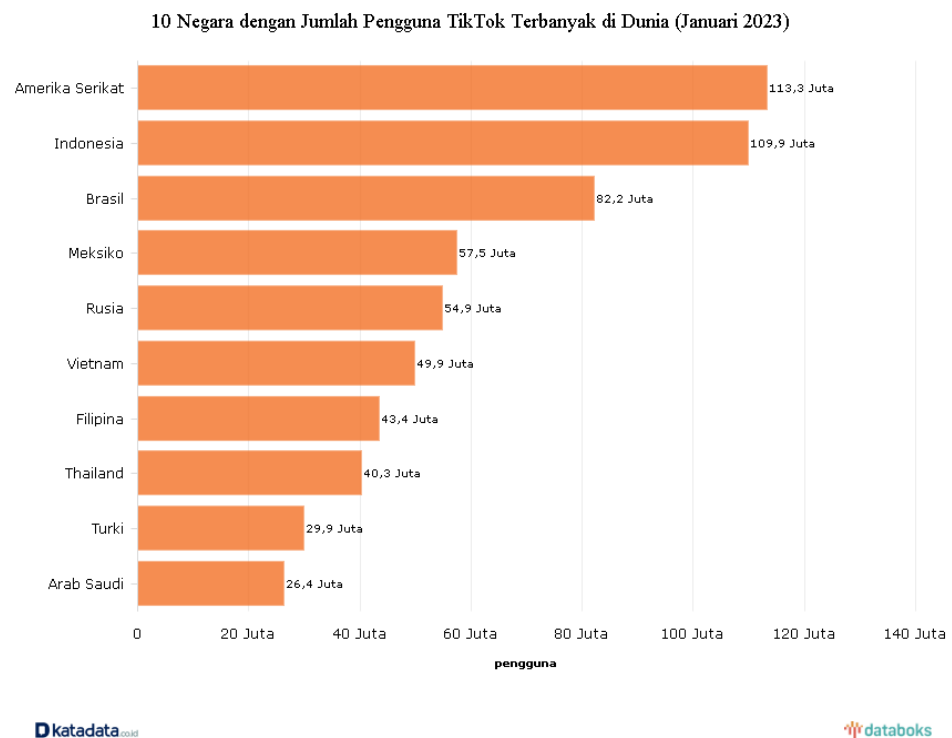

10 Negara dengan Jumlah Pengguna TikTok Terbanyak di Dunia (Januari 2023)

Amerika Serikat	113,3 Juta
Indonesia	109,9 Juta
Brasil	82,2 Juta
Meksiko	57,5 Juta
Rusia	54,9 Juta
Vietnam	49,9 Juta
Filipina	43,4 Juta
Thailand	40,3 Juta
Turki	29,9 Juta
Arab Saudi	26,4 Juta

pengguna

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Figure 1.2 TikTok platform user data in the world

The TikTok platform is also a social media that is widely used by both children and adults. This makes TikTok a means to promote business by utilizing the creativity of videos made by its users. TikTok will also be used by someone

to build personal branding, such as content creators or celebrities, they will usually use TikTok as a tool to build their branding. For content creators, personal branding is very important, this happens because by having good personal branding, the content creators will become increasingly known to many people through social media (Ardianto & Zulfiningrum, 2022).

Tiktok social media was widely used in early 2021 and continues to grow today. A study conducted by Geyser in (Fahira et al., 2021) shows that TikTok social media has engagement rate. The largest is 17.96% compared to other social media such as Instagram and YouTube which have engagement rate 1.63% and 0.37%.

Currently, many people use social media to communicate and express themselves until it has developed into a constructive media personal branding. Communication has a function in the social aspect, this function is related to the importance of forming self-concept and knowledge of oneself so that one is able to show respect for fellow humans and minimize the occurrence of pressure and tension (Yusuf, 2021).

Montoya and Vandehey in (Pranowo et al., 2023) explain that personal branding is an individual's effort to form a "characteristic" about himself before being known by others. Personal branding can be formed by highlighting various aspects, from appearance, speaking style, to the appearance and way of communicating via social media. Jayson Demers in (Rahmah, 2021) revealed that content is the fuel for a personal brand, social media is the engine.

One of the TikTok social media content that is widely developed is educational and informational content such as reviews book. Below is some of the creator's content review a book that is famous on the social media TikTok.

Table 1.1 Book Review Creator Content on Tiktok Social Media

Rank	Nama Kanal Tiktok	Number of Followers	Number of Likes
1.	Cut Vivilia Shield	303.500	6.800.000
2.	Pinkybilika	101.000	3.200.000
3.	Keiko	87.000	8.900.000

| 4. | Aditya Falah | 65.500 | 941.600 |
| 5. | Alma Syahwa | 11.100 | 899.000 |

Even though Vivia is not the only content creator who shares book review content, Cut Vivia Thalita has a large number of followers, likes and views. The number of followers on Cut Vivilia Talita's TikTok is uncertain. This is because of the FYP (For Your Page) algorithm in the TikTok application. However, Cut Vivilia Talita was able to develop personal branding as a content creatorreview a book that also wrote a book. This is the attraction of Cut Vivilia Talita because it's not just mereview books by other people but are able to create their own work and share their experiences as motivation for themfollowers or audience.

Vivian has used personal branding activities on social media to develop her career. Cut Vivia Thalitha is a student from Bireun, Aceh Province, who migrated to Bandung and is currently studying Entrepreneurship at the SBM Faculty at ITB. She also does business with brand "seudaty." Apart from that, the video content uploaded to his Tiktok account talks a lot about studying business, education, hobbies and tips for becoming a productive young man. The owner of the Tiktok account @Viviatal started his journey on social media to share inspiring stories. Social media has a feature where users can upload photos or videos that describe the characteristics of the account owner. One example is @viviatal, a TikTok content creator with typical content related to science, motivation, and education.
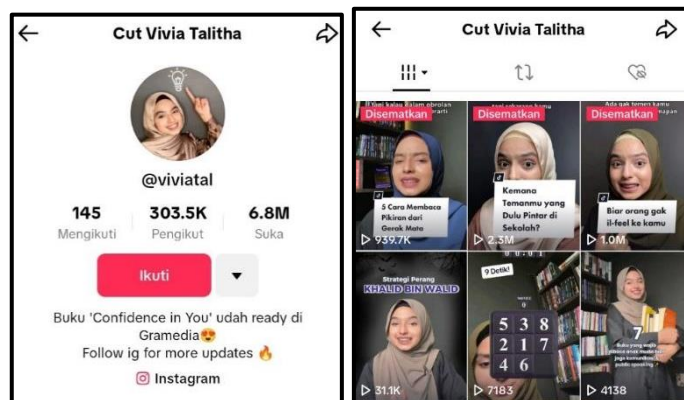

Figure 1.3 Akun TikTok @viviatal

The content that @viviatal often shares via his TikTok account is quite varied but still has the same theme concept, namely educational and motivational. The educational concept can be seen from posts regarding various information about life and motivation based on the person's personal experience content creator related to the world of education. One of the hashtags or hashtag What characterizes @viviatal is #OutsideClass, which is like a segment to open further explanations about the topic to be discussed. This is one form personal branding @viviatal from the way he communicates and becomes the identity of the account. Hashtag #LuarKelas is always used to bring the audience into a more in-depth discussion of the discussion topic as in the following picture.
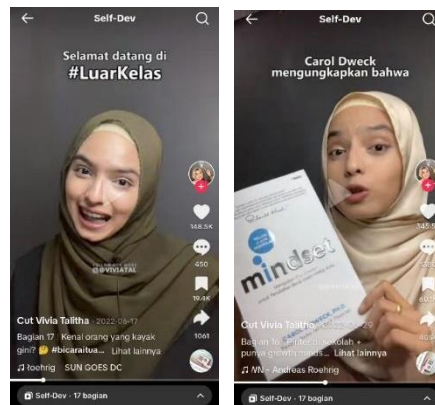

Figure 1.4 TikTok account posts @viviatal

Another characteristic of @viviatal is always mentioning and showing books that are references for discussing topics to strengthen theory and maintain the audience's trust. This becomes @viviatal's communication identity and thus forms personal branding as a content creator that is informative, educational and motivating Followers it is in accordance with Tamimy's explanation in (Yusanda et al., 2021) that someone can find out the character of the owner of a social media account just by looking at the social media account.

Social media can reflect the character of its owner. The description above is supported by research (Leasfita & Elysa, 2022) which found that content created by influencer has an important role in its formation personal branding. Through the content that is shared, there are messages, ideas, concepts in simple but effective sentences so that they can be conveyed and understood by the audience well.

This research was carried out using a qualitative approach. Based on the opinion of (Sugiyono, 2013), qualitative research can be called naturalistic

research because its implementation is based on facts found in the field. The choice of qualitative method aims to describe in detail how @viviatal communication identity is formed personal branding on TikTok. Data collection will be carried out using interview, observation and documentation techniques.

This research will produce an analysis of Cut Vivi Talita's communication identity as a content creator with the social media account TikTok @viviatal to form personal branding. The results of this research can be used as a benchmark or reference to see the formation process personal branding through communication identity, which has never been used by previous research. This will produce a different point of view in the formation process personal branding on social media.

Based on the background description above, researchers are interested in analyzing communication identity in forming personal branding on the content of TikTok creator @viviatal because there are distinctive characteristics in the posts as well as distinctive characteristics in communicating as an identity. Therefore the title of this research is**"Analysis of @viviatal Communication Identity in FormingPersonal Branding o**n **Tiktok"**

1.2 Research purposes

The aim of this research is to analyze @viviatal's communication identity in Forming Personal Branding on Tiktok.

1.3 Research question

Based on the research objectives, the questions asked in this research are as follows:

1. How @viviatal communication identity to form personal branding on TikTok?

1.4 Benefits of research

The benefits of this research are as follows:

1. Theoretical Benefits

   The results of this research can be used as a reference for academics who conduct similar research related to communication sciences and personal

branding. Apart from that, it also provides additional insight for society in general regarding communication science and personal branding.

2. Practical Benefits

   The results of this research can be used as a reference for people who want to build personal branding through social media and related to communication.

3. Academic Benefits

   Aims to submit for university purposes and research needs.

1.5 Time and Location of Research

Table 1.2 Research Stages

No.	Activity	May	June	July	August	September-November	December - March	April	May
1.	Determine the topic to be researched	▓	▓	▓	▓				
2.	Start working on chapters 1-3	▓	▓	▓	▓				
3.	Seminar Proposal				▓				
4.	Revise the thesis proposal					▓			
5.	Conducting interviews						▓		

6.	Processing and analysis of data							8	
7.	Thesis Defence								

Source: Processed by the Author, 2023