

**COMMUNICATIONS IDENTITY ANALYSIS @VIVIATAL  
IN FORMING PERSONAL BRANDING IN TIKTOK**

**FINAL PROJECT PROPOSAL**

Submitted as One of The Requirements for

Obtained a Bachelor of Communication Studies Degree

Communication Science Study Program

Arranged By:

Magdalena Yohana

1502194096



**COMMUNICATION SCIENCE STUDY PROGRAM  
FACULTY OF COMMUNICATION AND BUSINESS  
TELKOM UNIVERSITY  
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