

ABSTRACT

This research aims to examine the personal branding strategy carried out by the owner of the Tiktok account @anak.boenda in building personal branding on the Tiktok platform. Amid the rise of viral content that lacks educational value, the phenomenon of building personal branding becomes increasingly important, especially among Generation Z, who dominate Tiktok users. The presence of content creators who consistently produce inspirational and educational content related to personal life, experiences with the Ausbildung program in Germany, and motivation for audiences with similar interests became the main reason for analyzing the @anak.boenda account. This study uses a descriptive qualitative approach with data collection techniques including unstructured phone interviews, non-participant observation, and documentation of Tiktok video content uploaded between November 2024 and February 2025. The results show that Danis Affandi, as the owner of the @anak.boenda account, aligns with seven out of eight principles from The Eight Laws of Personal Branding, although not all aspects are fully represented. However, this study confirms the relevance of content development based on The Eight Laws of Personal Branding in building personal branding on the Tiktok platform.

Keywords: Personal branding, Tiktok, digital content, social media, Generation Z, content creator