

ABSTRAK

TikTok merupakan aplikasi yang memungkinkan penggunaanya untuk berbagi video pendek dan bagi influencer dapat digunakan untuk membentuk *personal branding*. Fokus penelitian adalah untuk mengetahui konsep diri pada *personal branding* yang dibangun akun TikTok Jessnolimit999. Metode penelitian adalah studi kasus dengan obyek penelitian akun TikTok jessnolimit999. Data dikumpulkan melalui wawancara dengan Google Form pada akun *followers* serta observasi dan dokumentasi pada akun @jessnolimit999. Teknik analisis data secara deskriptif kualitatif. Hasil penelitian menunjukkan bahwa Jessnolimit999 membangun *branding* dengan cara mengemas konten video yang diunggah di TikTok, setidaknya ada 6 citra jessnolimit999: bermain *game online Mobile Legends* handal; akun jessnolimit999 sebagai media penyiaran; pribadi yang lucu; suka berbagi *give away* berupa *smartphone* dan laptop; pribadi yang sayang adik; dan mengeksplor kemampuan. Proses *personal branding* yang dilalui oleh jessnolimit999 sesuai dengan 8 konsep pembentukan *personal branding* yaitu: *The Law of Specialization*), *The Law of Leadership*, *The Law of Personality*, *The Law of Distinctiveness*, *The Law of Visibility*, *The Law of Unity*, *The Law of Persistence*, dan *The Law of Goodwill*. Penerapan konsep *personal branding* jessnolimit999 dapat berjalan dengan baik karena dapat mengendalikan dan mengatur persepsi orang lain sehingga dapat membangun *personal branding* yang tepat

Kata Kunci: TikTok, *personal branding*, jessnolimit999

ABSTRACT

TikTok is a plethora of apps that allow its users to share short videos and for personal branding. One of the TikTok influencers in Indonesia is jessnolimit999. The focus of the research is to find out how self-concept in personal branding is built through social media on TikTok Jessnolimit999. The research method is a case study with the object of research being the TikTok account jessnolimit999. Data was collected through interviews with Google Forms on follower accounts, and observations and documentation on the @jessnolimit999. The data analysis technique is descriptive and qualitative. The results show that Jessnolimit999 builds branding by packaging video content uploaded on TikTok, there are at least 6 jessnolimit999 images: reliable Mobile Legends online game players; jessnolimit999 TikTok account as broadcast media; cute Mobile Legends pro players; influencers who like to share giveaways in the form of smartphones and laptops; a person who loves sister; and explore capabilities. The personal branding process that jessnolimit999 goes through is in accordance with 8 concepts for the formation of personal branding, namely: The Law of Specialization, The Law of Leadership, The Law of Personality, The Law of Distinctiveness, The Law of Visibility, The Law of Unity, The Law of Persistence, and The Law of Goodwill. The application of the personal branding concept of jessnolimit999 can work well because it can control and regulate the perceptions of others so that it can build the right personal branding

Keywords: TikTok, *personal branding*, jessnolimit999