

PERSONAL BRANDING CONTENT CREATOR ANDRE HENDARTO ON TIKTOK

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ABSTRACT

Technological developments in Indonesia are increasing along with people's access to social media. Social media is an internet-based application and users can share information, interact with many people, express themselves and create content easily, including social networks, blogs, and so on. TikTok is one of the fastest-growing social media nowadays. It is a lifestyle platform and an entertainment platform so that users or content creators can express and channel their talents by utilizing creativity according to the image and image they want to form. With the use of TikTok social media, content creator Andre Hendarto builds an image through his uploads to his TikTok account @bobacott so that his followers will see it and become the judgment of the people who see the post. Seeing this phenomenon, the researcher chose the title of the thesis "Personal Branding Content Creator Andre Hendarto on TikTok". This research aims to find out the form of personal branding content creator Andre Hendarto on TikTok. This study uses a qualitative approach using 8 concepts of personal branding according to Peter Montoya in Haroen, namely specialization, leadership, personality, difference, visible, unity, firmness, and good name. The results show that content creator Andre Hendarto has consistently fulfilled 8 concepts of personal branding through social media TikTok @bobacott. The results showed that the form of personal branding that Andre Hendarto built was a form of personal branding that was humorous, and natural or as it was without any coercive elements.

Keywords: Social media, TikTok, Andre Hendarto

1. PREFACE

Along with the development of technology, many media can be used as a tool to communicate, one of which is social media. Social media is an internet-based application and users can share, participate, and create content easily including virtual worlds, social networks, forums, wikis, and blogs. Social media makes it easier for people to interact with many people, make it easier to express themselves, spread information without being limited by distance and time [1]. According to the results of the We Are Social and Hootsuite surveys, data on social media users in Indonesia in January 2021 amounted to 170.0 million active users, the percentage of social media users from the total population was 61.8 percent, the number of users changes every year around 6, 3 percent + 10 million, 168.5 million active social media users accesses via cellphone, and the total percentage of social media users accessing via cellphone is 99.1 percent. Some of the social media that are quite widely used by the public are Instagram, Facebook, TikTok, Twitter, LinkedIn, WhatsApp, Line, YouTube, and others. In 2018, TikTok was named the best and most entertaining app [2].

TikTok is an application that allows users to create videos of 15 to 60 seconds in length accompanied by music, features, effects, and filters. The uploaded video will have a watermark in the form of a username or username that distinguishes it from other applications. According to the results of the We Are Social and Hootsuite surveys, in January 2021 there were 689 million active TikTok users in the world each month, the percentage of active TikTok users from the total population aged 13 years and over was 11.3 percent, the total TikTok application downloaders in December in 2020 the world reached 56 million downloads, the percentage of female TikTok users reached 49.0 percent while the percentage of male TikTok users reached 51.0 percent.

TikTok social media continues to develop due to the adjustment of the target market that has been set from the start, namely teenagers under 18 years old. Over time, TikTok managed to penetrate the target and teenagers under the age of 18 and all people. Based on data as of 2019, TikTok application users aged 16-24 years are 41%. The TikTok application also occupies the most downloaded apps in the 4th position, beating Instagram in 2019. In 2020 in May, the TikTok application reached 800 million active users in the world and users from Indonesia reached 81 million active users.

The advantage of the TikTok application compared to other competitors is that users can easily become a content creator. The TikTok application is a lifestyle platform and an entertainment platform. TikTok can be downloaded via the google play android application and the IOS AppStore [3].

The social media used by Andre Hendarto are TikTok, Instagram, and YouTube. TikTok is quite a fan, in 2021, it will reach 5.5 million followers and 194.1 million likes. That's why Andre Hendarto is an active TikTok user.

On the TikTok account @bobacott, Andre Hendarto wrote brief information about himself in the biographical column on TikTok. Andre Hendarto wrote that he likes boba and added his Instagram username and Youtube channel link. Andre Hendarto's name suddenly went viral because of the video content uploaded when unboxing funny random items, namely dancing cactus. The audience reached 21.5 million people and as many as 3.1 million people liked the video content. The uniqueness of every video that Andre Hendarto uploads is always made with parody content about everyday life that is funny, interesting and always trending [4].

Interestingly, now TikTok is widely used as an effective medium in conducting marketing communications in the form of personal branding. Personal branding is the formation of public perception of aspects possessed by a person such as abilities, personality, values, and creates positive perceptions to the public and is used as a marketing tool to gain image and profit [5].

According to Erwin and Tumewu in the book *Personal Brand-Inc*, a personal brand is an impression or commonly referred to as an impression closely related to abilities or expertise, behavior and achievements formed to produce images and images that can be used as self-identity intentionally or unintentionally. so that people can easily remember [6].

Content creator is a profession or a form of creative industry innovation in the business world in creating content in images, videos, writings, sounds or a combination of two or more materials. Content created for digital media or known by the name of social media such as YouTube, Facebook, TikTok, Instagram, Blogger, etc. Content creators open up opportunities for everyone to create a complete identity, namely self-branding [7].

Andre Hendarto is a content creator on TikTok who makes parody video content about everyday life that is funny and interesting. He actively uses various social media, one of which is TikTok. A person can create an image for himself through social media, and Andre Hendarto is no exception. In building personal branding, eight main concepts are needed to produce effective personal branding. The theory used by researchers in this study is the personal branding theory proposed by Peter Montoya. From the analysis conducted by the researcher, the results of Andre Hendarto's personal branding on TikTok are obtained.

In order for brand personality to stick in people's minds, it is also necessary to have strong personal branding. By using TikTok social media, Andre Hendarto builds an image through his uploads on his TikTok account so that his followers will see it and become an assessment of the people who see the post. Seeing the above phenomenon, researchers are interested in researching the research entitled "Personal Branding Content Creator Andre Hendarto on TikTok".

Based on the researcher's background described above, the researchers formulate the problem in this study, namely: "What is the form of personal branding content creator Andre Hendarto on TikTok?"

Based on the formulation of the problem described by the researcher, it is concluded that this study aims to determine the form of personal branding content creator Andre Hendarto in Tiktok.

Academic benefits from the results of this research are expected to be useful for the development of Communication Studies in the field of advertising concentration, especially in personal branding. It is hoped that the research results can be used as a reference for further research.

Practical benefits from the research results are also expected to provide input to practitioners in the advertising field, especially in terms of personal branding. In addition, the results of this study can expand knowledge and become a practical reference in presenting information for similar research.

2. RESEARCH METHODS

In this study, the researcher used a qualitative research method by choosing a qualitative descriptive approach using a case study method. Qualitative research method is a method that describes a phenomenon through a description in scientific form with triangulation data collection techniques with research results emphasizing the meaning of generalizations [8]. A case study is a combination of various activities or activities carried out in depth, intensively and in detail on an event and activity of a person, a group of people, an organization to gain scientific knowledge about the event which is usually an actual and ongoing thing [9]. In accordance with this understanding, the research in this thesis chose a single case study to examine an event by selecting the case of personal branding content creator Andre Hendarto.

The research subjects were resource persons who provided assessment data through interviews, the informants in this study were Andre Hendarto as content creator on TikTok and Rudi Suhardi as Andre Hendarto's friend. Andre Hendarto is known by the name Hasenkyyo with the stage name Bobacott because he really likes boba. Andre Hendarto was born in Pekanbaru and adheres to Christianity. Have the latest educational background at Tarumanagara University [4].

The object of research is an explanation of what and who is the object of research carried out anywhere and anytime by adding other things that are also considered necessary [10]. The object of research in this research is Andre Hendarto's form of personal branding on TikTok social media.

The use of data collection methods supports this research through observation, interviews, and documentation on research.

Observation is the basis of all science, by observing researchers study behavior and the meaning of that behavior. In this observation, the researcher in this thesis research observes the self-branding of the videos uploaded by Andre Hendarto through his TikTok social media @bobacott. Data collection techniques are carried out through questions and answers either directly or indirectly through the resource person to find out in-depth things about the informant in explaining a situation and phenomenon that occurs.

Interviews were conducted to find out the information needed by researchers in research. Researchers conducted interviews with two informants, namely Andre Hendarto and Rudi Suhardi. The researcher interviewed with the first informant, Andre Hendarto by telephone and the Zoom application by asking several questions to obtain information directly from the informant. Interviews were conducted by following the researcher's schedule agreement with the first informant via Zoom on September 28, 2021 at 19:45 WIB and telephone Line on November 14, 2021 at 13:29 WIB. The researcher conducted an interview with the second informant, Rudi Suhardi (a friend of Andre Hendarto) by telephone by asking several questions as complementary information. The interview was conducted by following the agreement between the researcher and the second informant via WhatsApp on December 21, 2021, at 11.54 WIB.

Documentation is a record of events that have passed in the form of pictures, works, or writings from someone as a complement to the use of observation and interview methods in qualitative research. The documentation referred to by the researcher in this study is the literature and literature related to the research objectives.

Triangulation is one of the methods used in collecting data, namely by combining several data collection techniques and existing data sources to test the credibility of the data that has been obtained. Triangulation is done to understand the research and come to conclusions with a high level of truth [8]. The researcher used a triangulation method by comparing the results of interviews with resource persons, namely Andre Hendarto and Rudi Suhardi with the researcher's observations.

3. RESULT AND DISCUSSION

One of the social media that is currently being used is TikTok. TikTok is a social media application that focuses on just sharing videos and gives its users the freedom to express themselves to the public according to their wishes. In self-presentation, TikTok users can form an image that is desired and accepted by the community so that it is in line with the concept of forming personal branding.

Peter Montoya put forward the concept of forming personal branding in Haroen with eight main concepts for the formation of personal branding, namely specialization, leadership, personality, difference, visibility, unity, constancy and good name.

The results of the research are presented by describing the 8 main concepts of personal branding according to Peter Montoya in Haroen. The Law of Specialization. The specialization or talent shown by someone is needed in building authentic personal branding. Based on the results of interviews, there is a specialization that is highlighted by content creator Andre Hendarto to his followers, namely those who like random items that are unique and funny using mini hands that are always used when unboxing these items and create sketch comedy content that relates to his followers, namely 3 brothers. Andre Hendarto builds personal branding according to what he likes.

This was stated by Andre Hendarto and Rudi Suhardi in an interview as follows:

“When I started branding myself, I started with what I liked. I really like the boba drink, right, then the child likes to chat, aka "spoofing", that's why I thought his stage name was @bobacott like that. Then as time went on I also developed my own branding to be a fan of cute stuff, because I really like random funny stuff, so that's what I unboxed for random stuff. Then I also make parodies about the daily life of 3 brothers which certainly relates to a lot of people right.”

–Andre Hendarto

“It means that he compares his daily life, yes, if he does that, then that's him. But he's packaged in a way that, hmm, maybe quite unique, because he has a branding that will later play a number of personality or gender roles if I see it. Then he also has a branding that he wants to use the small hand. The hands of a doll, so the impression is like it's funny, then hmm, it's cheerful. So when people saw him, he became interested in his branding, which is what it is and it's funny, so it makes people happy, laugh like that.” –Rudi Suhardi

The Law of Leadership. Andre Hendarto has 5.5 million followers on his TikTok account @bobacott and the verified account illustrates that he is a content creator who is seen as an expert in a field through his excellence or specialization. According to Andre Hendarto, the existence of followers is very important because without them, the stage name @bobacott would not be as big as it is today and Andre Hendarto's relationship with his followers is very good. It can also be seen through several posts on Andre Hendarto's TikTok account @bobacott who is replying to comments from one of his followers via video uploads.

This was stated by Andre Hendarto in an interview as follows:

“Our relationship with our followers is very important, because our existence has a lot of impact from them. Then I like to reply and like their comments, I like to hold questions and answers like that on Instagram, or sometimes I ask them to tell their daily stories so there is an emotional connection between my followers and me. And I also have a Line group with my followers so I can chat with me directly. Sometimes I even hold video conference calls so I can be close to them.”

The Law of Personality. Good personal branding must be based on the personality as it is. Andre Hendarto's personality on the @bobacott account is described as a humorous character and likes to talk as he is. This is evidenced through interviews and observations of researchers according to Andre Hendarto's natural personality, what it is in everyday life and the social media TikTok @bobacott. Andre Hendarto admits that all his activities are carried out with pleasure and without any element of coercion or turning him into someone other than himself.

This was stated by Andre Hendarto and Rudi Suhardi in an interview as follows:

“In my opinion, personal branding is like an image or identity that we bring to show to other people. Or is it the character that we want to be known as? Of course, personal branding is very important because it makes us authentic and different from others. It becomes a characteristic and has a special bond with other people who see us. However, it's all certainly done with my own pleasure and I'm here trying to be who I am without being forced or changing me into someone I'm not. Then I also do what I like like I really like making content for 3 siblings like the last child, first child, second child it's really funny and I'm sure you or my followers have felt the position of being the first child or vice versa.” –Andre Hendarto

“Andre is, hmm, when we meet him again, we see that he is a cheerful person, he is also cheerful, meaning he doesn't get angry easily, he doesn't get offended easily, then the person also likes to chat, likes to joke a lot, especially when it's with people who can be considered already know him like that. It's really like it can take a very long time to talk, it's like a joke” –Rudi Suhardi

The Law of Distinctiveness. Personal branding with a unique and prominent impression will make it easier for people to remember someone's image or image. Content creator Andre Hendarto creates unique and funny content about unboxing random items using mini hands and sketches comedy content about 3 brothers related to his followers. This makes followers feel interested in buying these random items and following the TikTok account @bobacott.

This was stated by Andre Hendarto and Rudi Suhardi in an interview as follows:

“There must be a lot of people who play Tiktok and continue to use the same content, maybe there are even some who are the same as me, like unboxing, making parodies and so on. From what I've done so far, I like to use mini hands or small hands, so people will definitely notice if I use small hands, I'm sure it's me, both in the content of unboxing random items and sketch comedy about 3 brothers.” –Andre Hendarto

“In my opinion, yes, what sets him apart from other content creators. I did pay attention too, I mean, I also saw some other content creators on TikTok. So, on average, they are not as natural as Andre's content when I see it. Because they really look like they're made up, meaning it's like making too much content. Indeed, that is also an attraction, but the difference is there. If Andre is more natural, it's more like making daily content, now packed with something funny. For example, he uses small hands, then his voice is also changed like that, like cute voices, the voices of small children, like that” –Rudi Suhardi

The Law of Visibility. Personal branding must be done consistently and continuously until a perception is formed in the community by marketing and promoting itself at every opportunity. Andre Hendarto consciously and consistently publishes himself by posting videos of Tiktok @bobacott that are uploaded to form the desired personal branding that is different from the others.

This was stated by Andre Hendarto in an interview as follows:

“Actually, in showing personal branding, you don't need very "WAH" skills, yes, the important thing is something different from what is currently available. So other people notice "eh what is this?" "Why is it different?" so. So the point is it's different if you want to work in the digital world.”

The Law of Unity. One's personal life in everyday life must be in line with what is formed in one's personal branding. Andre Hendarto's personal life is like a reflection and the image he wants in forming personal branding. Starting from the natural way of speaking without any coercive elements brought into social media on the @bobacott TikTok account, Andre Hendarto's original character strengthens the image and image that appears in the eyes of the public for the self branding formed by Andre Hendarto.

This was stated by Andre Hendarto in an interview as follows:

“I do what I like, so we can be ourselves and don't follow people, right? Then my demeanor and way of speaking on tiktok is the same as my own characteristics, why do we like many people but don't like ourselves, be natural and just do what you want to do. That's it.”

The Law of Persistence. Growing personal branding takes time because personal branding does not just form or appear suddenly. As the process progresses, it is important to pay attention to each stage and its development to remain firm and do not intend to change it. Andre Hendarto has no difficulty in maintaining his self-branding due to the firmness and consistency that he has built and implemented from the start without any feeling or intention to change and change it. He always uploads videos regularly and consistently creates content on his TikTok account @bobacott.

This was stated by Andre Hendarto in an interview as follows:

“Actually, maintaining self-branding is not difficult because I brand what I really like. Unless it's made for sure, it's hard to maintain it.”

The Law of Goodwill. To obtain good personal branding results and last a long time, positive values and ideas are needed and considerable benefits for the general public. Andre Hendarto was able to form his good name by uploading content that the public likes and getting a positive response from his followers. In addition, Andre Hendarto also attracted various brands or online shops to work together.

This was stated by Andre Hendarto and Rudi Suhardi in an interview as follows:

“So far, I've worked with several brands and online shops. Moreover, I have often collaborated with e-commerce, because my personal branding is unboxing cute items, right, so they think the market is suitable for them and my personal branding is in line with the campaign or collaboration objectives.” –Andre Hendarto

“Well, it was like hmmm, I just knew that tiger sugar continued to xing futang and continued to chat. At that time, I didn't know what street boba was. Well, when I saw that he had the endorsement, he continued to promote it like he was interested, because he was so packaged that it looked like it was super big. While like other people, maybe the size is a regular one cup size. He really looks like the bottle is like a one-and-a-half litre aqua bottle, so when you see it from there, it seems really interesting to try that Finally, because I saw that he was promoting a street boba of that size, I wanted to buy it. In the end, I bought it and tried it, it turned out to be delicious, wasn't it?” –Rudi Suhardi

4. CONCLUSIONS AND RECOMMENDATIONS

The purpose of this study was to determine the form of Andre Hendarto's personal branding on the @bobacott TikTok account. Based on the results of research conducted by researchers regarding the eight main concepts of forming personal branding according to Peter Montoya in Haroen, it can be concluded that, Andre Hendarto on the TikTok @bobacott account has consistently fulfilled 8 concepts of forming personal branding through TikTok social media, 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. Based on the results of research obtained by researchers regarding the form of Andre Hendarto's personal branding on the TikTok @bobacott account, it shows that the personal branding that Andre Hendarto built is a form of personal branding that is humorous and natural or as it is without any coercive elements. As a result, he is increasingly recognized and has many followers and has many opportunities to work with various brands and online shops.

The suggestions from the research that researchers have carried out are as follows: (a) academic advice, it is hoped that this research can be used as reference material for further research on the development of Communication Science in the field of advertising concentration, especially personal branding and using the same study on personal branding but with different aspects; (b) practical advice, it is hoped that this research can provide input for further research on advertising practitioners, especially those related to personal branding.

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