

ABSTRAK

Gita Putri Sadeli : *Personal branding* Nabilah Sebagai *Beauty content creator* Pada Akun *Tiktok* @nabilahdr_ (Analisis Deskriptif pada Akun *Tiktok* @nabilahdr_

Personal branding merupakan proses menciptakan dan mempromosikan citra diri sebagai merek dengan cara yang unik. Hal tersebut mencakup menentukan prinsip, keahlian, dan keunikan sehingga dapat menjadi pembeda antar seseorang dengan orang lainnya. Dengan kemajuan media digital saat ini membuat seseorang dimudahkan dalam membangun *personal branding* nya melalui media sosial. Salah satunya adalah akun *Tiktok* @nabilahdr_ , yang memanfaatkan platform ini untuk membangun dan membentuk *personal branding*nya sebagai *beauty content creator*.

Penelitian ini memiliki tujuan untuk mengetahui bagaimana @nabilahdr_ membangun *personal branding* nya melalui media sosial *Tiktok*. Dengan menggunakan konsep pembentukan *personal branding* menurut Peter Montoya dalam buku *The Personal branding Phenomenon*. Konsep ini meliputi Spesialisasi (*The Law Of Specialization*), Kepemimpinan (*The Law Of Leadership*), Kepribadian (*The Law Of Personality*), Perbedaan (*The Law Of Distinctiveness*), Kenampakan (*The Law Of Visibility*), Kesatuan (*The Law Of Unity*), Keteguhan (*The Law Of Persistence*), dan Nama Baik (*The Law Of Goodwill*).

Penelitian ini menerapkan paradigma konstruktivisme dengan pendekatan kualitatif. Adapun metode yang digunakan adalah deskriptif kualitatif, dengan data primer dan sekunder melalui teknik pengumpulan data, yaitu observatori partisipatori pasif wawancara dan dokumentasi.

Hasil penelitian ini dapat disimpulkan bahwa ada beberapa tahapan dalam membangun *personal branding* @nabilahdr_ antara lain : (1) Spesialisasi (*The Law Of Specialization*) yang dibangun dengan produktif dan konsisten. (2) Kenampakan (*The Law Of Visibility*) Nabilah yang menarik, *public speaking, up to date*. (3) Kepribadian (*The Law Of Personality*) Nabilah yang interaktif, *friendly*, juga rendah hati.

Kata Kunci : *Personal branding, Tiktok, Peter Montoya*

ABSTRACT

Gita Putri Sadeli: *Personal branding of Nabilah as a Beauty content creator on the @nabilahdr_ Tiktok Account (Descriptive Analysis on the Tiktok Account @nabilahdr_*

Personal branding is the process of creating and promoting self-image as a brand in a unique way. This includes determining principles, expertise, and uniqueness so that it can be a differentiator between one person and another. With the advancement of digital media today, it is easier for a person to build their personal branding through social media. One of them is the Tiktok @nabilahdr_ account, which uses this platform to build and shape her personal branding as a beauty content creator.

*This research aims to find out how @nabilahdr_ build their personal branding through Tiktok social media. By using the concept of forming personal branding according to Peter Montoya in the book *The Personal branding Phenomenon*. This concept includes Specialization (The Law Of Specialization), Leadership (The Law Of Leadership), Personality (The Law Of Personality), Difference (The Law Of Distinctiveness), Appearance (The Law Of Visibility), Unity (The Law Of Unity), Constancy (The Law Of Persistence), and Goodwill (The Law Of Goodwill).*

This research applies the constructivism paradigm with a qualitative approach. The method used is qualitative descriptive, with primary and secondary data through data collection techniques, namely passive participatory observation, interviews, and documentation.

The results of this study can be concluded that there are several stages in building personal branding @nabilahdr_ including: (1) Specialization (The Law Of Specialization) which is built productively and consistently, Nabilah who is attractive. (2) (The Law Of Visibility) public speaking, up to date. (3) Nabilah Personality (The Law Of Personality) who is interactive, friendly, and humble.

Keywords: *Personal branding, Tiktok, Peter Montoya*