



Personal Branding of TikTok Creator Content @y0urcocaine in Beauty Content on the TikTok Application

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ABSTRACT

This research examines the personal branding of TikTok content creator @y0urcocaine in beauty content on the TikTok application. Personal branding on social media is believed to be highly effective in enhancing career reputation for the future. Through personal branding, individuals can promote themselves, allowing the public to recognize their skills. Branding itself refers to the use of a name or symbol that distinguishes an individual or product from competitors while providing added value for consumers and sellers. Generally, a content creator has a target audience they aim to reach. The method used in this research is descriptive qualitative. In conducting the research, the researcher conducted interviews, observations of the TikTok account @y0urcocaine, and documentation obtained from sources. The results of the research indicate that @y0urcocaine's personal branding is quite good. The characteristic feature of @y0urcocaine is honest reviews, which distinguish them from other content creators with the same niche. @y0urcocaine reviews products for seven days and then shares the results with the audience. Additionally, @y0urcocaine takes responsibility for the content produced. Consistency is maintained by organizing a meticulous schedule and having supportive facilities to create a comfortable working environment.

INTRODUCTION

Personal branding on social media is highly believed to improve career reputation for the future, a person can "sell" it, people can get to know their skills better. Branding means a name or symbol that can distinguish it from competitor products and value to consumers and sellers. Personal branding is one of the activities to express self-actualization which is used to form an image. Personal branding is needed to be formed because personal branding has an important role because it allows a person to be a differentiator between himself and others, both in context. professional and personal. In forming personal branding, it should be formed as best as possible so that consumers, especially viewers, still know the identity of a content creator, and the more time passes, the more someone is also required to upgrade their personal branding to be better. By building a consistent and positive image, one can open the door to a variety of opportunities in life.

In general, a content creator certainly has a target audience or audience that he wants to reach. Content creators today tend to create content or create information related to things that they are good at and like. To become a content creator, creativity is the main capital in creating content. Unique and anti-mainstream ideas are the key to attracting followers and increasing engagement. If the content is interesting, then the audience will come continuously. There are several characteristics that must be considered in designing a strong personal brand according to (McNally & Speak, 2002), namely a personal brand that is not only different, but a reflection of the ideas and values in itself that form a distinctiveness, after that there is relevance, namely what the personal brand represents is relevant to what is considered important or needed by others and also in designing a personal brand it is needed to be consistent so that the audience can identify personal brands easily and clearly. In 2021, TikTok recorded around 656 million downloads. TikTok's popularity was boosted by the Covid19 pandemic. This pandemic situation forces the public to seek entertainment. TikTok is global because this application runs two strategies, the first is its parent, ByteDance launched two versions of the application for the Chinese market (Douyin) and the global market (TikTok). In Indonesia, TikTok occupies the second place with the highest number of TikTok users in the world, reaching 112.97 million users.

Dini is one of Yogyakarta's hit tiktokers who has TikTok followers of around 73.1 thousand followers and the content owned by Dini is quite a lot of various positive comments that are useful for increasing popularity as well as supporting content creation. The content that is often published is in the form of a day in my life, beauty, décor and lifestyle content. Dini is one of the content creators who has good and consistent personal branding in uploading content on TikTok. The content uploaded by Dini is always on the "For Your Page" FYP page, especially in beauty content. Of the many tiktokers who discuss beauty, @yourc0caine are tiktokers who can attract women's hearts and also help with makeup and skincare problems, the thing that distinguishes Dini from other beauty content creators is because @yourc0caine are tiktokers who will try skincare for 7 days before sharing the results with followers. Apart from how

Dini reviews each product honestly, many of Dini's followers also like the nature as it is, such as if the product used does not have ingredients that are suitable for her skin, then Dini will express it bluntly or frankly.

In Indonesia today (especially women) are competing in having an attractive appearance. Beauty is not only always about makeup but also about skincare. Skincare is a facial care product that comes into direct contact with body parts that will provide beneficial effects such as protection against skin conditions (Kumar, 2016). From this explanation, the researcher is interested in researching how the personal branding of tiktokers @yourc0caine in their beauty content. To find out the personal branding owned by TikTok account owners @y0urcocaine, researchers are interested in finding out more about how TikTokers' personal branding @y0urcocaine in beauty content on the TikTok application. This research also aims to find out the personal branding of TikTokers @y0urcocaine in beauty content on the TikTok application.

LITERATURE REVIEW

In an era like today, imagery is important in shaping a person's identity. A person's image is formed from how he looks, behaves, and how he interacts with the environment. With the increasing development of technology in people's lives, especially social media, people from various walks of life need to form self-branding through virtual communication. This self-formation or personal branding is needed by the community as an indicator of self-identity or identity. For social and professional needs, a person who has an account is required to display things that are in accordance with his skills and will be shown to a large audience so that self-image will be increasingly formed. Not only expertise, but an account owner can also show creative activities or works in public spaces. Personal branding is something that everyone needs to build and manage a consistent and profitable self-image. This includes a range of concrete actions that individuals can take to reinforce and promote identity and reputation in both professional and personal contexts.

Having good personal branding is how each individual manages strategies effectively and is also consistent in promoting themselves to the audience (Dinata & Aulia, 2022). The functions of personal branding itself are:

1. Building identity: Personal branding helps a person to identify and articulate unique values, skills, and characteristics, so that it can be a differentiator between one person and another.
2. Building a reputation: Through personal branding, one can build a strong reputation in the field. This can help someone be known
3. as an expert in a field or as someone who has credibility in that field.
3. Improving career: Personal branding can help a person get better career opportunities.
4. Attracting customers/clients: When it comes to business, personal branding can help in increasing trust with potential customers. Someone who has a strong personal brand can make potential customers feel confident to work together.
5. Directing the achievement of goals: by having a clear personal branding, one can focus on achieving specific goals. Personal branding helps in

determining the direction and assists in setting strategies to achieve the desired success.

The components included in personal branding are:

1. Setting goals and values for the sake of career goals and values that you want to display through personal branding.
2. Creating quality and relevant content that is in accordance with your personal branding goals and values.
3. Communicate consistently about yourself either through writing or direct instruction.

Currently, beauty content is one of the most interesting trends. This is because there are so many women who really want to maintain their appearance, especially beauty. Being a Beauty vlogger must be active in uploading interesting videos such as makeup tutorials, product reviews, or skincare. To help consumers in reviewing or assessing cosmetic products before buying them, many content creators have sprung up on social media. They are individuals or groups who create vlogs (video logs) that focus on beauty topics, providing product references to women

Facial skin care is a significant aspect for most Indonesian people. Indonesia is known as a large market in the beauty industry, especially in skincare. Not only skin care, but beautifying the face in makeup has also become one of the important things for women. (Cahyani & Aulia, 2023)

The definition study from McNally & Speak shows that there are 3 components of the flow, namely distinctive, relevant, and consistent. So it is formulated as follows:

1. Characteristics Have personal brand characteristics which are a reflection of ideas and values within themselves that form unique and different characteristics. Brands become strong when a person starts to believe and then commits to what they believe. To find out what is meant by a distinctive characteristic, namely by learning how to imply it rather than looking for differences and characteristics that are more highlighted.
2. Relevant, namely as a personal brand that is considered important or needed by people. Having characteristics that are different from others is not the only thing that is important to others, but what we strive for must be relevant to others.
3. Consistent personal brand that is created continuously so that the audience or audience can identify or know someone's personal branding easily and clearly. Consistency is the mark of being the strongest thing in a brand. For a brand, one will only get credit (knowledge, acceptance, or recognition from others) for what has been done consistently.

METHODOLOGY

Paradigm is a fundamental view of what is the subject matter in science. The paradigm helps to formulate what must be studied, the set of questions that should be answered, how the map is asked, and what rules must be followed in getting the answers obtained. Research is basically a means to reveal the truth or to strengthen the understanding of the truth. Efforts to

achieve the right understanding can be made by a variety of individuals, including philosophers, researchers, and practitioners, through a variety of models or approaches. There are various paradigms in science, but the most dominant are the scientific paradigm and the naturalistic paradigm. The scientific paradigm itself comes from the perspective of positivism, while the natural paradigm is based on the view of post-positivism. The research used by the researcher is by collecting data with observation and interview techniques to obtain clear and detailed data by analyzing Personal Branding of Tiktokers @y0urcocaine In beauty content on the TikTok application.

The foundation of thinking in this qualitative research uses Sugiyono's theory, which is a type of qualitative research that is very suitable for understanding social phenomena from the perspective of participants. The type of research used is using a qualitative phenomenological approach. This phenomenological approach seeks to understand events as well as interactions in people in certain situations. This study uses qualitative descriptive research where the author will conduct observations and interviews with resource persons. The qualitative research method is to seek a deep understanding of a phenomenon, fact, or reality. Facts, realities, problems, symptoms, and events can only be understood if the researcher conducts an in-depth search and is not only limited to a superficial view.

RESEARCH RESULTS AND DISCUSSION

Dini is one of Yogyakarta's hit tiktokers who has TikTok followers of around 73.1 thousand followers, the first video made by Dini was on April 11, 2020 and content about beauty was first uploaded on October 11, 2021. The content owned by Dini quite a lot has a variety of positive comments that are useful for increasing popularity as well as supporting content creation. The content that is often published is in the form of a day in my life, beauty, décor and lifestyle content. Dini is one of the content creators who has good and consistent personal branding in uploading content on TikTok. The content uploaded by Dini is always on the "For Your Page" FYP page, especially in beauty content.

In Indonesia today (especially women) are competing in having an attractive appearance. Beauty is not only always about makeup but also about skincare. Skincare is a facial care product that comes into direct contact with body parts that will provide beneficial effects such as protection against skin conditions (Kumar, 2016). Of the many tiktokers who discuss beauty, @yourc0caine are tiktokers who can attract women's hearts and also help with makeup and skincare problems. In this chapter, the author will explain the data obtained into outputs based on the research that has been carried out so far. In this study, the author collected data using observation, interview, and documentation methods. Through the observation method, the author collects data by paying attention to and recording information that has been obtained through sight and hearing. Observation is also supported using documentation data obtained by the author based on the internet, libraries, online libraries, books and resource persons.

Communication will be the basis and reference to answer the case formulation that has been determined in this study. To analyze related to the theme created by the author, the author uses a qualitative descriptive method by conducting interviews with interviews. In this study, researchers used Miles Huberman's data analysis technique, and analyzed using components from McNally & Speak. The components of McNally & Speak are distinctive, relevant, and consistent.

1. Characteristics Characteristics must be built from a true personality and must reflect a person's character, behavior, values, and vision. The character and values brought by Dini are reflected in the uploaded content. Dini has its own character that distinguishes it from other content creators, namely in addition to providing video content with honest reviews, Dini also knows how to review products without dropping the brand being reviewed. The character portrayed by Dini is not made up and is seen as it is by the audience. In addition to providing honest reviews, what distinguishes Dini from others is the duration of the video presented, if other people present the video in a short and concise and clear way, then Dini will bring the review clearly and in detail because Dini believes that what is done concerns her appearance, it must be presented in as much detail as possible.
 - a. Honest Review Always reviews honestly without having to bring down the brand and gives more criticism to the brand which makes Dini a content creator who is trusted by the audience in providing several skincare and makeup recommendations to the audience.
 - b. Duration By becoming a content creator, paying attention to time such as duration is one of the characteristics that distinguishes Dini from other content creators who have the same passion or niche. If other content creators will explain the product being reviewed in one short video, then Dini prefers to make 3-4 videos that contain explanations of the product being reviewed specifically for non-sponsorship videos and make videos for 4-5 minutes for sponsored videos.
 - c. Appearance Appearance is one of the important things for everyone, as well as Dini, having an easily recognizable appearance such as often wearing dark clothes, although not always wearing black clothes, but the outfits used are always dark colors such as navy, army, old coklta, and others. In addition to wearing dark clothes, Dini is also seen often wearing makeup with bold looks. When she wants to wear casual clothes, Dini is also very happy to wear a headband that will make Dini look more feminine. This makes Dini more comfortable and more Freedom in carrying out the work you are doing as a content creator.
 - d. Speech Style Having a firm and persuasive speaking style makes Dini a content creator who looks authoritative and a trusted

content creator, this is because her speaking style and firm facial expressions make Dini look promising and very convincing so that many audiences can put their trust in Dini in reviewing products to be shared with the audience.

- e. Tagline By having a tagline, one can make the audience feel safe and trusted. It also provides an opportunity to convey the main message or value of the property in a short and interesting way. With Dini having an inspired tagline from Tasya Farasya helps the audience understand what Dini has to offer quickly.
2. Relevant: Many TikTok users will prefer positive and inspirational content by providing information in the uploaded videos. The TikTok social media platform is one of the important opportunities in business, increasing engagement, forming personal branding and getting the most viewers and likes. In creating TikTok video content like Dini's doing, there must be consistency and also relevance. A content creator must always pay attention to comments and always research what is trending in social media. The followers who are increasing every day make Din. The followers who are increasing every day make Dini even better at providing content, paying attention to the content of the comments given by the audience is also important in knowing what the audience likes. However, due to the rapid change in TikTok's algorithm, Dini had to rack her brains by making 3 videos at once and at the end it will be reviewed more, which videos get more attention.

In addition, feedback is an important thing for every content creator, this can be used as material to continue to improve yourself so that your personal branding is increasing. Finding relevant things in creating TikTok content can help content creators understand what the audience wants, and even content creators can create more interesting and relevant content.

- a. Theme Being a content creator requires defining a clear and consistent theme. This is important to ensure that the content created remains focused and in accordance with the original plan, so that it does not deviate from the established concept. In determining the theme, Dini was inspired by foreign content creators who according to her have characteristics that are in harmony with her.
- b. Product The selection of a product brand for endorsement is very important for Dini. Some types of brands are not accepted because the rejected products are not in accordance with brightening, anti-aging, exfoliate, and hydrating products. For now, the products received by Dini are . Education Although Dini has no formal education in the field of beauty, her love and expertise in the field have encouraged her to turn her hobby into a source of livelihood as a beauty creator.
3. Consistent: To become a content creator, process is the key to success in a career, without process and effort, one will not be able to produce good

results. The obstacle for a content creator is running out of inspiration to create content, but for Dini, inspiration can be obtained from anywhere as long as you are willing to be diligent in researching. Having consistency in creating content creates trust in the audience because when the audience knows that they can expect new content on the schedule set by the content creator.

To ensure that you stay consistent, time is not only decisive, but consistency in style and quality is also an attraction for the audience in having a favorite content creator. A content creator must continue to improve the level of interesting editing so that the audience remains stable and interested. In addition to increasing the consistent level of branding on the TikTok platform, Dini is also responsible for making and reviewing its products.

- a. Maintaining consistency in style and quality of content is essential because it has a direct impact on the success and growth of the account. Consistency in content helps build trust with the audience. When audiences know they can expect new content on a specific schedule, they're more likely to come back and stay engaged.
- b. Style: Having a distinctive quality and style makes it easier for the audience to get to know the content creator and for sure to improve the quality of a content creator must learn how to improve the level of interesting editing so that the audience remains interested. In addition to improving quality and style, content creator Dini must also maintain branding consistency on the TikTok platform, which is not only relevant but also ethical and responsible for the content created, especially beauty content.
- c. Feedback Feedback plays a vital role in many aspects of life, including in education, career, and personal life. With constructive feedback, individuals can better understand their strengths and weaknesses, as well as improve areas that need improvement. The author also asked the subject about the audience's response to the product reviews Dini made on her TikTok account, as well as the strategies used to maintain stable interactions.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the research and discussion, several conclusions can be drawn as follows:

Personal branding formed by @y0urcocaine from beauty content is going well and has improved, personal branding is not only a characteristic of me reviewing products, especially skincare for 7 days, but also trying to make up directly and show it to the audience. The content brought is always relevant to each other and the importance of being consistent in becoming a content creator. Based on the results of research that has been carried out by researchers and those that have been analyzed by researchers, it shows that there are

several factors that are supportive, namely (1) characteristics that must continue to be upgraded to be better in order to get positive scores from the audience. (2) Diligent in looking for inspiration and also (3) consistent in what matters must always be considered in order to be orderly and disciplined in work. Meanwhile, the inhibiting factors are (1) TikTok's algorithm which is always changing quickly so that content creators are overwhelmed in determining ideas. (2) Buzzer accounts that can reduce engagement such as cons to content creators and also (3) video quality that must continue to improve make content creators must have a good device.

Recommendation

Based on the conclusion above, the researcher can give suggestions as next:

1. Developing Characteristics: The characteristics that we currently have need to continue improved to stay attractive and get positive scores from the audience. For example, by adding creative or innovative elements that differentiate from other content creators.
2. Looking for New Inspiration: Diligently seek inspiration from various sources, both from the latest trends, feedback from the audience, and collaboration with content other creators. This can help in creating fresh content and interesting.
3. Maintain Consistency: Consistency in content and posting schedules is very important to maintain and increase engagement. Pile up A neat work schedule and discipline in carrying it out will help in maintaining consistency.

ADVANCED RESEARCH

It is hoped that the next researcher can further develop the problem of personal branding is even broader. So that the results of can be obtained more optimally and usefully.

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