

Qualitative Descriptive Study of Virtual Personal Branding on Tiktok Social Media Account @Vmuliana

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ABSTRACT

Tiktok is a social media platform that uses video features that can use background sound with a duration of approximately 15 seconds -3 minutes. Tiktok has another function, namely being able to build a virtual personal brand. A content creator and employee of the State-Owned Enterprises Agency (BUMN), namely Vina Muliana, is quite famous among the Indonesian people in distributing content packaged in a unique and fun way on the Tiktok account @vmuliana. This study aims to find out how Vina Muliana's Virtual Personal Branding is on her TikTok. Problems with the study The focus is on virtual personal branding and in her research, the theory of the four concepts of Authentic Building Success Personal Branding by Hubert K. Rampersad is used as a reference. Data was collected through interviews and video documentation uploaded to the Tiktok account @vmuliana using a qualitative approach. This study concludes that the virtual personal branding carried out by Vina Muliana @vmuliana fulfills the four concepts of personal branding that have been elaborated using virtual reality references, namely Virtual Authenticity, Virtual Consistency, Virtual Specialization, and Virtual Persistence

INTRODUCTION

The development of technology today has become increasingly sophisticated and more and more media can be used by humans (Rahayu 2019). Then, the emergence of the internet has also had a major impact on life in society and has become a basic need (Setiawan 2018). Thus, the internet has become a means of communication to be able to use social media and is in great demand by humans today. According to Caleb T. Carr and Rebecca A. Hayes (2015), social media is an internet-based media that allows users the opportunity to interact and present themselves, either instantly or delayed with a wide audience or not, which drives the value of user-generated content and the perception of interaction with others (Indriastuti 2019; Rahayu 2019). In social media, there is virtual personal branding which is a visual image that is highlighted by creating a personality digitally (Chania and Susilowati 2023). So, it is not surprising that currently Tiktok users have reached around 92.07 million people. In general, social media itself provides freedom in posting something that is desired by users. Users can show themselves, interact, and also work through social media. One of the social media applications that is currently growing rapidly and is on Smartphones is Tiktok. Tiktok is an application that can share videos that have short music with a duration of 15 seconds - 3 minutes (Bur, Ayuningtyas, and Muqsith 2023). The Tiktok application is growing so rapidly with users increasing every year. Tiktok was developed by Beijing ByteDance Technology from China (Pratiwi 2022). This Tiktok application is not only known in Indonesia, but all countries know this Tiktok application. The Tiktok application also allows users to perform performances such as dancing in various styles and encourages users to be creative.

In this Tiktok application, it displays various creative videos such as education, politics, points of view in the form of storylines, business, and tutorials. According to data sourced from the We Are Social report, in January 2023 the number of active social media users was 215 million users in Indonesia. In the survey, WhatsApp still ranks first since 2022 with 92.1% of active users from total active users. In second place, Instagram has 86.5% of active users and in third place Facebook has 86.5% active users. Then, Tiktok is in fourth place and has managed to have 70.8% active users. Each of these social media has managed to increase rapidly since 2022.

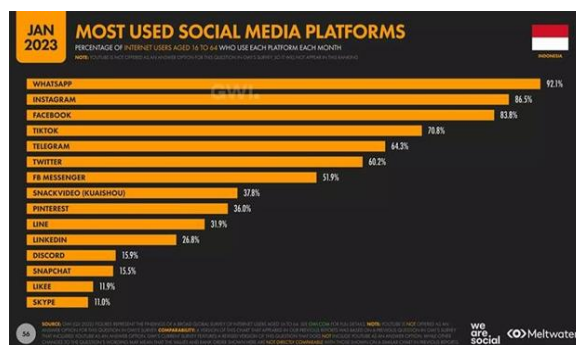


Figure 1. Social Media With the Most Users in Indonesia

Source: https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2023/#google_vignette

Based on the image above, it shows that the TikTok application is in fourth place as a social media with active users in Indonesia with a percentage of 70.8% and has increased rapidly since 2022. Currently, users can easily access TikTok social media via electronic devices such as cellphones, laptops, and tablets. So that users can easily be creative and show their creativity through the TikTok application. According to Soraya, 2017 in Ishihara, 2021, the presence of TikTok can build a personal branding for its owner (Mandira and Carey 2023). This TikTok application is often used by someone such as content creators, celebrities, and companies to promote a business or build personal branding. However, for Content Creators, personal branding is very important because by building personal branding, a person has a difference that he has with other people. Personal branding itself is a process when someone uses himself as a brand and introduces him to others. In carrying out the personal branding process, self-image is formed when uploading videos on social media, especially TikTok. Personal branding is a resource owned by each individual that can be developed with the main determining factor in its success (Yusanda, Darmastuti, and Huwae 2021). So that they have their own views and images in the eyes of the public. Then, in the TikTok application there is the term FYP (For Your Page) which is a term for watching content on the TikTok application. The term FYP is a system owned by TikTok where when a video from a user goes viral, it will always appear on other users and have a large audience until it finally becomes popular (Luthan and Putri 2021). So that with the short videos posted by users on the TikTok application, many are watched and liked by followers and make the video booming or viral. So Tiktok celebrities emerged like Vina A. Muliana who has a Tiktok account named @vmuliana.

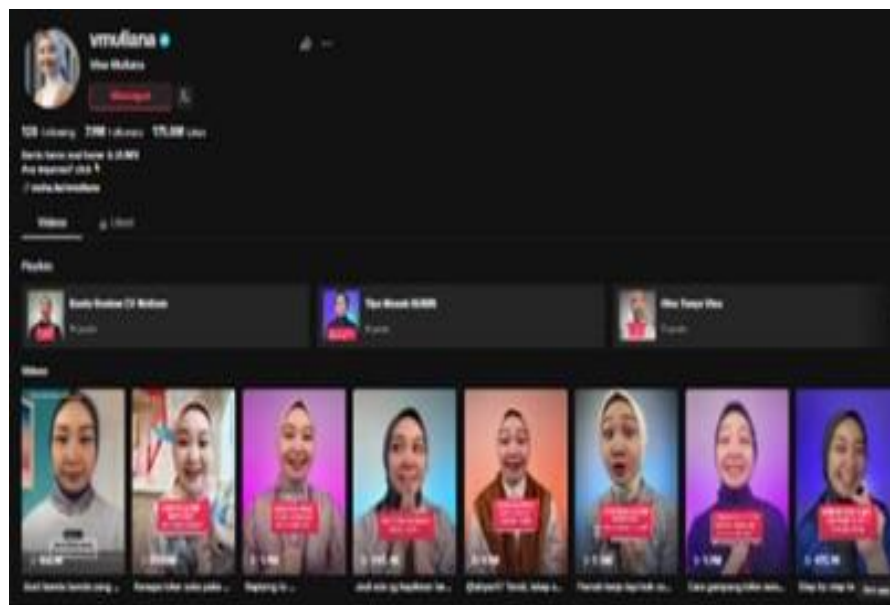


Figure 2. Vina Muliana's Tiktok Social Media Account7

Vina Muliana is an educational Content Creator on the Tiktok application and an employee of a State-Owned Enterprise (BUMN) in Mining Industry Indonesia (Firdi 2023). In the midst of the Covid 19 pandemic that hit Indonesia at that time,

many people struggled to get jobs. Then, that's what made Vina move to make videos about trips and tricks in applying for jobs or careers. With her current fame, the Tiktok account named @vmuliana started in 2021 and currently has 8.0 million followers. So this study attracted the attention of researchers, because Vina Muliana was able to utilize the existence of one of the social media, namely Tiktok, as a means for personal branding. Researchers are very interested in building virtual personal branding and are also interested in knowing the application of a feature on Tiktok social media, namely video.

The advantages of the Tiktok account @vmuliana start from delivering messages that are easy for her followers to understand. Then the content distributed by Vina Muliana is interesting and not widely applied by other educational content creators. The application of the content distributed by Vina Muliana on her Tiktok account is like dissecting the CV of followers in great detail regarding the contents of a good and correct CV. Then, Vina Muliana also provides content that educates job seekers. So that in the Tiktok account @vmuliana, the audience can learn various ways to make a good and correct CV to learning how to interview for a job with HRD in companies.

Vina Muliana in creating content still does not utilize the application of the Tiktok feature as a means of building virtual personal branding. Vina does not use the backsound that is currently popular on TikTok in her content, but rather uses sound effects in her videos. Even though TikTok provides quite a lot of features for its users and one of the things that makes videos popular is by adding backsound. Then, one example of the application of features as a means of virtual personal branding on the Tiktok social media Reizuka Ari. As a content creator, Reizuka Ari utilizes TikTok social media to build a virtual personal brand. One of her virtual personal brands is becoming a beauty and skincare enthusiast who has successfully built a skincare brand. The personal branding built by Reizuka Ari is formed through features on TikTok such as video uploads, followers, effects, likes, captions, and popular content. Until now, social media has become commonplace and has been widely used by its users and also builds personal branding (Rahayu 2019). In building a virtual personal brand, TikTok social media is one of the media platforms that is very often used and people compete to show their personal branding even though it is only in cyberspace (Purnamasari 2023). This personal branding activity is used by Vina Muliana to develop her career and educate the public in Indonesia. Vina started her journey on TikTok because she was concerned about people who had difficulty getting jobs when Covid 19 hit Indonesia. So, that's what made Vina move her heart to make videos about careers.

Then in building virtual personal branding will have a big impact if viewed positively. Researchers have several previous research references and become benchmarks in this study. Among them is a journal entitled "Utilization of the Tiktok Application as Personal Branding on Instagram (Qualitative Descriptive Study on the @bowo_allpennliebe Account)" (Susilowati 2018). In analyzing this research, the researcher used the personal branding theory from Hubert K. Rampersad (2008) which has eleven personal branding concepts. Based on the description above, this study will use qualitative content analysis

of personal branding on the Tiktok social media account @vmuliana. Then the researcher wants to analyze Tiktok social media as a medium for carrying out virtual personal branding on Vina Muliana using the reference theory of the eleven personal branding concepts owned by Hubert K. Rampersad (2008).

LITERATURE REVIEW

Personal branding is a concept introduced by Tom Peters in 1997, emphasizing that every individual can be considered a "brand" that needs to be formed and managed. In the context of communication, personal branding can be defined as a strategic process in creating, promoting, and managing self-identity that you want to display to the public. Montoya and Vandehey (2008) describe personal branding as an effort to create a certain perception in the minds of the audience to match the self-image desired by the individual. This process involves aspects of authenticity, uniqueness, and values that are desired to be highlighted.

In the era of social media, the definition of personal branding has developed further, because these platforms allow individuals to display aspects of themselves more intensively and directly to a global audience.

Social media has become an important space in the personal branding process, because it allows direct interaction between the "self-brand" and its audience (Ledbetter & Meisner, 2021). Unlike traditional media, social media provides flexibility for individuals to modify their self-image according to audience response (Kersten & Lotze, 2020).

Kaplan and Haenlein (2010) distinguish social media based on the type of interaction offered to users. TikTok, for example, is a platform that focuses on visual content and short videos, which is very influential in the branding process because audio-visual content is easier to attract attention and build audience engagement.

Previous research shows that personal brand equity or the value of a personal brand on social media is often formed through active engagement with the audience, speed in responding to trends, and the ability to show a consistent and authentic personality.

Self-identity theory, especially from Goffman's perspective on self-presentation, helps understand how someone displays a self-image that is in accordance with audience expectations. In the context of TikTok, users like @vmuliana can build and communicate their identity through content choices, communication tone, and self-visualization.

Erving Goffman (1959) in his theory of dramaturgy explains that everyone displays a certain "role" in front of the public, similar to an actor on stage. On social media, this means that users can adjust every aspect of their "appearance", from clothing to speaking style, to create a certain impression that is consistent with the desired personal branding image.

TikTok has an algorithm that supports the distribution of content widely to a more diverse audience compared to other platforms. Short video content on TikTok allows users to take advantage of the "For You Page" (FYP) feature, where the algorithm recommends videos according to user preferences. By utilizing this

algorithm, accounts like @vmuliana can achieve higher visibility, so that personal branding strategies can be implemented more effectively.

Research shows that TikTok has an "engagement-first" based algorithm, where content that successfully attracts responses, likes, comments, or shares is more likely to continue to be shared. For personal branding, this means that users must consider how to create audience engagement, such as through interesting, authentic, and relevant content.

Many studies emphasize that authenticity is a key aspect of successful personal branding on social media. On TikTok, authenticity can be seen from a natural speaking style, the use of language that is close to the audience, or honesty in conveying information.

METHODOLOGY

The research method used in this study is a qualitative descriptive research method. The research method is a method used to be able to examine conditions in natural objects and researchers as key instruments (Utami et al. 2021). So this is relevant to what the researcher will do, namely descriptive data on how to build personal branding applied by Vina Muliana on her Tiktok social media, namely @vmuliana. In a social media like Tiktok, building a personal branding is very important to achieve a desire and goal in good social media. The research subjects are informants who will provide information about the problems to be studied. The subjects in this study are sources who have an understanding of the field of Virtual Personal Branding and followers on the Tiktok account @vmuliana which is in accordance with the background of this study to be able to provide information related to the topics needed by researchers. The object of this study is to observe Vina Muliana's Virtual Personal Branding on the Tiktok social media account @vmuliana. Primary data in this study uses online interviews and observations. Secondary data in this study is used as a support for primary data, researchers plan to use literature studies by collecting data through journals, scientific articles, and books related to the research that researchers will conduct. Data collection techniques are carried out by observation, online interviews and documentation. Data analysis techniques are data reduction, data presentation, drawing conclusions.

RESULTS AND DISCUSSION

Virtual Personal Branding

Virtual Personal Branding is the process of someone building self-image, identity, and reputation online or digitally. So that individuals can easily form trust in others and build self-image with the fields that have been mastered (Widyana and Sarwono 2023). In this sub-discussion, researchers discuss the four criteria for Authentic Personal Branding by Hubert K. Rampersad in building Vina Muliana's Virtual Personal Branding through the Tiktok @vmuliana social media account, namely:

Authenticity

Authenticity is an authenticity in an individual which is the most important thing in building a virtual personal branding. According to Hubert K. Rampersad, Authenticity is being yourself that has been built with values, visions, and characters owned by individuals that are aligned with personal ambitions (Rampersad 2008).⁴⁸ In the context of authenticity there are several elements, namely:

a. Values

The values contained in Vina Muliana's uploaded content are to provide useful messages for her followers. These values are like conveying messages such as dissection or knowledge about ATS CVs that aim to be glanced at by HRD in job recruitment. In her uploaded content, Vina is very skilled in reviewing examples of ATS CVs shown to her viewers. In reviewing the CV, Vina explained that in the CV there was no brief description, an explanation of the experience that was still general and explained that the experience must be described quantifiably. In reviewing the ATS CV, Vina Muliana knows what needs to be fixed and knows the tips that must be written so that the ATS CV can be glanced at by HRD in companies. Then, what can be done by the Virtual Personal Branding actor is to make a concept plan of the content that will be uploaded to the Tiktok social media account. As a content creator and employee at one of the BUMN, Vina Muliana reflects as an HR with capabilities. Thus, the branding owned by Vina Muliana in the Tiktok social media has authenticity as a Human Resource (HR).

b. Vision

In the authenticity vision reflected in the @vmuliana Tiktok content, it reflects Vina Muliana's commitment to present herself honestly, authentically, and in accordance with what Vina has gone through in her field. Then, with the values of openness and authenticity as a foundation, Vina Muliana can present herself with a genuine and simple personality. In the content, Vina not only shows her professional side as HRD, but also embraces the relatable side of humanity. In every video, Vina Muliana highlights her uniqueness and personal warmth by creating a space where her followers feel accepted and connected. This vision underlines the importance of inclusivity, diversity, and relevance in every interaction. Responsiveness to her followers' input and a simple approach make Vina Muliana's authenticity vision the main pillars in building strong and meaningful relationships with her community on the Tiktok platform. Vina has succeeded in making the audience feel comfortable sharing their experiences and views. So that followers make the @vmuliana Tiktok account more than just information but also a place to inspire each other.

a. Character

Character in the context of authenticity on the TikTok account @vmuliana is reflected through various elements presented by Vina Muliana. The impression of authenticity is reflected in the way Vina communicates and interacts with her followers. In her content, it reflects positive values, self-acceptance, and enthusiasm in creating a friendly and supportive environment for her followers. In everyday moments, Vina not only displays a glamorous side, but also shows the courage to be herself in

every content she shares. Based on the Authenticity criteria, researchers can conclude that the Virtual Personal Branding carried out by Vina Muliana on the TikTok social media account @vmuliana is in line with the personal ambitions displayed and has the vision, values, and character possessed by Vina Muliana. Then in conveying educational messages, Vina also provides inspirational messages for followers. So Vina can meet the Authenticity criteria because Vina conveys messages according to the facts that occur and what she has gone through.

Consistency

Consistency is a necessary thing in building a Virtual Personal Branding. According to Rampersad, Consistency requires courage, consistency in the form of messages that are continuously conveyed by Personal Branding actors in uploading content on social media. This consistency can be said to be an action that focuses on consistency in a virtual environment (Shabrina 2023). In the context of Consistency, there are the following elements: a. Message Uniformity Vina Muliana in her Tiktok content emphasizes the uniformity of messages in her content by describing her dedication to building personal branding. Each uploaded video reflects the values of professionalism and leadership to provide an in-depth view of the world of human resources. The uniformity of messages contained in each of her contents can build a good and consistent virtual personal branding of Vina Muliana to her audience. Vina has succeeded in creating a convincing self-image and building a solid foundation for her personal branding. So over time, Vina's dedication in maintaining this uniformity of messages has had a positive impact on her reputation as an HRD who has a clear vision and mission. Consistency can also be seen in terms of visual style and aesthetics. Vina Muliana in her content maintains a distinctive visual motif in each of her video uploads. In addition, in the behavior of uploading content on her Tiktok social media account @vmuliana, Vina Muliana is generally about the world of work, more specifically about BUMN.

a. Uniformity of Values

The uniformity of values in Vina Muliana's video content on Tiktok can build her strong and consistent virtual personal branding. By maintaining values such as integrity, professionalism and values that are relevant to her field as an HRD. Vina Muliana can instill a convincing identity that is easily identified by her audience. This uniformity creates a solid foundation and ensures that each of her videos not only provides information, but also embraces values that reflect personal character and personality.

b. Trust

Trust in building a virtual personal branding of Vina Muliana on Tiktok by maintaining trust as a core value in every interaction with her followers. Vina does not build a reliable reputation in the virtual world by building audience trust, such as conveying honest opinions and useful tips. This trust is reflected in her content with an open attitude towards the audience and loyalty to ethical values and professionalism. With this consistency, Vina Muliana has succeeded in building a convincing Virtual Personal Branding and building close relationships with her followers on Tiktok.

In Consistency, Vina shows a regular content upload time, Vina distributes one video per day and has a reliable schedule. So that this consistency can create regularity that is appreciated by her followers. Vina Muliana also pays attention to consistent language and tone from one video to another with a relaxed and friendly communication style, Vina creates a very familiar and comfortable nuance for her followers and can build consistency in online interactions. Vina's consistency is not only limited to content but can be seen in its integration with TikTok features such as the use of music, special effects, and interactions using platform features that create a consistent impression.

Integrity

Integrity on the TikTok social media account @vmuliana applies uploads that reflect ethical values and consistency that are the foundation of Vina Muliana's character in real life. In Vina Muliana's uploads on TikTok social media, she has shown integrity by sharing content honestly in representing herself as an HRD. Vina Muliana builds deeper connections with her followers by distributing relevant content to the audience on TikTok. One of the key aspects of her personal branding is honesty in representing herself as an HRD. Through her content, Vina Muliana not only provides an overview of the world of recruitment and HR management, but also shows the personal aspects that make her authentic and reliable. Vina Muliana's integrity is reflected in her courage to share her experiences, both successful and challenging in her work as an HRD. In the context of Integrity, there are the following elements:

Honesty

Honesty is a strong foundation in the @vmuliana TikTok account, which is reflected through a number of characteristics that form the essence of these values. In her content, her followers feel Vina's sincerity in various experiences, creating a strong and authentic bond. The honesty in the @vmuliana account is reflected through Vina's openness to personal and emotional aspects. Vina takes her followers through her life journey by revealing moments involving imperfections and successes. Vina's courage to speak openly and provide an honest view of life creates an environment that supports honesty and builds a strong sense of trust between Vina and her followers on TikTok.

a. Transparency

This transparency is reflected in Vina's willingness to provide the necessary context and information, allowing her followers to better understand the message she wants to convey. @vmuliana's content remains true to the moral principles she believes in, so it is far from controversy or actions that could damage her positive image. Vina Muliana always uses polite language in the content uploaded to her social media accounts including Tiktok social media. In addition, Vina Muliana can demonstrate integrity by ensuring that her content does not contain plagiarism or use of other people's copyrights. Vina Muliana also responds ethically to every comment and question from the audience and admits mistakes when necessary which can strengthen integrity in online interactions. This choice of relevant content shows Vina Muliana's integrity to the needs and interests of her audience, strengthening her position as a valuable source of information in the Tiktok community.

Authority

Authority refers to the authority or trust obtained by an entity in the digital realm which is reflected in its influence, reputation and recognition as a credible source of information on online platforms. However, in the context of @vmuliana's Tiktok content, authority is key to building a strong reputation and inspiring the trust of followers and becoming an authoritative source in the eyes of her followers. In the context of Authority there are several elements as follows:

a. Knowledge Resources

@vmuliana in building virtual personal branding on Tiktok is the key to attracting attention and retaining followers. By presenting informative, relevant, and quality content that is useful for many people, Vina Muliana can be considered to have authority in her field. Therefore, Vina Muliana has succeeded in building a virtual personal branding based not only on her creativity, but also on her ability to provide valuable knowledge resources that provide in-depth insights, and share practical experiences in the real world, such as in distributing videos about self-development and other motivations.

b. Trust

Trust is built through Vina Muliana's consistency in providing high-quality content that is relevant to the latest developments in the context of human empowerment. Audiences on Tiktok can rely on Vina Muliana as a trusted source of knowledge, given her real experience and deep insight. Through each video presented with full dedication, Vina Muliana not only shares information about human resources, but also offers in-depth views and reflects her wealth of experience in the world of work.

Relevant

Vina Muliana has implemented relevance in building virtual personal branding on TikTok. In the context of Relevant, there are several elements as follows:

a. Actual

The actuality in the TikTok account @vmuliana is not only limited to exploring trends but is also reflected in Vina's involvement in online interactions and follower comments. By responding quickly to questions, feedback, and ongoing trends, Vina creates an environment where her followers feel directly connected to relevant and actual issues. So that her account is not only a place of entertainment but also a source of reliable and relevant information for her followers on TikTok which continues to grow.

b. Useful

Vina Muliana is careful in presenting content that is not only entertaining, but provides added value and useful information. The usefulness of her content with the real world as an HRD is a key point in building her virtual personal branding. By involving her followers in the review process and providing tips on making this CV, Vina Muliana opens up an interactive discussion space that allows for the exchange of ideas and insights between herself and her audience. In addition, Vina Muliana's initiative in building virtual personal branding through TikTok has made a positive

contribution to her image and reputation in cyberspace, proving that smart use of social media can be an effective tool for building connections and trust in the virtual community.

Visibility

In an effort to build personal branding in the virtual world, the aspect of visibility plays a very important role. In the context of Visibility, there are several elements as follows:

a. Personal Image

In the TikTok account @vmuliana, personal image reflects success in creating strong visibility. However, in each of her contents, Vina builds an authentic and positive personal image. With the cheerfulness and enthusiasm inherent in her personality, Vina managed to stand out among the diverse TikTok content. Vina's image as an optimistic, warm, and self-accepting figure greatly contributes to the visibility of her account on the platform. Through consistency in delivering inspirational messages and a friendly interaction policy with her followers, Vina creates a friendly image. The @vmuliana Tiktok account is not only a place to express creativity, but also a platform that promotes a positive personal image that can be identified by many of her followers. So, with this, Vina Muliana has succeeded in utilizing visibility to build a strong and trusted personal image in the virtual world.

b. Potential

In the @vmuliana Tiktok account, potential describes the power to create impact and influence in the digital world. Vina Muliana wisely utilizes the potential of the platform to increase the visibility of her account. Through interesting and relevant content, Vina effectively builds significant visibility among TikTok followers. This potential is not only reflected in the increasing number of her followers, but also in the high level of engagement from her followers. By recognizing the potential to influence and inspire, Vina can ensure that every video she shares can reach a wider audience. So with creativity and consistency, Vina Muliana makes the @vmuliana Tiktok account a platform full of potential to spread positive messages and provide sustainable impact in the virtual world.

Persistence

Persistence or Virtual Persistence emphasizes persistence and consistency in interacting and contributing to a virtual environment. In terms of Virtual Persistence, Vina Muliana reflects the quality of interesting and relevant content. In the context of Persistence, there are several elements such as the following: Planning, Vina Muliana diligently plans each of her content uploads. Vina Muliana always uploads the same amount of content every week. The content that Vina uploads always consistently discusses the world of work or self-development. Of course, Vina Muliana has prepared or planned the content that will be uploaded in the next few days. Through careful planning, Vina can present diverse and relevant content, covering various aspects of human resources. The balance between the role as a content creator, employee, and other side jobs, causes a busy and challenging schedule for Vina Muliana, so there are things that need to be sacrificed such as quality time with family. Growing and

developing By diligently facing challenges, Vina Muliana creates content on TikTok that not only reflects her experience as an HRD, but also reflects her personal transformation and learning. Growing and developing in her content is a reflection of Vina Muliana's resilience to change and her passion for continuing to learn. Her involvement in social media is not only a platform to build virtual personal branding, but also as a place to share her learning journey and motivate her audience. With this sustainability, Vina Muliana not only builds a dynamic personal branding, but also becomes an inspiration for those who follow in her footsteps in achieving sustainable personal and professional growth.

Specialization

In building Virtual Personal Branding, specialization is very necessary to make someone focus on the field they are working in. In the context of Specialization, there are several elements as follows:

- a. Talent and skills Through the content in the uploads of the Tiktok account @vmuliana, Vina builds a virtual personal branding that describes her specialization as an HRD in the real world. Vina Muliana's talent and skills in spreading content on Tiktok can be seen from her skills in presenting information in a clear and interesting way so that it becomes a special attraction. Consistency in exploring special aspects of her field as an HRD, such as recruitment, employee development, and performance management can help Vina Muliana's virtual personal branding as a competent and knowledgeable person. Vina Muliana's ability to combine complex concepts into easy-to-understand language, so that her content can be accessed and accepted by various audiences. This expertise creates the impression that Vina is not only a knowledgeable HRD, but also an expert communicator. Vina Muliana has succeeded in highlighting the specializations of her abilities as an HRD. This not only improves her virtual personal branding on TikTok, but also helps her audience to understand and apply the information presented. The distinctive feature of Vina Muliana's Specialization is in the field of education and self-development. Vina Muliana not only distributes content about educational and learning information, but also provides practical tips for self-development. However, the content uploaded by Vina Muliana also covers aspects such as choosing a major, skills needed in the modern world and how best to optimize experiences in the world of education. Vina Muliana also often provides career consultations and guidance in professional growth.

Distinctiveness

Distinctiveness refers to the ability of an entity such as content on a digital platform to be able to create a unique and easily recognizable identity in the virtual world. Distinctiveness in @vmuliana's TikTok content can be realized through several aspects that make it unique and easily recognizable on the platform. One of the main aspects that stands out in creating distinctiveness is the use of a unique visual style. In the context of Distinctiveness, there are several elements as follows:

Uniqueness

The uniqueness inherent in the @vmuliana Tiktok account creates a very different and easily recognizable image among the diverse content on the platform. Vina Muliana has succeeded in highlighting her uniqueness through her distinctive style of delivery and content. With a cheerful attitude, friendly facial expressions, and authentic delivery style, Vina creates a difference that attracts the attention of her followers. This uniqueness is not only reflected in the way Vina speaks and interacts, but also in her creative and innovative content. Another uniqueness that characterizes Vina Muliana on the TikTok platform is her creative approach in sharing Q&A content with herself, creating a unique and entertaining dynamic for her followers.

Online Identity

A unique and distinctive online identity is clearly manifested in the @vmuliana Tiktok account. Vina Muliana carefully forms a striking and easily identifiable digital identity in the Virtual world. Through her enthusiastic storytelling style, sincere facial expressions, and original content, Vina has succeeded in marking her online identity on her account. This uniqueness lies not only in the way Vina communicates, but also in the openness and sincerity that Vina instills in each of her videos. This online identity creates a consistent experience for her followers and builds a strong appeal that differentiates the @vmuliana account from others. By creating an authentic online identity, Vina Muliana has successfully taken her followers on an interesting journey and made her Tiktok account a place that is known and recognized in the digital world.

Performance

Performance refers to the evaluation and measurement of the extent to which content or an account can perform virtually. In the context of Performance, there are several elements as follows:

a. Interaction

Vina Muliana actively engages with her followers in various ways, such as responding to comments, answering questions, and interacting directly in videos. The familiarity and warmth that Vina instills in every interaction creates a close and two-way relationship between the creator and her followers. The performance of the @vmuliana account is not only limited to the content shared, but also to Vina's ability to embrace and engage her followers, creating a more personal and meaningful experience for them. In this way, continuous interaction becomes a key element in supporting successful performance on the TikTok platform.

b. Improvement

The consistent improvement in the performance of the @vmuliana TikTok account can be seen from various aspects that continue to develop over time. Vina Muliana actively seeks ways to improve the quality and diversity of her content, respond to the latest trends, and integrate feedback from her followers. By continuously enriching her delivery style and increasing creativity, Vina creates more interesting and relevant content for her audience. In addition, Vina is also involved in experimenting with new features and collaborations that can increase

visibility and interaction on the platform. Increased direct interaction with followers, responses to comments, and participation in popular trends also contribute to increasingly strong performance. With a commitment to growth and innovation, Vina Muliana continues to improve the performance of her TikTok account, creating an increasingly interesting and positive experience for her community on the platform.

Goodwill

Goodwill refers to a positive image and support for what an entity obtains in the virtual world. In the context of Tiktok @vmuliana, Goodwill is the main foundation that helps build positive relationships with followers and create a positive impact on the Tiktok platform. In the context of Goodwill, there is an element of Vina Muliana's positive reputation in her Tiktok account @vmuliana, forming a strong foundation for the context of Goodwill that is developing among her followers. With her enthusiastic, positive, and inspiring content, Vina can create an image that can radiate goodness and joy. This positive reputation is built through consistency in providing added value to her community, whether through daily tips, motivational messages, or entertaining content. Vina's active involvement in responding to comments and direct interactions with her followers also strengthens this positive reputation, creating an environment full of familiarity and support. As a result, this positive reputation produces strong goodwill, where her followers feel connected and inspired. Ultimately, a positive reputation on the TikTok account @vmuliana not only creates a good impression, but also builds a mutually beneficial and sustainable relationship with a supportive online community. Then, @vmuliana's content is involved in activities that have a positive impact on society or voice social issues and this can increase trust and support from followers and the TikTok community.

Vina Muliana's followers get feedback after watching the content produced by Vina. However, not all comments are praising or giving good comments. There are also comments such as complaints, requests for CV reviews, and requests to find job vacancies in the comments column of Vina Muliana's uploaded content. In the context of Goodwill, Vina Muliana provides very good and useful content results for her audience. So from the content that Vina produces, her followers can give good feedback to Vina as a form of appreciation for helping to upload content that is useful for the audience.

CONCLUSIONS AND RECOMMENDATIONS

Virtual Personal Branding Vina Muliana on the social media account Tiktok @vmuliana, emphasizes more on how Vina Muliana is seen as an education content creator and has expertise in the field of careers or work in State-Owned Enterprises (BUMN) and focuses on content needed by followers and people who are interested in learning about careers and knowledge in BUMN in depth. By referring to the theory of Success in Building Authentic Personal Branding by Hubert K. Rampersad, the social media account Tiktok @vmuliana shows that Vina provides solutions for followers who need education about work and knowledge about State-Owned Enterprises (BUMN). The researcher's suggestion for further research is to be able to expand the scope of the research by involving

the owner of the account @vmuliana. So, it can provide a deeper and more complete picture of Virtual Personal Branding on the social media account Tiktok @vmuliana.

FURTHER STUDY

Further research could explore the influence of virtual personal branding on TikTok on professional credibility, audience engagement, and monetization opportunities. Studies could also compare personal branding strategies across platforms, analyze the role of TikTok algorithms in shaping creators' digital image, and examine how audiences assess the credibility of public figures who build personal branding virtually on social media.

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