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Tiktok & Law of Personal Branding for Product Marketing (Study on @Farhanbashel Tiktok Account)

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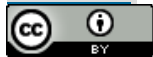
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ABSTRACT

In line with the development of web 2.0 and the types of social media in the digital era, it cannot be separated from the development of cellular data connectivity which has become part of everyone's daily life, and has directly revolutionized the way people live, works, interact and socialize. The object of research in this writing is @farhanbashel TikTok account engaged in the lifestyle & fashion category. The analysis technique used is descriptive analysis with a qualitative approach. In this writing, researchers are trying to explore how TikTok accounts @farhanbashel build personal branding to create a public identity as a content creator in the fashion & lifestyle category on the TikTok platform, which in the end is considered to support product marketing activities in the form of endorsements and other forms of cooperation to market a product. Participatory culture in the digital era provides opportunities for social media users to create content according to their preferences, often referred to as user-generated content. Based on a statement from the account owner, Farhan Basel, these cooperation opportunities were formed and started solely from his TikTok account which was initiated during the early days of the COVID-19 pandemic, namely the beginning of 2020 with the initial intention only to fill free time. Indirectly, @farhanbashel TikTok account has carried out product marketing activities along with personal branding-building activities, as evidenced by the presence of values in the concept of eight laws of personal branding in the content shared

INTRODUCTION

Technological developments and changes in product types in digital media are considered to shift the role of the audience (Keltie, 2017). Adorno and Horkheimer state that audiences do not have the power to respond to the products they consume. According to Arnhold (2021), when content is created by individuals without the intervention of institutions or companies, it is known as user-generated content. The opportunity for social media users to express themselves and create profits from their accounts is now not impossible.

According to Haroon (2014), personal branding is the process of a person creating a positive public perception, including aspects of personality, abilities, and good values in a person that can ultimately be used as a marketing tool. Meanwhile, according to Montoya and Vandehey (2019), personal branding is the values, personality, abilities, and qualities possessed by a person who can create a competitive advantage compared to others.

In this study, the personal branding of @farhanbashel TikTok account research object will be peeled off through the eight laws of personal branding from Montoya & Vandehey (2002). According to Montoya & Vandehey (2002), these eight aspects are not something inviolable, but rather a list of qualities that a person can build into personal branding. The conveniences offered by social networks also support digital marketing activities which in turn, facilitate communication between buyers and sellers.

In recent years, social media has grown to gain recognition as one of the most important marketing factors that can guide the success of a product/service/business (Hawkins & Vel, 2013). Jara et al (2014) define marketing activities on social media as the 'marketing tools' of a new generation, which can encourage higher attention and

participation from consumers through the use of social networks. This development also influenced how marketing practitioners make efforts to sell products, both in terms of strategy and tactics (Thomas, 2007). Marketing on social media is a form of effort used to create awareness, recognition, memory, and actions taken for the benefit of brands, products, or other entities (Gunelius, 2011).

Social media according to Kaplan & Haenlein (2010), has become increasingly known as a series or group of applications with an internet base created based on web 2.0 technology, through social media users are possible through the creation and exchange of content. In line with the development of web 2.0 and the types of social media in the digital era, it cannot be separated from the development of cellular data connectivity which has become part of everyone's daily life, and has directly revolutionized the way people live, works, interacts and socialize. This is supported by data from Xinhua (2018), which states that TikTok was the most downloaded social media application in the world in the first quarter of 2018, recorded in June 2018, TikTok had 150 million daily active users and touched the figure of 500 million active users on a monthly count. Furthermore, Hartmans added the figure of 45.8 million total downloads as an approximate figure on the TikTok application.

Chapple (2020) and Williamson (2020), added that with a figure of 22.2 million users, it has made TikTok a very potent type of social media platform as a means to create and share content. This is in line with Mou's findings (2020), that TikTok and Instagram are the top and emerging social media platforms adopted by marketers to reach and engage with their target audience.

According to Omar & Dequan (2020), TikTok is a form of manifestation of media that strongly supports the concept of user-generated content, as

evidenced by the fact that user-generated content will not develop from the type of content from users. The opportunity for individuals to create content according to their individual preferences on TikTok social media makes TikTok a very appropriate platform to create and express themselves. This is in line with a statement from Bulele (2020), that the presence of TikTok in Indonesia is considered to be able to support community activities to develop creativity in business activities.

METHODS

The object of research in this writing is a TikTok account @farhanbashel which is engaged in the lifestyle & fashion category. The analysis technique used is descriptive analysis with a qualitative approach. In this writing, researchers are trying to explore how TikTok accounts @farhanbashel build personal branding to create a public identity as a content creator in the fashion & lifestyle category on the TikTok platform, which in the end is considered to support product marketing activities in the form of endorsements and other forms of cooperation to market a product. The information or data in this study was obtained through observation and documentation through ten content samples selected based on content objectives related to marketing activities from @farhanbashel TikTok accounts, as well as a brief online interview conducted with Farhan Bashel, as the account owner through the zoom platform. In addition to interviews, account owners also voluntarily provide TikTok account insights @farhanbashel in the last 60 days from the date the interview was conducted, this was done to support the completeness of valid data from this study. The results and discussion on how TikTok accounts @farhanbashel build personal branding will be dissected through the eight laws of personal branding from Montoya & Vandehey (2002).

RESULTS AND DISCUSSION

In the results and discussion section, researchers will describe the performance of @farhanbashel TikTok account through a personal branding strategy from Montoya & Vandehey (2002), namely the eight laws of personal branding. The description of these eight points will be discussed one by one based on the results of an interview with informant Farhan Bashel, as the owner of the TikTok accounts @farhanbashel. While in the product marketing department, the writing will be completed with proof of observation and documentation from @farhanbashel TikTok account. Furthermore, the author will use the word informant as a representative of the owner of the TikTok account @farhanbashel. At the end of the discussion, the personal branding performance of @farhanbashel account will be associated with the performance of the account in product marketing.

TIKTOK ACCOUNT @farhanbashel

The object of research in this writing is one of the TikTok (@farhanbashel) accounts with a total of 842,200 followers who regularly create content in the fashion & lifestyle category. The account has 16.1 million likes, starting from the beginning of 2020 to the middle of 2022. The type of content on the TikTok account @farhanbashel tends to be educational, including tips on mixing clothes based on skin color, body shape, and fashion product recommendations. Not only limited to clothing fashion needs, but @farhanbashel TikTok account also provides tips and information regarding lifestyles, such as how to take photos for social media purposes, hotel recommendations, travel, skincare, food recommendations, vehicles, and others.

In addition to creating content that belongs to the fashion & lifestyle category, @farhanbashel TikTok account has also shared his personal life

several times, including his educational background, family, vacations, and the life behind a content creator on his TikTok platform. Based on the type of content and the number of related followers, @farhanbashel TikTok account has carried out many collaborations with several well-known fashion brands in the form of endorsements. Not only cooperation in the form of endorsements, Farhan Bashel as the owner of the TikTok account @farhanbashel also collaborates with several parties to host government events, become a talent in advertisements for several companies, a speaker on topics related to fashion & lifestyle, and become a model on live streaming a product.

Based on a statement from the account owner, Farhan Bashel, these cooperation opportunities were formed and started solely from his TikTok account which was initiated during the early days of the COVID-19 pandemic, namely the beginning of 2020 with the initial intention only to fill free time. Before getting to know TikTok, Farhan Bashel was only active on Instagram with the personal need of sharing content in general. As time goes by, the content on TikTok @farhanbashel which initially only contains content that follows trends, such as cooking, dancing, challenges, and others, Farhan Bashel as the account owner realized that fashion-themed content has high engagement, by being filled with comments requesting to create other content related to fashion. Based on this, the account owner tries to focus on sharing content related to market demand.

Personal Branding of Tiktok Accounts

@farhanbashel

Specialization

In specialization points according to Montoya & Vandehey (2002), specialization is divided into seven points of elaboration, namely specialization by ability, behavior, lifestyle, mission, product, profession, and by service. Based on interviews

with informants, it was found that informants have three of the seven points of specialization, namely specialization based on ability, lifestyle, and product.

● Specialization by ability

Based on the results of a brief interview with the informant, it was found that the informant was a master's graduate majoring in international fashion marketing at a university in London. The informant took the master's degree for two years by studying knowledge about related majors. Based on this educational background, informants have a high sense of confidence in the content that informants share on their TikTok page. The informant explained:

... When I started focusing on making educational content about fashion on TikTok, I was just self-confident, because somehow I knew the knowledge.

● Specialization by lifestyle

Apart from an educational background that is qualified to support the content produced by informants on his TikTok page, the informant also believes that he has a specialization in fashion & lifestyle content that informants share on his TikTok page. The informant said that the taste and fashion knowledge that the informant has, is part of the lifestyle that has been ingrained in him, the lifestyle can be formed from the environment of friends, family, and education that the informant has. Here's an excerpt from an interview with the informant:

In my opinion, my fashion & lifestyle content is not adaptable, anyway. You see, no matter what, my fashion sense is also actually fostered by my lifestyle and closest environment, family, friends, and educational environment I used to also fit in s2, my friends are fashionable.

● Specialization by product

Furthermore, the specialization by-product is also found from the fact that informants have indeed

collected fashion items and products before becoming fashion & lifestyle content creators on their TikTok page. Informant says:

There are already a lot of clothes and accessories because you like fashion and like mix and match, so when I started making TikTok content, even though no one has endorsed fashion products yet, basically [for fashion content] I already have a lot of capital [in the form of fashion products], just add equipment like ring lights and Mobile.

Leadership

According to Montoya & Vandehey (2002), leadership in personal branding is the ability of a person to fulfill the desire of others to be influenced. Furthermore, Montoya & Vandehey (2002) add that psychically a person does need to be shown a path to the thing they want, or in other words, a person needs to be influenced. Based on interviews with informants, informants can influence audiences through @farhanbashel TikTok accounts. This can be illustrated based on the engagement of TikTok users who often ask for tips and recommendations on dressing, it can be said that TikTok audiences have put their trust in and show a desire to be influenced. The informant's influencing ability continues to be honed over time. This is supported by informants:

After a long time, I made fashion content, for a long time the engagement was high, then from there I realized there was a demand [for fashion content], people on this recommendation requested it [related to fashion content], until waiting for my content, I kept thinking, oh it means I can influence people, because on asking for recommendations on smelling things fashion to me.

Based on this, it can be said that informants have sufficiently fulfilled leadership points with the

fact of high demand for product recommendations and tips related to fashion & lifestyle.

Personality

In the personality aspect, according to Montoya & Vandehey (2002), audiences tend to like real, as-is, and authentic personalities. Based on the results of interviews with informants, the informant stated that the side he showed on @farhanbashel TikTok account was a public persona, which the informant deliberately created. It can be concluded that the personality shown by the informant on his TikTok page, is indeed only limited to work purposes, and only occasionally shares his personal life for a diversity of content types. This is based on the informant's statement:

... There are many things that people don't know about me, and I only share what I want to share [on TikTok], so I want to build my public persona for public consumption, according to market demand. Based on this, it can be said that @farhanbashel TikTok account does not try to build an authentic personality or directly share the informant's real personality with its followers on TikTok, the form of personality that is shared still follows the needs of the market for the sake of the work done.

Distinctiveness

Montoya & Vendehey (2002), defines distinctiveness in personal branding as referring to a person's ability to express themselves differently from others in the same domain, with the aim of creating a distinctive and strong impression. According to Zabochnik (2018), strong personal branding will create a competitive advantage that will help a person to look different from others. Based on the results of interviews with informants, the difference and characteristic of @farhanbashel TikTok account is the type of content that attaches importance to educational value. The TikTok account @farhanbashel also share educational

fashion tips and does not just provide recommendations for mix-and-match clothes, or recommendations for clothes that are suitable for certain occasions. The TikTok account @farhanbashel prefers to share a lot of information about how to choose the color of clothes according to body shape, skin tone, face shape, and others. The informant recounted:

There are many other fashion content creators whose content is limited to using transitions, such as changing clothes while jumping around changing clothing brands, for example. Well, if I don't want more than that, in addition to recommendations for fashion products, I also want to give education such as tips that can be useful in their lives, that's why my [next] content is a lot of following comments from my followers, I often make [TikTok content] based on the audience's wishes, they want to know what, I help answer [through TikTok content].

Based on this, it can be said that the TikTok account @farhanbashel quite meets the points of distinctiveness, with full awareness of the informant feeling the need to be different and unique compared to creators in the same category.

Visibility

According to Montoya & Vandehey (2002), personal branding must be visible, consistent, and repetitive. In the days of personal branding development, visibility is considered more important than a person's ability (Montoya & Vandehey, 2002). In this case, when a person has the intention to build personal branding, the fundamental task is to often be seen utilizing self-promotion and taking advantage of the opportunities that exist. As of this writing, how often TikTok accounts @farhanbashel share and upload content is one of the keys to the process of building personal branding. However, until June

2022, the TikTok platform has not yet come up with a feature to display the exact number of the total content that has been uploaded on each account, this figure cannot be seen either on the creator's or audience's side. The information obtained is only how often informants upload and share content on their TikTok page, the informant said:

About a week I have to upload 5-6 pieces of content, if it used to be when my account went up at the beginning, I always had 7 [content] a week, then now I drop it to 5-6 because I think quality is also not just quantity.

Based on this, it can be said that TikTok accounts @farhanbashel quite meet visibility points with uploading intensity efforts that almost reach every day, in the last 2 years.

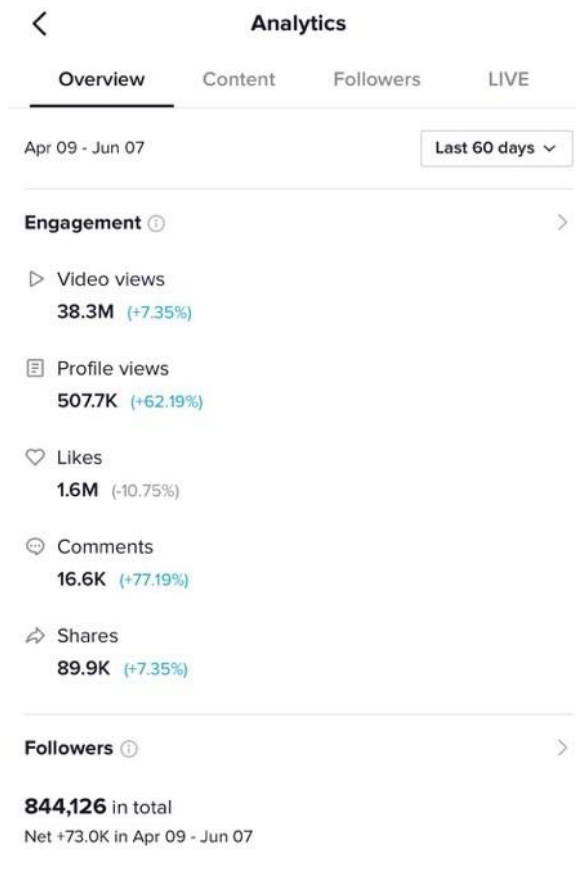


Figure 1. Visibility

Analytics

As supporting data, the analytics figure can be seen as insights into the performance of @farhanbashel TikTok account for the last 60 days starting from the day the interview was conducted. It can be seen from various types of engagement, in the form of video views, profile views, comments, and shares have increased in percentage, indicating a high and increasing level of visibility of TikTok and @farhanbashel accounts.

Unity

Montoya & Vandehey (2002), defines a form of unity in personal branding with circumstances when a person adapts his or her real life to the public persona being built. The condition can be explained by how two personas (personal life with shared life), become one whole or adjust to each other. In the context of @farhanbashel TikTok

account, the informant as the account owner did not feel the occurrence of the unity condition intended by Montoya & Vandehey. Here's an excerpt from an interview with the informant:

... I didn't get carried away at all [public persona into my personal life], I even sometimes felt disturbed, so now I'm still uncomfortable if I have to be sued for this [for personal life], just on TikTok, I just designed [persona] for work purposes.

Based on this, it can be concluded that the TikTok account @farhanbashel does not meet the unity points in the process of building personal branding on the TikTok account.

Persistence

The persistence aspect of personal branding intended by Montoya & Vandehey (2002) is a form of persistence and consistency from a person to continue to build a good personal brand,

including being aware of trends and fashions that are currently prevailing. Based on the results of interviews with informants, this aspect to measure the level of persistence can be measured by numbers on the visibility points, namely the level of consistency of @farhanbashel TikTok account in uploading content, which is 5-6 videos every week, within the last 2 years.

Goodwill

According to Montoya & Vandehey (2002), personal brands are not only limited to the success of brand owners but also when a person can provide broad benefits to the audience. Inserting goodwill aspects in the personal branding development process is considered to be able to help brand owners in facing a crisis. This is in line with Montoya & Vandehey's (2002) statement that audiences will be easier to forgive mistakes, tolerate shortcomings, and easier to accept brand exposure, when brand owners spread useful content. Based on the results of interviews with informants, @farhanbashel TikTok account indirectly always prioritizes goodwill, in the form

of an intention to provide benefits to the audience. Here's an excerpt from the informant:

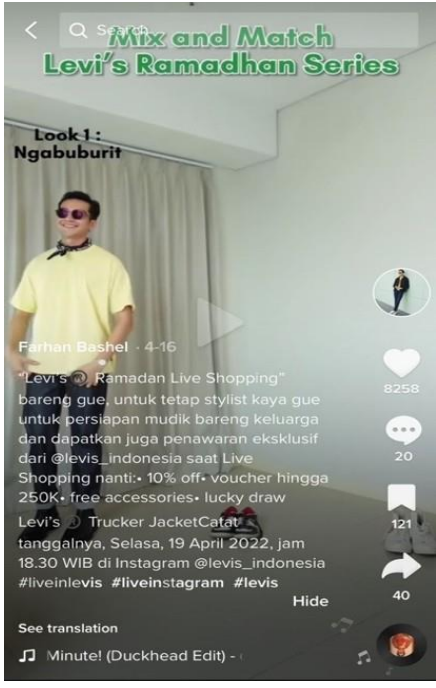
Whatever I do, I want to bring blessings to the people closest to me, even to people who don't know me too, broadly I want my content to be a blessing and useful for everyone, that's one of the reasons why I make educational content.

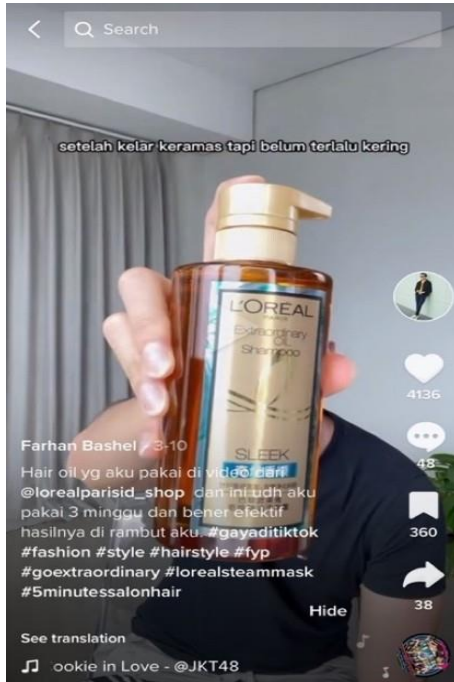
Based on this, it can be said that the TikTok account @farhanbashel meets goodwill points in the process of building its branding, it can be seen from how informants have good intentions to continue to create content, not only limited to the interests of profit and fame but also to spread benefits.

3.1. Product Marketing On Tiktok Accounts

@Farhanbashel

Based on the results of observations and documentation, the following will be described product marketing activities on @farhanbashel TikTok account. Examples of product marketing content are selected based on product types and diverse ways of marketing according to the provisions of the relevant brand.

Figure	Content	Description
		<p>In figure 1, you can see the content of the TikTok account @farhanbashel marketing products from the Levi's brand in the form of providing tips on <i>mix and match</i> clothes into 3 different looks. The type of cooperation carried out is by promoting exclusive offers from related brands through <i>live shopping</i> activities. In this content, the tiktok account @farhanbashel indirectly promotes clothing products from the Levi's brand by mixing clothes, as well as disseminating information about the activities of related brands. The content was played 1.1 million times, with a total of 8258 likes, 20 comments, 121 saves and 40 shares.</p>



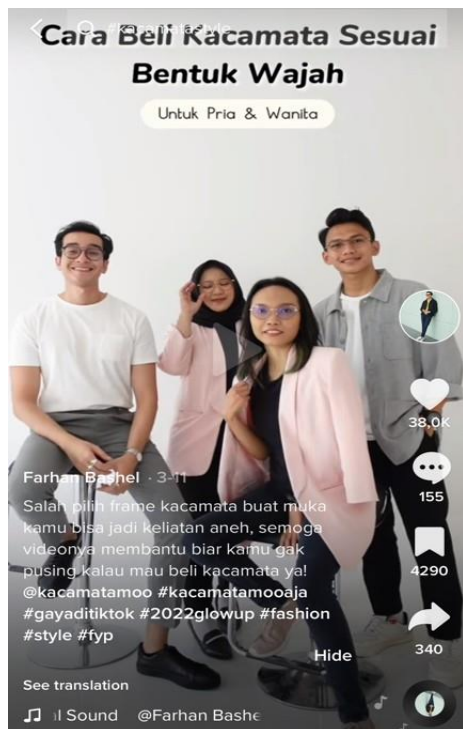
In figure 2, you can see the hair products from L'oreal that are being promoted. The tiktok account @farhanbashel tried to market the product with a type of educational content titled 'how to use *hairdryer* / catokan so that hair is not broken & dry'. In the content, the account owner explains the steps to use the product from half-wet hair to drying using a hairdryer. The content was played 249.5 thousand times, with a total of 4135 likes, 33 comments, 361 saves and 38 shares.



In figure 3, it can be seen that the account owner is promoting vehicle products from the Yamaha brand. In this content, the account owner tried to answer his followers' questions in the comment section which read 'kak outfit buat ngabuburit dong but riding a motorbike'. On the content, the account owner provides several choices of dress recommendations for riding a motorcycle on various occasions. The content was played 177.9 thousand times, with a total of 5361 likes, 74 comments, 134 saved, and 133 shares.



In figure 4, you can see the content of the TikTok account @farhanbashel give tips for choosing koko / qurta clothes for certain body shapes along with promoting products from @benhill_official. In this content, the TikTok account @farhanbashel provide tips on choosing the right type of motif, color, and dress size. The content was played 151.7 thousand times, with a total of 5312 likes, 43 comments, 284 saved, and 80 shares.



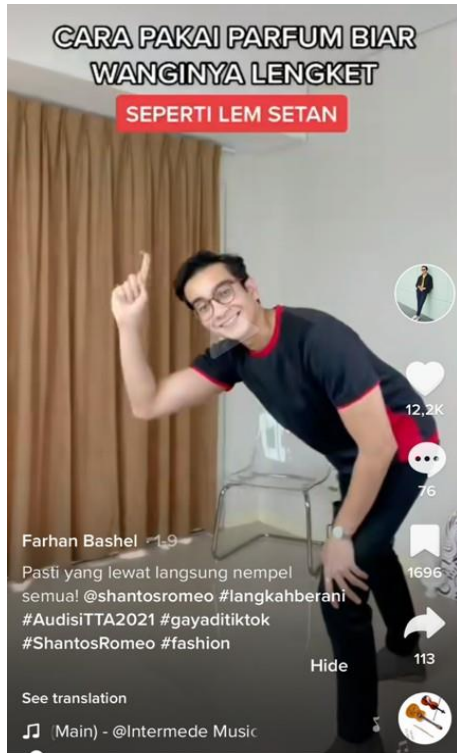
Pada figur 5, terlihat konten edukasi berjudul 'Cara Beli Kacamata Sesuai Bentuk Wajah'. In this content, the account owner provides tips on choosing glasses using examples of glasses from @kacamata moo, the content also promotes the location of the associated brand's offline store that is newly operating. The content was played 574 thousand times, with a total of 38 thousand likes, 155 comments, 4290 saved, and 340 shares.



In figure 6, it can be seen that the content of the TikTok account @farhanbashel provide tips for wearing the right mask and maximum results along with promoting products from @scarlett_whitening by directly using the product on related content. In this content, the account owner provides a tutorial on how to use a mask on the face. The content was played 2.1 million times, with a total of 195 thousand likes, 623 comments, 26.2 thousand saved times, and 1671 shares.



In figure 7, you can see the content of the TikTok account @farhanbashel provide tips for using slingbags tailored to the user's body size, tips related to bag size, selection of clothing motifs, and the length of the bag strap. The content was played 926.8 thousand times, with a total of 39.2 thousand likes, 276 comments, 1730 saves and 623 shares.



On figure 8, you can see the content of the TikTok account @farhanbashel give tips for using and choosing *parfume* to make it last longer by using products from @shantosromeo. The content was played 192.8 thousand times, with a total of 12.2 thousand likes, 76 comments, 1696 saved, and 113 shares.



In figure 9, it can be seen that the content of the TikTok account @farhanbashel provide tips for layering clothes on certain body shapes using products that can be found on the blibli.com. The content was played 121.1 thousand times, with a total of 2780 likes, 27 comments, 168 saved, and 55 shares.



On figure 10, the tiktok account @farhanbashel provide a tutorial on how to cut nails correctly. Handbody products from promoted @scarlett_whitening are shown at the end of the tutorial by using them on hands with clean and neat nails. The content was played 153.8 thousand times, with a total of 5601 likes, 31 comments, 366 saves and 30 shares.

The Relationship Between Personal Branding and Product Marketing

Based on the results described above, it was found that there is a relationship between personal branding and product marketing activities carried out by @farhanbashel TikTok account. This statement is in line with Haroen's research (2014), personal

branding is the process of a person creating a positive public perception, including aspects of personality, abilities, and good values in a person that can ultimately be used as a product marketing tool. Meanwhile, according to Zabochnik (2018), the strategy of building personal branding can be categorized as a modern marketing concept.

Table 1. Personal Branding & Product Marketing

Figure	Personal Branding & Product Marketing
1	There is an aspect of personal branding specialization by ability, as seen in the clothing mix-and-match activities carried out by the owner of @farhanbashel TikTok account. This ability supports the marketing process of Levi's brand clothing products to become more attractive.
2	There is an aspect of personal branding specialization by lifestyle, seen in the activity of using products to support the appearance of hair carried out by the owner of the TikTok account @farhanbashel. Lifestyle is accustomed to looking neat and keeping the appearance of the account owner, in the end, it will give a positive impression of the L'oreal brand being promoted.
3	There is an aspect of personal branding leadership, as can be seen from the trust of TikTok account followers @farhanbashel asking questions for recommendations to dress when riding a motorcycle, referring to Montoya & Vandehey (2002), TikTok accounts @farhanbashel can influence the audience, which will certainly make it easier for brands to carry out product marketing activities.
4	There is an aspect of personal branding distinctiveness, seen in the activity of @farhanbashel TikTok account that provides tips for choosing the right clothes for a certain body shape. Based on the results of interviews with account owners, similar educational content in the fashion & lifestyle category is still rarely shared and can be categorized as distinctive content. Tips that are relevant to the needs of the audience will facilitate related product marketing activities.

5	<p>There is an aspect of personal branding specialization by ability and distinctiveness, as seen in the activity of @farhanbashel TikTok account that provides tips for choosing glasses based on the shape of the face. The ability to consider the tips shared represents the ability of the account owner in the related domain. Various types of eyeglasses according to the needs of the @kacamatomoo store are also directly displayed and become part of the product promotion process.</p>
6	<p>There is an aspect of personal branding specialization by lifestyle, seen in the activity of using products for facial care shared by the owner of the TikTok account @farhanbashel. Lifestyle is accustomed to taking care of the face and keeping the appearance of the account owner, in the end, it will give a positive impression on the @scarlett_whitening brand being promoted.</p>
7	<p>There is an aspect of personal branding distinctiveness, as seen in the activity of @farhanbashel TikTok account that provides tips for choosing bags for certain body shapes. Based on the results of interviews with account owners, similar educational content in the fashion & lifestyle category is still rarely shared and can be categorized as distinctive content. Tips that are relevant to the needs of the audience will facilitate @voila.id product marketing activities</p>
8	<p>There are aspects of personal branding specialization by lifestyle and distinctiveness because it is educational. It can be seen in the type of content that shares tips on using perfume to make it durable to support the appearance. Lifestyles accustomed to looking neat and fragrant will help the product marketing process @shantosromeo be more relevant in the eyes of the audience.</p>
9	<p>There is an aspect of personal branding specialization by ability, seen in the type of content that shares tips on layering clothes for certain body shapes. The ability of the TikTok account owner @farhanbashel will indirectly encourage the audience to visit the related platform.</p>
10	<p>There are aspects of personal branding specialization by lifestyle and distinctiveness because it is educational. As seen in the type of content that shares tips on how to cut and care for nails correctly, Lifestyle accustomed to looking neat and clean will help the process of marketing the @scarlett_whitening product following the brand image of the bodycare product.</p>

Based on the findings above, it can be concluded that @farhanbashel TikTok account as a whole is enough to represent the eight laws of personal branding from Montoya & Vendehey (2002), with a total of 6 out of 8 related points. Furthermore, it was found that there were these personal branding points on product marketing content shared by @farhanbashel TikTok account. Indirectly, @farhanbashel TikTok account has carried out product marketing activities along with personal branding building activities with the presence of values in the concept of eight laws of personal branding in the content shared. Based on the results of the discussion of 10 randomly selected content samples, it was found that the aspects of distinctiveness and specialization by lifestyle are the superior aspects of the personal branding strategy on @farhanbashel TikTok account.

CONCLUSION

Participatory culture in the digital era provides opportunities for social media users to create content according to their preferences, often referred to as user-generated content. In this study, it was found that there was a representation of personal branding aspects on @farhanbashel TikTok accounts which ultimately helped product marketing activities on the TikTok page. Based on a statement from the account owner, Farhan Bashel, these cooperation opportunities were formed and started solely from his TikTok account which was initiated during the early days of the COVID-19 pandemic, namely the beginning of 2020 with the initial intention only to fill free time. Furthermore, it was found that there were these personal branding points on product marketing content shared by @farhanbashel TikTok account. Indirectly, @farhanbashel TikTok account has carried out product marketing activities along with personal branding-building activities, as evidenced by the presence of values in the concept of eight laws of personal branding in the content shared.

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