

# STRATEGY PERSONAL BRANDING INFLUENCER @feilianaveve AS BEAUTY VLOGGER ON TIKTOK SOCIAL MEDIA TO ATTRACT INTEREST FOLLOWERS IN 2022 - 2023

Tantri Adista

Faculty of Social and Political Sciences, Muhammadiyah University of Yogyakarta.  
tantri.adista.isip20@mail.umy.ac.id

**Abstract:** Technological developments change conventional media into social media to facilitate the communication process. Apart from that, social media is also a means of personal branding, such as the TikTok account @feilianaveve. Feiliana Veve is an influencer who focuses on the beauty vlogger sector. This research aims to examine the personal branding of the TikTok account @feilianaveve to attract followers. In conducting this research the author used qualitative research methods with data collection techniques documentation, observation and Interview with followers and owner of the TikTok account @feilianaveve. The results of this research found 8 forms of personal branding according to Montoya's view and it can be concluded that the personal branding displayed by @feilianaveve can attract followers to follow and be loyal to the TikTok account @feilianaveve.

**Keywords:** Beauty Vlogger, Feiliana Veve, Media Social TikTok, Personal Branding

## INTRODUCTION

Social media is one of them platforms which can connect individuals or groups over long distances. Apart from that, social media can be a means of entertainment, a place to share information, and even a means of building personal branding. According to Johnson in Mulitawati & Retnasary, (2020:209) personal branding is a process of someone using himself as brand, promotes himself to others in a systematic way, and at the same time actively attracts public attention.

One social media platform that is very popular with people now is TikTok. TikTok is a video-based application that is much loved by Indonesian people, according to Kasnowo & Ramadhan Gibrihi in Ardiansyah & Sinduwiatmo (2023). TikTok users who are trying to build an image or personal branding in his account are the average influencer. According to Burns in Anjani & Irwansyah (2020) An influencer can be said to be an influential person for many people and a trendsetter for his followers.

One of the contents that attracts a lot of audience attention is beauty content like reviews and tutorials using makeup or commonly known as beauty vlogger. One influencer who is active and well-known in the field of beauty vlogger is Veve with her TikTok account @feilianaveve. Feiliana Wahyu Padma Wijaya or better known as Veve, a girl born in Madiun, March 12 2003, first built her personal branding as a beauty vlogger on TikTok in 2021, to date he has 967.2 thousand followers on his TikTok account.

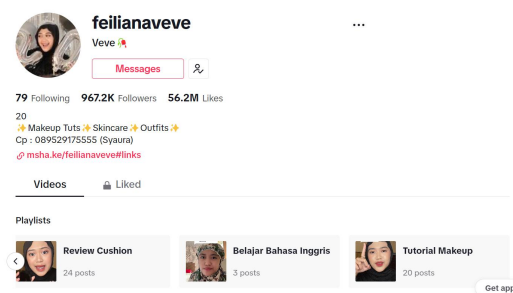


Figure 1. TikTok account @feilianaveve  
Source: Researcher Documentation

Veve is starting to become known to people through its content review cushion. In her TikTok she shares various things about beauty. Currently, Veve has become an inspiration for many people, this is because its content is educational, entertaining and honest in its content review all beauty products. Apart from that, her distinctive speaking style and the enthusiastic way he reviews products make him easy to recognize. Not only that, Veve also inspires many people through its content. The aim of this research is to find out how Veve creates personal branding on her TikTok account @feilianaveve to attract the interest of her followers.

## METHODS

This research is a qualitative research method, using a descriptive approach which aims to describe the formation of personal branding in the @feilianaveve account. The subject in this research is the TikTok account @feilianaveve. Meanwhile, the object of research is the personal branding displayed by Feiliana Veve on the TikTok account @feilianaveve. The author limited the research data to 2022-2023.

In collecting data the author used documentation, observation and interview techniques. According to Arikunto in Russianto (2017:4) the documentation method is the process of collecting data in the form of notes, in this research in the form of screen pictures of uploaded TikTok videos @feilianaveve. Apart from that, the observation technique according to Sugiyono in Russianto (2017:4) is the process of collecting data from sources by observing people or places where research is carried out, in the case of this research, Veve's attitudes and behavior on the TikTok account @feilianaveve. Furthermore, in collecting data the author used interview techniques, namely the process of obtaining data by means of questions and answers. According to Sahir (2022:46) the interview instrument is a series of data in the form of questions and answers between researchers and sources in the form of information about the research problem being

studied. In this case the author conducted an interview with Feiliana Veve as owner of the TikTok account @feilianaveve and several of her followers.

After the data was collected, the author carried out data analysis. The technique used is data analysis according to Miles and Huberman (1992) in Rijali (2019:83). Data analysis consists of data reduction, data presentation and drawing conclusions. After the data has been analyzed, the credibility of the data is then tested using data triangulation which aims to check the correctness of the data by comparing data that has been obtained from other sources according to Sa'adah *et al* (2022).

## RESULTS AND DISCUSSION

After analyzing the data, the author found 8 personal branding concepts according to Montoya, namely:

- 1) Specialization (*Law of Specialization*)

In specialization it is divided into ability, *behavior, lifestyle, mission, product and profession*. In her TikTok content, Veve has *ability*, in the form of content that always contains detailed knowledge about the beauty products that she uses to review. *Behavior*, which is shown by the way he speaks loudly and is always cheerful. Veve has a distinctive sound. Everyone who hears the sound will immediately know that it is Veve content. *Lifestyle*, what Veve is trying to show is that he wants to be seen as a friend or best friend by her followers. Veve wants to always appear pleasant and close to her followers. *Mission*, in creating content, Veve not only wants to provide information about the products he reviews, but Veve wants her followers to feel entertained by her content. *Product*, Veve wants every content he creates to be like a chat between friends, where Veve doesn't want review content flat like beauty *vlogger* other. *Profession*, don't just focus on beauty products like makeup, Veve also seems to be skilled in the field fashion This is proven

by several contents fashion on his TikTok account.

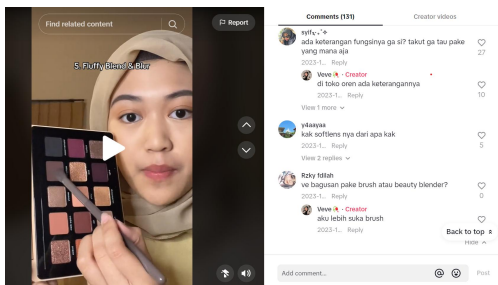
2) Leadership (*Law of Leadership*)

Leadership can be interpreted as someone being seen as an expert in a particular field. In her TikTok account Veve is seen as a beauty *vlogger* who is skilled. This is proven by her followers who follow Veve's advice. Not infrequently some viewers also asked Veve for advice. This proves Veve's leadership towards her followers in the field beauty *vlogger*.



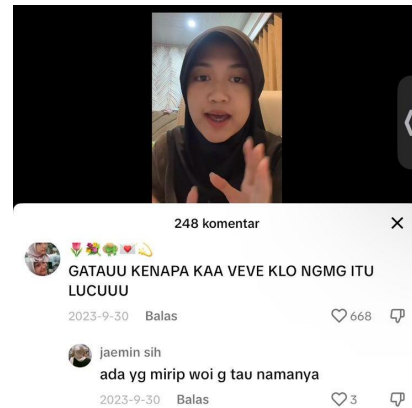
3) Personality (*Law of Personality*)

A person must have a good personality to make her followers comfortable. In this case, Veve makes her followers comfortable with her fun and friendly personality. This is proven by the way he reviews products cheerfully, always greets his followers, and often replies to comments on his TikTok account. Veve also does this to build closeness with its followers.



4) Difference (*Law of Distinctiveness*)

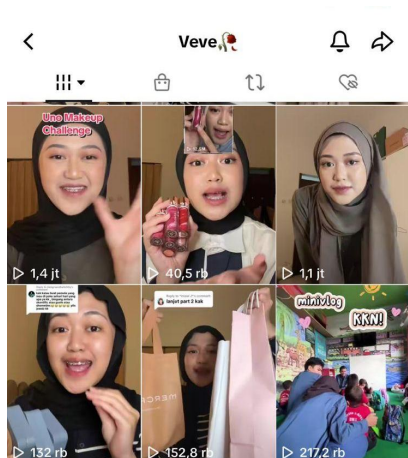
Someone must have a differentiator so that they are easily remembered by their followers. Something different will look more interesting. Veve in her TikTok account tries to make a difference between herself and other *beauty vloggers*. Veve wants the content he creates to not only provide knowledge to her followers, but also entertain her followers with her exciting and fun nature. According to him, the content displayed was too flat. Therefore, he tries to differentiate himself by the way he reviews and communicates with followers. Apart from that, Veve always brands herself as a friend or companion to her followers, to form closeness between herself as a content creator and her *followers*.



5) Seen (*Law of Visibility*)

What is meant is that someone is trying to show their existence to society, especially their followers. In the example of TikTok content creators, to be visible they can regularly create content. In this case, Feiliana Veve regularly uploads beauty content on her TikTok account. In one day he can upload one to two pieces of content. Uploading content on TikTok attracts the interest of his followers to always watch all of his content. This can be seen from the high number of TikTok viewers. Each content has one hundred thousand to one million viewers. This proves that as a

content creator, Veve has the advantage that its content has a high presence.



review content. This shows Veve's determination in discussing beauty content.



#### 6) Unity (*Law of Unity*)

The unity in question is the existence of harmony between what is uploaded and a content creator's daily life. This is in line with Veve, because its content and daily life have similarities. The speaking style that Veve displays on her TikTok account is the speaking style that she has in her daily life. He expressed this in an interview between the author and himself. According to him, "because I want to show my followers my own side." From the interview data, what Veve means is that what he displays in his content is a form of himself, without being changed.

#### 7) Firmness (*Law of Persistence*)

Firmness must be had in building personal branding. One must remain firm on personal branding that has been formed, without ever wanting to change it. In this case, Veve is trying to consistently create content about beauty on its TikTok account. This can be seen from the content, the majority of which consists of review content on beauty products. Like the data below, which shows Veve's TikTok account posts in December 2023, where there is 9 content and 6 of them are beauty product

#### 8) Good name (*Law of Goodwill*)

In maintaining a good name, one should not be careless in creating or uploading content, so as not to cause problems. In this case, Feiliana Veve is always selective in creating content. He always maintains his content so that it can be accepted by many people. The content he creates always uses polite language, and does not use offensive words. He did this to protect his good name and respect his followers.

### CONCLUSIONS

From analysis and interviews with data sources, it can be concluded that the TikTok account @feilianaveve has eight forms of personal branding according to Montoya, namely specialization, leadership, personality, difference, visibility, unity, steadfastness and good name. These eight personal branding concepts show Feiliana Veve's seriousness in building her personal branding.

The author concludes that the branding he has makes her liked by her followers. This is proven from comments and interviews with his followers. By having a strong personal branding, followers will have high interest in watching and being loyal to the @feilianaveve account.

## REFERENCES

- Anjani, S., & Irwansyah, I. (2020). The Role of Influencers in Communicating Messages on Instagram Social Media [the Role of Social Media Influencers in Communicating Messages Using Instagram]. *Polyglot: A Scientific Journal*, 16(2), 203–229. <https://doi.org/10.19166/pji.v16i2.1929>
- Ardiansyah, F., & Sinduwiatmo, K. (2023). Tiktok as a Personal Branding Media for Melinda Rohita. *Journal of Communication Literature*, 6(1), 169–180. <https://doi.org/10.32509/pustakom.v6i1.2586>
- Mulitawati, I. M., & Retnasary, M. (2020). Marketing Communication Strategy in Building a Brand Image Through Instagram Social Media (Descriptive case study of marketing communication for Polycrol Forte products via the Instagram account @ahlinyabotmaag). *Communicology: Journal of Communication and Social Science Development*, 4(1), 23–38. <https://doi.org/10.30829/komunikologi.v4i1.7616>
- Rijali, A. (2019). Qualitative Data Analysis. *Alhadharah: Journal of Da'wah Science*, 17(33), 81–95. <https://doi.org/10.18592/alhadharah.v17i33.2374>
- Russianto, E. D. (2017). Reflections on Teacher Responses to the Implementation of the 2013 Curriculum in Learning Physical Education, Sports and Health at SMP Negeri 1 Ngaglik. *Physical Education Health and Recreation*, 8(1), 1–7.
- Sa'adah, M., Rahmayati, G. T., & Prasetyo, Y. C. (2022). Strategies for Maintaining Data Validity in Qualitative Research. *Al 'Adad Journal: Journal of Tadris Mathematics*, 1(2), 54–64.
- Sahir, S. H. (2022). *Research methodology*.