



## **Dilla Jaidi's Personal Branding As A Beauty Content Creator Through Tiktok Social Media (An Analysis Of Tiktok Account @Dillajaidi)**

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**Abstract.** The development of increasingly sophisticated communication technology has given birth to social media. One of the social media applications that is currently trending in Indonesia is TikTok. The presence of TikTok social media is used for individual activities to compete in terms of introducing or the public knows it as personal branding. One of the content creators who has utilized the presence of TikTok social media for personal branding activities is Dilla Jaidi. Dilla Jaidi is known as a beauty content creator on TikTok who specializes in make-up and skincare. This study aims to describe the personal branding carried out by Dilla Jaidi through TikTok social media @dillajaidi.

This study uses a qualitative descriptive content analysis approach. The analysis was carried out using Peter Montoya's personal branding aspects. The data collection techniques used were observation and documentation. And the data analysis techniques used were data collection, data presentation, and drawing conclusions. The results of the study showed that Dilla Jaidi's personal branding form through TikTok social media @dillajaidi, she prioritized how she was seen as a beauty content creator. In accordance with the eight concepts of personal branding theory by Peter Montoya, TikTok social media @dillajaidi shows Dilla Jaidi as an expert as a beauty content creator, often also providing solutions according to the audience's needs. Dilla Jaidi displays a cheerful, warm figure and also a multi-talented beauty mentor. Beauty content as Dilla Jaidi's characteristic is not possessed by other beauty content creators. Dilla Jaidi consistently uploads content on make-up and skincare tips and tricks. The content shared by Dilla Jaidi on her TikTok social media is relevant to her daily life. The TikTok account @dillajaidi in producing content always has a positive influence on the audience.

**Keywords:** *Personal Branding; Beauty Content Creator ; Dilla Jaidi; Social Media*

### **INTRODUCTION**

The rapid advancement of communication technology in the 21st century has triggered the birth and massive development of social media platforms. These platforms have significantly transformed the way individuals interact, express themselves, and build their public persona. One such platform that has experienced explosive growth, particularly among the younger generation, is TikTok. With its short-video format, TikTok offers users the opportunity to be creative, expressive, and highly visible to a broad audience (Kusuma, 2021). This makes TikTok a fertile ground for activities related to self-representation and personal branding, especially among beauty content creators who aim to establish a strong digital presence.

Social media, including TikTok, functions as more than just a communication tool—it has become a stage for identity construction and performance. The capability to create visually appealing content that aligns with a specific niche or area of expertise is a critical component in

building what is now known as a personal brand (Pratiwi, 2021). Personal branding, as defined by Wardhani (2020), refers to the process of crafting a unique and appealing image or identity that differentiates an individual from others. This identity is constructed and curated intentionally to resonate with the target audience, often by integrating a combination of appearance, values, tone of voice, and consistency in content delivery. One of the emerging figures who has successfully harnessed the potential of TikTok for personal branding in the beauty sector is Dilla Jaidi. Her TikTok account, @dillajaidi, has attracted a massive following, largely due to her engaging and informative content centered on make-up, skincare, and lifestyle. Through her content, Dilla Jaidi has created a recognizable persona—an image of a cheerful, stylish, and knowledgeable beauty expert who is approachable and relatable to her predominantly young, female audience. This process aligns with Montoya's (2002) theory of personal branding, which consists of eight fundamental laws: specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill.

Montoya's framework emphasizes the importance of specialization and consistency in delivering a particular message or image. In Dilla Jaidi's case, she consistently emphasizes her expertise in beauty and skincare, while also integrating humor, warmth, and authenticity into her content. This combination has enabled her to stand out in an increasingly saturated digital space where thousands of influencers compete for attention (Isnaini, 2022). The emergence of TikTok as a platform for personal branding is particularly significant given its algorithm-driven nature, which allows content to reach a wider and sometimes unpredictable audience. Unlike platforms such as Instagram or YouTube, where followers are often built over time, TikTok allows for virality based on content performance rather than follower count alone (Pamungkas & Djulaeka, 2019). This means that a single piece of well-crafted content can lead to a surge in visibility and engagement, thereby accelerating the personal branding process. For content creators like Dilla Jaidi, this dynamic provides both opportunities and challenges. On one hand, it enables rapid growth and audience reach. On the other, it requires a high degree of creativity, adaptability, and strategic planning to maintain relevance and influence.

In the context of beauty content creation, the role of personal branding becomes even more crucial. As noted by Meta Chania and Susilowati (2023), beauty content creators who successfully establish a consistent and trustworthy image are more likely to cultivate loyal followers. This loyalty, in turn, translates to increased engagement, brand collaborations, and influence within the digital beauty community. For Dilla Jaidi, her ability to maintain a balance between professionalism and relatability has become a cornerstone of her brand identity. Furthermore, the rise of influencer culture and the commodification of personal identity on social media has elevated the importance of personal branding in the digital economy. Content creators are no longer seen merely as entertainers or hobbyists—they are now viewed as entrepreneurs who manage their online persona as a business asset (Kurniawan & Gabriella, 2020). In this light, the case of Dilla Jaidi serves as an illustrative example of how personal branding functions as a strategic communication practice that blends self-expression, audience engagement, and market positioning.

From a theoretical standpoint, this research is grounded in Montoya's personal branding model, which provides a comprehensive lens through which to examine the elements and effectiveness of a content creator's self-presentation. Each of Montoya's eight principles offers a specific angle for analysis: specialization refers to the creator's unique niche, leadership denotes influence and authority, personality reflects authenticity, distinctiveness concerns differentiation from peers, visibility pertains to consistent exposure, unity emphasizes alignment between values and content, persistence involves long-term effort, and goodwill focuses on positive perception and social contribution (Montoya, 2002).

This study aims to explore how Dilla Jaidi embodies these principles in her TikTok content, particularly focusing on the ways she engages her audience, constructs her image, and

differentiates herself within the beauty content creator landscape. By doing so, the research seeks to contribute to the growing body of knowledge on digital self-presentation, influencer marketing, and personal branding strategies in the age of social media. Additionally, this research has practical implications for aspiring content creators and digital marketers. Understanding how successful figures like Dilla Jaidi build and maintain their personal brand can provide valuable insights into best practices, pitfalls to avoid, and the evolving expectations of digital audiences. It also highlights the interplay between personal identity, media affordances, and branding techniques, shedding light on the nuanced processes involved in building a credible and compelling online persona.

In conclusion, the phenomenon of personal branding on TikTok represents a compelling area of study within communication and media research. As more individuals turn to social media to establish their careers and identities, the strategies and structures underlying this process warrant deeper examination. Through the case of Dilla Jaidi, this study not only explores the application of Montoya's theory but also provides a window into the lived realities of beauty content creators navigating the digital landscape.

## LITERATURE REVIEW

### Personal Branding

The term *personal branding* refers to the strategic process of developing and maintaining a reputation and impression of an individual, with the aim of influencing how others perceive them. Swasty (2016) stated that the term "brand" historically stems from the practice of marking ownership on livestock, which has evolved into the symbolic identity of products, services, or even individuals. In modern communication, personal branding transcends corporate branding and becomes a tool for individuals to differentiate themselves in competitive environments. Kotler (2002) described a brand as an identifier that provides recognition and trust. In personal contexts, individuals craft their brand through consistent communication of values, personality traits, skills, and unique characteristics that build a clear image in the minds of others (Haroen, 2014). This image becomes an intangible yet powerful tool that can influence decisions, opinions, and engagements, especially on social media platforms.

### Peter Montoya's Eight Laws of Personal Branding

Peter Montoya (2002) formulated eight essential laws that serve as a framework for constructing effective personal branding. These include: (1) Specialization, where individuals focus on a specific skill or attribute to establish their niche; (2) Leadership, where a personal brand must portray authority and credibility; (3) Personality, which emphasizes authenticity and being true to oneself; (4) Distinctiveness, which requires differentiation from others in similar fields; (5) Visibility, where individuals must be consistently seen to remain relevant; (6) Unity, which demands consistency between one's public image and private values; (7) Persistence, which requires long-term consistency and dedication to brand maintenance; and (8) Goodwill, which fosters trust and positive public perception. These laws collectively guide content creators, professionals, and public figures in building a sustainable and respected personal brand across various platforms.

### Content Creator

The role of content creators has become increasingly vital in the digital age. Content creators are individuals who develop, produce, and distribute information through visual, written, or multimedia formats across online platforms. According to Sundawa & Trigartanti (2018), content creation involves not just artistic expression but also strategic communication. Content

creators must possess both creative and technical skills to deliver engaging messages tailored for specific audiences. As Yusuf (2021) explained, modern content creators often start as ordinary individuals—not celebrities—but through consistent and meaningful content, they gain influence and credibility. These creators carry the responsibility of shaping public opinion, building online communities, and even contributing to market trends. Their ability to remain relevant depends on their innovation, relatability, and mastery of the platforms they utilize, such as TikTok, Instagram, and YouTube.

### **Beauty Content and Influencer Marketing**

Beauty content refers to materials focused on personal care, make-up, skincare, and other aesthetic practices. These contents are often produced by beauty influencers—individuals who have cultivated expertise and a loyal following in the beauty domain. According to Bunpis & Haron (2014), beauty content serves both educational and promotional purposes, often functioning as a form of content marketing that enhances brand awareness and influences consumer purchasing decisions. In the digital ecosystem, influencer marketing leverages the authenticity and relatability of creators to promote beauty products effectively. Hardianawati (2022) highlighted that influencer marketing has proven to be a more effective tool than traditional advertising, especially when influencers create signature content that aligns with their personal branding. These influencers also play a role in shaping beauty standards and trends, making them pivotal in the beauty and cosmetics industry.

### **Social Media**

Social media has revolutionized human communication by enabling two-way interaction, content sharing, and self-representation in a digital environment. As Nasrullah (2015) noted, social media platforms like TikTok, Instagram, and Facebook allow users to create networks, distribute information, store archives, and engage interactively. Social media is no longer merely a tool for passive consumption but a participatory space where users simultaneously act as content consumers and producers. The development of Web 2.0 marked a shift from unidirectional to multidirectional communication, empowering individuals to manage their image and voice within digital society. This dynamic fosters the emergence of micro-celebrities, digital entrepreneurs, and influencers who rely heavily on personal branding to maintain relevance and engagement.

### **TikTok as a Branding Platform**

TikTok, a short-form video platform developed by ByteDance, has emerged as a powerful medium for digital branding. Introduced globally in 2017, TikTok offers unique algorithmic exposure that allows even new users to go viral, based solely on content performance rather than follower count (Fauzi & Arifin, 2022). The platform encourages creativity through its video editing tools, trending soundtracks, and challenges, making it an ideal space for personal branding—especially in the beauty and fashion domains. Pamungkas & Djulaeka (2019) emphasized that TikTok's features allow users to express identity through self-recorded performances, make-up tutorials, or storytelling. With the growing competition among creators, branding on TikTok demands not just skill and consistency but also adaptability and audience engagement strategies.

### **The Role of Social Media in Branding**

Kaplan & Haenlein (2010) described social media as a revolutionary communication tool that transforms how individuals and organizations interact with audiences. In branding, social media plays a central role in fostering identity, trust, and consumer engagement. According to Kotler & Keller (2016), branding is not only about establishing identity but also building long-

term relationships with stakeholders. Social media facilitates real-time interaction, which allows for immediate feedback, adaptation, and co-creation of content. Rauschnabel & Ivens (2018) highlighted that user-generated content (UGC), such as reviews and testimonials, adds authenticity and enhances brand credibility. Brands that maintain consistent messaging, respond to audience needs, and evolve with trends are more likely to establish strong digital reputations.

## **METHODS**

This study employed a qualitative descriptive content analysis approach to examine the personal branding of Dilla Jaidi through her TikTok account, @dillajaidi. Content analysis is a research method used to interpret the characteristics of messages in a systematic, objective, and replicable manner. According to Barelson (as cited in Adnani, 2021), content analysis is suitable for analyzing communication content that is visual, verbal, or symbolic in nature. By using this method, the researcher aimed to explore the strategies and indicators of personal branding applied by the subject within a real digital environment, specifically social media.

The research focused on qualitative data gathered from video content posted on the TikTok account of Dilla Jaidi during a specific observation period. The analysis was grounded in the theoretical framework of Peter Montoya's eight laws of personal branding, which include specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. These components were used as analytical indicators to describe and categorize the subject's online presence and brand image. The data collection techniques employed in this study were observation and documentation.

Observation was conducted in a non-participant and virtual manner, meaning the researcher did not engage with the subject but rather observed the content from a distance. The researcher observed and selected relevant video posts from Dilla Jaidi's TikTok account over the last three months. In addition, documentation involved capturing screenshots, descriptions, and metadata from selected videos to support the analysis process.

The data analysis was carried out through three steps: data collection, data presentation, and conclusion drawing. The data was first collected and filtered based on relevance to the research objectives. It was then presented in a structured narrative to interpret patterns and findings. Finally, the researcher drew conclusions based on observed trends and how they aligned with Montoya's personal branding framework.

## **RESULTS**

This section presents the findings of the study on Dilla Jaidi's personal branding as a beauty content creator through her TikTok account, @dillajaidi. The analysis was based on Peter Montoya's eight elements of personal branding: specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill. Data was gathered from content uploaded in the last three months and categorized based on these indicators.

### **Specialization**

Dilla Jaidi consistently showcases her expertise in the beauty domain, especially in make-up and skincare. Her TikTok content often includes detailed tutorials, product reviews, and beauty tips. For example, in a video posted on March 11, 2025, she demonstrated how to create a flawless base using affordable local brand products. She captioned the video: "Pakai produk lokal tapi hasilnya glowing banget, gak kalah sama high-end!" This reflects her consistent focus on affordable beauty content, appealing to a broad audience, and positioning herself as a relatable expert in the niche of skincare and make-up.

### Leadership

Dilla Jaidi's leadership manifests through her role as a beauty guide and trendsetter for her followers. In several videos, she confidently shares beauty advice, which her followers frequently implement and comment upon. One follower wrote:

*"Kak Dilla, gara-gara video ini aku jadi rajin pakai sunscreen tiap pagi. Thank you!"*

Her responses are always encouraging and informative, reinforcing her image as a trusted beauty mentor.

### Personality

Dilla's cheerful, warm, and sometimes humorous persona distinguishes her content. Her face often radiates positive energy, and she includes behind-the-scenes moments, family interactions, or bloopers that humanize her brand. In one video, she applied make-up while her father jokingly commented in the background—showcasing authenticity and familial bonds. Her caption read:

*"Kalau Pak Muh udah komen, artinya make-up ku harus fix flawless 🤞."* This approach allows her audience to connect with her on a personal level.

### Distinctiveness

Among hundreds of beauty influencers on TikTok, Dilla Jaidi stands out due to her unique combination of humorous family content, natural beauty tutorials, and her ability to blend casual tone with high-quality aesthetics. Unlike many creators who rely heavily on viral effects or exaggerated expressions, Dilla maintains a calm, elegant, and friendly vibe. Her TikTok bio simply states: *"Make-up, skincare, & family vibes 🧴👩🏻👧👦"*

This concise yet meaningful branding sets her apart from others who focus solely on glamor.

### Visibility

Dilla Jaidi maintains regular activity on TikTok, uploading new content at least 2–3 times per week. Her consistent posting schedule ensures that her audience remains engaged. During March–May 2025, she posted over 30 videos, several of which reached over 500,000 views. For instance, her video on a "no-foundation make-up look" received 620K views and over 40K likes within 48 hours. The TikTok algorithm tends to reward consistent creators, which explains her high engagement rates and frequent appearance on the "For You Page" (FYP).

### Unity

Dilla's personal values align with her public persona. She consistently portrays modesty (evident through her hijab and style choices), promotes positivity, and avoids controversial or provocative content. Her audience recognizes and appreciates this consistency. One user commented:

*"Suka banget sama konten Kak Dilla, adem, sopan, tapi tetap stylish."*

This coherence between her personal beliefs and public image reinforces the authenticity of her brand.

### Persistence

The development of Dilla Jaidi's personal brand is the result of continuous effort. Since 2020, she has grown from a casual content creator to a respected beauty influencer. Her video style has evolved from casual smartphone recordings to professionally edited clips with transitions and detailed product demonstrations. Despite TikTok's ever-changing trends, she maintains her niche and voice. This shows persistence in her branding approach.

## Goodwill

Dilla often uses her platform to inspire and educate. In Ramadan 2025, she posted a video series titled “Beauty Tips for Fasting Skin,” which addressed common skincare issues during the fasting month. She stated in her caption: *“Bulan puasa bukan alasan malas skincare. Ini tips supaya kulit tetap segar dan terhidrasi.* Such content demonstrates her commitment to providing value to her audience. Moreover, her frequent collaboration with local brands indicates her support for domestic products, enhancing her reputation as a socially responsible creator.

**Table 1 Audience Engagement Metrics (March–May 2025)**

Category	Description	Value (Est.)
Average Likes	Per video	25,000–40,000
Average Comments	Per video	400–1,200
Video Reach	Views per post	200K–800K
Follower Growth	Over 3 months	+120,000
Top-performing Hashtag	#NoMakeupMakeup	6.3M views

## Narrative Responses from Audience

Here are selected audience comments that illustrate Dilla Jaidi's brand perception:

- “Kak Dilla tuh vibes-nya kayak kakak perempuan yang ngerti make-up dan selalu ramah.”*
- “Dari semua beauty influencer, aku paling percaya review-nya Kak Dilla karena gak lebay dan bener-bener ngejelasin.”*
- “Thanks Kak, berkat video ini aku gak insecure lagi pas bare face ke kantor.”*

These comments highlight the perceived sincerity, warmth, and authority of Dilla's content. Audience trust and emotional connection are key outcomes of successful personal branding, as reflected in these responses.

## DISCUSSION

The findings of this study confirm that Dilla Jaidi's personal branding as a beauty content creator on TikTok aligns closely with the eight principles proposed by Peter Montoya (2002), while also reflecting current trends in digital influencer practices. Each aspect of her branding contributes to building a cohesive, influential, and sustainable personal image in a competitive social media landscape.

Dilla's specialization is evident in her clear focus on beauty, specifically skincare and make-up. Unlike generalist creators who vary their content frequently, Dilla maintains a consistent theme that reinforces her identity as an expert. This mirrors the findings of Helmawati et al. (2023), who emphasized that clear content focus improves audience recognition and loyalty. Dilla's consistent beauty-related messaging increases her credibility and keeps her audience engaged with specific expectations.

Her leadership emerges through the way she educates and guides her audience, especially in product recommendations and skincare routines. Followers not only mimic her suggestions but often refer to her as a trustworthy figure. This level of influence shows that personal branding, when done with authority and empathy, can shift from passive presentation to active guidance—an important characteristic of digital thought leadership.

The personality aspect is crucial in distinguishing Dilla from other influencers. Her cheerful demeanor, family-centered content, and humorous tone give her a sense of authenticity and relatability. Montoya emphasized that branding should be rooted in one's real personality to create a genuine connection. This study supports that idea—Dilla's natural behavior strengthens

audience trust. Her inclusion of family members, especially her father, further softens her brand and adds emotional value that resonates with followers on a personal level.

Distinctiveness is another trait that sets Dilla apart. While the beauty content market is saturated, her use of casual, sincere, and informative tones creates an approachable character. This echoes the findings of Kurniawan and Gabriella (2020), who observed that creators who incorporate narrative and self-awareness tend to outperform those who rely solely on aesthetic value. Dilla's branding feels organic rather than performative, making her content more durable in a rapidly changing trend cycle.

Dilla's visibility is sustained through high-frequency posting and strategic engagement with trends, ensuring that her content frequently appears on the TikTok "For You Page." This not only increases her exposure but reinforces brand recall, a key factor Montoya considered vital for personal brand success. Her consistency in uploading content and interacting with viewers elevates her engagement rate, a metric often tied to successful branding and collaboration potential with beauty companies.

The element of unity in Dilla's brand is particularly strong. Her public image—modest, humorous, family-oriented—is congruent with her content and values. She avoids controversial topics and consistently emphasizes positivity, modesty, and encouragement. This unity between public persona and private behavior enhances her authenticity, supporting the idea that consistency is critical in building long-term trust (Montoya, 2002).

Persistence, as highlighted in her content history, reflects years of dedication and evolution. From simple videos in 2020 to professionally edited tutorials in 2025, Dilla's brand shows deliberate effort and long-term commitment. Montoya noted that persistence is often overlooked but vital for long-term brand equity. Dilla's case proves that consistent effort, even amidst changing algorithms and trends, results in audience growth and brand strength.

Finally, her goodwill is illustrated in her educational content and support for local beauty brands. She not only shares tips but also promotes messages of self-confidence and positivity. During Ramadan, her skincare series for fasting Muslims exemplified her sensitivity to her audience's cultural and spiritual context. These actions contribute to positive public sentiment and deepen emotional loyalty—hallmarks of strong branding.

This research also affirms prior findings by Chania and Susilowati (2023), who emphasized the link between consistent branding and follower loyalty on TikTok. Dilla's ability to maintain her niche while staying relevant with trends shows that creators must balance brand identity with adaptability. Her branding is not static; it grows with her audience without losing core values.

Overall, the discussion suggests that successful personal branding on TikTok involves not only skill and content quality but also self-awareness, consistency, and emotional intelligence. Dilla Jaidi's brand demonstrates that influencers who remain authentic while strategically managing their image can cultivate both wide reach and deep audience connection. In a digital world often criticized for being superficial, her branding proves that sincerity, if coupled with structure, can build influence that lasts.

## **CONCLUSION**

Based on the results and discussion, this study concludes that Dilla Jaidi has successfully built a strong and consistent personal brand on TikTok as a beauty content creator. Her content reflects the eight core principles of personal branding by Peter Montoya: she maintains a clear specialization in skincare and make-up, demonstrates leadership by guiding and educating her followers, and presents a relatable and authentic personality. Her distinct style and consistent online presence further reinforce her brand, supported by ethical conduct and long-term commitment.

Through consistent posting, alignment between values and public image, and genuine interaction with her audience, Dilla Jaidi has positioned herself as a trustworthy figure in the beauty content industry. Her success underscores the importance of authenticity, strategic content planning, and emotional connection in digital personal branding—especially in fast-paced platforms like TikTok.

## LIMITATION

This study is subject to several limitations that may affect the generalizability and depth of the findings. First, the research is confined to a single subject—Dilla Jaidi—whose branding is analyzed solely on the TikTok platform. While this provides a focused and in-depth look at one successful case, it does not capture the broader spectrum of beauty content creators who may use different strategies across varied platforms such as Instagram or YouTube. As such, the findings cannot be assumed to represent all beauty influencers or personal branding practices in the digital landscape.

Second, the study relies entirely on publicly available content for observation and documentation. There were no direct interviews conducted with the subject or her followers, which limits the researcher's access to the creator's personal branding intentions, behind-the-scenes processes, or internal decision-making. This reliance on visual and textual content alone restricts the ability to understand the motivations and strategic considerations behind her content.

Third, the study's time frame is relatively narrow, covering only a three-month period of content activity. While this time span was sufficient to identify recurring branding patterns, it may not fully capture the evolution or shifts in branding strategy over time, especially considering the fast-paced and trend-sensitive nature of TikTok.

Finally, the study uses a qualitative descriptive approach without quantitative measurement of engagement impact (e.g., statistical correlation between branding elements and audience growth). Although engagement metrics such as likes and comments are observed, they are not analyzed through inferential statistics. Future studies would benefit from a mixed-method approach that incorporates both qualitative and quantitative data for a more comprehensive analysis.

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