

Personal Branding Strategy Through TikTok Social Media @Fajarudinajitama

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Abstract

This research is entitled "Personal Branding Strategy Through TikTok Social Media @Fajarudinajitama" and aims to analyze the strategies used by creators in building self-image, attracting audiences, and increasing engagement through promotional techniques and personal marketing approaches. This research uses qualitative methods with interviews, observations, and documentation. The results of the study show that personal branding is built through consistent storytelling, natural delivery styles, and relevant content that increases the trust of audiences and consumers. Selective promotions make recommendations more convincing and have an effect on buying interest. Conclusion Accounts @Fajarudinajitama experienced steady growth from 2022 to 2025, marked by increased followers, interactions, and a wider market presence, non-promotional content was the most effective because it was considered authentic, while TikTok trends, collaboration opportunities, and TikTok Shop features strengthened the potential for creators' personal branding development.

Keywords: Personal Branding; TikTok; Content Creator; Engagement, Storytelling

INTRODUCTION

In the increasingly advanced digital era, social media has become the primary platform for individuals to build their personal identity and image online. Social media is a medium that allows everyone to interact and socialize and communicate without being hindered by space and time. Social media invites anyone interested to participate by making contributions and *feedback* openly, commenting, and sharing information in a quick and unlimited time. One example is the use of social media, which is now one of the ways for business people to promote their business. Social media serves as a third party to connect businesses with consumers. Social media has become very popular in Indonesia, one example of social media is TikTok.

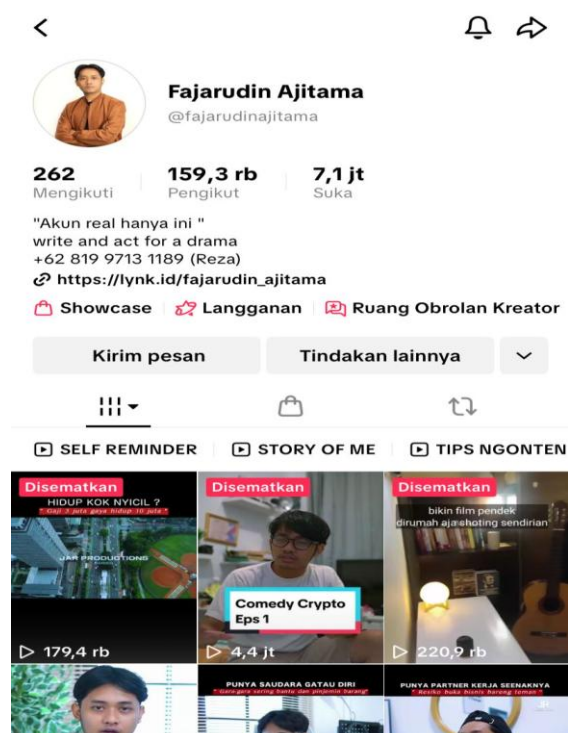
TikTok is a social media platform that provides a service for sharing videos, allowing users to create, edit, and share short-form videos. The duration of the uploaded video varies, ranging from 3 seconds to a maximum of 10 minutes. First released in September 2016, TikTok has managed to achieve great popularity in various parts of the world, one of which is Indonesia Amalia Taufik, (2024). Social media being one of the modern marketing channels, marketing strategies in general marketing strategy is a long-term plan

designed to achieve a competitive advantage and increase the value of a product or service in the eyes of consumers.

One of the indicators of change in the dynamics of society's economy today is the shift towards digital, where various aspects of human lifestyle are increasingly dependent on internet-based technology and electronic devices (Lailiyah & Istiqomah, 2023). In the midst of the development of the digital era, the existence of businesses in the realm of *online* It is crucial to reach the targeted consumers, through the implementation of the right digital marketing strategy, individuals are able to introduce brands, products, and services more optimally to a wide audience in cyberspace (Melandi et al., 2023). Content creators play a significant role in supporting a product's digital marketing strategy. Can contribute to shaping the digital identity of content creators to support marketing effectiveness and is designed with an emphasis on developing creative skills, strategies *Personal Branding* and the application of digital marketing techniques (Mochtar & Probondani Astuti, 2024).

Personal branding is an important element in judging a person based on the actions and values they display when

interacting. In today's digital era, *Personal Branding* has become a very common practice, although this concept has been known for a long time, but the development of the internet has made the process of *Personal Branding* wider and to become a marketing strategy, especially through various digital platforms Felix et al., (2023). Purpose *Personal Branding*, namely to attract and build other people's trust in the individual's self and as a medium to influence others regarding the individual's self-perception, and also to introduce the individual's uniqueness and abilities that are much superior to others. Tell others about their identity, uniqueness, abilities, and other things that make them different and valuable Susilowati, (2018). Activities *Personal Branding* through social media, especially TikTok, also acts as a tool to build identity and express themselves to the audience, by displaying the impression of uniqueness and personal characteristics that are to be conveyed.



Source : TikTok.com/@Fajarudin Ajitama
Figure 1: TikTok @Fajarudinajitama

The image above shows one of the *content creators* on TikTok is Fajarudin Ajitama, who uses a @Fajarudinajitama account and has managed to attract attention by gathering 159 thousand

followers and getting 7 million *likes*. Overall, the content that Fajar presents is diverse, including his personal stories and promoting a product, *self-reminders* in the form of self-motivation and reminder messages, as well as tips on digital content creation. Through a *consistent personal branding* approach, he is able to convey positive values to his audience. This makes the content not only seen as entertainment, but also as a means of learning and inspiration. Her content is consistently presented with the aim of providing more value to the audience, whether in the form of motivation, education, or entertainment, which has made her successful in building a loyal and growing community of followers on TikTok. In addition, Fajarudin Ajitama carries out and follows the trends and times that continue to develop to maintain the originality and consistency of his image in the midst of changing trends, as well as a challenge in formulating an effective and sustainable personal branding strategy on the TikTok platform, to build a strong bond with the audience while increasing their loyalty to the content produced. So that the audience still recognizes and associates the content.

On the other hand, the large number of viral content that quickly appears on TikTok creates pressure for Fajarudin Ajitama to keep updating his strategy to keep it relevant and interesting. In addition to focusing on *personal branding* efforts through her TikTok account, @Fajarudinajitama also uses the TikTok Shop feature to market or promote digital products directly to her followers. This strategy reflects an integrated approach to building self-image while supporting commercial activities on social media platforms. By offering digital products through TikTok shop social media. Therefore, Fajarudinajitama is able to attract audiences who have an interest in products that are relevant to the content shared. This step also not only strengthens the *personal branding* identity displayed on TikTok, but also shows the capabilities in the TikTok ecosystem effectively.



Source : TikTok.com/@Fajarudin Ajitama

Figure 2: TikTok @Fajarudinajitama

The image above, shows one of the TikTok content uploaded by the creator @fajarudinajitama interestingly, in some content, Fajarudin also inserted elements of product promotion, one of which is Kahf's *skincare* product . The emotional narrative is developed with a cinematic story background, but still inserts information about the product. One example can be seen in content that lasts about one minute that combines the message of the story with the appearance of Kahf products.

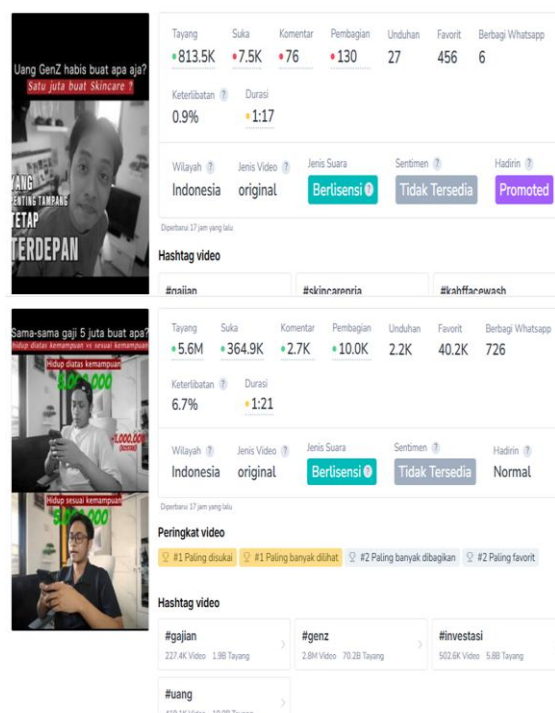
In the image, Fajarudin Ajitama can be seen using a *face wash* product from the Kahf brand, which is then used as part of the narrative of the TikTok content of the video title, "What is GenZ money used up for? One million skincare?", showing that she is trying to capture the attention of Gen Z audiences with topics that are close to their daily lives, namely personal expenses and self-care. He inserted product promotions with a personal experience approach, stating that he had been using the product for a long time and felt suitable, even mentioning the affordable price below Rp50,000.

At first glance, this content looks like a simple but relatable form of promotion. Fajarudin is known as a content creator who builds his image through narrative *storytelling*, his content often features fictional life stories or moral messages conveyed in a cinematic style.

This is a characteristic of *personal branding* as a *creative storyteller*. But in this content, the *storyteller* approach does not seem dominant. The narrative is only lightly constructed, without the storyline or character development as he usually shows in other content. This creates a gap between his image as a *storyteller* and his role as a product *influencer*. When the *storyteller* who is the strength does not perform optimally in promotional content, the *personal branding message* becomes less consistent. Audiences may no longer grasp the distinctive characteristics of the creator, and may even question the originality of the content if it is more inclined towards promotion.

This inconsistency in personal branding becomes even more significant when viewed from the perspective of audience trust and long-term creator credibility. In the digital content ecosystem, especially on platforms like TikTok, audiences tend to build emotional connections with creators based on consistency of identity and authenticity of the content they present. When Fajarudin, who has built his reputation as a storyteller with depth and narrative, suddenly shifts to a more straightforward promotional approach, there is a risk of what scholars call "brand dilution," where the core identity of a personal brand becomes blurred due to inconsistent messaging. Audiences who initially followed him for his cinematic storytelling may feel a disconnect, perceiving the promotional content as a departure from the values they associated with the creator. Furthermore, in the context of Gen Z consumers, who are known to be highly skeptical of overt advertising and more responsive to authentic, value-driven content, this tonal shift could undermine the effectiveness of the promotion itself. The challenge for Fajarudin, therefore, lies not only in how he promotes a product, but in how he integrates that promotion seamlessly into his established narrative identity, ensuring that every piece of content, commercial or otherwise, still carries the hallmark of his storytelling voice and resonates genuinely with his audience.

Ringkasan



Source :

exolyt.com/id/user/tiktok/fajarudinajitama

Figure 3: Exolyt Fajarudin Ajitama

The image above, shows the performance analysis of two TikTok content from @fajarudinajitama. Financial education content has *Failed Engagement* high of 6.7% with 5.6 million impressions, demonstrating effectiveness *Personal Branding Strategy*. On the other hand, the promotional content of skincare products only reaches *Engagement Rate* 0.9% even though it is promoted, indicates that the audience is more interested in content that provides educational and relevant value rather than direct promotion.

Engagement rate is a metric used to measure the level of audience interaction with a content or social media account. This indicator is usually calculated from a combination of *Like*, *comments*, *share*, and *Views* compared to the number of followers or reach of the content (Fauzi & Kusmayadi, 2025). *Engagement rate* It is often used as an indicator of success in social media campaigns, as it shows how much the audience is paying attention to and responding to the content displayed. According to (Fauzi & Kusmayadi, 2025), *Engagement Rate* can be categorized as low (3.5%). However, the height

Engagement Rate It doesn't necessarily guarantee the quality of deep engagement, such as a two-way conversation or tangible action from the consumer. Therefore, further analysis is needed regarding the form of interaction that occurs behind these numbers.

Table 1: TikTok Account Engagement Data @Fajarudinajitama

Ye ar	Views	Likes	Com ment	Sha re	Engag ement rate%
2022	80.300	2.685	47	160	3.6%
2023	8.464.300	460.324	4.815	20.762	5.7%
2024	51.318.900	3.698.180	947.020	109.898	9.3%

Source: TikTok.com/@Fajarudin Ajitama

Based on the table above, it can be seen that the *engagement rate* of TikTok accounts @Fajarudinajitama have increased quite significantly from 2022 to 2024. In the initial period, *audience engagement* was still at a low to moderate level, then increased quite high in the following period, which shows the effectiveness of *personal branding strategies* in attracting attention and building closeness with the audience. This increase indicates that the *personal branding strategy* implemented has had a positive impact on audience interaction. Nevertheless, this upward trend still leaves a number of problems that need to be studied further. The growth of *engagement rates* does not fully explain what *personal branding strategies* are used, how these strategies shape the creator's self-image, and the extent to which these increased interactions can be maintained consistently in the future. *Personal branding* should not only be oriented to the quantity of the audience, but also to how the narrative is built to reflect the identity, credibility, and unique values of the creator so that the audience feels relevant and connected.

Research conducted by (Felix et al., 2023) titled *Identity Strategy Digital: Analysis Personal Branding di Platform TikTok* The results of the study showed

that the age difference of TikTok users affected the formation of *Personal Branding*, which plays a role in increasing confidence, creativity, characteristics, characteristics, and public image.

Research conducted by (Fauzi et al., 2025.) through a research entitled *Disparity Analysis Engagement Rate and Audience Interaction on Tiktok Accounts researching @aisyofficial* accounts owned by *fire* local perfume. The results of this study found that *Engagement Rate* high does not always reflect deep audience engagement, because the content strategy used is not optimal, inconsistent and minimal *storytelling*. This research is a reference for the author in understanding the relationship between content strategy and *engagement rate*.

Thus, this study is important to examine in depth how Fajarudinajitama develops and implements *personal branding* strategies through content published on TikTok. This study aims to reveal the role of *personal branding* strategies in shaping audience perception, both towards the creator's self-image and towards the commercial message conveyed.

Method

This type of research is qualitative with a *field research* approach. According to Sugiyono (2020:55), qualitative research is a type of research whose discovery procedure is not carried out using statistical or quantitative procedures. The instruments used include interviews with predetermined sources and have competence in the object being studied, documentation and unit analysis using data reduction and SWOT analysis.

RESULTS OF RESEARCH AND DISCUSSION

Analysis The *personal branding* strategy through *TikTok* social media @Fajarudinajitama is a systematic process used to identify, design, and evaluate various strategic steps needed to improve the abilities, skills, and professionalism of human resources in it. To obtain it, the author uses the technique of direct interviews of several *umber naras* and the results of the interviews as follows:

Table 2. Interview Source

No	Name	Position	Remarks
1.	Fajarudin Ajitama	Account Owner	Key Informant
2.	Muhamma d Abie Chandra	Admin	Informant s
3.	Zahra Syadzwin Pramono	Audience s	Informant s
4.	Shabilla Dhea	Audience s	Informant s
5.	Dr. Arief Budiyo, S.E.I., M.M.	Doctor	Informant s

Table 3: Interview Research Results Resume

Name	Interview Results
1. Dawn Account owner	From the results of an interview with the account owner Fajarudin Ajitama, it is known that explaining self-image on TikTok is important to display skills and attract the attention of the audience. With a storytelling style and distinctive characters, Fajarudin builds trust and facilitates cooperation with brands, Fajarudin assesses interactions such as likes, comments, and shares as a form of audience support that shows the success of content. TikTok is considered effective to expand its reach because its features help introduce itself and attract public interest, Fajarudin maintains trust by selectively choosing collaborations and being honest in every promotion, according to Fajarudin the decision of followers to buy products is influenced by trust in themselves such as consistency, closeness and authenticity are the key to remaining known and trusted by the audience.
2. Abie Admin	Based on the results of the admin interview, Muhammad

Name	Interview Results	Name	Interview Results
	Abie Chandra explained that the main attraction of Fajarudin's content lies in the consistency of the storytelling style that makes him different from other creators. In choosing products for promotion, the team always adjusts to the character of Fajarudin's values to stay connected with the audience. Promotional content packaged through stories is easier to accept because it feels natural and not excessive. The brand is interested in working together because Fajarudin's image is strong and his interaction with the audience is high, to maintain trust, the team rejects inappropriate cooperation and adjusts the promotional concept to stay in line with his typical storytelling style. The admin added that follower loyalty is greatly influenced by the consistency of the content style, in order to maintain a relationship with the audience, promotional content is interspersed with purely unbranded uploads. As a result, several products that are relevant to the story show an increase in interest from the audience, Fajarudin's main strength is his ability to make promotions feel natural, so that the message is easier to receive and foster trust		sense of emotional connection. This characteristic is a differentiator from other creators even though there are sometimes similarities in themes. According to the audience, the natural storytelling style makes promotional content feel more convincing, product recommendations that are conveyed in a way that suits Fajarudin's character creates trust and has influenced the decision to buy. Honesty and selectivity in accepting cooperation are also the reason why the audience is confident in the product being promoted. The audience assessed that Fajarudin's interaction with followers was quite good through reply to comments and audience involvement in the content, although it was not always consistent. Fajarudin's main strength is considered to lie in the ability to build closeness with the audience, while the variety of content and consistency of uploads still need to be improved to keep it interesting and not monotonous.
3. Zahra Audience	Based on the results of the audience interview, Zahra explained that following the @fajarudinajitama account because of her touching, simple storytelling style and feels close to daily life. The relaxed way of delivering the content makes the content easy to accept and creates a	4. Dhea Audience	Based on the results of the audience interview, Shabilla Dhea explained that because the content is interesting, meaningful, and delivered with a calm and emotional storytelling style, according to Dhea Fajarudin has characteristics that are easily recognizable and make the audience feel close. Promotions that are packaged through stories are considered natural and foster trust, even encouraging the audience to buy recommended products



Name	Interview Results
	several times. Fajarudin is also considered to be active in responding to comments, so that the relationship with followers is maintained. Selectivity in choosing products keeps the image positive. The audience hopes that Fajarudin maintains his distinctive storytelling style while exploring new themes and collaborations.
5. Dr. Arief Budiyo, S.E.I., M.M.	Dr. Arief explained that personal branding is important in digital marketing, and TikTok is effective for building an image because its users are large. However, consumer loyalty is still influenced by product quality, price, and service. Interesting content, storytelling and engagement can increase interest and become social proof for consumers. The TikTok Shop feature helps with direct interaction, while viral trends only spark curiosity, Creators' challenges are competition and information that are difficult to control, but TikTok shop still provides a great opportunity to grow through personal branding.

Research Results of IFAS, EFAS, IE Matrix, SWOT Matrix

IFAS Matrix

Table 4: IFAS Matrix

N o.	Internal Factors	Weight	Rating	Score (Rating Weight)
Strengths				
1.	Consistent <i>personal branding</i> image in every content	0,3	3	0,9

N o.	Internal Factors	Weight	Rating	Score (Rating Weight)
2.	Creative video quality	0,2	2	0,4
3.	<i>High engagement rate</i> and active followers	0,2	2	0,4
4.	Communicative delivery style	0,2	1	0,2
5.	Good interaction through comments and responses.	0,1	1	0,1
Total		1,0		2,0
Weaknesses				
N o.	Internal Factors	Weight	Rating	Score (Rating Weight)
1.	Reliance on specific trends in content creation	0,3	3	0,9
2.	Airtime is still limited to certain times	0,2	2	0,4
3.	Reputation is highly dependent on self-image	0,2	1	0,2
4.	The use of TikTok features is not optimal	0,2	1	0,2
5.	Labor limitations	0,1	1	0,1
Total		1,0		1,8

From the results of the IFAS calculation, it shows that the internal factor that has the main strength with a score of 0.3 is a consistent personal branding image in each content, followed by internal factors with a score of 0.2, namely creative video



quality, high engagement rate and active followers, and a communicative delivery style, then the last 0.1 for good interaction through comments, and responses.

While the internal factors that have the main weakness with a score of 0.3 are the factor of dependence on certain trends in content creation, then for the next time, followed by the factor of airtime still being limited at a certain time, reputation is very dependent on self-image, and the use of TikTok features is not optimal with a score of 0.2, then the last internal factor with a score of 0.1, namely the factor of labor limitation. Existing shortcomings will be overcome if these strengths and weaknesses are maximized. The IFAS matrix shows that internal conditions have the power to overcome these conditions, shown by a total score of $2.0 > 1.8$.

EFAS Matrix

Table 5: EFAS Matrix

No.	Internal Factors	Weight	Rating	Score (Rating Weight)
Opportunity				
1.	Collaboration opportunities with other brands and creators	0,3	3	0,9
2.	Increase the workforce	0,3	2	0,6
3.	TikTok has a wide market reach and high engagement	0,2	1	0,2
4.	TikTok shop feature simplifies the process of promoting and selling digital products	0,1	1	0,1
Total		1,0		1,9
No	Internal	Weight	Rating	Score

No.	Internal Factors	Weight	Rating	Score (Rating Weight)
.	Factors	ht	g	(Rating Weight)
Threats				
1.	Fierce competition with other content creators	0,3	3	0,9
2.	Unpredictable TikTok algorithm changes	0,2	2	0,4
3.	Negative comments from the audience	0,2	1	0,2
4.	New regulations or policies from the TikTok platform	0,2	1	0,2
5.	Fast-changing trends	0,1	1	0,1
Total		1,0		1,8

The results of the EFAS table analysis show that there are several factors that are the main external factors as opportunities with a score of 0.3, namely opportunities to collaborate with other brands and creators and increase the workforce. Then for the next time, it is followed by external factors with a score of 0.2, namely TikTok has a wide market reach and high engagement, then the last internal factor of 0.1, namely the TikTok Shop feature simplifying the process of promoting and selling digital products, and storytelling trends that are popular on TikTok social media.

Meanwhile, the external factor that has the main threat with a score of 0.3 is fierce competition with other creators. Then for the next time, namely unpredictable changes in TikTok's algorithm, negative comments from the audience, new regulations or policies from the TikTok

platform with a score of 0.2, then the last external factor with a score of 0.1, namely a fast-changing trend. TikTok accounts can @Fajarudinajitama overcome various threats if all existing variables and opportunity factors are optimally utilized. With a total EFAS score of $1.9 > 1.8$, this shows that the account has a good ability to respond to external conditions or situations that occur in its environment.

IE Matrix

Based on the IFAS and EFAS Matrix, there is a sum score of each factor, the IFAS factor has a total score of 3.8 while the EFAS factor has a total score of 3.7. The total values of the IFAS and EFAS matrices are used as inputs in the preparation of internal and external matrices (Rangkuti, 2021).

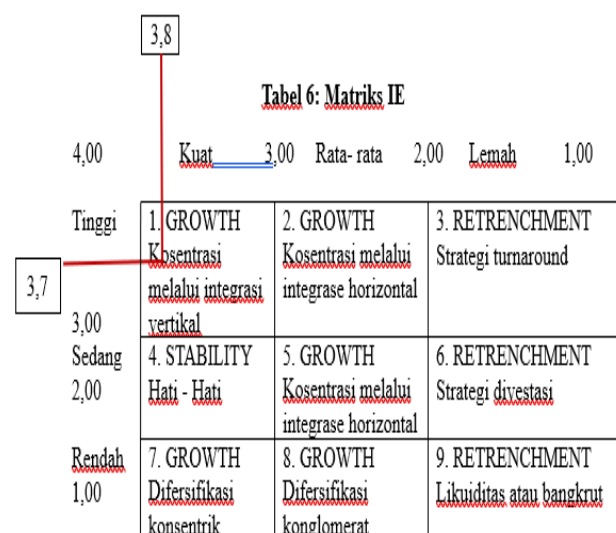


Table 7: SWOT Matrix

IFAS	Strengths (S)	Weaknesses (W)
EFAS	1. Consistent personal branding image across every content	1. Reliance on specific trends in content creation
	2. Creative video quality	2. Airtim is still
	3. High engagement rate	

	and active followers 4. Communi cative delivery style 5. Good interactio n through comments and responses	limited to certain times 3. Reput ation is highly depend ent on self- image 4. The use of TikTok feature s is not optima l 5. Labor limitat ions
Opportunities (O)	S-O Strategy	W-O Strategy
1. Collabora tion opportu nities with other brands and creators 2. Increase the workforc e 3. TikTok has a wide market reach and high engagem ent 4. TikTok shop feature simplifies the process of promotin g and	Improving the image of personal branding and content quality as a form of visionary and collaborative digital leadership, through collaboration with brands and expanding market share by optimizing TikTok shop features and collaboration across digital platforms to reach a wider audience.	Improve with workforce additions, upload time testing, new utilization, content variety, and profession al reputation managemen t

selling digital products		
5. Storytelling trends that are trending on TikTok social media		
Threats (T)	S-T Strategy	W-T Strategy
1. Fierce competition with other content creators	It is pursued by strengthening branding, maintaining content quality, managing negative comments, educating the audience, and creating content that remains relevant in the long term	It is done by preparing backup ideas, optimizing platform features, forming teams, implementing flexible work schedules, and continuously monitoring competitors' steps
2. Unpredictable TikTok algorithm changes		
3. Negative comments from the audience		
4. New regulations or policies from the TikTok platform		
5. Fast-changing trends		

SWOT Chart

The value of the X coordinates is determined from the difference between the strength (S) and weakness score (W) or $X = S - W$, while the coordinate value of Y is obtained from the difference between the odds (O) and threat scores (T) or $Y = O - T$.

Table 8: IFAS X EFAS Y

IFAS X		EFAS and	
Categories	Total	Categories	Total
Strength (S)	2,0	Odds (O)	1,9
Disadvantages (W)	1,8	Threat (T)	1,8

Total (S-W)	0,2	Total (O-T)	0,1
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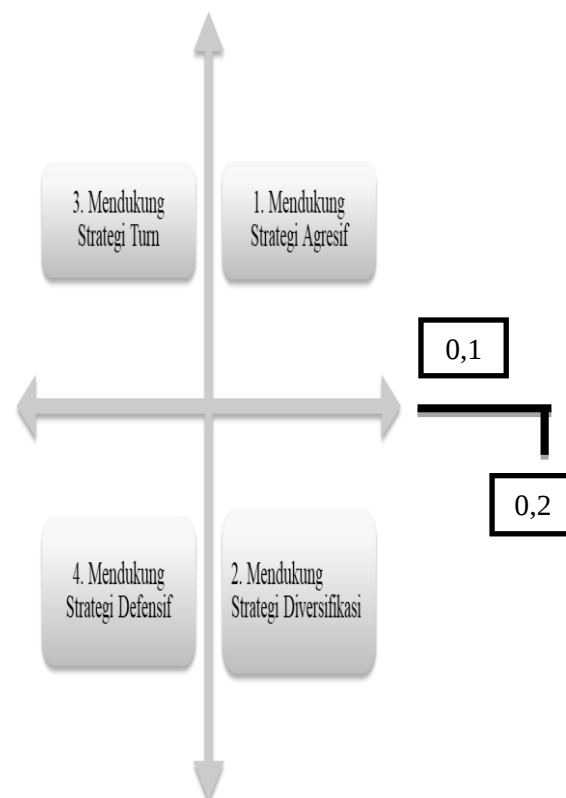


Figure 5: SWOT Analysis Chart

Based on the results in the image and SWOT analysis diagram, the X coordinate value of 0.2 and the Y coordinate value of 0.1 was obtained, the positive value on both axes shows that the position of the tiktok account is @fajarudinajitama in quadrant I, namely aggressive strategy. This position illustrates that internal strength factors that internal strength factors and external opportunities are more dominant than the weaknesses and threats faced. Thus, the right strategy to develop is one that maximizes the power to seize existing opportunities.

Discussion of Research Results

Based on the data obtained from the research results of table 4.1 of the IFAS Matrix, it has shown a score for strengths of 2.0 while weaknesses show a score of 1.8 so that the total score obtained is 3.8 which indicates that the element of strength is more dominant than the weakness. This condition reflects that @fajarudinajitama account has good internal potential in maintaining the

consistency of personal branding image on TikTok social media, the dominance of the value of strength shows this account's ability to utilize creativity, attractive communication styles, and audience involvement as the main capital to build personal branding.

Furthermore, the results of the analysis on the EFAS Matrix shown in Table 4.2 show that the opportunity factor obtained a score of 1.9 while the threat factor was 1.8 with a total score of 3.7. This illustrates that external conditions provide considerable opportunities to support the growth of @fajarudinajitama accounts. The increase in the number of TikTok users, creative content trends, and the ease of collaboration with brands are opportunities that can maximize to expand the audience and strengthen the position of personal branding in the digital world.

Based on the results of the IE Matrix, taking into account the total weighting values between IFAS and EFAS, which are 3.8 and 3.7, the position of the personal branding strategy @fajarudinajitama in quadrant I, namely the growth strategy. This position describes a favorable situation, where internal forces and external opportunities support each other in building a strong personal image on one of TikTok's social media. The growth strategy implemented can be carried out through improving content quality, upload consistency, and optimizing TikTok feature features such as Live streaming, TikTok Shop to expand audience reach and increase interaction.

Based on the results of the SWOT Matrix analysis, the TikTok account Fajarudinajitama developed four policy strategies focused on the strength of opportunities and threat control in the management of personal branding on social media. These strategies are as follows:

1. Improve personal branding and content quality to strengthen audience trust and expand engagement.
2. Expand strategic collaborations with other brands and creators to expand the reach and credibility of personal brands.
3. Optimize social media features and technologies like TikTok Shop and live streaming to increase engagement.

4. Demonstrate adaptive and inspirational digital leadership to build a loyal digital community and strengthen positive influence on social media.
5. Furthermore, the results of the SWOT Diagram show the coordinate point (X, Y) which is (0.2, 0.1), which means in quadrant I (aggressive strategy). This quadrant finds that @fajarudinajitama account has internal strengths can be optimally leveraged to take advantage of external opportunities, positions like this to expand market share and strengthen relationships with audiences or consumers.

Conclusion

Based on the results of research, analysis, and discussion in the previous chapter related to Personal Branding Strategies Through TikTok Social Media, the researcher can draw several conclusions. The @Fajarudinajitama account shows consistent development from 2022 to 2025. This can be seen from the increase in engagement that continues to move up as the number of followers, interactions, and content increases. The increase in engagement is not only influenced by the frequency of uploads, but also by a more natural delivery style and close to the audience.

Research on personal branding strategies on TikTok accounts @Fajarudinajitama conducted through the analysis of internal and external factors and strategies using IFAS, EFAS, IE and SWOT Matrices. The results of the study show that this account has a strong personal branding capacity, both in terms of identity, uniqueness, differentiation of promotional and non-promotional content as well as audience and consumer engagement. From the results of the IFAS Matrix, a total score of 3.8 was obtained which showed that internal strengths were more dominant than weaknesses. This condition shows the account's ability to maintain identity clarity, message consistency, and present content that is relevant and easily accepted by the audience. Content creativity, communication style, and high engagement are the main foundations that strengthen personal branding image. The

observational findings also show that non-promotional content performs better than content containing product promotions, thus confirming that the main attraction of accounts lies in authenticity and emotional closeness to the audience.

The results of the EFAS Matrix with a score of 3.7 show that external opportunities are greater than threats. The increase in TikTok users, creative content trends, brand collaboration opportunities, and the increase in TikTok Shop and Live Streaming features are external factors that support the development of accounts. The use of the TikTok Shop feature and promotional live sessions also shows that the account is able to adapt to the development of the platform.

The merging of IFAS and EFAS values places the account in quadrant I (growth strategy) in the IE Matrix. This position signifies that the internal strength that the account has can be maximized to respond effectively to external opportunities.

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