

AJENG'S PERSONAL BRANDING WAS WAITED AS INDIKA FM RADIO ANNIVERSARY THROUGH TIKTOK SOCIAL MEDIA

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Abstract: This study aims to determine the application of Ajeng Dinanti's personal branding as an Indika FM radio announcer through Tiktok social media. The theory used in this study is Peter Montoya's theory, namely 8 laws of personal branding or 8 concepts for the formation of great personal branding consisting of specialization, leadership, personality, difference, appearance, unity, firmness, and good name. This research method is qualitative with a descriptive approach, where the researcher explains in detail how the application of Ajeng Dinanti's personal branding as an Indika FM radio announcer through Tiktok social media, with 3 informants selected purposively, namely 1 key informant, namely Ajeng Dinanti's Tiktok account follower, Abdu, then 2 informants, namely Ajeng Dinanti herself as the person who applies personal branding and listeners from Indika FM in the Indika Sewing program, namely Dwi Septianingsih. The findings of this study show that the fulfillment of specialization is reflected in Ajeng's personal branding as a radio announcer. Personality is reflected in the way Ajeng stays true to herself in implementing her personal branding. Then on the difference, it is very visible that Ajeng has a different way of implementing her personal branding with other broadcasters. Then there is an appearance, it is clear that Ajeng did this personal branding so that the public could see that Ajeng is an Indika FM radio announcer. Then the unity, personal branding that Ajeng does hopes that she can become the audience's top of mind. Then there is determination, in carrying out his personal branding, Ajeng is consistent in sharing content on her Tiktok social media. Then finally there is a good name, by doing this personal branding, finally many people know that Ajeng is an announcer from Indika FM radio. Then, when viewed from the side of the researcher, the concept of specialization dominates. It can be concluded that the application of Ajeng Dinanti's personal branding as an Indika FM radio announcer through Tiktok social media has been successful, although there is one element that is not fulfilled..

Keywords: Personal Branding, Radio, Social Media, TikTok.

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INTRODUCTION

Entering the 21st century, personal branding is very important to form one's identity. A person's personal branding visually such as how he dresses, behaves and interacts with other people is something that needs to be considered. Self-image as personal branding, the formation of a reflection of one's identity which is often associated with using the quality of one's professional abilities and capabilities.

In the current development of news technology and communication media today, imagery can occur in real time and space as well as in virtual representation spaces such as social media. The rapid sophistication of today's technology has resulted in various patterns of community communication, starting with the emergence of many new media in the midst of society. One of the new media that has emerged in Indonesia is the internet. In the past, the emergence of the internet was very easily accepted by the public, marked by evidence that internet media users in Indonesia were the largest users in the world.

The ease of accessing information through the internet today has made the internet a prima donna for the community. The internet makes a big contribution to people's lives with all the benefits that we get such as saving space, time and even costs in the process of supporting communication.

The internet is currently emerging as a new media where the internet offers various and diverse platforms that can be chosen according to the needs and desires of its users. Currently, social media has become a form of new media (new media) and has now become a space that is freely translated by its users. As stated by Flew (2002) that new media give rise to virtual reality. This virtual reality is a reality that often arises because new media allows users to use the widest possible space, expand the network as wide as possible and show other proofs of themselves by being owned by these users in the real world. Although it is not impossible, that the user's self-identity in cyberspace is a representation of his real identity in the real world. The benefits of new media are used as a source of information and distribute content.

It also concerns the notion of 'benefits', namely about profit and loss, so that the new media used also has advantages and disadvantages. The use of utilization as a word to describe the use of new media in its function to convey digital communication messages so that the use of the word that researchers use here is to examine the usefulness or benefits of new media types.

The increase in internet use in Indonesia is dominated by people who access social media. Social media has various types, marked by the emergence of Friendster, multiply, twitter, Instagram and the rise of one application that is widely downloaded by the Indonesian people and the world, namely TikTok. TikTok is a social media platform which is developing the fastest in Indonesia and in the world. TikTok pampers its users with a wide selection of videos with a duration of 15 seconds – 3 minutes and also users can create their own short videos accompanied by music, filters and several other interesting features.

Creative video sharing social media, TikTok now has 732 million active users as of October 2020. Tiktok in Indonesia has its own history and dynamics. When entering Indonesia in 2017, TikTok was considered "tacky" and even rejected by some people. At its peak, TikTok was blocked by the Indonesian Ministry of

Communication and Information in July 2018 (Hasiholan, Pratami & Wahid, 2020). But now, TikTok's popularity has skyrocketed & has been downloaded by 2 billion in 2020 & experienced a surge in downloads during the Covid-19 pandemic (Annur, 2020).

In this millennial era, where everyone is required to be creative, that is the reason why TikTok is very popular, especially by young people. Because apart from being active, millennial youth also have creative and innovative characteristics. Because of this similarity, millennials will use many ways to express their ideas and creativity in producing content. In addition, the short time limit on this tiktok application also challenges them. In that limited time, those who want to produce content on TikTok feel challenged to provide interesting video content so that many others like it. This phenomenon can occur because millennials tend to have the characteristics of liking challenges. Therefore, many surveys show that of the many TikTok users, millennials are the most dominant.

In this free era, everyone is competing to introduce themselves so that they can exist, be known, and gain recognition from the surrounding environment. This can be done because when someone gets recognition from others it will make it easier for someone to do something according to that person's will. It's the same as doing a personal branding, this activity is carried out in order to influence the level of trust from the audience towards a person.

Every human being has their own uniqueness that has been owned since birth. This can come from anywhere, can be from name, face, nature, character, talent and others. Along with its development, the uniqueness can develop into the skills possessed. Some people are aware that their uniqueness is not merely a difference between one person and another, but must be a prominent achievement or advantage considering that in this era, competition between individuals is getting wider and there are more and more opportunities visible in front of the eyes.

Therefore, personal branding is one of the many ways to increase the value or selling point of someone. Personal branding is a process of marketing one's career as a brand. It is a process of maintaining and developing the reputation and impression of an individual, group or organization. Personal branding has indirectly been built by an individual from a job or profession he does. When branding and personal branding are linked in our daily lives, we will find many people who have brand strengths according to their respective fields.

The presence of the TikTok application has another role, besides being able to build a brand, TikTok also has a role to build a personal branding for its users. Currently, many people rely on the media Social TikToK as a means of personal branding by presenting content according to their expertise. Personal Branding can be said as one type of activity to express self-actuality so that it can form a self-image (image) or appeal in accordance with his wishes.

Ajeng Dinanti is one of the many radio broadcasters who have used their social media to carve their skills or expertise in the world of radio broadcasting and also voice over. Where today many young people and young adults are interested in the world of radio broadcasting. Ajeng Dinanti is an Indika FM radio announcer who actively shares knowledge about the world of radio broadcasting through her

creative content on the TikTok application. Currently, Ajeng Dinanti already has more than 300 thousand followers on TikTok, the account was formed from scratch because of Ajeng's desire to share info about the world of radio, voice over, and occasionally Ajeng also shares behind-the-scenes videos considering that there are so many curious people behind the broadcast. the success of radio broadcasters in bringing their broadcast content.

The TikTok app has a lot in common with Instagram. The difference is that Instagram is more focused on posting photos, while TikTok focuses on posting creative videos. Ajeng Dinanti chose TikTok to build personal branding, namely because it follows the current trend where there are so many TikTok users in Indonesia which makes Ajeng Dinanti want to focus on creating content about the broadcasting world through TikTok.

Judging from the Pura Pura Traffic Update content uploaded by Ajeng Dinanti, it can be watched up to 7.9 million impressions, this shows that the level of engagement that Ajeng Dinanti has on TikTok is quite high as a radio broadcaster who is active on TikTok social media. Each of his uploads often gets so many likes that it can be identified that the content has a high level of interest in the eyes of the audience.

Ajeng's Personal Branding is anticipated on the TikTok application because researchers see that TikTok itself has a high frequency. Where there are many TikTok users in Indonesia. Ajeng Dinanti's active TikTok followers currently reach 589 thousand followers and with the most views, namely 19.5 million views.

METHOD

According to Sugiyono (2007:1), qualitative research methods are research used to examine natural objects where the researcher is the key, and the data collection technique is done by triangulation (combined), the data analysis is inductive, and the results of the research emphasize more on meaning. than generalizations. Through this qualitative approach, the researcher tried to get as much data as possible regarding the application of Ajeng Dinanti's personal branding as a radio announcer through TikTok social media.

In this section it is stated that, in qualitative research, the primary data collection techniques are non-participant observation, in-depth interviews, documentation, and a mixture of the three. It needs to be disclosed if the data collection uses the observation method, it is necessary to state what will be observed, if the interview, it must be influenced by who will conduct the interview. The data collection technique carried out by the researcher is participant observation. Observation is an observation method that includes all activities of focusing attention on an object using all senses. In this study, the researcher uses the non-participant observation method where the researcher only conducts research or observes without being involved in the activity. The researcher made personal observations at the location of the research object in order to collect as much data as possible or personally affiliated information using the problem studied, namely regarding the application of Ajeng Dinanti's Personal Branding as an Indika FM Radio announcer through TikTok social media. The second is in-depth interviews. In addition to observation, researchers will also conduct interviews to obtain news, facts, as well as data on the

field. Where the process is face to face with the resource person. Researchers conducted interviews with Indika FM radio announcer Ajeng Dinanti and conducted interviews about the application of Personal Branding as a radio announcer through social media TikTok. This study uses a personal interview technique, namely interviews conducted by 1 researcher with 1 resource person whose questions are gradual and develop from the direction of research into research problems. This technique was chosen because in this study it only required 1 resource person to obtain data. This interview technique also makes it easier for researchers to find out how to apply Ajeng Dinanti's personal branding as a radio announcer through TikTok social media. The last documentation, Documentation is a record of events that have passed. Documents in various forms, can be in the form of writing such as diaries, life histories, stories, biographies, regulations, and policies. If the document is in the form of images such as photos, live images, sketches, and others. Then documents can also be in the form of works such as works of art, which can be in the form of sculptures, pictures, films and others. Documentation studies are complementary to the use of observation and interview methods in qualitative research. This method is also included in order to obtain several documents or data such as some documentation of When Ajeng Dinanti is doing her personal branding on social media and data about what content will be created to continue developing content ideas

RESULTS AND DISCUSSION

Entering an era where everything is controlled by technology in social networks, some people consider the presence of social networks as a momentary phenomenon or will disappear one day. However, daily social networking in the midst of society deserves appreciation because it is part of the advancement of information technology that is capable of making fantastic breakthroughs.

One of the social networks that is currently being used is the TikTok application. In carrying out the process of implementing personal branding, Ajeng Dinanti herself has her own reasons for choosing the TikTok platform to carry out personal branding activities. Indeed, initially using TikTok was an accident, but seeing the opportunities and trends that currently the TikTok application is being loved by the public, made Ajeng Dinanti serious about doing this personal branding on the TikTok platform. Starting with creating content about the world of broadcasting, VO, and MC, which turned out to be unexpected, a lot of people liked the video, which made Ajeng Dinanti better known and eagerly awaited for content on TikTok, which is indeed a lot of audiences who are interested in getting into the world of radio broadcasting. . When Ajeng Dinanti found out that many audiences still wanted to know about the world of radio broadcasting, Ajeng Dinanti continued to create content about the world of radio broadcasting so that finally many people knew about it. Plus, Ajeng Dinanti's video is now widely distributed in almost all social media platforms, not only on TikTok. That's what finally made Ajeng Dinanti increasingly known as an Indika FM radio announcer.

Then, Ajeng Dinanti also explained how to apply her personal branding to TikTok. Ajeng Dinanti explained that Ajeng usually makes short video content about the

world of radio broadcasting. One of the content that is currently liked and liked by the audience is the video challenge. One of the challenge content created by Ajeng Dinanti and much liked by the audience is the "Pretend Traffic Update" content. Because with the content "Pretending Traffic Update" his followers can try the challenge of being an "amateur broadcaster" by way of a duet with a video that Ajeng Dinanti has made as if they were broadcasting together. This Traffic Update content is actually one of the segments in Indika FM, so Ajeng Dinanti has the idea to make this Traffic Update as content, where later followers who follow the challenge can feel as if they are a real radio broadcaster. Currently, Ajeng Dinanti is also developing radio broadcast content by inserting poetry in the style of young people, which is a trend for millennials. This also shows that Ajeng continues to follow the existing trends in developing content on her TikTok so that her followers feel that Ajeng is still following the existing trends in creating or producing content on her TikTok social media. This makes Ajeng Dinanti continue to create content around the world of radio broadcasting but still keep abreast of existing trends.

In implementing personal branding, a strategy or special skill is also needed if it can make a strength as a radio announcer. Then Ajeng Dinanti explained that in carrying out her personal branding, the strategy used was to create content about the world of radio broadcasting in the studio or broadcast room, according to her, this was done so that the public could immediately know and it was clear that Ajeng Dinanti was indeed a commercial radio broadcaster. According to her, there are no specific special skills possessed, because indeed personal branding is a profession, so Ajeng Dinanti feels that there are no difficulties or need a specific strategy in carrying out her personal branding. Ajeng Dinanti also does personal branding, it doesn't always run smoothly or easily. Ajeng Dinanti often finds it difficult to think about what content to create next that can be useful for her TikTok account followers.

Doing personal branding should also reveal all aspects that are inside someone who does personal branding activities. In another sense, not only showing expertise but also showing or showing shortcomings in an Ajeng Dinanti. Ajeng Dinanti said that in carrying out her personal branding, she not only displays her skills, but also shows her weaknesses. Like when you're broadcasting, you suddenly forget or get confused about what you want to talk about. Ajeng Dinanti explained that when this happens, Ajeng usually does some tricks to make it look like she's not forgetting or confused about what she wants to convey when she's broadcasting. So in doing this personal branding, it's okay when you show your shortcomings so that they can be used as lessons for their TikTok followers. Because actually doing personal branding is how one can redesign for self-image, namely by doing something that has unique and special values which other people don't have. Then in doing personal branding, it is necessary to also conduct an assessment of yourself, whether the personal branding that is carried out and built is worthy of being promoted and marketed. Because the need for personal branding will last a lifetime.

In this activity of applying personal branding, of course someone who carries out these activities will feel the influence or changes that are experienced. Likewise with Ajeng Dinanti, Ajeng explained the changes or influences felt. When carrying out this personal branding activity, more and more people became acquainted with Ajeng

Dinanti as an Indika FM radio announcer, of course. Then Ajeng also explained the influence or other changes that were felt, namely becoming more offers to become speakers at an event related to the radio world or being an MC at various events. This influence or change does not only affect Ajeng Dinanti personally, this change and influence also has a positive impact on the company where Ajeng works, namely Indika FM radio. Because usually when Ajeng's followers or followers are awaited on TikTok, they usually also follow Ajeng's other social media, one of which is Instagram. So that in the end these several social media platforms collaborated between TikTok and this personal from Ajeng Dinanti herself.

Then in doing personal branding, a response or audience response is also needed regarding the personal branding that is formed. This was also conveyed by Ajeng Dinanti. In doing personal branding, Ajeng Dinanti received many positive comments from many audiences. Especially from audiences who are very interested in the world of radio broadcasts. The enthusiasm of the audience with the content that Ajeng Dinanti created on TikTok made Ajeng increasingly known as an announcer of Radio Indika FM. Remembering that when Ajeng created this content, almost every content was made in a broadcast studio, so people were more sensitive and believed that Ajeng Dinanti was really an Indika FM radio announcer.

Then in doing personal branding, of course it has a purpose. Ajeng Dinanti did this personal branding in order to make the audience become top of mind. When the public wants to organize an event or need an MC for various events, Ajeng hopes that the audience will remember this Ajeng Dinanti. That way, indirectly the personal branding that has been done has been successful.

The process of forming personal branding according to Montoya itself consists of 8 concepts, namely specialization, leadership, personality, difference, visibility, unity, constancy, and good name. And this concept is used as a reference or a strong foundation in personal branding: a. Specialization (The Law of Specialization), most of the uploads on Ajeng's TikTok account. Dinanti, Ajeng often says that in the world of radio broadcasting, in order for the voice to sound pleasant to listen to, a smiling voice is needed. This is one of the techniques in broadcasting so that the sound can be more "rounded" when issued. This means that in performing radio broadcasting techniques, techniques or specializations are needed to be able to obtain sound results that meet the criteria of a radio announcer; b. Leadership (The Law of Leadership), considering that this personal branding activity is a necessity for herself, so that only Ajeng Dinanti really understands what she wants to show to the public so that the public does not doubt herself as a commercial radio broadcaster. Also, this radio broadcast is a profession that Ajeng Dinanti is pursuing so that Ajeng Dinanti does not find it difficult to carry out her personal branding activities considering that this radio broadcast is Ajeng Dinanti's main profession; c. Personality (The Law of Personality), in one of Ajeng Dinanti's TikTok video uploads, one of her followers once asked whether Ajeng Dinanti likes to experience difficulties in broadcasting or are there any obstacles she feels while broadcasting. Ajeng immediately gave an answer in the form of a short video where Ajeng explained that of course Ajeng had felt this way. One of them is when Ajeng suddenly doesn't remember what she is saying When broadcasting. Ajeng added that it was

natural for this to happen as an announcer and that it was one of her weaknesses. However, Ajeng has a trick when it happens so that listeners don't notice; d. Difference (The Law of Distinctiveness), Every broadcaster must have characteristics from each other, this is the same as Ajeng Dinanti. Many people do personal branding on TikTok besides Ajeng Dinanti, but Ajeng dares to be different on social media so that the audience can remember. One thing that makes Ajeng Dinanti different from other broadcasters is that Ajeng has challenge content on her TikTok account and that is a special attraction for followers of her TikTok account. The challenge that Ajeng gave on her TikTok account was successfully accepted by the public, which was marked by the large number of followers of her TikTok account who took part in the challenge. Given that there are still many audiences who are interested in the specific broadcast world in the field of radio broadcasting; e. Visible (The Law of Visibility), In carrying out personal branding, consistency is needed in these activities and is carried out continuously until this personal branding can be recognized by the public. In order to be seen by someone, it is necessary to promote yourself and use every opportunity to finally see your personal branding activities. Ajeng Dinanti has more than hundreds of thousands of followers on TikTok accounts, making Ajeng Dinanti known as an Indika FM radio announcer. In addition, Ajeng Dinanti also often fills events as speakers and as MC. This proves that the personal branding that Ajeng Dinanti has built can be seen by the public so that the audience does not doubt himself as a radio announcer; f. Unity (The Law of Unity), Ajeng Dinanti who is a radio announcer since 2016 makes what Ajeng shares on her TikTok social media or in various events when Ajeng becomes a speaker, it is relevant or in accordance with what she is currently living. Ajeng teaches what she has experienced and shares solutions to solve existing problems. Ajeng Dinanti's personal life is also not much different from the personal branding that was built. Ajeng explained that Ajeng often shares her activities to her TikTok account because Ajeng likes to share what she is doing on a daily basis, for example When she is taking voice over for several projects, Ajeng often shares these moments on her TikTok account; g. Firmness (The Law of persistence), personal branding is formed requires a process in it, not instantaneously. The process of personal branding takes time and determination to witness its growth. During the process, it is important to always pay attention to the growth and development of the prevailing trend. In the results of the study, it has been explained that Ajeng Dinanti since 2016 has been in the radio world. Since 2016 it was the first time for Ajeng to be able to go directly as a commercial radio broadcaster. Initially, Ajeng Dinanti was an economics student who had an interest in radio broadcasting; h. Good Name (The Law of Goodwill), By having a positive outlook, a brand will last a long time and will produce the best results. The person must be associated with values and ideas that are generally recognized as positive and useful. That way the personal branding that is built can be said to be successful. Based on the explanation above, it can be concluded that Ajeng Dinanti has had a positive influence on many people. It can be seen from the many audiences who are enthusiastic about the content created. Not only enthusiastic, the audience also participated in the challenge that Ajeng Dinanti made as if it was broadcasting together.

CONCLUSION

Ajeng's Personal Branding Application Awaited As an Indika FM Radio Broadcaster Through TikTok Social Media, it can be concluded that to answer the problem formulation there are 8 ways to apply personal branding itself. In the elaboration of Montoya's theory of 8 main concepts for great personal branding, it turns out that based on the data obtained, from these 8 concepts, Ajeng Dinanti only fulfills 7 concepts that he displays in the application of his personal branding in Tiktok, namely specialization, personality, differences, appearance, unity, constancy, and reputation. One concept that Ajeng Dinanti did not fulfill was leadership. Because the data in the field shows that Ajeng Dinanti makes content alone without being helped by others. This is what makes Ajeng invisible in the concept of leadership..

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