

Tiktoker's Online Personal Branding: A Dramaturgy Study of @Toyib Alwi

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Abstract

Purpose: The objective of this research is to investigate how the owner of the TikTok account @Toyib Alwi with 2.4 million followers conducts personal branding.

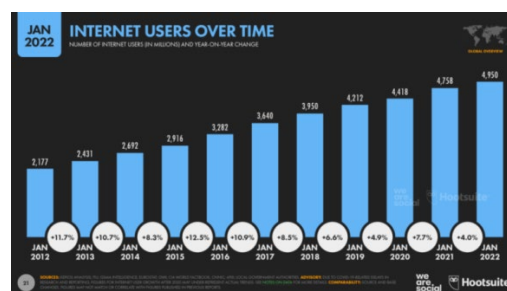
Methodology: This study employed a qualitative methodology with a descriptive approach to provide a thorough explanation of how TikTokers, specifically @Toyib Alwi, establish their personal brand through TikTok social media.

Results: This study reveals that Toyib utilized Montoya's eight personal branding concepts, including the law of specialization, the law of leadership, the law of personality, the law of distinctiveness, the law of visibility, the law of unity, the law of persistence, and the law of goodwill, to form his personal branding.

Applications/Originality/Value: This study is significant as it delves into the circumstances under which TikTok is utilized to earn or monetize. Aspiring to monetize their accounts, TikTok account owners must pay attention to their personal branding.

Introduction

The current development of technology is rapidly changing digital consumption patterns among the public, particularly the increasing use of the internet. According to data from <https://datareportal.com> (accessed on April 1, 2022) as depicted in figure 1, there has been a growth of 192 million internet users worldwide over the past year, resulting in a 7.7% increase in 2021 and 4.0% in 2021. In early 2022, social media users in Indonesia accounted for 68.9% of the total population, using platforms like Instagram, Facebook, YouTube, and TikTok. The pandemic has made the internet a necessity for society, as people are required to stay home and maintain social distance, leading them to rely on the internet for daily activities such as work, education, religious practices, and socializing online. Additionally, the internet serves as a means for disseminating public advice, conveying health news, and exchanging information between countries (Siste et al., 2020). Social media is a complex tool that can serve as a source of information, entertainment, and a medium for social interaction (Wiederhold, 2020).



Source: Datareportal.com, 2022

Figure 1 . Graph of Internet Users from 2012-2022

The TikTok application is utilized by individuals of various ages, from children to adults. It is a social network and music video platform from China that was introduced in September 2016. This application enables users to produce music videos with a maximum duration of 3 minutes. According to data from ByteDance, accessed on

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April 1, 2022 from <https://datareportal.com>, TikTok has 92.07 million users in Indonesia in early 2022, with a majority of users being 18 years old and over, which is equivalent to 47% of all adults in Indonesia. The TikTok content is diverse and includes information sharing, dance challenges, video tips and tricks, educational content, and story videos. Besides providing entertainment, TikTok can also benefit users by serving as a medium for personal branding through the content uploaded by its users.

TikTok presently boasts an extensive user base, with users turning to it for more than just entertainment. Hence, it becomes essential for every TikTok creator to possess distinctive qualities and a brand. Numerous examples of successful TikTokers exist, such as Vina Maulina who imparts education and work-related tips, @cahyaniyynn who won the Indonesian TikTok Awards' Popular Creator of the Year in 2020, Jharna Bhagwani who specializes in makeup and received the Best Beauty and Fashion Award in 2020, and several others. Popular TikTokers usually curate their content based on specific themes, such as @Toyib Alwi, who has over 2.4 million followers for his mystery, dark, and horror stories.

The TikTok user @Toyib Alwi has a unique approach to creating and uploading content that enables him to establish his personal brand in front of his followers. In fact, one of his uploads was able to reach an audience of 30 million. Toyib Alwi leverages the social media platform TikTok as a means of displaying his brand or personal branding. TikTok is a prime example of user-generated media (UGM), a medium created by its users, where content creation is the primary responsibility of the TikTok user. Some of the short videos uploaded to the platform become viral or popular in a relatively short period, which is referred to as a viral phenomenon. This phenomenon occurs when specific videos gain high levels of popularity and have a high frequency of activity or viewers on various social media (Omar & Dequan, 2020). Through this viral phenomenon, users can harness the power of social media to produce content that shares valuable information, entertains, helps them earn, build personal branding, and more.

Wang (2020) states that although social media videos or mobile content are shorter, they offer comprehensive information. For instance, beauty products are supported or endorsed by several users through short video applications. This kind of influence has the potential to persuade their followers to purchase the products. Therefore, social media platforms, such as TikTok, can be utilized as a profitable medium.

Tika (2020) defines personal branding as a perception that is consistently maintained and ingrained in the minds of others with the primary objective of fostering positive views and perceptions, which ultimately lead to trust and favorable actions.

The objective of this study was to investigate how the dramaturgical concept influences the development of personal branding when creating content on the social media platform, TikTok, specifically for the account @Toyib Alwi. This investigation was conducted in conjunction with the eight personal branding principles outlined by Montoya. The research participants for this study consisted of TikTokers utilizing the @Toyib Alwi handle, while the research focus was on the content that was posted on their respective TikTok accounts. With this context in mind, the research problem statement can be framed as follows: "How is the personal branding of the @Toyib Alwi account on TikTok?".

Literature Review

Dramaturgy Theory for Examining Personal Branding

This study utilizes the Dramaturgi Theory proposed by the American sociologist, Erving Goffman. According to Goffman, social life is divided into two primary areas, known as the front stage and back stage. The front stage includes private areas and settings that must exist to ensure that actors play their roles appropriately during a performance. On the other hand, the back stage refers to the space or area where the performance scenarios are carried out by the team, including the individuals responsible for organizing the performances and the roles of the actors. This area remains unknown to the audience, allowing the actors to behave freely without worrying about the behavior they need to present during the performance (Soraya & Alifahmi, 2021).

Soraya and Alifahmi's (2021) previous research delved into the front and back stage processes of celebgrams through the dramaturgy concept and the eight personal branding concepts utilized by these individuals. The research concluded that social media platform Instagram is a viable tool for celebgrams to build

their personal brand as a business. Specifically, Sahril used the Outfit of The Day theme in his front stage area, while creating ideas for Instagram content in the backstage area. Moreover, the research revealed that personal branding can be achieved through the implementation of the eight personal branding concepts. This study differs from other research as it focuses on TikTokers and their content, which is a relatively underexplored area. Overall, this research is noteworthy due to its unique approach to analyzing social media platforms for personal branding purposes.

Concepts in Personal Branding

In order to attain specific objectives, certain individuals may require personal branding. Various approaches or tactics can be employed to establish a brand image in the minds of the general public or other evaluators of our character. Traditionally, this has been accomplished through one's academic or non-academic achievements. However, presently, personal branding can be cultivated via content or posts shared on social media and other digital platforms, such as Instagram, TikTok, and YouTube. The content uploaded on these platforms can serve as a tool to facilitate personal branding.

In Ishihara & Oktavianti, 2021 study, Peter and Rampersad identified several essential criteria for constructing a successful personal brand. These include demonstrating authenticity, maintaining integrity, ensuring consistency, developing specialization, establishing authority, emphasizing uniqueness, maintaining relevance, enhancing visibility, exhibiting persistence, fostering goodwill, and demonstrating exceptional performance.

According to Montoya, there are eight essential concepts involved in the process of developing a Personal Brand. The first concept is The Law of Specialization, which highlights the importance of accuracy in a specific area of expertise, focusing solely on one's strengths and certain achievements. The second concept is The Law of Leadership, which complements a leader's Personal Brand by demonstrating their ability to navigate uncertain situations and provide clear directions. The third concept, The Law of Personality, emphasizes the importance of a Personal Brand being based on one's unique personality, imperfections included. In terms of leadership, having a good personality is more important than being perfect.

Fourth, The Law of Distinctiveness states that an effective personal brand must have a unique presentation that sets it apart from others. To achieve this, it is necessary to have a differentiator that distinguishes it from the competition and enhances its recognition in the public eye. Fifth, The Law of Visibility emphasizes the importance of consistently being visible over possessing abilities, as personal branding requires constant exposure to gain recognition. Therefore, individuals must promote themselves and use every opportunity to increase their visibility. Sixth, The Law of Unity stresses the importance of aligning personal life with the moral ethics and attitudes that the personal brand represents. Personal life should reflect the desired image and values of the personal brand.

The seventh law concerning personal branding is the Law of Persistence, which acknowledges the need for an investment of time for personal branding to grow gradually, rather than through instantaneous means. It is essential to monitor the stages and trends during the process attentively. Additionally, the Law of Goodwill posits that positive perception and image associated with an individual can lead to prolonged success of their personal brand. Therefore, it is vital for this person to be linked with widely recognized positive and useful values and ideas (Soraya & Alifahmi, 2021).

Montoya & Vandehey (2002) define personal branding as a strategic process for influencing how others perceive an individual in order to achieve their goals. In a previous study by Susilowati (2018) on the personal branding of Bowo Alpenliebe, it was found that the program utilized TikTok to create 7 out of 8 personal branding concepts. These included showcasing abilities, lifestyle, and behavior on Instagram, as well as highlighting Bowo's accommodating and calm personality. The program also fostered a sense of unity among Bowo's fans who regularly uploaded TikTok videos. Additionally, Bowo effectively managed his time to create personal branding content through Instagram while maintaining a positive reputation by not responding to negative comments. Special effects such as unique cover images, audio, narration, and hashtags were also used to enhance the content of each TikTok video.

Dramaturgy in Tiktok

At present, numerous social media platforms are extensively used by Indonesians, including Facebook, Instagram, and TikTok. Social media refers to user-generated content that is shared with followers, comprising text, images, and the option to re-share content online. Additionally, social media allows for the expression of opinions and emotions, which are commonly conveyed through "likes" and other emoticons. It is the primary term that comes to mind when considering internet-based platforms designed to facilitate interaction with the broader community (Fuchs, 2021) .

This study utilizes TikTok as the social media platform, offering various features including image and video filters, a comment section, likes, and a storage function, making it an accessible tool for users to interact and communicate with one another. As noted by (Chandra Kusuma & Oktavianti, 2020) , TikTok is an audio-visual platform that consists of user-generated short videos with captivating features like music, unique face filters, and more, which con.

Erving Goffman's concept of dramaturgy involves two distinct regions: the front stage and the backstage. On the front stage, actors aim to showcase their best performance and ensure everything runs smoothly. Goffman highlights two key factors in this area, which are the setting and the personal front. In contrast, the backstage represents the hidden side of the performance, where actors have things they want to conceal from the audience. It is the actor's hope that what is seen on the front stage remains separate from what is observed backstage (Fitri, 2015) .

According to Sutriani's (2022) study, the presence of the popular social media platform TikTok is deemed significant among millennials in Mataram City as it serves as a means for self-actualization in building self-existence. The TikTok account owner undergoes a management construction process to showcase an image or images in a particular way, aiming to accomplish certain objectives. With TikTok, individuals can display their self-images according to their preferences while still responding to public impressions. In TikTok, the front stage refers to the actor's area where they create an impression, whereas the backstage is the area where actors describe their real-life circumstances, which can be presented simultaneously.

Research Methods

This study employed a qualitative methodology with a descriptive approach to provide a thorough explanation of how TikTokers, specifically @Toyib Alwi, establish their personal brand through TikTok social media. The qualitative method involves a systematic approach to interpreting phenomena by collecting data through snowball and purposive sampling methods, with the researcher serving as the key instrument (Anggito & Setiawan, 2018) . In this study, the constructivism paradigm was adopted, as it allows for the direct and detailed observation of social behavior in everyday settings. This approach aids in understanding and interpreting social behavior, particularly in the creation, management, and maintenance of one's social world (Hidayat, 2002). Both words and visuals will be used to explain the research data in depth.

The primary method used for data collection in this study involved conducting in-depth interviews with the owner of the TikTok account @Toyib Alwi. These interviews are a well-established form of communication between two individuals, whereby one person seeks information from another through a series of targeted questions (Mulyadi, 2013). Meanwhile, secondary data was obtained through the review of existing content documentation, which allowed for the extraction of pertinent conclusions. The documentation process involved capturing images, screenshots, and videos from TikTok content uploaded by various users. To analyze the collected data, the study utilized interactive data analysis techniques developed by Miles and Huberman, which involve three stages: data reduction, data display, and the drawing and verification of conclusions (Susilowati, 2018).

The present study utilizes the theory of technical triangulation to ensure the validity of data. Triangulation refers to the method used by researchers to verify information obtained from different viewpoints, minimizing double meanings and ambiguity. This involves collecting related information through various techniques, such as participatory observation, in-depth interviews, and documentation from the same data sources (Sugiyono,

2013 ; Alfansyur & Mariyani, 2020). In order to investigate the content of TikTok videos created by TikTokers, this study utilizes triangulation through interviews with informants and data documentation.

Results

In this section, the researcher will analyze and provide an explanation of the results obtained from the interview data with the informants and the documentation collected directly. This analysis will ensure that the data is organized and categorized according to the relevant units as follows:

Use of Social Media

During the pandemic in 2020, Toyib became intrigued by the possibility of using the popular social media platform TikTok. Given the necessity for individuals to stay at home to prevent the transmission of the Corona virus, numerous activities were required to be performed at home. Toyib's objective was to capitalize on the rising trend of TikTok usage among young people as a way to entertain themselves during their free time. Consequently, Toyib Alwi created TikTok content with a horror theme or concept for amusement. As Toyib notes:

"I was interested in using TikTok because in 2020 there was a corona virus pandemic, at that time it was fun to make content on TikTik because TikTok was trending right now" (interview, 11-10-2022).

The choice to use TikTok was based on the fact that the platform offers significant potential for reaching a large audience, regardless of the number of followers one has. This is particularly relevant for achieving endorsements for products or services, as the accessibility of video content on TikTok attracts a significant number of viewers. Such high levels of viewership can also be advantageous for gaining partnerships with brands, as they may take notice of videos that have been watched multiple times and subsequently review the performance of their TikTok account before considering collaboration. According to Toyib, TikTok offers equal opportunities to users with both few and many followers, making it a powerful tool for reaching a wider audience and securing brand partnerships. Toyib said:

" ...our video has arrived at a brand, so the brand is interested, they will check our account, how is the performance, the posts for the last seven days have performed well or not, uploaded consistently or not, so from there the brand can sort of select us like that. " (interview on 01-11-2022).

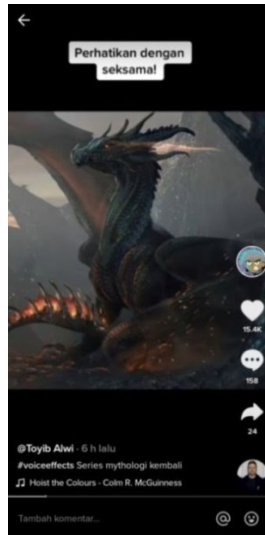
Displayed Attributes

Visible attributes play a crucial role in the creation of TikTok content by actors as they contribute to the actor's appearance. The choice of attributes worn or used in the creation of content serves as a distinguishing factor that characterizes the actor. This research reveals a variety of attributes utilized by actors in TikTok content creation, including:

Theme or concept

Toyib made the decision to create a TikTok account and share content with a specific theme or concept in mind. His chosen theme is centered around horror and mystery, with a focus on discussing mythological creatures and old creatures that have become urban legends. This type of content, as demonstrated in Figure 2, appeals to audiences who enjoy scary videos and have had an interest in such topics since childhood. Toyib's motivation for selecting this theme was twofold: he wanted to differentiate himself from other content creators and cater to the preferences of his target audience. As he said:

"I choose horror or mystery content because I really like horror stuff, because from a young age I like watching scary videos like that" (interview, 11-10-2022).



Source: Posts from the TikTok account @Toyib Alwi
Figure 2. Screenshot of Toyib Alwi's TikTok video about mythological creatures

Actor's clothes

When producing content, TikTokers take great care in their appearance. They select clothing that enhances the quality of their content. Toyib prioritizes his appearance to maintain a tidy and professional look. Moreover, he opts to wear hoodies that complement his chosen concept of horror. According to Toyib, donning such clothing adds a sense of mystery to his content. As he puts it:

"Okay, usually if horror content is synonymous with wearing a hoodie, if you pay close attention I always wear a hoodie. So it seems to add a mysterious impression" (interview on 11-10-2022).



Source: @Toyib Alwi's TikTok account feed
Figure 3. Screenshot of the clothes used to create content

The Language and Voice the Actor Uses

The selection of language and appropriate intonation for content creation is crucial, as it significantly impacts the end product. Toyib consistently utilizes standard language in his videos, particularly in mystery content where the script demands precision. Additionally, he adopts a firm tone in Tiktok content creation to add excitement and encourage audience engagement. This approach aims to captivate viewers and encourage them

to interact with the content. As Toyib stated, the language and tone used in content creation play a critical role in the final product's success. He said:

"The use of language in mystery content is usually standard, yes, because it is written neatly and usually uses language that is more standard than other content" (interview, 11-10-2022).

Supporting Equipment Requirement

To produce high-quality content videos, it is essential to use equipment that supports superior video results. In addition to the primary tool of a camera or smartphone for video recording, supplementary equipment, such as ring lights for lighting and microphones for audio settings, are necessary to ensure optimal video quality. Toyib opines that a more polished and refined video attracts a larger audience.

"Yes, of course, yes, this special equipment usually uses a ringlight, hmm... and of course a smartphone" (interview on 11-10-2022)

Supporting Factors Behind the Scenes

When creating TikTok videos, it is essential for content creators to not only focus on the visible or audible aspects that their audience can perceive, but also to consider certain behind-the-scenes factors that can enhance the quality of their content. Therefore, there are several supportive elements that TikTokers can take advantage of when producing their videos, which include:

Define Content Ideas

In order to create TikTok content, one must first come up with an idea to serve as the foundation for the video. Therefore, before recording a video, the creator must first determine their concept. From the research conducted, it was found that Toyib generates ideas for his uploads by observing the current trends and discussions within the TikTok community, which align with the genre or concept he has chosen. This approach can increase the viewership of his content as it caters to the interests of the audience. To gather ideas and content material, Toyib seeks inspiration from other creators, especially those who speak English. Through these references, he can develop and create content using the Indonesian language. As Toyib explained, this method allows for a more diverse range of ideas and concepts to be explored.

When considering content ideas for collaboration with other parties, Toyib faces two options. The first involves receiving a brief along with pre-existing concepts and scripts from the second party. The second option allows for Toyib to exercise creative freedom, while still accounting for contextual factors. As he articulated, this approach involves adapting ideas to fit the given circumstances. As he explained:

"Actually there are two concepts in collaboration with a brand, one of which they gave a brief, that is, they have made us a concept and a script, but there are also brands that free us to use our own ideas, so it is adapted to the circumstances, but most of it has been from brief or is there already a concept from the client" (interview on 11-10-2022)

Preparation

Prior to capturing images or videos, Toyib engages in extensive preparation. This involves researching popular topics, brainstorming potential ideas, and exploring overseas content that has yet to be widely discussed in Indonesia. Following this, he procures and compiles relevant materials and videos which are subsequently developed into engaging content.

After conceiving the idea, Toyib proceeded to make additional arrangements by ensuring all necessary tools, such as lighting, camera, and audio, were readily available. Upon completion of content creation, he

proceeded to establish an upload schedule, with a preference for broadcasting during prime time, which typically occurs at 7 pm. Toyib stated:

"The preparation is to set all the equipment starting from *the lighting*, camera, and audio, then the preparation, matching the *upload schedule* as well, like what time is the right time..." (Interview on 11-10-2022).

Place and Time Settings

When creating content for TikTok under the Toyib account, adequate preparation is key. This involves not only selecting the appropriate location and timing for recording, but also making necessary adjustments to ensure that the chosen setting aligns with the intended concept. Specifically, Toyib opts for a dedicated studio or custom-designed room to capture footage, taking into consideration elements like wall color to create the desired ambiance. As an example, black and white paint is selected for its perceived impact on the final product.

Regarding the selection of time or schedule for content uploading, Toyib opts for 16.00 WIB or 19.00 WIB. He perceives these hours as prime time, considering that in the other time, users are engaged in other activities or are less likely to access the platform. Moreover, he adheres to a strict regimen of uploading content once a day. As he expressed:

"If you schedule it yourself, you usually have to have one video every day. For prime time, I'm at seven in the evening, or usually for two times, it's usually four in the afternoon and 7 in the evening for two content." (interview on 11-10-2022).

Supporting Roles in Front of the Stage

Aside from conceptualizing ideas, Toyib also focuses on preparing the appropriate setting and timing before producing and uploading content on TikTok. Furthermore, he makes use of various tools to enhance the impact of his content when presenting it to his audience. For instance, he incorporates trending filters or sounds utilized by other TikTokers. Additionally, he meticulously edits his recorded videos to rectify any errors that may arise during the filming process. According to Toyib:

"Yes, because the features in TikTok also affect it, for example there is *a filter*, the sound must also use *a sound* that is currently busy..." (interview on 11-10-2022).

Discussion

Dramaturgy in the Creation of Eight Personal Branding Concepts for TikTokers

Through the use of a TikTok account, a content creator can establish a personal brand by leveraging both visual elements and the messaging embedded within their content. Each piece of content presented on the platform serves as a medium for conveying the desired impression the creator wishes to display.

TikTokers' Front Stage

Social media or social networking is a modern form of media that has emerged due to the progress of the internet. It enables users to interact with one another by sharing, participating, and creating content in various forms such as wikis, forums, blogs, social networks, and more. This virtual world space is supported by advanced multimedia technology, as noted by Ayuningthyas et al., (2015) .

TikTok is a widely used social media platform in various countries, enabling user interaction through its features. Additionally, TikTok offers an opportunity for users to generate income through monetization. As per Goffman's theory, individuals present themselves as actors in their daily lives and assume a role, much like an actor in a play, to convey a specific character in social interactions. In dramaturgy, individuals come to an

agreement on the behavior that can help them achieve their goals. This agreement is reached through playing a role or self-manipulation (Amelia & Amin, 2022) .

Presenting oneself in front of an audience on social media is a form of role-playing that requires effort to gain recognition from other social media users or followers. In the realm of social media, followers play a critical role and actors must endeavor to create captivating content to attract potential followers. It is crucial to establish a clear theme or concept when creating content, and appearance is also a key factor in grabbing followers' attention. In addition to appearance, voice and language are essential components in creating content, as each piece demands a distinct delivery and language style. Supporting equipment, such as a microphone, is also important to enhance the quality of the sound in the content.

TikTokers' Backstage

The term "backstage" in this context refers to the activities that occur behind the scenes, unknown to the audience. In his TikTok content creation process, Toyib utilizes this backstage area for preparation. Prior to creating content, he engages in several activities, including obtaining content ideas by referencing other creators, especially those from foreign countries, and researching public trends. Toyib also allocates a dedicated space for content creation and schedules specific upload times, as he believes that certain hours are optimal for content posting. Additionally, he considers TikTok's filters and popular sounds when creating his content.

The backstage area serves as a space for actors to prepare, relax, apply makeup, and rehearse prior to taking on a role or performing on stage. Achieving a level of perfection requires actors to engage in preparation and training (Amelia & Amin, 2022). Access to the backstage area is restricted, making it challenging for audience members to enter (Poloma, 2010) .

Eight Personal Branding Concepts By TikTokers

Through the application of a dramaturgical approach to the analysis of interview data, it has been determined that the individual under study has implemented eight distinct personal branding concepts. These concepts are as follows:

First, the Law of Specialization is a crucial aspect of personal branding, as it focuses on highlighting an individual's specific strengths, skills, or achievements (Montoya & Vandehey, 2002) . In the case of Toyib, his personal brand is built upon his expertise in sharing dark stories and mysteries. He is also known for his unique fashion style, often wearing hoodies that depict mythological creatures. Personal branding aims to shape the public perception of an individual, reflecting their values, personality, skills, and qualities that set them apart from others (Afrilia, 2018) . Therefore, having a specialization is vital in forming a personal brand, as it can serve as a source of strength and be supported by one's accomplishments and expertise. In the case of Toyib, his specialization has helped him achieve notable success on TikTok, as evidenced by his collaborations with related partners, a substantial follower base of 2.4 million within two years.

Second, the concept *The Law of Leadership* in personal branding encompasses more than just leading a group or team; it also includes decision-making in specific situations. Toyib's TikTok account exemplifies leadership in personal branding as he manages everything related to his account without any support from employees. He maintains independence in determining the themes and ideas he uses based on mysterious references and mythological creatures featured in his content. However, this individual approach has its challenges, including time management, as Toyib is also a student with academic responsibilities. The nature of leadership involves the ability to influence subordinates or followers to achieve predetermined goals. Sahabuddin & Syahrani, 2022) emphasize the importance of leadership in business, and Toyib's successful management of his TikTok account demonstrates the value of individual or independent approaches to business operations.

The third concept is the Law of Personality. It implies that while creating personal branding, it is essential to base it on an individual's inherent personality without seeking perfection. In other words, the creation of a personal brand must stem from one's personality or good manners, even if not flawless (Soraya & Alifahmi , 2021). Maropen Simbolon defines personality as a composite of distinct characteristics that capture an

individual's natural uniqueness, shaped by interactions with others (Simbolon, 2007) . In Toyib's case, his personality is represented as a positive person who shares informative videos, as evidenced in all his uploaded videos on TikTok. He appears to be a neat and composed individual, as seen in his uploads of dark and mythological stories, where he adorns simple and tidy clothes. Thus, what Toyib presents aligns with his true personality, as he portrays his polite persona with constructive content on his TikTok account.

The fourth concept, known as The Law of Distinctiveness, emphasizes the importance of expressing one's personal brand in a unique and different manner (Montoya & Vandehey, 2002) . Personal branding must be published in a distinctive way, and in the case of Toyib, he achieves this by sharing content about mythological creatures that have become urban legends. Despite the lack of a specific symbol to convey his unique brand, Toyib distinguishes himself as a TikTok creator who frequently wears a hoodie and specializes in dark, mysterious, and horror stories.

The concept of the Law of Visibility, which is integral to the personal branding process, requires the personal brand to be consistently effective in order to be recognized by a large number of people (Haroen, 2014). Toyib has been utilizing his TikTok account to maintain consistency in his content through the upload of continuous video content to entertain his followers. Additionally, he has diversified his content from horror, mystery, and mythological creature stories to providing informative content on topics such as the functioning of house keys, medicines in the body, Darwin's theory of human evolution, and sharing horror experiences. These efforts made by Toyib can be seen in his account, where he strives to broaden the interest of his audience. This has led to a significant increase in views, with some of his videos reaching up to 33.8 million views, and he has garnered 2.4 million followers to date.

The Law of Unity, which is the sixth concept, emphasizes the importance of personal ethics and attitudes that align with the brand's image and reflect personal branding goals (Soraya & Alifahmi, 2021). Based on research, Toyib's efforts involve showcasing his ability to provide value to his audience through educational content and avoiding negative impressions. He demonstrates this by rarely responding to comments and accepting criticism to guide him in the right direction. Therefore, he strives to maintain consistency between his image and the content he creates, which aligns with his childhood interests in horror-themed content.

Seventh, The Law of Persistence, as explained by Haroen (2014), emphasizes the importance of allowing adequate time for personal branding to develop and mature. Throughout the process, it is crucial to remain attentive to each stage and trend that emerges, as highlighted by (Efrida & Diniati, 2020). Toyib's experience with TikTok serves as an example of this principle. Although initially creating content related to sports, he shifted to horror-based content in order to improve his videos' placement on the "fyp" page. Since then, he has consistently produced content that aligns with this theme, while also incorporating new elements in line with current trends. This strategy aims to maximize his opportunities for growth and engagement on the platform.

The last concept is The Law of Goodwill, which emphasizes the importance of creating a positive image and leaving a lasting impression in personal branding. In order to achieve this, individuals must deliver good results in their endeavors. In the case of Toyib, he has maintained a positive image by providing informative and relevant content to his viewers. He also takes precautions in maintaining his reputation by avoiding controversial topics and sensitive discussions that may negatively impact his brand. Good intentions must also be accompanied by good ethics. Schwab (1996) argues that ethical behavior in business can lead to long-term success and reputation as a valuable asset, rather than being restricted by a particular code of conduct.

Conclusion

Based on the results of the conducted research, it can be concluded that the dramaturgical approach used in personal branding involves two distinct aspects, namely the front stage and the backstage. In the front stage, Toyib pays close attention to various elements such as the choice of theme, which is often centered around horror and mystery, as well as his appearance, which involves wearing hoodies, adopting a formal tone, and utilizing supporting equipment such as ringlights and microphones. On the other hand, in the backstage, he focuses on idea generation, often by researching material from foreign creators and adapting it to his own content. He also prepares for the actual filming by setting up the venue, determining the optimal time, and

ensuring all equipment is functional. When uploading the content, he takes into account popular features such as filters, hashtags, and trending sounds.

Through the application of dramaturgy, it is possible to identify eight fundamental concepts employed by Toyib in the creation of his personal brand. These concepts include the Law of Specialization, where Toyib's area of expertise lies in the depiction of dark stories, mysteries and mythological creatures, and he is recognized for sharing information on these topics while often wearing a hoodie. The Law of Leadership, in which Toyib manages and directs all aspects of his TikTok account without the assistance of a team, and determines the themes and ideas for his content based on mysterious references and mythological stories. The Law of Personality, which highlights Toyib's positive and informative approach to creating videos and his calm and neat demeanor, as demonstrated in his uploads featuring dark and mythological stories while dressed in simple clothes. The Law of Distinctiveness, which underscores Toyib's identity as a TikTok creator who frequently wears a hoodie and produces content centered around horror and mystery. The Law of Visibility, which involves Toyib's efforts to broaden the scope of his content beyond horror, mystery, and mythology by incorporating diverse information. The Law of Unity, which refers to the coherence between the image he presents and the content he produces, reflecting his longstanding affinity for horror. The Law of Persistence, in which Toyib consistently creates horror and mystery-themed content for two years since his first upload, and continues to do so to this day. Finally, the Law of Goodwill, which encompasses Toyib's commitment to uploading informative and topical content that can benefit his viewers by providing them with up-to-date information.

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