

1 Introduction

The technology as time progresses and developments rapidly advance in the world of living beings especially humans, there is a desire and effort to adapt and changing the environment, culture, society also the technology itself at an increasing pace. Social media is the results of technology development, allows people to connect and interact with other people (Reinikainen et al., 2021). Digitalization has brought a new era of innovation and technology uses, impacted significantly the human lives (Muhammad et al., 2021), and led us to new developments in new media such as social media has made it possible for almost all internet users to create and share their contents online (Ouvrein et al., 2023).

As of January 2023, the number of people actively using social media in Indonesia was 167 million, which represents 60,4 percent of the country's population (DataReportal, 2023). TikTok is one of social media that become the fastest growing social network in the post-pandemic era (Barta et al., 2023). According to Sensor Tower in September 2022, TikTok in Indonesia became the country with the most installations in Southeast Asia, this means that 37,4 percent of all TikTok downloads in Southeast Asia are from Indonesia (Voi.id, 2022). TikTok has gained this popularity among users for its interactive, informative, and entertaining content (Wang, 2022), this short-form music videos platform simply allow users to create engaging and creative content that attract their audiences.

Social media is a networked and interactive platform that motivates individuals to able participate in virtual communities, media social users act as both producers and consumers of the information (Grover et al., 2022). In the development of social media platforms, has given a new term for users who achieve fame and recognition through their digital content as an "social media influencers" (Kim & Kim, 2022). Influencer in social media commonly refers to a person or user who used social media as a platform to influence others (Wasike, 2023). The rising of social media influencers caused by the cultural and financial momentum behind the influencer industry, estimated that over 50 million people worldwide identify themselves as influencers or creators and investments in the creator space amounted up to 5 billion dollars (forbes.com, 2022), highlighting the increasing recognition and importance of influencers and creator in the digital economy nowadays.

An influencer or creator in social media should have an differentiating factors to maximize their appearances or 'stood up' among the others. The importance of having a personal brand increased due to globalization and social media development (Marin & Nilă, 2021). Personal branding is the concept of presenting ourselves and controlling the impression when others see us both in real world or virtual world (Johnson, 2017). By building an impression that can reflect consumers, it generates connection that can maintain a positive, strong and long-term relationship between brands and consumers (Wallace et al., 2021), in thus area are influencer and their audiences.

Rr. Arthalia Melati Soedarmo is often called Arthalia, a content creator of TikTok joined in 2020. In her TikTok, Arthalia often created content about culinary around

Yogyakarta. Street foods is an important segment of the food supply especially for people who living in urban areas of developing countries (Stephen & Grace, 2018). Arthalia tried the first time using the TikTok app during COVID-19 pandemic in 2020. COVID-19 pandemic has had carrying effect among individuals and linked to factors of increasing use of social media during this period (Dutt, 2023). Arthalia takes advantage from her culinary hobby, which involved hunting an street foods also malls in Yogyakarta. Yogyakarta is a province region that become the second biggest tourist destination in Indonesia after Bali, offered diverse culinary options that have yet to be fully explored (Puji Qomariyah, 2018). As an influencer She achieved more than 15.000 followers and 1 million likes in her TikTok account by serving video content mostly about culinary, video-blogging and fashion. Social media influencers can be distinguished based and counted on their achieved followers, micro-influencers typically having up to 10.000 followers and macro-influencers having over or more that 100.000 followers (Zhou et al., 2021). The diversity culinaries Yogyakarta offered, leading peoples in Yogyakarta new opportunities to participate such as an influencer. The findings and insight from this study is the role of personal branding in managing TikTok account can be served as a reference to evaluate personal branding strategy and be beneficial who are currently building or starting a personal branding, especially on TikTok. The aim of this research is to explore and gaining insight into how Rr. Arthalia Melati Soedarmo utilize role of personal branding that her applied to managing @arthaliamelati_ as a culinary influencer on TikTok.

2 Theoretical Approaches

2.1 Branding

Branding is the process of introducing a product so it well known, recognized and can be used by the public or the consumer. The branding process is done to provide clarity about something, so an good image is created that corresponds to the desires of the product owner (Haroen, 2014).

Branding is a process that requires consistent effort from the product owner to instill the values and perceptions associated with their brand in the hearts and minds of their consumers. The values that associated with a brand are based on the awareness, qualities, consciousness, and associations that are attached to the brand.

2.2 Personal Branding

Personal branding is a way for someone to control of how the others seeing or perceive them. Everyone has their own personal brand, whether consciously or unconsciously formed, therefore a person needs to have a strategy in managing and maintain their personal brand for its longevity and their sustainability.

Personal branding is done by when someone wants to be known for their character, vision, mission, skills, and their uniqueness, by creating a good and strong personal brand, individuals can effectively marketed and positioning themselves in their chosen fields (Haroen, 2014).

Personal branding consist of several important elements that linked each other's and need to be built, according to Peter Montoya and Tim Vandehey (2008), there is three main building elements:

1. You
It is yourself, personal branding can be developed by their own design and communication methods arranged in such a way as to produce a good personal brand. With two main important things against their target market:
 - Who is this person personally?
 - What specialization or area of expertise is this person mastered?
2. Promise
Personal branding is related to a promise, a promise that contains a responsibility to fulfill their society needs or desires, and there are causes and effect of the personal brand that is built.
3. Relationship
The relationship or connection that someone has also helps to build a high-quality relationship image for someone who has a good personal brand. Attributes that are relevant to clients and have a connection with a higher power show that there is a better level of relationship in their personal brand.

2.2.1 Eight Laws of Personal Branding

These are eight main points in building an individual's personal branding according in "The Personal Branding Phenomenon" by Peter Montoya (2002):

1. Law of Specialization
A personal brand should be focused on strengthening, trying into various fields without any specialization weakens the audience's attention and creates doubt (Imawati et al., 2016). Specialization requires individual to concentrate or focus on a particular skill that is used as strengthens on branding.
2. Law of Leadership
Basically, peoples want to be influenced. Public want someone to lead them and someone who can remove uncertainty and offer clarity (Ievansyah & Sadono, 2018). The ability to solving and mastering problems reflect strengthens of individual.
3. Law of Personality
A good personal branding based on individual personality that capable to showing their strengths and advantages as they are, and how they deal with their weaknesses.
4. Law of Distinctiveness
Diversity demands someone to show their uniqueness compared to others while building personal brand, this difference encourages individual to be more

unique and different even though offering the same thing. Strong and effective personal brand need to have a uniqueness that sets it apart from their competitors in same field or industry (Ievansyah & Sadono, 2018).

5. Law of Visibility
An individual who consistently promoting, marketing themselves, and utilizing every opportunity, it should be pull themselves up to the surface. If someone has a very unique ability but doesn't show or promote their ability to public, it indicates that personal brand can't be formed (Salam, 2020)
6. Law of Unity
The unity makes an individual to have one word that bond between their words and his actions. The reality of individual personal life should be in line with the values and behaviors they have established in their personal brand (Imawati et al., 2016)
7. Law of Persistence
Building a personal brand takes time to grow, and its important to pay attention to each stage and trends. Building a personal brand takes time and consistency, and its important for individuals to stay committed with the brand they've created (Imawati et al., 2016).
8. Law of Goodwill
Goodwill refers to the intention of doing good and creating a positive image for a personal brand, alongside hoping that branding it will last longer. A good, influential, and long-lasting personal brand can be formed if the perceptions are positively and have a values or ideas that useful in public (Salam, 2020).

3 Research Methodology

This research uses qualitative descriptive approaches. This study focused on personal branding that used in @arthaliamelati_ as an culinary influencer in TikTok. This research was held at Special Region of Yogyakarta. The object of this research is the management of TikTok account @arthaliamelati_ owned by Rr. Arthalia Melati Soedarmo in the 2022-2023 period. The data collection techniques that are used to obtain the data for this research, through interview and documentation. Data analysis techniques that will be used to processing data in this research is a qualitative data analysis, consisting by four steps, data collecting, data reduction, data presentation and conclusion. To validate the data on this research, researcher using data triangulation to checking and comparison purposes.

4 Findings and Discussion

4.1 Rr. Arthalia Melati Soedarmo being Influencer

Rr. Arthalia Melati Soedarmo or used to call Arthalia is the owner of TikTok account of @arthaliamelati_, she is one of many influencers that lives in Yogyakarta that lo-

cated in Republic of Indonesia and she produces video contents about culinary. According to her, she like to be strolling around Yogyakarta city to do “street foods hunting”, it means to going outside and buying a food, beverage, or snack from the stalls on the side of the roads. She is interested in a variety of foods around Yogyakarta, because there is not only traditional foods in Yogyakarta but almost every kind of modern, traditional, western, eastern, and many more its available in Yogyakarta.

Arthalia started using TikTok during the COVID-19 pandemic in 2020. The first time she used TikTok, there is no intentions that she will using TikTok as a media to influences other people or to be an influencer. She just using TikTok like many teenagers, who want to express their emotions with short video content with various music that can be applied in the videos, or just posting a video to show what she’s up to. During pandemic almost everyone can’t go outside to do work or go to school due to lockdown, but there are some peoples that needed to go outside to work for their life such as foods vendor. The situations bring Arthalia the ideas to produce an content about local street foods also promoting their business to her audiences. Now it brought Arthalia into having more than 15.000 followers, reaching 1 million likes on TikTok.

Branding is a process how we introduce our product, this could be goods or services that we provide. In this digitalization era, social media became a mainstream media that anybody able to join, socialize, and be whatever we want to be. TikTok is one of many social media that is currently growing massively, by reason of TikTok are the short video platform making the users are required to produces a video content in a short form and the audiences are simply watching 15-60 seconds video and move on to the next video or interact with the creators. The TikTok creator needs a branding to be known and recognized by their audiences, then it leads from how to introduce the product became how we introduce ourselves, meaning that our own selves are the product and it can be marketed.

4.2 Content Insight in @arthaliamelati_ TikTok

Arthalia branding herself on @arthaliamelati_ in TikTok as culinary influencer workings on promoting and exploring culinary video contents around Yogyakarta. Besides that, not only just promoting a local culinary stall, but she also promoting and recommending fashion shops and tourism spots for tourists when visiting Yogyakarta. Based on @arthaliamelati_ TikTok account, on her culinary content she gained 250.000 22.700 likes and 875 comments on 9 May 2022 about cheapest steak that worth trying, 257.000 views, 21.700 likes, and 571 comments on 11 May 2022 about Pakualaman street foods, and 123.000 views, 14.800 likes, and 381 comments on 3 April 2022 about Jogokaryan Ramadhan Village events. It shows a lot positive and curiosity comments through that culinary video contents such as “what recommended time to visit there?”, “the dumplings and the ice cream are the best one” and “this is my favorites steak place!!!”.

Meanwhile on one of her fashion contents, she gained 511.000 views, 48.200 likes and 281 comments on 30 March 2023 about woman fashion shop recommended to visit, and one of her tourism spot contents, she gained 4000 views, 197 likes and 12 com-

ments about Tirta Raharjo Temple. Also, it shows many positive and enthusiastic comments even though these contents are not about culinary. Based on her TikTok, in early 2023 she often produces non-culinary content including fashion and tourism, according to her it causes by brand deals that working alongside of her.

So, she used a unique way by telling her life story at the time and including what she ate along the trip to the destinations. She wanting to be able reaching more of her audiences outside culinary stuff but still maintains herself as a culinary influencer. The strategy of combining her culinary content into non culinary and slipping the story of her life on that day is making the personal brand that she has is the habit of the culinary. A habit is not only what usually someone does, but it becomes one with the person and can be used as a value of the personal branding itself. Her culinary habit is an effort to making and controlling her personal brand through her contents.

4.3 Law of Personal Branding as A Personal Brand Building Indicator

Effective and good personal branding are needed to ensure the public is in our control, yet it need process and time to build. But it can be fatal if not done properly and carefully. In this study, researcher has collected data from interview with Arthalia herself, some of her follower, and documentation related to the TikTok account @arthaliamelati_ and the research results are presented by describing the concept of personal branding formation.

First is specialization, Arthalia specializes in creating culinary content videos on her TikTok account. She manages her TikTok account and produces her video content by generating the ideas, preparing shooting equipment, and also post-production when the video needs to be edited.

Leadership, according to @arthaliamelati_ follower, they follow Arthalia because of the interesting and informative content that she presents, especially about food recommendations and promotions around Yogyakarta.

Personality, Arthalia always tried to produce good and positive content. If there are negative comments that are not relevant to the context of the content, she chooses to delete them and allows comments that are critical or given opinion about the content.

Distinctiveness, there is so many culinary influencers in Yogyakarta and what makes Arthalia different than the other influencer are making her habit of culinary as her unique selling point when presents the contents on TikTok.

Visibility, Arthalia learns a lesson from many influencers that are already going big and takes advantage of many opportunities by collaborating with brands such as Scarlett Whitening that need her as a promotional tool, and also publishes her video content not only on TikTok but also Instagram to expand her audience.

Unity, according to her followers they assumed Arthalia as a modern woman, that fun, communicative, and humble based on her content and the way she edits her content videos.

Persistence, Arthalia is still inconsistent with her video content, sometimes she feels bored with the monotonous routine of producing content. However, she used to be consistent in uploading one content almost every day, but she still made sure that at least

three to four contents were uploaded every week to ensure that her TikTok account did not fall behind with others or new trends.

Goodwill, Arthalia wants to be seen as a good and consistent person. She admits that sometimes the viewers of her video content are not as many as she expected, but she still wants to maintain the consistency. With her presence as an influencer, she hopes to be able help promote the business of restaurant owners, especially the street vendors she met on the street.

5 Conclusions

Personal branding is one of the important things that needs to be owned nowadays, not only celebrities or popular people on social media who need to have personal branding, but every individual should also need it. Personal branding can also represent a person in their life, having a strong and good personal brand makes the values in individual recognized and expected to provide the benefits to things around them. It's also a differentiator of an individual, making it easier to identify each individual from their uniqueness and diversity that deserves to be appreciated.

Based on the findings and discussion above, Rr. Arthalia Melati Soedarmo on her TikTok account has proved using all aspects that the personal branding she has built is good for maintaining and controlling her audiences. In terms of specialization, she works totally in producing culinary content so that viewers can receive interesting and informative content. In terms of leadership her followers acknowledge that the content Arthalia posting on @arthaliamelati_ is not only about culinary that makes interesting but also the informative promotional content she posts about Yogyakarta. In terms of visibility, she collaborates with a brand, which is certainly not only beneficial for the brand but also for the creator. On unity, Arthalia has successfully created a person branding that is the same as her true self. In terms of persistence, Arthalia is not quite able to maintain consistent in uploading her content regularly, which can weaken the strength of her personal branding. In terms of goodwill, she already has a very good intention to help many food vendors. And in terms of distinctiveness, Arthalia has a advantage found in this research, which is the personal branding she has built is not only as a culinary influencer, but she also turns her hobby of hunting for culinary into a habit value that can be as strengthens in the process of building her personal branding