

## ABSTRAK

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Program Studi : Ilmu Komunikasi

Judul Skripsi : Personal Branding Remaja SMA Budi Mulia kota Tangerang Melalui Aplikasi Media Sosial TikTok.

Personal branding secara sederhana dapat diartikan sebagai pembangunan merek atas diri seseorang. Personal branding secara tidak langsung telah dibangun oleh remaja SMA Budi Mulia melalui aplikasi media sosial TikTok.

Penelitian ini mendalami mengenai *personal branding* remaja SMA Budi Mulia kota Tangerang melalui media sosial Tiktok. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus dan paradigma konstruktivisme. Penelitian ini menggabungkan data primer berupa *Focus Group Discussion* (FGD), observasi dan dokumentasi serta data sekunder berupa studi literatur. Tujuan dari penelitian ini mengetahui pembentukan *personal branding* remaja SMA Budi Mulia yang dibangun melalui aplikasi TikTok.

Hasil penelitian ini menunjukkan proses pembentukan personal branding dari 8 informan yang berasal dari siswa/I SMA Budi Mulia kota Tangerang menggunakan 8 konsep pembentukan personal branding Peter Montoya, mengacu pada 8 konsep yaitu konsep spesialisasi (the law of specialization), konsep kepemimpinan (the law of leadership), konsep kepribadian (the law of personality), konsep perbedaan (the law of distinctiveness), konsep kenampakan (the law of visibility), konsep kesatuan (the law of unity), konsep keteguhan (the law of persistence), dan konsep nama baik (the law of goodwill). Dari 8 konsep peneliti melihat bahwa 8 informan dominan pada 3 konsep pembentukan personal branding menurut Peter Montoya melalui aplikasi media sosial TikTok.

**Kata Kunci** : *Personal Branding, Remaja, Media Sosial, TikTok*

## ***ABSTRACT***

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Thesis title : Personal Branding Budi Mulia High School Teenagers Tangerang city Through Media Social TikTok.

Personal branding can simply be interpreted as building a brand for someone. Personal branding has been indirectly built by Budi Mulia High School teenagers Tangerang city through the social media application TikTok.

This research explores the personal branding of Budi Mulia High School teenagers Tangerang city through social media Tiktok. This research uses a qualitative approach with a case study method and a constructivist paradigm. This research combines primary data in the form of Focus Group Discussions (FGD), observation and documentation as well as secondary data in the form of literature studies. The aim of this research is to determine the formation of personal branding for Budi Mulia High School teenagers which is built through the TikTok application.

The results of this research show the process of forming personal branding from 8 informants from Budi Mulia High School Tangerang city students using Peter Montoya's 8 concepts for forming personal branding, referring to 8 concepts, namely the concept of specialization (the law of specialization), the concept of leadership (the law of leadership), the concept of personality (the law of personality), the concept of difference (the law of distinctiveness), the concept of appearance (the law of visibility), the concept of unity (the law of unity), the concept of constancy (the law of persistence), and the concept of name good (the law of goodwill). From the 8 concepts Of the 8 concepts, researchers saw that 8 informants were dominant in the 3 concepts of forming personal branding according to Peter Montoya through the social media application TikTok

**Keywords** : *Personal Branding, Teenagers, Social Media, TikTok*