

**STRATEGI *PERSONAL BRANDING* COMEDIAN
INFLUENCER @DAFFAARIQQQQ DI MEDIA SOSIAL
TIKTOK**

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ABSTRAK

Penelitian ini membahas strategi *personal branding* yang dijalankan oleh *influencer* komedi @daffaariqqqq di *platform* media sosial TikTok. Penelitian ini dilatarbelakangi oleh pesatnya kemajuan teknologi digital, di mana media sosial kini menjadi elemen penting dalam kehidupan masyarakat, terutama di kalangan generasi muda Indonesia. TikTok, sebagai salah satu aplikasi paling populer, menawarkan peluang besar bagi individu untuk membentuk identitas diri dan memperoleh popularitas melalui berbagai konten, termasuk konten komedi. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus, di mana data diperoleh melalui observasi konten, wawancara, serta dokumentasi pada akun TikTok @daffaariqqqq. Temuan penelitian menunjukkan bahwa Daffa Ariq membangun *personal branding* dengan cara rutin membuat konten komedi, aktif berinteraksi dengan para pengikut, mengikuti tren yang sedang viral, serta melakukan kolaborasi dengan kreator lain. Strategi-strategi ini terbukti efektif dalam meningkatkan popularitas dan engagement, yang terlihat dari tingginya jumlah pengikut dan interaksi. Meski demikian, Daffa juga menghadapi tantangan berupa komentar negatif, yang dihadapinya dengan sikap profesional dan memberikan klarifikasi kepada audiens. Kesimpulannya, *personal branding* yang otentik, konsisten, dan mampu beradaptasi dengan perubahan di *platform* menjadi faktor utama keberhasilan *influencer* dalam membangun citra positif dan memperluas jangkauan audiens di TikTok.

Kata Kunci: Personal Branding, TikTok, Media Sosial, Comedian Influencer

***PERSONAL BRANDING STRATEGIES OF COMEDIAN
INFLUENCER @DAFFAARIQQQ ON TIKTOK SOCIAL
MEDIA***

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ABSTRACT

This study discusses the personal branding strategies employed by comedy personal branding @daffaariqqq on the social media platform TikTok. The research is motivated by the rapid advancement of digital technology, where social media has become an essential part of society, especially among Indonesia's younger generation. TikTok, as one of the most popular applications, offers significant opportunities for individuals to shape their identities and gain popularity through various types of content, including comedy. The research uses a qualitative method with a case study approach, in which data is collected through content observation, interviews, and documentation on the @daffaariqqq TikTok account. The findings indicate that Daffa Ariq builds his personal brand by consistently creating comedic content, actively interacting with followers, keeping up with trending topics, and collaborating with other creators. These strategies have proven effective in increasing both popularity and engagement, as reflected in the high number of followers and interactions. However, Daffa also faces challenges in the form of negative comments, which he addresses professionally and by providing clarification to his audience. In conclusion, authentic, consistent, and adaptive personal branding in response to platform dynamics is a key factor for personal brandings in building a positive image and expanding their audience reach on TikTok.

Keywords: *Personal Branding, TikTok, Social Media, Comedian Influencer*