

Personal Branding for the Mayor of Palu via the TikTok Account

@hadiantorasyid

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Abstract

This research aims to find out how the Mayor of Palu is personally branded through the TikTok account @hadiantorasyid. The type of qualitative descriptive research with the basic case study of the research. Through the purposive sampling technique, four informants were selected, namely the Mayor of Palu, the Special Staff of the Mayor of Palu, the Chairman of the Media Center, and the Videographer of the Mayor of Palu, with data collection techniques through observation, interviews, and documentation. The results of this research show the Values and Vision, the presence of leaders who are close to their audiences, and the vision of building the City of Palu. Moral values, maintaining morals so as not to harm other parties. Be consistent, and consistently upload Content. Specialization, good exercise, and public speaking skills by the Mayor. Hobbies and Skills, Good Sports and Public Speaking by the Mayor. Authority, The supreme authority to regulate and enforce any rules. Relevant, showing the information and achievements of the Mayor clearly. Visibility, consistent major character. Persistence, the team's efforts to build Personal branding through TikTok social media. Acts of Kindness, the nature and character of the original Mayor. Content Quality Improvement, improve information quality with clear audio and clear images.

Keywords: Personal Branding; Mayor of Palu; TikTok; @hadiantorasyid

1. INTRODUCTION

The development of an increasingly modern era makes society enter an increasingly sophisticated world of technology, especially in Information and Communication Technology (ICT), every year technology develops more rapidly, leading society to be able to adapt to this. Based on data from the 2022 National Socio-Economic Survey (SUSESNAS) conducted by the Central Statistics Agency, the majority of people who use the Internet have two main purposes. First, around 74.90 percent of them use the internet to search for information or news. Second, around 74.02 percent use the internet to interact on social media.

Advances in technology include the presence of the Internet, which makes it easier for people to carry out their activities. The presence of the internet can enable fellow citizens to connect without having to meet in person. The benefits of the internet also make it easy to get information and access information from anywhere. Information can be accessed in various ways, one of which is by using various platforms, such as social media.

According to data from We Are Social, at the beginning of 2024, there are the top 4 most social media users in the world namely WhatsApp (90.9%), Instagram (85.3%), Facebook (81.6%), TikTok (73.5%)

TikTok also experiences an increase in users every year. TikTok is a social media platform that presents a unique concept of creating and sharing short videos. This TikTok application allows

users to create short videos, ranging from 15 to 60 seconds, accompanied by customized music or background sounds. The TikTok app also offers a variety of creative features, such as various visual effects, filters, and simple but powerful video editing tools. A standout aspect of TikTok is the intelligent algorithm used to serve content.

Through social media, TikTok can show the Mayor actively playing a role as a leader who is open and close to the community. The Mayor's openness and closeness to the community can be seen from the content shared on the TikTok platform. The use of social media, especially TikTok by a Mayor, can make efforts to build closer relationships with his audience through his social media, show his authority as a supreme leader to regulate every policy, and also show the government's ongoing work through his social media TikTok.

Based on this problem, researchers are interested in researching the personal branding of the Mayor of Palu via the TikTok account @hadiantorasyid using the theory of Authentic Personal Branding according to Hubert K. Rampersad. Authentic Personal Branding is very important for someone to achieve their vision. If personal branding is combined with great tools, it will bring out peak performance and create a stable basis for reliability, credibility, and personal charisma (Rampersad, 2008: 9).

References are required by the author to fulfill this research. This previous research can be explained in narrative form so that young people can understand it. Nadya Rosmania's research (2018) shows the results of her research that there are eleven categories of authentic personal branding that are owned through Instagram accounts, namely authenticity, integrity, consistency, specialization, authority, distinction, relevance, visibility, persistence, good deeds, and performance. Rusdi Hendra's research (2020) shows that eleven criteria are met, namely authenticity, integrity, consistency, specialization, authority, distinction, relevance, visibility, persistence, good deeds, and performance.

2. RESEARCH METHODS

This research uses a qualitative method with a descriptive approach. The basis of research used in this research is a case study. The subjects of this research were 4 informants using a purposive sampling technique. The research object focuses on the personal branding of the Mayor of Palu via the TikTok account @hadiantorasyid. There are three data collection techniques used, namely, observation, in-depth interviews, and documentation, which are the methods or techniques used by researchers to collect data.

3. RESULTS AND DISCUSSION

3.1 The Mayor's Values and Vision were built by the Palu City Regional Media Center Team

A value that is built must be from a personality that reflects the Mayor's character, behavior, values, and vision. In this way, personal branding practitioners are able to have genuine personal harmony both in the real world and that is shown through their social media to build personal branding on social media. The content created is based on the Mayor's vision and mission for the 2021-2026 term of office, where there are 53 programs uploaded on various social media used. The content presented is varied, showing the Mayor's work program and daily activities, to make the content presented varied. In this case, the personal value ambition that the Mayor shows with the help of the management team, namely how the Mayor carries out his daily life as a leader, will later develop a value that reflects the Mayor's character, traits, and personality in the interactions shown on social media.

The Mayor's values and vision shown by the management team are related to the value of authenticity which is a value that reflects his personality based on character and behavior. This is also supported by TikTok social media to show the Mayor's values as a leader who is present in the

audience to blend in without There are limitations regardless of the status of the position and the character of the mayor who faces his audience. This can all be seen through social media TikTok, which is the nature and character of a mayor. Through social media, TikTok can reflect his character in every interaction he makes. showing the figure of the Mayor as a leader who is close to the public, from the interactions that are established, can eliminate negative stigmas towards the government through content on TikTok social media, it can also provide opportunities for the public to provide input or criticism to support the success of the Mayor as an effective and capable leader. become an example that other or future leaders can follow.

3.2 Moral values

Personal branding practitioners must adhere to the moral values and behavior that have been implemented by personal ambition to be seen positively in the eyes of the public. This requires personal branding actors, namely the Mayor, to adhere to moral values that exist among the general public and positive personalities in line with personal ambitions. The Mayor of Palu has integrity, namely being friendly, kind, and blending in with the public which is shown through TikTok or his personality directly.

Through posts on TikTok social media when the Mayor visited people affected by disasters in poor conditions, 110 teams tried to maintain the privacy of a person's identity, as much as possible, not to take the person's face so that later when the content was uploaded no party would be harmed. Where this is related to the value of integrity, personal branding actors need to adhere to the moral values that already exist in their personal ambitions. This is reflected in TikTok social media that the Mayor and Team maintain the public's moral values well which can also support the image of a Mayor.

Every comment that comes in via TikTok social media, is read by the Mayor and the management team and immediately followed up with the aim that the effectiveness of TikTok social media can support the Mayor's personal branding on TikTok social media effectively. The role of TikTok social media, in this case, illustrates that TikTok social media can also support the performance of a Mayor if there are things that have not been fulfilled by the public, which will then support the value of the Mayor's personal branding through TikTok to be successful.

3.3 Consistently Upload Content

In building a value that you want to create, personal branding actors need to be consistent in building that value. In this case, the management team will definitely try to consistently upload content that shows the Mayor carrying out his vision and mission, responsibilities, how to deal with the public, and build the city he leads. In this case, to build the Mayor's personal branding through TikTok, the management team needs to be consistent in uploading content regularly so that the personal branding can remain known to the public. To be successful in building personal branding, the Mayor needs to be consistent in regularly uploading content so that he can maintain every value that is built. Through social media TikTok can also strengthen the Mayor's 111 positive values which are shown to a wide audience, therefore consistency is the main thing to support personal branding on TikTok social media. A mayor's good public speaking skills are an added value. This allows the Mayor to provide answers to what is asked of him, both generally and more specifically. This can be seen from the posts on his TikTok social media that he is able to talk to people he meets or speak clearly without needing directions to read the text. This can illustrate the added value that a Mayor has because apart from having skills in public speaking that can support that, the Mayor has the ability to speak in front of an audience without any text.

3.4 Authority

The authority of a leader is an important aspect of carrying out duties and responsibilities with authority as a leader. As the highest leader in an area, the Mayor has the responsibility to organize

development, manage resources, and ensure the welfare of the public. The authority inherent in this position gives the Mayor the ability to set policies, implement each work program, and make the right decisions aimed at improving the quality of life of the public. Through every post on social media, TikTok seeks to build public trust in this authority, so that every government policy can be supported by the public, therefore the role of TikTok social media is influence to and support the value of authority shown by the Mayor through social media, which also in this case can assist the Mayor in implementing various work programs to run well which can also support the value of the Mayor's personal branding through TikTok social media. Effectiveness of every uploaded content. By involving the audience, their participation can give a positive impression of every decision made, ensuring that every decision is made. taken to get support and contribute to the success of these programs.

3.5 Interactive

Personal branding actors need to form a unique value. Personal value needs to be expressed in a unique way that makes it different from competitors which adds value to itself. The mayor certainly has unique characteristics in carrying out leadership or leadership style, and the character of the person who carries out personal branding will create a different value which will later become added value. Through social media TikTok, it can be seen how the Mayor builds close and intimate relationships with the public, displaying a friendly and open attitude without any rigid boundaries. This approach shows the Mayor's specialty in mingling and communicating, to create good relationships with the public. This well-organized interaction not only strengthens the Mayor's positive image but also through social media TikTok plays a role in strengthening the Mayor's value of assimilation so that he is easily recognized and remembered by the general public. In this case, leaders can show their character through the media, where technological developments, especially social media, are also something that can be used to shape a leader's personal values through social media. Social media can help strengthen a person's values so that they can be remembered in the minds of the public.

The Mayor is also starting to utilize social media by designing social media accounts in such a way with the help of the management team, starting from government accounts or the Mayor himself to be able to provide special value to the Mayor in utilizing technology, especially social media. In this case, the Mayor, with the help of the management team, can be more interactive on social media and also design each content well to provide information that the public needs. This is also one of the special values of the Mayor starting to be active on social media, especially TikTok and government accounts. This shows that the Mayor is modern and also an example for other regional heads.

3.6 Relevant

Relevance is a value message from personal branding actors that must be related to something that is considered important by the audience. In this case, the message contained in forming personal branding will be able to attract attention. As a Mayor, to build strong personal branding, especially through TikTok social media, it is important to provide relevant messages related to the duties and responsibilities of a Mayor or the vision and mission that are important to the public. The role of social media TikTok, in this case, is to provide information regarding what work the Mayor is doing or show every work program being carried out and the progress of every development, which is also what the public needs, which can be depicted through TikTok so that every aspiration that the public needs can be carried out. The management team's role is to design clear and concise information that can be shared with the public. In this way, the management team is able to reflect what interests and aspirations are considered important by the public that the Mayor needs to show through TikTok

social media to support the Mayor's personal branding. Through TikTok, it provides an illustration of how the Mayor carries out every task and responsibility given to provide welfare for his audience.

By providing relevant and transparent information, the management team shows the Mayor's work, which he has developed during his term of office, such as the development of existing facilities, the visualized vision and mission, how he interacts with his audience, as much as possible the content published depicts his vision and mission and The Mayor's character attitude can be seen in every upload on his TikTok social media so that it can form a good personal branding for the Mayor. So that every message and information uploaded on TikTok social media can be well captured by the audience and can also help the Mayor together to carry out the vision and mission. It is relevant in this case to show the public that the current Mayor can provide work programs that are the aspirations of the public and also build the City of Palu to be more advanced because it is in accordance with the Mayor's vision and mission.

3.7 Mayor Character

Visibility is a value message that must be conveyed repeatedly and consistently until it is consistently embedded in the minds of the audience. This is the case, apart from showing the Mayor of Palu how he interacts in every activity he carries out every day, such as in uploads on his TikTok social media or directly, the management team shows the same value message repeatedly so that it can be clearly embedded and shows the visibility of the values that are being built consistently. just like those 92 on social media or in person. Through TikTok social media, the management team continuously shows the Mayor's true character, his actions, how he carries out his vision and mission, his responsibilities to interact with the community, and also in checking every development, this character that is shown remains the same, this can make the audience understand to get to know the character embedded in the minds of the public to build a positive image of the Mayor. The role of TikTok social media, in this case, is that the character that is shown continuously without any manipulation or deception either within the government or outside the government can build a good image so that the Mayor can be known to the public with the character he has. This is done through TikTok, showing the authenticity of the character, showing how the Mayor interacts and how he carries out his duties and responsibilities as a Mayor to be known to a wide audience and effectively support the Mayor's personal branding on TikTok social media.

3.8 Perseverance

In an effort to build personal branding through social media, a person needs to have high determination and perseverance to display the values they want to convey. As a Mayor, the process of building personal branding through social media TikTok is not instant, this requires time to form the desired values, especially in building values on social media. This requires patience in every step taken to achieve the set goals. In building personality through TikTok social media, the management team and Mayor can show consistent perseverance to show the values they want to show. In the process of building personal branding value on TikTok social media, you need to know that this process does not happen instantly, but requires a long time and careful planning so that each step can achieve the desired goal.

As time went by, the management team continued to persevere, starting to bring in a professional team to support their performance in successfully building personal branding on TikTok social media. Then after the professional team was established, the management team began to upload content that was increasingly creative and contemporary, starting from taking various pictures and then providing creative, interesting content that made the audience interested but did not lose the message they wanted to convey. So with the persistence carried out by the management team to be able to continue to grow and develop, they are making efforts so that every content presented can

attract the attention of the audience so that the values that the Mayor has can be known by the audience and also.

3.9 Good Deeds

A person's positive values can be recognized through good actions and demonstrated character. As a Mayor, showing positive actions is the main key, which is shown through social media, in this case, TikTok is one of the media used to show the character of the Mayor in carrying out his duties and responsibilities. Social media is not only a means of building personal branding, but also a form of accountability to the public, where the public can see the Mayor's performance and achievements towards the vision and mission that have been set. The value that the Mayor shows through social media TikTok or in his daily life is the closeness of his audience he starts his activities from dawn by opening his house by receiving complaints from the public then going around to check every job and returning to the office, where the content published shows the public that the Mayor very cares about the public and pays close attention to every development that the Mayor has built.

Through TikTok social media, the real nature and character of a Mayor can be depicted without any engineering or contrivances. Because the Mayor doesn't like to be limited in his expressions or directed to behave, what is in the character of a Mayor is also what is displayed through his TikTok social media, this can support the value of the Mayor's authenticity. TikTok's role is also in this case showing the value of a mayor by being himself, with his actions he can provide an example of what a leader looks like who can be recognized positively by every action he takes.

3.10 Improved Content Quality

Building successful personal branding through social media definitely requires uploading content in the form of videos or photos, which then the audience can respond to through these uploads, which can then build personal branding through the social media used. This research focuses on video content shown via TikTok social media. This requires efforts to improve the quality of good content to support the Mayor's personal branding via TikTok social media. Improving the quality of the content shared is related to the team's efforts to manage each content well, where it is necessary to pay attention to the content presentation and also each information package, in this case, the presentation provided is information related to the work carried out by the Mayor in his responsible duties. , then package the information itself, namely in the form of a video that has audio, in this case, it is necessary to pay attention to clear audio of any information presented so that the public can capture the information conveyed by the Mayor.

In every content uploaded via social media, TikTok seeks to provide information that the audience needs, which is also supported by audio, as the information provided in the content can be captured by the audience, and is supported by clear visuals and interactive recording to make the content attract attention. audience. Therefore, the role of the management team to improve the quality of content can be supported by the collaboration of all teams to design the content optimally. This is in every upload on TikTok social media which requires evaluation if there is content that needs to be improved to be able to support the quality of information in the content, Team Before creating content that is uploaded to TikTok social media, the manager must have a guideline that provides indicators for the content that the management team will upload, such as clear video quality, the audio in the video must be clear so that the information conveyed can be received and understood clearly. well by the public. With the content presented remaining based on the pillar content segmentation on the Mayor's account, the management also needs to pay attention to the quality of the information in the content being shared. The content that will be uploaded will have an evaluation process before the content goes up on TikTok social media, this is the management team will look at first the quality of light and audio, and also if there is a video arrangement that is not suitable, this is done to support the

maximum quality of the uploaded video so that the personal branding built on TikTok social media can also be developed well.

4. CONCLUSION

Based on the research results, it can be concluded from the personal branding of the Mayor of Palu via the TikTok account @hadiantorasyid, that the values and vision that can be seen are those of a leader who are present from the interactions he builds and his vision to build the City of Palu. Moral Values, the Mayor maintains morals by not harming other parties. Consistently, consistently the management team uploads content. Hobbies and skills. The Mayor has good sports and public speaking skills. Authority, the Mayor as the highest authority uses the authority to enforce every rule and policy. Interactive, the Mayor is mingling and using TikTok interactively. Relevant, Providing real information about each Mayor's work and achievements. Visibility, Mayor's character authentically and consistently. Persistence, the management team's efforts to successfully build personal branding through TikTok. Kindness, showing the nature and character of the Mayor without being fake. Improved Content Quality, improving the quality of good information with clear audio and clear images.

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