

ABSTRACT

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RECEPTION ANALYSIS CONTENT SHARING GOOD FORTUNE ON THE TIKTOK ACCOUNT @NDSHVV IN BUILDING PERSONAL BRANDING.

Keywords: Personal Branding, Audience Reception, TikTok, Fortune Sharing Content, Reception Theory.

(Xii + 90 + Attachments)

Nadya Shavira through her TikTok account @ndshvv, is known for the content she uploads to share her good fortune. This content not only provides a positive social impact, but is also an effective tool in building personal branding. This research aims to analyze how the audience receives and interprets the content of sharing good fortune on the TikTok account @ndshvv, and examines how this content contributes to the formation of Nadya Shavira's personal branding by referring to the eight personal branding concepts proposed by Peter Montoya: specialization, leadership, personality, distinction, appearance, attractiveness, relevance, and consistency. This research uses a qualitative approach with reception analysis methods, allowing researchers to explore various audience interpretations of the content. Data was collected through in-depth interviews with followers of the @ndshvv account who were aware of the fortune sharing content. Stuart Hall's reception theory is used as the main analytical framework, focusing on how the audience interprets the message conveyed in three reading positions: dominant-hegemonic, negotiated, and oppositional. The research results show that the content sharing good fortune on the TikTok account @ndshvv succeeded in strengthening the eight elements of Peter Montoya's personal branding, thereby making the audience have a positive reception towards Nadya. Specialization and leadership are shown in the focus of social activity content, making Nadya a figure known for her contribution to sharing. Personality and differences are shown through the emotional approach and authenticity he uses. Appearance and appeal are achieved with attractive visual presentation and strong narratives that strengthen audience engagement. Relevance and consistency can be seen from the moral messages and themes that are continuously repeated in each content sharing good fortune, creating a cohesive and memorable image in the eyes of the audience.

Bibliography (2005 – 2023)