

## ABSTRACT

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### ***Personal Branding Content Creator Analysis @daffarizqiyana on Social Media TikTok (Daily Intern Children)***

*Keywords: Personal Branding Analysis, Creator Content, TikTok*

*(x + 68 + Attachments)*

*The use of technology along with the times has given rise to new media to meet needs, one of which is through the social media tiktok. The social media application TikTok is a social media platform that contains short videos that contain information. The tiktok account @daffarizqiyana is a video creator that displays information about the daily life of interns and the like. The purpose of this research is to find out the personal comparison analysis of content creator @daffarizqiyana on the social media Tiktok. This research method is descriptive qualitative with data collection techniques through primary data (interviews, observation and documentation). The result is a personal branding analysis conducted by content creator @daffarizqiyana in accordance with personal branding theory and personal branding elements such as finding content, choosing an audience and looking for topics of conversation, @daffarizqiyana content is quality content, in accordance with the lives of apprentices and is updated on a scale.*

*Bibliography (1987-2021)*