

Digital Dramaturgy and Young Women's Personal Branding: A Qualitative Study of @anindythaarsa's TikTok Content

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ABSTRACT

This study examines the personal branding strategy of Anindytha Arsa (@anindythaarsa) on TikTok, reflecting the growing use of social media for career development and youth empowerment. The research identifies elements of personal branding in her content and explores the meanings behind her messages. Using a qualitative content analysis approach, the study analyzed 20 TikTok videos uploaded between January and October 2024, each exceeding 50,000 views and 500 interactions. The analysis applied Hubert K. Rampersad's theory of authentic personal branding and Erving Goffman's dramaturgy. Findings reveal that Anindytha Arsa constructs an image of being independent, educated, religious, and inspirational. Her personal branding is expressed through three aspects: the self-image she highlights, the values she promotes, and her communication style. Consistent content focusing on motivation, collaboration, and women's empowerment reinforces the impression of authenticity. This research contributes to communication studies by integrating dramaturgy and authentic personal branding theories to explain how TikTok functions as a performative space for authentic self-presentation and empowerment narratives. In conclusion, Anindytha Arsa's TikTok content functions not only as a means of strengthening her identity but also as a strategic career tool that leverages authenticity and educational value to foster closer engagement with her audience.

Keywords: personal branding; career; social media; edutainment; dramaturgy

INTRODUCTION

Social media is now not only a space for social interaction, but also a strategic tool for building identity, expanding networks, and developing careers (Smith, 2018). One prominent phenomenon in the last decade has been the emergence of personal branding in the digital realm,

namely, individuals' efforts to construct a self-image that is recognizable, accepted, and even admired by the public (Kleppinger & Cain, 2015). This phenomenon has become increasingly important amidst global competition, where a strong personal identity can serve as both a social asset and career capital.

TikTok is one of the most influential platforms in the development of digital personal branding (Anaqhi et al., 2023). Launched in 2016 by Zhang Yiming, TikTok was initially viewed as a music-based entertainment app. However, its popularity has surged, particularly during the COVID-19 pandemic, when the number of downloads surpassed two billion global users, surpassing Instagram's 1.5 billion users (Utami et al., 2021). TikTok's strength lies in its algorithm, which allows content to reach a broad audience quickly, and its short-form video format, which facilitates creativity and self-expression. In this context, TikTok has become a platform for young people to build their personal branding in a relatively easy, affordable, and impactful way.

The concept of personal branding is not new. Cullen et al. (2024) define personal branding as the process of marketing oneself, assigning value to oneself so that it can be promoted and recognized by the public. Meanwhile, Rachmawati & Fithrah Ali (2018) emphasize that personal branding can increase the value of one's name, making it a highly valuable asset. Thus, personal branding is not simply projecting an ideal self-image; it is also a communication strategy for gaining social recognition and professional gain.

In the digital era, personal branding is increasingly facilitated by social media. Anggarini (2021) points out that digital platforms make it easier for individuals to build and manage their self-image effectively. Social media opens up significant opportunities to reach audiences, forge new partnerships, and expand careers. In fact, the self-image constructed through social media is often more potent than an offline reputation due to its broader and faster reach.

TikTok, in particular, offers features that encourage users to create visual narratives about themselves. Short, entertaining, and informative videos allow individuals to communicate their personal messages, values, and style. Astuti and Andrini (2021) emphasize that this application is not only used for entertainment but also as a means of education and self-expression. This is where

personal branding takes on a new form: edutainment, a combination of entertainment and education that simultaneously entertains and provides benefits.

Extensive research on personal branding on social media has been conducted. Mutia Tisa (2023), for example, highlights that each individual creates an ideal image to achieve personal satisfaction while sending a specific message to the public. Other research focuses more on commercial or marketing aspects, such as the influence of personal branding on online business success or corporate image (Masruroh et al., 2024). Several studies also examine TikTok as a medium for entertainment and expression for the younger generation (Oktaviana et al., 2021; Utami et al., 2021; Wijaya & Utami, 2021).

However, significant research gaps remain. First, there are limited studies linking personal branding to authenticity strategies, namely, how individuals consistently and authentically present themselves amidst the pressures of social media algorithms. Second, most research has not yet highlighted the edutainment dimension of personal branding, namely, how educational and entertaining content can serve as a means of empowerment, particularly for the younger generation and women. Third, there is still little research using a dramaturgical perspective to analyze how personal branding is constructed through the social media "front stage" and how audiences respond to the roles played by influencers.

In this context, Anindytha Arsa (@anindythaarsa) is a fascinating figure to study. She is a graduate of the Faculty of Law at the University of Indonesia. Currently, she works at the Ministry of Youth and Sports as a member of the Special Advisor Team. In addition to her career in formal institutions, Anindytha is active as an influencer on TikTok. Uniquely, her TikTok account focuses on edutainment content—a combination of education and entertainment—that motivates audiences, especially the younger generation, to continue developing themselves.

The content she uploads is diverse, ranging from academic activities during college, study tips, legal education, to experiences participating in debate competitions and working as a teaching assistant. Now, she shares her experiences in the professional world and builds a narrative about the importance of education, professionalism, and women's empowerment. Her strategy for marketing her content is also interesting: she follows current trends to ensure her message is easily

understood by her audience, while collaborating with other creators like Danang Giri Sadewa and Sadam Permana to expand engagement.

Beyond simply building popularity, Anindytha Arsa's content emphasizes motivational values and women's empowerment. She encourages her audience, particularly young women, to pursue the highest possible education and become independent, empowered individuals who contribute to society. Thus, the personal branding she builds is not only individual but also has a broader social dimension.

The novelty of this research lies in integrating Rampersad's theory of authentic personal branding with Goffman's dramaturgy to analyze how authenticity is performed through the "front stage" of TikTok content. This theoretical combination enables a deeper understanding of how self-presentation, values, and communication styles manifest through digital performances of personal branding. Furthermore, the study focuses on an influencer whose distinctive edutainment content is rarely examined in Indonesian personal branding research. The emphasis on the role of personal branding in promoting women's empowerment also provides a new perspective for communication and media studies.

Based on this framework, the research addresses the following questions: (1) How does Anindytha Arsa construct her personal branding strategy through TikTok content? (2) How are her self-image, values, and communication style represented in the videos? and (3) How does her content demonstrate authenticity and empowerment within the edutainment format? The purpose of this study is to identify and interpret the key elements of self-image, values, and communication style that form Anindytha Arsa's personal branding on TikTok.

Thus, this research explains the phenomenon of digital personal branding among TikTok influencers while providing new insights into how social media functions as an authentic space for identity construction and empowerment. Anindytha Arsa serves as a representative case of how edutainment-based content can transform personal branding into a medium of education, motivation, and social advocacy.

RESEARCH METHODS

This study adopts a descriptive qualitative approach using thematic content analysis to explore how Anindytha Arsa constructs her personal branding on TikTok. The qualitative approach was chosen because it allows an in-depth interpretation of meaning and representation rather than generalization. The dataset consists of 20 TikTok videos uploaded between January and October 2024. The videos were strategically selected to represent the creator’s consistent performance of personal branding across different contexts. The thresholds of over 50,000 views and more than 500 interactions (likes and comments) were used not to capture popularity but to ensure that the selected materials had generated sufficient audience visibility and engagement for meaning-making analysis. In qualitative inquiry, such thresholds serve as contextual markers of social salience—videos that visibly reflect how identity and values are communicated to audiences.

Thematic analysis followed Braun and Clarke’s (2006) six-phase model: familiarization with the videos through repeated viewing and transcription of captions and speech, generating initial codes, grouping codes into potential themes, reviewing themes for coherence, defining and naming themes, and producing the final narrative. Initial coding focused on verbal, visual, and symbolic cues that revealed aspects of self-presentation, values, and communication style. Examples of initial codes include “invoking religious symbols,” “narrating academic struggle,” “collaborating with peers,” “using Gen-Z slang,” and “offering motivational advice.” These codes were subsequently grouped into broader themes such as Authenticity, Educational Values, and Empowerment Narrative.

The inductive themes were then interpreted through Rampersad’s (2008) authentic personal branding and Goffman’s (1959) dramaturgy to situate the findings within established theoretical frameworks. The following simplified illustration shows the coding process:

Raw Data Excerpt	Initial Code	Candidate Theme
“Sharing tips for debating competition while emphasizing teamwork”	Academic struggle / collaboration	Educational values
“Reciting a Quranic verse when discussing failure”	Invoking religious symbols	Authenticity

“Duet with another creator discussing women’s independence”	Collaboration / empowerment	Empowerment narrative
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To enhance analytic credibility, the researcher maintained reflective memos throughout the process to track assumptions and interpretations. Peer debriefing was conducted with two colleagues to discuss potential bias and ensure interpretive consistency. Triangulation across visual (gesture, setting), verbal (spoken message), and textual (captions) data strengthened interpretive depth. Rather than seeking objectivity, the study emphasizes transparency, interpretive rigor, and contextual grounding—principles consistent with qualitative communication research.

RESULTS AND DISCUSSION

Performing Authenticity on TikTok: A Dramaturgical Reading

Anindytha Arsa’s TikTok account (@anindythaarsa) exemplifies how personal branding unfolds as a form of digital dramaturgy. In Goffman’s (1959) terms, the platform becomes her front stage—a mediated arena where she manages impressions, arranges visual props, and performs a version of the self that is coherent, aspirational, and relatable. The back stage, in contrast, remains largely invisible, yet hints of it surface in moments when she reflects on exhaustion, failure, or spiritual doubt.



Figure 1 Profile of Anindytha Arsa's TikTok account @anindythaarsa

Figure 1 showing her TikTok profile with 248.3 thousand followers and 43.8 million likes, signals the scale of her audience and the performative visibility she negotiates daily. Anindytha presents herself as a professional and independent woman through content that combines motivation, humor, and popular trends. She consciously utilizes music, contemporary language, and visual narratives as stage props to create an impression that aligns with the image she wishes to project (Adilia & Wijayani, 2023)

Erving Goffman, through his dramaturgy theory, explains that each individual manages an impression just as an actor manages a stage (Musta'in, 2010). Individuals design specific settings, scripts, and symbols before presenting them to an audience (Tisa, 2023). In the context of social media, influencers act as actors, choosing self-narratives, visual settings, and symbolic interactions to build a personal image. The stage Goffman refers to can be understood as a digital space limited by algorithms, audience preferences, and communication styles (Retno et al., 2018).

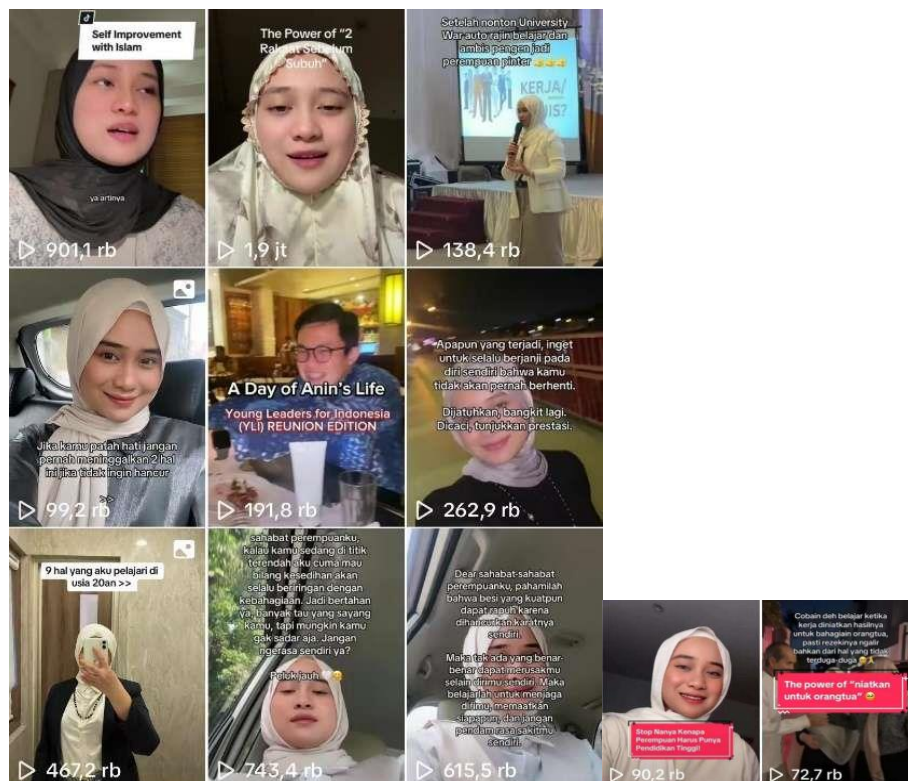


Figure 2 Sample videos 1-20 from TikTok @anindythaarsa

Figure 2, a collage of 20 sample videos, visually represents the recurring motifs in her content: minimalist academic settings, modest dress, expressive hand gestures, and bright color tones that connote optimism and professionalism. These visuals collectively serve as stage props reinforcing her image as an independent, intelligent, and religious woman.

In one highly viewed video titled “Morning Routine Before Office” (August 2024, 92 K views), Anindytha sits at her desk, opens a law textbook, and overlays the caption “Discipline is the bridge between dreams and success.” Her facial expression is calm yet determined, accompanied by soft background music and natural daylight. This *mise-en-scène* enacts what Goffman would call expressive control—a calculated balance between effortlessness and intentionality. Another video, “Debate Practice Memories” (March 2024), features quick cuts between laughter with teammates and serious moments of argumentation. Here, her teamwork performance becomes a symbol of collective professionalism.

Religious expression operates as both *symbolic prop* and authenticity marker. In “*When Plans Fail, Allah’s Plan Prevails*” (May 2024, 81 K views), she quotes a Qur’anic verse while smiling faintly, then transitions to typing on her laptop. The seamless integration of faith into daily activity demonstrates Rampersad’s (2008) dimension of *authenticity*—a congruence between personal belief and public expression. Her language choices—soft, motivational, and devoid of sarcasm—reinforce *integrity* and *consistency*, two other pillars of authentic personal branding.

This finding is supported by research by Zannettou et al. (2023), which shows that TikTok users consume a significant amount of content, with a median of 89.9 videos per day—much higher than other platforms like YouTube. This consumption pattern explains why short-form content like that produced by Anindytha Arsa can easily reach a broad audience. The uses and gratifications theory (Katz et al., 1973) also helps understand this phenomenon: TikTok users actively choose the platform because it aligns with their needs for entertainment, fast information, and the emotional connection offered by the short video format.

Mapping Rampersad's Framework Analytically

The concept of "influencer" has now become part of the dynamics of digital communication. CNN Indonesia (2023) defines influencers as individuals capable of influencing the masses through content. DigitalSkola (2023) classifies them into four main categories: YouTubers, Instagram Celebrities, TikTokers, and Podcasters. Within this category, Anindytha plays a role as a TikTokker who not only offers entertainment but also integrates educational value into her content.

Based on observations of 20 sample videos from Anindytha Arsa's TikTok account, researchers can conclude the self-image she seeks to project. Anindytha Arsa labels herself as an independent woman who prioritizes her academic life and the professional career she aspires to achieve. Anindytha Arsa employs a trendy style of language to reach her followers, the majority of whom are Generation Z.

Rampersad (2008) emphasized this through the concept of Authentic Personal Branding, which emphasizes 11 key aspects: authenticity, integrity, and performance. Based on observations, Anindytha highlights several aspects, particularly: (1) Authenticity: She displays her true personality through motivational content and professional activities. (2) Consistency: She consistently uses a style of language that resonates with Generation Z. (3) Relevance: Her content aligns with the needs of audiences seeking career inspiration and self-development. (4) Visibility: The number of followers and total likes indicates a significant level of exposure. (5) Performance: Her professional achievements as a UI graduate and Ministry of Youth and Sports staff member strengthen her credibility.

Table 1 outlined how Anindytha's branding aligns with Rampersad's (2008) eleven aspects, yet a closer reading shows that these dimensions operate dynamically rather than statically. Her specialization in education and public speaking is not only a thematic choice but a strategic performance that differentiates her from entertainment-oriented influencers (distinctiveness). Each repetition of study-related content builds persistence—a dramaturgical script that assures audiences of continuity.

Table 1 The Success of Anindytha Arsa in Building Personal Branding Based on Rampersad's Authentic Personal Branding Framework

Aspect	Theoretical Description (Rampersad, 2008)	Findings on Anindytha Arsa's TikTok Account (@anindythaarsa)
1. Authenticity	Honesty and alignment between personal identity and the brand being displayed	Anindytha presents herself as an independent woman with strong ambitions for career and education. Her religious values serve as an added dimension of authenticity. The use of the hashtag #AnInsight for motivational and self-reminder content reinforces her unique identity.
2. Integrity	Adherence to personal morals and ethical standards	She employs polite, uplifting language in both her content and interactions with followers. Her posts emphasize motivation, self-reflection, and educational values, reflecting personal integrity.
3. Consistency	Alignment in behavior, messages, and actions	She consistently uploads content on self-improvement, life motivation, study tips, and religious reflections, using a communication style that resonates with Generation Z.
4.Specialization	Focus on a particular area that becomes a defining feature	She develops expertise in public speaking and law, actively serving as a seminar speaker while addressing legal issues through her edutainment TikTok content.
5. Authority	Recognition as an expert within a specific domain	Authority is built through achievements in debating competitions, academic credentials as a law graduate from the University of Indonesia, and her professional role at the Ministry of Youth and Sports. Her scholarly communication style strengthens her credibility.
6.Distinctiveness	Efforts to differentiate oneself from others	She stands out by consistently promoting the importance of higher education and independence for women, distinguishing her from TikTok influencers who focus mainly on entertainment.
7. Relevance	Alignment with the audience's needs and values	Her content adopts trending TikTok elements (viral sounds, popular discourses) while addressing sensitive social issues, such as criticizing derogatory slang. This enhances both her relevance and educational role.
8. Visibility	Degree of exposure and public recognition	With more than 248k followers and 43.8 million likes, her visibility is significant. Among a 20-video sample, 7 emphasize the theme of women's

		education—showing a recurring and prominent branding message.
9. Persistence	Perseverance and long-term consistency in brand development	She counters the stigma of being an introvert by persistently practicing public speaking. Her content highlights failure as part of growth, reinforcing a brand identity grounded in resilience.
10. Goodwill	Positive perception and healthy relationships with stakeholders	Her positive image has led to invitations to speak at universities and collaborations with other creators, expanding her professional network and strengthening her reputation.
11. Performance	Tangible outcomes and continuous improvement	She has overcome introversion stereotypes and demonstrated competence in public speaking. By maintaining a modest and religious appearance (e.g., wearing hijab in formal/religious contexts), she projects professionalism, spirituality, and inspiration.

Her authority emerges performatively through recurring visual cues: professional attire, academic books, and on-screen text citing legal concepts. These props signal competence and transform everyday scenes into credibility-building acts. At the same time, the relevance of her messages stems from timely engagement with social events—such as Kartini Day or National Education Day—where she merges cultural symbolism with motivational narratives.

Yet, authenticity here is not absolute. As scholars of digital branding note (Khamis et al., 2017; Marwick, 2013), authenticity on social media is always a performed sincerity. Anindytha’s careful lighting, editing, and alignment with viral sounds reveal a tension between being “real” and being algorithmically appealing. In dramaturgical terms, she rehearses authenticity: revealing just enough of the backstage (e.g., self-doubt, prayer, or failure) to sustain emotional intimacy without losing control of her professional image.

According to Maslow, self-actualization is the pinnacle of human needs (Mustofa, 2022). Personal branding is part of this process, as it allows individuals to showcase their potential and uniqueness authentically. Anindytha uses TikTok to demonstrate her academic and professional competencies, simultaneously strengthening her position as an inspirational figure for a younger audience. This strategy is in accordance with self-image theory, which emphasizes that personal

branding is formed through an organized impression that is consistently conveyed to the public (Nerita & Noorrizki, 2023).

TikTok as a Performative Branding Space

TikTok's design amplifies this dramaturgical process. Its short-video format encourages rapid staging of identity through montage, sound, and text. The algorithmic feed functions as a rotating audience, making every upload a new performance before potentially unfamiliar spectators. Within this environment, Anindytha's edutainment strategy—blending humor, spirituality, and professionalism—demonstrates what Susilo (2021), calls digital storytelling: a synthesis of narrative and persuasion. Digital storytelling is an efficient strategy for delivering informative content because it combines personal narratives with persuasive visuals. Anindytha utilizes this strategy by presenting content with a personal narrative nuance, making the message more vivid and relatable to the audience.

However, several potential vulnerabilities emerge from this strategy. First, the heavy reliance on educational and motivational narratives may limit her appeal to broader demographics outside her core audience of students and young professionals. Second, while consistency is a strength, it also risks content saturation, as repetitive themes could reduce novelty and engagement over time. Third, her visibility remains tied mainly to TikTok; overdependence on a single platform may expose her brand to the volatility of social media trends and algorithms.

Another factor that strengthens TikTok's role is the characteristics of its user base. Hootsuite data cited by Frans and Nugrahawati (2024) shows that more than 60% of TikTok users are from Generation Z. This generation is known for their preference for instant, practical, and interactive things (Lubna & Achmad, 2023). Therefore, TikTok is the most relevant platform for Anindytha in building her personal brand, as its audience segmentation aligns with her values and communication style: light, concise, yet rich in meaning.

The success of Anindytha Arsa's personal branding is inextricably linked to the ecosystem TikTok offers. The characteristics of short videos, the massive consumption patterns of its audience, and the dominance of Gen Z users make TikTok a strategic medium for building an

authentic personal narrative. This aligns with self-branding theory (Khamis et al., 2017), which emphasizes the importance of choosing the right media to project self-image.

In short, Anindytha Arsa's personal branding illustrates the strengths of authenticity-driven strategies—anchored in education, religion, and motivation—while also revealing the need for diversification and innovation to sustain long-term resonance. This suggests that the durability of her brand will depend on her ability to balance consistency with adaptability, ensuring her message evolves alongside her audience and the broader media landscape.

These findings thus reveal TikTok as both an enabler and a constraint. It enables visibility and micro-celebrity (Khamis et al., 2017) but constrains spontaneity through performative norms of coherence and engagement metrics. Anindytha's success depends on negotiating these tensions—maintaining credibility (Rampersad's authenticity) while performing relatability (Goffman's front stage). By combining Goffman's dramaturgy and Rampersad's authentic personal branding, this study demonstrates that personal branding on TikTok is best understood as a strategic performance of authenticity—a communicative act in which self-presentation, moral values, and algorithmic adaptability intersect. The case of Anindytha Arsa shows how performing the authentic self requires continual calibration between visibility and vulnerability, idealism and realism.

This blended framework contributes to communication studies by bridging micro-sociological theories of performance with managerial perspectives on personal branding. It shows that authenticity in the digital era is not a fixed trait but a negotiated performance—a social construction co-produced by creators, audiences, and platform architectures.

Assessment of Anindytha Arsa's Personal Branding Success

Consistent with the findings of Labrecque et al. (2011), the success of personal branding on This representation is relevant to Khamis, Ang, and Welling's (2017) research on micro-celebrities, which emphasizes the importance of strategic intimacy—consciously managed personal closeness to foster audience trust. Through narratives of academic experiences, study tips,

and productive routines, Anindytha not only displays intellectual intelligence but also demonstrates her capacity as an inspirational figure for the younger generation.

Anindytha Arsa's communication style—casual, easy-to-understand, and occasionally interspersed with humor and relatable content—aligns well with the character of TikTok's young audience. Marwick's (2013) findings indicate that authenticity is a key value sought by audiences on social media. Through friendly language and positive interactions in the comments section, Anindytha creates the impression that she is close to her followers, not just a public figure who maintains a distance. In this context, communication style is not only a medium for conveying messages but also a crucial instrument for strengthening personal branding.

Beyond her intellectual and communicative aspects, Anindytha also showcases her religious and ambitious side in various content. She frequently incorporates Quranic verses or hadiths into her self-development narratives, while also sharing personal experiences in overcoming adversity. This approach aligns with the findings of Anderski et al. (2023), who emphasized that personal branding on social media is formed through co-creation, a two-way interaction between creators and audiences. When Anindytha shares her spiritual stories or career struggles, her audience responds with comments, prayers, or re-shares, which indirectly strengthen the image she is building.

Anindytha's branding strategy is also evident in her ability to read digital trends and collaborate with other creators such as Danang Giri Sadewa and Sadam Permana. These collaborations serve to expand audience reach and increase social legitimacy for content creators (Jin et al., 2019). Anindytha not only relies on individual popularity but also positions herself within a broader social network, reinforcing her image as someone thirsty for knowledge and open to new perspectives. This collaboration is also one of Anindytha Arsa's marketing strategies to attract her audience (Akbar et al., 2024).

Overall, Anindytha Arsa's personal branding has proven effective because she can combine authenticity, intellectualism, spiritual values, and ambition with a communication style that suits the characteristics of a digital audience. These findings reinforce the conclusion that personal branding in the social media era is not simply a practice of representation, but rather a dynamic

process involving dialogue, emotional interaction, and audience participation. With this strategy, Anindytha successfully portrayed herself as an inspiring young woman and demonstrated how a strong personal brand can transform into both social and symbolic capital in the digital realm.

Research findings indicate that Anindytha Arsa's educational content strategy on TikTok highlights both the challenges and opportunities in building a personal brand. Educational content on social media is often perceived as challenging because its success depends not only on the delivery of information but also on the creator's ability to create an emotional connection with the audience through narrative (Zhazaretta & Djuhardi, 2023). This aligns with Anindytha's approach to content management: she does not simply share informative material but also intertwines it with personal experiences, creating a sense of connection for the audience.

For example, in the "Get Ready With Me" segment, Anindytha presents her daily professional life in a relaxed manner, so that the audience sees her not just as a serious public figure but also as a peer sharing stories. This strategy demonstrates authenticity, consistent with Marwick's (2013) findings, which suggest that social media audiences connect more easily with figures who present themselves authentically, yet in an appealing way.

Critically Interpreting the Performance.

The synthesis of dramaturgy and authentic personal branding exposes both empowerment and limitation. On one hand, Anindytha's self-presentation empowers young women by normalizing ambition and intellect within a faith-based framework. On the other hand, her sustained positivity and polished imagery risk turning authenticity into an aesthetic commodity—a curated transparency demanded by TikTok's attention economy.

This ambivalence parallels Goffman's (1959) notion of impression management, where every performance is shaped by contextual expectations. TikTok's algorithmic "front stage" rewards emotional resonance and visual clarity; thus, Anindytha's authenticity becomes partly a strategic adaptation to platform logics. Her consistent motivational tone, while inspiring, could limit content diversity and produce audience fatigue—echoing Rampersad's caution that consistency must evolve to remain credible.

Moreover, claims of audience appreciation must be understood interpretively rather than empirically. Although viewer comments such as “Mbak Anin always motivates me to study harder” or “So proud of your calm energy” appear frequently beneath her videos, these observations are used here as illustrative reflections, not quantified findings. The relational intimacy between creator and followers remains an inferred effect derived from the content’s dialogic style rather than a separate audience study.

Furthermore, Anindytha's success in incorporating spiritual values in a lighthearted and non-patronizing manner demonstrates a form of strategic intimacy (Khamis et al., 2017). She presents a personal story of prayer and patience in the face of adversity, which her audience then embraces not only as a religious message but also as a source of entertainment and serenity. This strategy expands her personal branding from mere intellectual prowess to one rooted in spiritual values.

Her keen eye for trends also demonstrates her ability to adapt to the dynamics of digital platforms. For example, when capitalizing on Kartini Day or National Education Day, Anindytha delivered motivational messages that aligned with her image as an ambitious and educated woman. These findings align with a study by Jin, Muqaddam, and Ryu (2019), which emphasized that content relevance to social and cultural contexts can strengthen engagement while expanding audience reach.

CONCLUSION

This study shows that Anindytha Arsa’s personal branding on TikTok represents a dynamic form of digital dramaturgy in which authenticity, professionalism, and spirituality are performed and negotiated. Through the integration of Goffman’s dramaturgy and Rampersad’s authentic personal branding, the analysis reveals that her self-presentation functions as a *strategic performance of authenticity*—a balance between sincerity and calculated impression management within TikTok’s algorithmic environment.

Empirically, the findings illustrate how Anindytha constructs an image of intellectual femininity by combining motivational storytelling, religious expression, and visual consistency.

These elements translate Rampersad's principles of authenticity, integrity, and consistency into performative acts visible through language, gesture, and stage design. The platform's short-video format enables rapid impression management while simultaneously constraining spontaneity, demonstrating that TikTok operates as both an enabler and regulator of personal branding.

Theoretically, this study advances understanding of digital self-presentation by framing authenticity as a socially negotiated performance rather than a fixed trait. The case highlights the ambivalence of being "authentically performative" in a space governed by visibility and metrics. Future research could explore comparative cases or examine the backstage dimension of branding to understand how creators sustain credibility amid the pressures of continuous visibility.

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