

# TikTok Users' Perception of Natasha Surya's Personal Branding on Social Media

By:

Kara Thania Ratti.

Dr. Didik Hariyanto

Study Program

Universitas Muhammadiyah Sidoarjo

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# Introduction

Perception is the way individuals interpret and give meaning to information received through the senses, significantly shaping interactions in both direct and digital environments. Personal branding on social media, particularly on TikTok, relies heavily on audience perception. A positive perception can strengthen personal branding, while a negative one can undermine it. Natasha Surya's personal branding on TikTok, characterized by her storytelling and engaging content, is an example of how effective perception management can enhance one's digital identity.

# Problem Statement

- How does Natasha Surya's personal branding on TikTok influence audience perceptions and experiences in consuming home decor and lifestyle content
- what factors make her content more engaging and relevant compared to other influencers on the platform?"

# Benefits Of The Research

- **In-Depth Understanding of Personal Branding on Social Media:** This research provides a comprehensive understanding of how personal branding is developed and perceived on social media, specifically on TikTok. It demonstrates how visual elements, storytelling, and consistency contribute to building a strong personal image.
- **Practical Guidelines for Content Creators and Brands:** The findings offer practical insights for content creators and brands on how to effectively develop their personal branding strategies. It highlights the importance of aesthetic appeal, engaging storytelling, and content relevance to the audience's interests.
- **Enhanced Audience Engagement Strategies:** By exploring how sensation, attention, and interpretation processes influence audience engagement, the research provides strategies for creating more captivating and relevant content. This helps in increasing interaction and building stronger connections with the audience.

# Methods

This study employs qualitative methods, focusing on interviews with ten TikTok users who encountered Natasha Surya's content organically. The research explores how these users perceive her personal branding through the lens of Bernard Berelson's Perception Theory, which includes sensation, attention, and interpretation.

# Findings And Discussion

- **Sensation:** Natasha Surya's content excels in visual appeal with minimalist design, harmonious color schemes, and high-quality production. This visual engagement, enhanced by her positive expressions, captures and retains audience attention effectively.
- **Attention:** Natasha's storytelling and content tailored to viewers' interests leverage biological and sociopsychological factors, keeping the audience focused and influencing their purchasing decisions. Her compelling narratives and relevant information strengthen viewer engagement.
- **Interpretation:** Natasha's content is perceived as both informative and inspiring. Her ability to deliver valuable insights and maintain a consistent personal brand aligns with principles of unity and goodwill, fostering a strong emotional connection with her audience and reinforcing her influence on TikTok.

# Conclusion

The conclusion of this study shows that Natasha Surya has succeeded in building an audience's perception of strong and effective personal branding on Tiktok through a visually captivating, informative, and inspiring content approach. The sensational process experienced by the informants is dominated by aesthetic and consistent visual appeal, which creates a positive and professional impression. Informants' attention is focused on subtle and engaging storytelling, as well as the relevance of the content to their personal interests, such as *home decor* and recommended products. In her interpretation, the informant sees Natasha as a *sosok* who not only provides information, but also inspires and educates her audience, especially in parenting and lifestyle topics. The emotional connection that Natasha builds between her and her audience strengthens their engagement with the content presented, showing that Natasha has managed to make her content an influential source of inspiration and reference on TikTok.

