BERITA ACARA UJIAN SKRIPSI

Tanggal : Selasa, 04 Maret 2025

Jam　　 : 08:00

Tempat : GKB 3, LAB TV, L.2

Telah dilaksanakan ujian Skripsi

Judul　 : ANALISIS STRATEGI PERSONAL BRANDING @TASYAFARASYA DALAM KOMUNITAS KECANTIKAN PADA SOSIAL MEDIA TIKTOK

Nama　 : UTARI KENCANA HARIS

Nim　　: 212022000063

Prodi　 : ILMU KOMUNIKASI

Bidang : TEKS MEDIA

Dengan Hasil :

　Disetujui
　Jangka Waktu Perbaikan -

Perbaikan / penyempurnaan yang harus dilakukan adalah : (kalau diperlukan dapat ditulis dilembar terpisah)

No	Nama Dosen	Jabatan
1	Didik Hariyanto, S.Sos. M.Si. Dr	Ketua Penguji
2	Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom	Penguji 1
3	Ferry Adhi Dharma, S.I.Kom., M.I.Kom., Dr.	Penguji 2

Sidoarjo, 04 Februari 2025

Mengetahui,
Kaprodi

Ketua Sidang

Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom

Didik Hariyanto, S.Sos. M.Si. Dr

LEMBAR BIMBINGAN SKRIPSI

Nim   : 212022000063
Nama : UTARI KENCANA HARIS
Prodi : ILMU KOMUNIKASI

No	Tanggal	Logbook	Jenis Revisi	Gaya Penulisan	Naskah	Catatan
1	Senin, 25 Maret 2024	revisi ganti judul karena kurang spesifik	Judul			
2	Jum'at, 29 Maret 2024	Mengganti judul sampai dengan pendahuluan	Pendahuluan			
3	Jum'at, 05 April 2024	mengajukan judul ,pendahuluan sampai dengan metode	Metode Penelitian			
4	Senin, 08 April 2024	mengajukan sampai dengan hasil pembahasan		Judul kurang lugas dan informatif		
5	Senin, 08 April 2024	mengajukan sampai dengan hasil pembahasan		Judul kurang lugas dan informatif		
6	Senin, 08 April 2024	mengajukan sampai dengan hasil pembahasan		Sistematika penulisan belum lengkap dan bersistem baik		
7	Senin, 08 April 2024	mengajukan sampai dengan hasil pembahasan		Pemanfaatan instrumen pendukung (tabel, gambar, rumus) belum informatif dan komplementer		
8	Senin, 15 April 2024	mengajukan sampai dengan kesimpulan			Kepioniran ilmiah dan orisinalitas karya masih belum terlihat, belum tampaknya perbandingan dengan penelitian dengan topik sejenis, untuk menunjukkan aspek kebaruan dari penelitian ini. (lazimnya ada di pendahuluan)	
9	Senin, 22 April 2024	merevisi pendahuluan yang kurang sistematis	Pendahuluan			
10	Rabu, 01 Mei 2024	final jurnal			Kesimpulan belum ada pemampatan dan ringkas menjawab rumusan masalah (serta harusnya tidak mengulangi pembahasan)	

Sidoarjo, 17 Februari 2025

Mengetahui,

Dosen Pembimbing

Didik Hariyanto, S.Sos., M.Si, Dr.

Lembar bimbingan ini telah diperiksa dan divalidasi oleh Dosen Pembimbing dan dapat digunakan sebagai bukti yang sah

Procedia of Social Science and Humanities

Universitas Muhammadiyah Sidoarjo

Personal Branding Analysis of @tasyafarasya as a Beauty Influencer on TikTok

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ABSTRACT

In the digital age, personal branding is becoming a crucial strategy for individuals who want to highlight their skills and interests on social media. This

ABSTRACT

In the digital age, personal branding is becoming a crucial strategy for individuals who want to highlight their skills and interests on social media. This study aims to analyze the personal branding strategy implemented by Tasya Farasya, a beauty influencer, on the TikTok platform. Using the eight principles of personal branding proposed by Montoya (2002), this study sought to understand how Tasya built and maintained her identity as an influencer in the beauty industry. This study used a qualitative descriptive method, with primary data obtained through observation of the TikTok account @tasyafarasya, in-depth interviews with three of her active followers, and direct interviews with Tasya Farasya to get an in-depth perspective on the personal branding strategy she implemented. The analysis was conducted to evaluate the extent to which the principles of personal branding are applied by Tasya in her activities on social media. The results showed that the principle of specialization, which emphasizes the importance of focusing on one particular area, is dominant in Tasya's personal branding strategy. She consistently presents content focused on beauty and makeup product reviews, which distinguishes her as an authoritative figure in the industry. In addition, Tasya has also successfully implemented other principles such as content consistency, active interaction with followers, and honesty and transparency in product reviews, all of which contribute to increased audience visibility and engagement. The research provides practical insights into how personal branding can be built and strengthened on social media platforms, particularly TikTok, as well as the effectiveness of the strategies used in building relationships and trust with audiences.

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