

## **ABSTRACT**

*Gilang Samiadji is a TikTok content creator who focuses on self-love. Through creating content on his TikTok account, supporting his passion in providing special information in sharing messages of self-love for his followers. As a figure who uses himself as part of his job, it is very necessary for him to market himself and show that a creator needs to do personal branding on himself. Gilang Samiadji tries to branding himself as a TikTok Self-Love Content Creator through his TikTok account with personal branding according to his own life without making up.*

*The purpose of this research is to find out how the personal branding process of Gilang Samiadji as Self-Love of TikTok Creator Content by knowing what is unique about Gilang Samiadji, how Gilang Samiadji forms an online identity and how Gilang Samiadji shows his consistency. The method used in this research is descriptive method with qualitative data types. Data collection methods used were in-depth interviews, literature study and observation. The concept used is the Personal Branding Concept by William Arruda.*

*The results of this study indicate that Gilang Samiadji already knows the identity he wants to bring out from within himself to others and knows the purpose in creating the content. Gilang through his video content has a way to form an online identity in his personal branding process as TikTok's Self-Love Content Creator. However, Gilang has not been able to show maximum consistency in building relationships with his followers.*

*The conclusion of this research is the formation of personal branding through the personal branding process of Gilang Samiadji is good but needs improvement. The author's suggestion in this study is that Gilang Samiadji can show more self-love in himself by providing knowledge, expressing himself more so that he has significant differences with other creators, and improving his consistency by strengthening relationships with his followers.*

*Keywords: personal branding, content creator, TikTok, qualitative research*