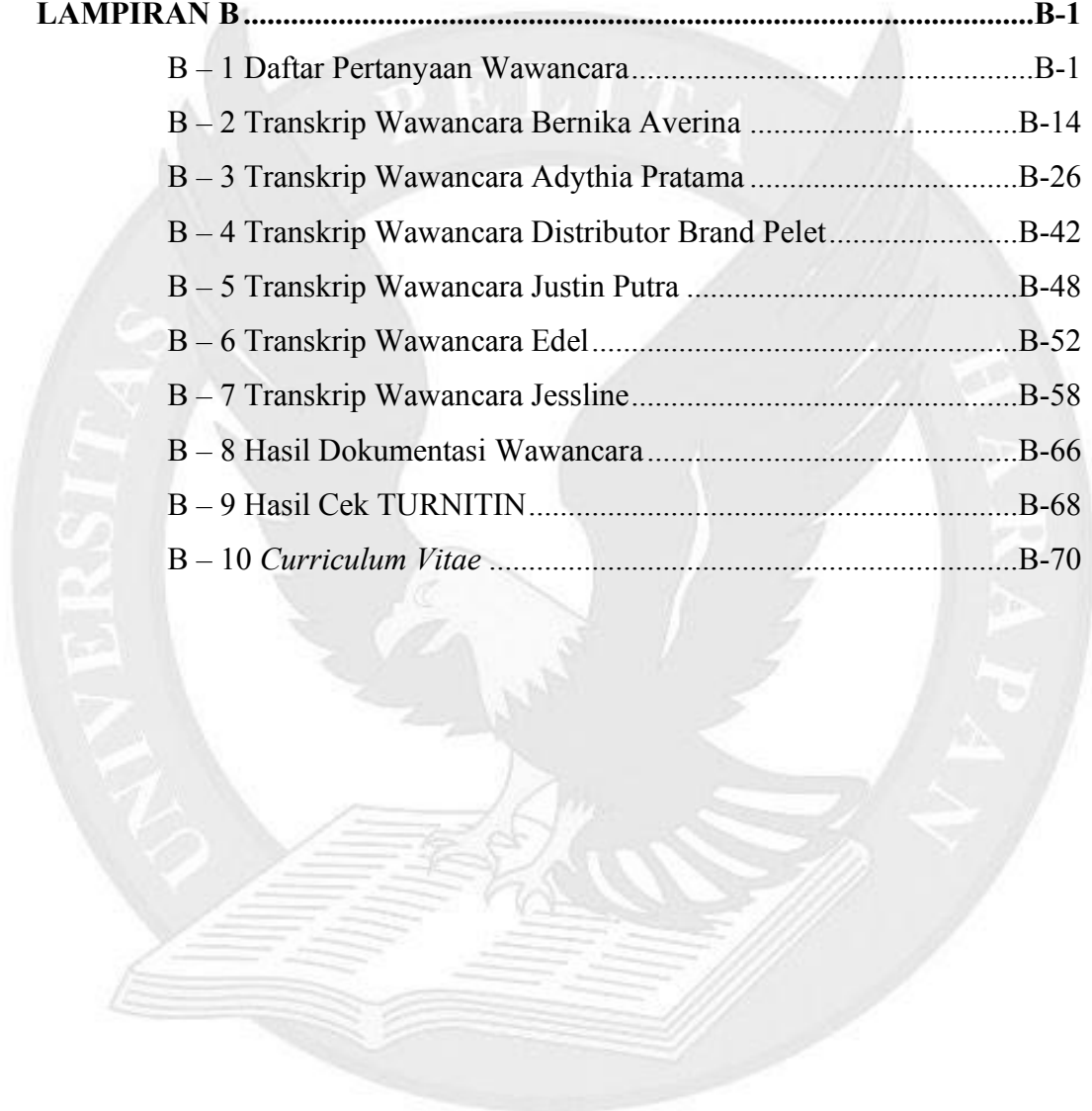


DAFTAR ISI

| | halaman |
|--|-------------|
| HALAMAN JUDUL | i |
| PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR | ii |
| PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR | iv |
| PERSETUJUAN TIM PENGUJI TUGAS AKHIR | v |
| ABSTRAK | vi |
| ABSTRACT | vii |
| KATA PENGANTAR | viii |
| DAFTAR ISI | ix |
| DAFTAR GAMBAR | xiii |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Identifikasi Masalah | 3 |
| 1.3 Rumusan Masalah | 7 |
| 1.4 Tujuan Penelitian | 7 |
| 1.5 Manfaat Penelitian | 7 |
| 1.5.1 Kegunaan Akademis | 7 |
| 1.5.2 Kegunaan Praktis | 8 |
| 1.6 Sistematika Penulisan | 8 |
| BAB II TINJAUAN PUSTAKA | 10 |
| 2.1 <i>Brand</i> (Merek)..... | 10 |
| 2.2 Strategi <i>Personal Branding</i> | 10 |
| 2.2.1 Strategi | 9 |
| 2.2.2 <i>Personal Branding</i> | 12 |
| 2.2.3 <i>The Eight Laws of Personal Branding</i> | 11 |
| 2.2.4 <i>The 3Cs of Personal Branding</i> | 13 |
| 2.3 <i>Impression Management Theory</i> | 15 |
| 2.4 <i>Influencer</i> | 16 |
| 2.4.1 Makro <i>Influencer</i> | 17 |

| | |
|---|------------|
| 2.4.2 Mikro Influencer | 20 |
| 2.5 Media Baru | 18 |
| 2.6 Media Sosial | 19 |
| 2.7 TikTok | 19 |
| 2.8 Kerangka Pemikiran | 20 |
| BAB III METODOLOGI PENELITIAN..... | 21 |
| 3.1 Paradigma Penelitian | 21 |
| 3.2 Subjek & Objek Penelitian | 21 |
| 3.3 Pendekatan Penelitian | 25 |
| 3.4 Teknik Pengumpulan Data | 27 |
| 3.5 Unit Analisis | 30 |
| 3.6 Uji Keabsahan Data | 30 |
| 3.7 Teknik Analisis Data | 31 |
| BAB IV HASIL DAN PEMBAHASAN..... | 32 |
| 4.1 Hasil Penelitian | 34 |
| 4.2 Pembahasan | 100 |
| 4.2.1 <i>The Eight Laws of Personal Branding</i> | 100 |
| 4.2.1.1 <i>The Law of Specialization</i> (Spesialisasi) | 99 |
| 4.2.1.2 <i>The Law of Leadership</i> (Kepemimpinan) | 101 |
| 4.2.1.3 <i>The Law of Personality</i> (Kepribadian) | 102 |
| 4.2.1.4 <i>The Law of Distinctiveness</i> (Perbedaan) | 103 |
| 4.2.1.5 <i>The Law of Visibility</i> (Kenampakan) | 104 |
| 4.2.1.6 <i>The Law of Unity</i> (Kesatuan) | 105 |
| 4.2.1.6 <i>The Law of Persistence</i> (Keteguhan) | 107 |
| 4.2.1.7 <i>The Law of Goodwill</i> (Niat Baik) | 108 |
| 4.2.2 <i>The 3Cs of Personal Branding</i> | 111 |
| 4.2.2.1 <i>Credibility</i> (Kredibilitas) | 111 |
| 4.2.2.2 <i>Consistency</i> (Konsistensi) | 113 |
| 4.2.2.3 <i>Clarity</i> (Kejelasan) | 114 |
| BAB V PENUTUP | 116 |

| | |
|--|------------|
| 5.1 Kesimpulan | 116 |
| 5.2 Saran..... | 118 |
| DAFTAR PUSTAKA..... | 120 |
| LAMPIRAN A..... | A-1 |
| A – 1 Lembar Monitoring Bimbingan Tugas Akhir..... | A-1 |
| LAMPIRAN B..... | B-1 |
| B – 1 Daftar Pertanyaan Wawancara..... | B-1 |
| B – 2 Transkrip Wawancara Bernika Averina | B-14 |
| B – 3 Transkrip Wawancara Adythia Pratama | B-26 |
| B – 4 Transkrip Wawancara Distributor Brand Pelet..... | B-42 |
| B – 5 Transkrip Wawancara Justin Putra | B-48 |
| B – 6 Transkrip Wawancara Edel..... | B-52 |
| B – 7 Transkrip Wawancara Jessline..... | B-58 |
| B – 8 Hasil Dokumentasi Wawancara..... | B-66 |
| B – 9 Hasil Cek TURNITIN..... | B-68 |
| B – 10 <i>Curriculum Vitae</i> | B-70 |



DAFTAR GAMBAR

| | halaman |
|---|---------|
| Gambar 2.1 Kerangka Pemikiran | 20 |
| Gambar 3.1 Foto Bernika Averina | 22 |
| Gambar 4.1 Profil Tiktok @bernika_ave | 34 |
| Gambar 4.2 Talkshow Bernika Averina | 37 |
| Gambar 4.3 Bernika Averina di Badminton <i>Talkshow</i> 2024 | 38 |
| Gambar 4.4 Konten-Konten TikTok Bernika Averina | 40 |
| Gambar 4.5 Konten Review Raket Bernika Averina | 58 |
| Gambar 4.6 Konten Vlog Bernika Averina | 61 |
| Gambar 4.7 Konten ‘ <i>Repiuw ala</i> ’” oleh Bernika Averina | 65 |
| Gambar 4.8 Konten <i>Review</i> Bernika Averina | 66 |
| Gambar 4.9 Bernika Averina Saat Membuat Konten | 85 |

