

THE URGENCY OF VIRALITY FOR THE DEVELOPMENT OF GEN Z PERSONAL BRANDING ON TIKTOK SOCIAL MEDIA GAME CONTENT IN INDONESIA

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Abstract

This research is based on the virality phenomenon on TikTok social media, especially on game content that occurs in Indonesia, viral content on TikTok social media feels that it can increase user personal branding. The purpose of this study is to find out the tendency of netizen responses to this phenomenon. This study uses a descriptive qualitative research method with data collection using a questionnaire distribution method distributed through social media networks and digital media. interviews, observations, and documentation. This study uses the Likert scale concept, namely a scale that is formed by providing two forms of statements, namely positive and negative, which aim to measure attitudes towards certain objects (Corbetta, 2003; Neuman, 2014) in (Martono, 2023). The classification of distribution in this study is that the distribution is only focused on Gen Z netizens who were born from 1997 to 2012. Based on the results of the study (1) It is known that the response related to the virality variable has a positive response in all points of the instrument that have been given, although there are some who disagree with the related questions. (2) It is known from the results of the TikTok social media variable that it is known to have a positive response in several points of the instrument that have been given, but there are some who disagree with the related questions. (3) It is also known that the response from respondents regarding the personal branding instrument has a positive sentiment, especially when associated with the TikTok social media instrument.

Keywords: *Virality, Personal Branding, TikTok, Gen Z, Game*

Introduction

Social media has become a medium that is widely used by the public to exchange messages, convey information, or become content creators in it. Currently, based on data from we are social, which is a digital agency that focuses on online culture, it shows that social media users in Indonesia have reached 139.9 million users, this gives a message that internet citizens (netizens) in Indonesia are spread widely. Based on the data, the high number of social media users in Indonesia means that the number of information or content uploaded and spread on social media is high. Every content uploaded in it has the opportunity to become viral content. According to (Telis, Gerard.J, 2019) in his study, the occurrence of viral content is caused by positive emotional factors such as: inspiration, warmth, entertainment, and joy. One of the many netizens who are active in social media is Gen Z netizens. Gen Z netizens are netizens who were born in 1997-2012. They were born with the world in a rapidly developing digital technology. The internet and social media have become things that Gen Z has mastered. In Indonesia, Gen Z netizens have a role as agents of information dissemination through social media through various types of content such as: videos, images, blogs, and others. In addition to that, what we can understand from Gen Z is their activeness in building personal branding on social media.

Based on data obtained through we are social, it is known that the age of active social media users in Indonesia has an age range of 18-35 years. Of the total age range, it has a percentage of 54% of the total age of active social media users in Indonesia. Based on data obtained by we are social. It is known that the applications or social media that are routinely used are as follows: WhatsApp, Instagram, Facebook, TikTok, Telegram, Twitter (X). Among the social media mentioned above, TikTok social media is one of the platforms that has its own appeal. Since the formation of TikTok in 2018, social media culture has begun to change, especially in terms of content. TikTok offers a form of content in the form of short videos that can be uploaded en masse and massively by users by freeing up the creativity of users. In the hands of a Gen Z, TikTok becomes a tool to develop self-potential through content creation. Basically, content creators create positive content, namely content that is acceptable to society according to norms. However, there is also negative content. The TikTok platform has various content categories, one of which