

Analysis of the Effect of TikTok Content on Improving Job Seekers Personal Branding : A Mix Method Study

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ARTICLE INFO

Keywords: Personal Branding, Generation Z, Tiktok Content, Job Seekers, Social Media Influence

Received : 12, November

Revised : 20, December

Accepted: 18, January

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ABSTRACT

In today's digital era, social media platforms such as TikTok have become a phenomenon that attracts people's attention, especially Generation Z. The TikTok platform has become a popular tool for building and strengthening the personal branding of new graduates in Indonesia. This study aims to analyze how TikTok content affects job seekers in Indonesia. The data collection used a mixed-method approach, combining quantitative and qualitative methods. Data was collected through questionnaires, in-depth interviews, and documents to get a more in-depth and holistic picture. Gen Z job seekers and active TikTok users as research subjects. Based on the results of data analysis, the research shows that TikTok content positively impacts the personal branding of job seekers in Indonesia appropriately and consistently. The average value of the TikTok Content variable is at 55.65% of the possible value range, while the average of the Personal Branding Improvement variable is at 54.17%. Both variables show positive perceptions, with slightly more variation in the Personal Branding Improvement variable than TikTok Content. In conclusion, TikTok can significantly enhance job seekers' branding by displaying creative, relevant, and consistent content. Overall, this article contributes positively to the improvement of the press.

INTRODUCTION

The current era of globalization, internet technology has changed how people view information, and information that was once difficult to access can now be accessed and shared quickly and easily. This change has affected various aspects of life, from education and business to personal communication (Punie, 2020). The internet makes access to information more accessible, enables global collaboration, and accelerates innovation in various fields. Thus, internet technology has become one of the main drivers of progress and development in the modern world (Litvinenko, 2020). In the increasingly advanced digital era, social media has become a significant platform for communication, entertainment, marketing, and a source of finding information in the field of education or the world of work (Hruska & Maresova, 2020; Werenowska & Rzepka, 2020). One platform that has stood out in recent years is TikTok, a short video format app that has become a global phenomenon and the current state-of-the-art algorithm among Generation Z ((Boeker & Urman, 2022). In Indonesia, TikTok is used for entertainment and as a strategic tool in building personal branding, especially for job seekers in Indonesia.

TikTok is a social network that is currently popular with many people, from young people to adults. According to an organization that provides global economic application surveys originating from the United States, specifically Sensor Tower, TikTok managed to become the most downloaded application in 2019 with 1 billion times on the App Store and Google Play and achieved the highest popularity in 6 countries, one of which is Indonesia. This platform offers a variety of creative and entertaining content which makes it the main recommendation for TikTok users who want to interact with the global community and channel knowledge, knowledge, talents, and talents through the TikTok platform (Fiallos et al., 2021). TikTok's growing popularity shows that this application has succeeded in attracting the attention and interest of users of various ages and backgrounds (Ma, 2024).

Based on data from the Central Statistics Agency (BPS) quoted on *kompas.com*, it is revealed that nearly 10 million Generation Z Indonesians aged 15-24 are unemployed. Most of them are part of Generation Z, who were born between 1997 and 2012 and are now aged 12-27, which should be in their productive years. According to BPS, of the 9.9 million youth, 5.73 million are young women. Meanwhile, 4.17 million people are young men. According to the analysis of the Minister of Manpower, Ida Fauziyah, revealed that the main factor in the high unemployment rate in the young population aged 15-24 years is due to the lack of synchronization between education and labor demand (Idris et al., 2024). Another factor that causes the high unemployment rate in Gen Z is the decline in employment in the formal sector (Xueyun et al., 2023). In the context of the world of work, there are various symptoms of emerging problems, including a significant increase in unemployment, increasingly complex economic constraints, limited availability of jobs, and the emergence of various mental health issues such as depression and other emotional disorders. These conditions create major challenges for individuals and society, resulting in

economic and social instability. These challenges reflect the increasingly difficult dynamics faced by workers and job seekers, where economic and social pressures often contribute to increased stress and uncertainty in everyday life.

Personal branding involves the process by which individuals consciously build and promote a self-image to others, both in the professional and personal world. It involves creating a positive and consistent perception of one's personality, skills, values, and abilities. The goal is for individuals to be recognized, remembered, and valued in a particular field or industry, thus helping them achieve their career or personal goals. There are three elements in personal branding: appearance, personality, and character. Personal branding works in the same way, communicating values, personality, and ideas about abilities to its audience to generate a response, then reinforcing that response with more contact (Jacobson, 2020). With effective personal branding, a person is more easily recognized and remembered, gains trust, and is able to differentiate themselves from competitors in a particular industry or field. Personal branding often involves the use of social media, personal websites, and online portfolios, as well as participation in public activities such as writing, public speaking, or contributing to the community (Mellado & Hermida, 2022). It is part of a process where one positions oneself or one's career as a brand, with the aim of systematically introducing oneself and creating a certain image in the minds of the public. This process also seeks to increase public awareness and understanding of an individual's values, expertise, and unique characteristics (Fitzgerald, 2020). In other words, personal branding helps a person differentiate themselves from others and build a positive and influential reputation in the eyes of society.

This research was conducted to analyze the effect of Tiktok content on increasing the personal branding of several Tiktok content creators, with the Tiktok platform providing Tiktok content that is useful for job seekers in Indonesia, especially Generation Z. The development of TikTok in Indonesia is very attractive because of the variety of content choices presented by TikTok creators, so that users can freely choose the content they want (Najihah & Septiani, 2024; Rasyid et al., 2023). The development of TikTok in Indonesia is very interesting because of the wide selection of content presented by TikTok creators, who allow users to freely choose content as they wish (Fitria, 2023). In addition to followers getting useful content, content creators also get increased viewers and followers to fulfill their needs as TikTok content creators. Most people need to learn that TikTok has a positive impact. However, currently, TikTok can produce information sources from various aspects, including educational, social, political, and information about the world of work (Anderson, 2021; Yélamos-Guerra & García-Gámez, 2022). For people who cannot utilize technology, TikTok is considered useless or has a negative impact. However, for those who understand technology, especially Gen Z job seekers, the TikTok platform is very useful for finding information about job acceptance tips, writing a good CV, answering questions during interviews well, and improving personal branding.

Technological advances come with opportunities and challenges for job seekers and society. In today's increasingly digital world, personal branding has become a critical factor in the success of job seekers in Indonesia (Rahayu & Marka, 2024; Solikhah, 2023). The digital landscape has significantly influenced personal branding, particularly for job seekers. Among the social media platforms that have proliferated in recent years is TikTok (Nair et al., 2020). However, only some students specifically examine how TikTok content affects the personal branding of job seekers in Indonesia. Research by Allen (Guloba et al., 2021) indicates that one-third of young job seekers take a year to secure positions in the job market, particularly in the formal sector.

Content on TikTok focused on personal branding and job-seeking, which has emerged as a promising approach to addressing Gen Z unemployment. In today's digital era, its popularity offers Indonesian job seekers a valuable tool to enhance their branding and expand job opportunities. Social media, especially TikTok, has proven to be one of the most effective platforms for promotion, enabling users to share information efficiently and affordably (Sheak & Abdulrazak, 2023; Xueyun et al., 2023). TikTok's unique advantages include a practical promotion that can be executed quickly, which is particularly suited for professional purposes. This research aims to provide a comprehensive understanding of how TikTok content can enhance personal branding for job seekers, offering practical insights into using the platform to build and strengthen their professional image (Lanneskog, 2023). The findings of this study provide actionable recommendations for job seekers, particularly in education, on leveraging TikTok to improve their branding (Leilei Dong, 2024; Yao et al., 2023).

RESEARCH METHODS

The research adopts a mixed-method approach, combining qualitative and quantitative techniques to provide a comprehensive understanding of how TikTok content influences job seekers' branding. Data collection is conducted through questionnaires, in-depth interviews, and documentation. The study's informants are purposively selected, including 48 followers of TikTok creators who discuss personal branding and career-related information, particularly recent graduates who have successfully secured employment through TikTok content. The study also includes Indonesian job seekers who actively use TikTok as part of the sample, selected through purposive sampling to ensure relevant experience.

The questionnaire was distributed online to collect quantitative data regarding job seekers' satisfaction, influence, benefits, and perceptions of the impact of TikTok content on job seeker tips on improving personal branding in Indonesia. Data collection in this study used a questionnaire with a scale of 1-4. The scale used is strongly disagree (1), disagree (2), agree (3), and strongly agree (4) (Simamora, 2022). In addition, to get more in-depth results, in-depth interviews were conducted with several respondents selected to obtain

qualitative data about their experiences with TikTok users who have followed TikTok content job seeker tips on improving personal branding in Indonesia.

The research data obtained were analyzed using an explanatory sequential mixed method. An explanatory sequential design is a design that, in the initial phase, collects and analyzes quantitative data first and then follows up with the results in a qualitative phase (Yam, 2022). A mixed method explanatory sequential was conducted through quantitative research, first by distributing questionnaires to 48 respondents and then conducting qualitative research through in-depth interviews with five informants selected. Furthermore, to get comprehensive results, data analysis was carried out through documentation of TikTok content regarding improving personal branding and information about the world of work.

RESULTS AND DISCUSSION

According to the survey results, certain TikTok content creators play a significant role in helping their followers get jobs that match their skills and interests. In addition, these creators play a significant role in improving their followers' branding, making them more well-known and respected in their respective fields. The table shows TikTok content creator data related to improving job seekers' personal branding as a source of research data.

Table 1. List of Tiktok content creator names

Username	Followers
@Kalibr.id	29.1K
@Safa_alattas	38.9K
@Riffasancati	68.6K
@Aprirokh_	397.0K
@Vinamuliana	9,3 M

Data were collected quantitatively through a questionnaire designed to analyze the influence of TikTok content on enhancing job seekers' branding. This study employed descriptive statistical analysis using SPSS version 22. This descriptive measurement provided an overview of the data, including the mean, maximum value, minimum value, and standard deviation for each variable: TikTok Content and Enhanced Personal Branding of Job Seekers.

The results of the descriptive analysis are presented in Table 2, showing the distribution and variation of the data for both variables. The descriptive statistical analysis results provide an overview of the data distribution for each research variable, specifically TikTok content and the enhancement of job seekers' branding. Measurements include the number of respondents (N),

minimum and maximum values, mean, and standard deviation, which offer insights into data distribution and the level of variation. These results are presented in Table 2.

Table 2. Decriptive statistical test

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TikTok Content	48	13.00	20.00	16.8958	2.02369
Personal Branding Enhancement for Job Seekers	48	17.00	32.00	25.1250	3.43713
Valid N (listwise)	48				

Source: SPSS 22 Output Secondary data has been processed

Based on the descriptive test results in Table 2. above, with a total of 48 respondents, the distribution of the data obtained can be described as 1). TikTok Content Variable: From this data, it can be described that the minimum value is 13.00, the maximum value is 20.00, the average value is 16.8958, and the standard deviation is 2.02369. 2). Variable Increasing Personal Branding of Job Seekers: From these data, it can be described that the minimum value is 17.00, the maximum is 32.00, the average value is 25.1250, and the standard deviation is 3.43713.

From this data, the average percentage of TikTok content variables is 55.65%. The average rate of job seekers increasing their branding is 54.17%. The average value of the Personal Branding Improvement variable is at 54.17% of the value range between the minimum and maximum, with slightly more variation than the TikTok Content variable. The results in Table 2 show that respondents gave scores that tended to be above the midpoint of the measurement scale for both variables. The mean value of the TikTok Content variable stands at 55.65% of the possible value range. In comparison, the mean of the Job Seekers' Personal Branding Enhancement variable stands at 54.17% of the value range. Both variables show positive perceptions, with slightly more variation in the Enhanced Personal Branding variable than TikTok Content.

The interview results presented in Table 3 provide insights into the influence of TikTok content on enhancing job seekers' branding in Indonesia. Through in-depth interviews with informants, a range of perspectives and experiences emerged, shedding light on how TikTok is utilized to build a positive self-image, increase visibility, and expand professional networks. These findings highlight critical aspects of the personal branding process, the role of the TikTok platform, career-related information, and the impact of exposure through the TikTok algorithm.

The findings from in-depth interviews exploring the influence of TikTok content on job seekers' branding are presented below. These interviews aimed to understand better respondents' perceptions, experiences, and views regarding using TikTok for individual brand building. The data collected is summarized in Table 3, showcasing key themes and main insights that emerged from the interviews.

Table 3. Questionnaire result data

Question	Respondents				
	Informant 1 (Active user of tiktok)	Informant 2 (Active user of tiktok)	Informant 3 (Active user of tiktok)	Informant 4 (Non-users of tiktok)	Informant 5 (Non TikTok user)
1. How often do you use TikTok?	Almost every day	Rare	Hold your phone all the time	Never	Don't know about the TikTok Platform and am not a Tiktok user
2. Can you tell us a bit about how you first became interested in TikTok?	The first time I installed the Tiktok platform since the COVID-19 pandemic	I accidentally installed it and got addicted	Get recommendations from friends to find all information on the Tiktok platform because it is quite easy.	Tidak has a Tiktok platform	Not install Tiktok platform
3. Do you feel TikTok has helped improve your personal branding?	Yes, very helpful	Yes, very helpful	Yes, with Tiktok content I am very helpful	Not helped	No effect
4. Is TikTok very	Yes, very useful	Yes, very useful and has a	Yes, especially useful for new graduates	No, I think a lot of	No, because it has a

useful for you?		positive impact		negative content is popping up	negative impact and results in gadget addiction
5. What is your advice for job seekers in Indonesia who want to utilize TikTok for their personal branding?	Stay consistent in using the Tiktok platform.	Need to be improved for job seekers in utilizing the Tiktok platform for positive things.	Must be able to choose between positive and negative content	Be careful in utilizing the Tiktok platform	Be careful in utilizing the Tiktok platform

After conducting a quantitative analysis through a total of 48 respondents, the data was selected to get five respondents for in-depth interviews. This in-depth interview was conducted through online questions and answers shared with several followers of TikTok content creators. The results of the data analysis in Table 3. above show that the five informants have diverse views regarding the use of TikTok. Three of the informants who are active TikTok users reported positive impacts from the platform. The first informant felt significant benefits from the various content available, which he found very helpful in his daily life. The second informant, a fresh graduate, managed to get a job after applying the tips she gained from the content on TikTok, demonstrating the practical impact of the platform.

Meanwhile, the third informant reported that his branding improved after following one of the content creators on TikTok, which ultimately helped him get hired at his desired company. On the other hand, two informants who do not use TikTok gave a more critical view. One of them stated that TikTok has a negative impact, although he did not explain in detail the impact in question. However, the other informant still suggested being consistent in utilizing technology, including TikTok, with a note that its use must be done wisely. Through this qualitative method, the research was able to capture the dynamics of using TikTok in a professional context, especially in personal branding.

A documentation approach was also applied in this study to collect data from testimonials of TikTok users who directly shared their experiences. The

testimonials include success stories in getting jobs after following the advice and tips provided by content creators related to personal branding improvement. A real-life example found, for example, is a user who managed to attract the attention of recruiters with a more attractive CV that meets the expectations of HRDs, thanks to the guidance shared through TikTok videos. This documentation of user comments and responses on various TikTok posts serves to strengthen the evidence that an effectively designed personal branding strategy delivered through social media, particularly TikTok, has a significant influence on the hiring process and can directly improve one's career opportunities. These testimonials not only reflect the success of individuals but also illustrate how TikTok content can be a powerful tool in changing mindsets and the way one markets themselves in the professional world. Thus, this study confirms that the documentation of TikTok user testimonials is a valuable source of data for understanding the role of social media in shaping personal branding that has a positive impact on career development.

Figure 1 below presents data gathered from comment documentation on TikTok, illustrating the positive impact of content related to personal branding and job search tips. The comments indicate that many job seekers succeeded in securing employment after applying the advice provided by TikTok content creators. These users reported improved personal branding and CVs, ultimately facilitating their hiring. It may need to be clarified who or what This refers to. Consider rewriting the sentence to remove the unclear reference. It highlights the importance of personal branding in the job search. It demonstrates how social media platforms like TikTok can effectively share career advice and guidance to support others in achieving their career goals. Additionally, this phenomenon underscores the powerful influence of digital content in shaping individual behaviors and professional success.

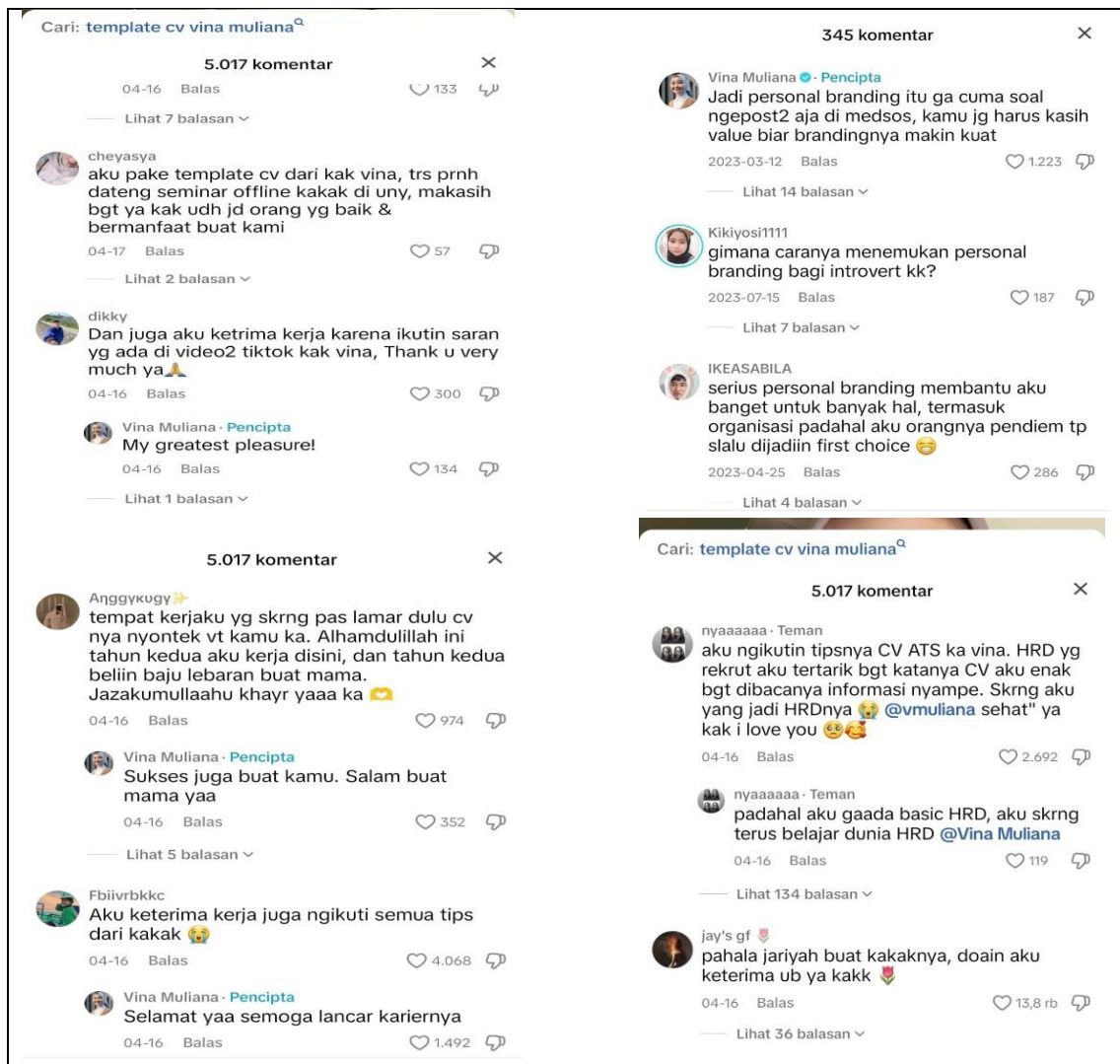


Fig 1. Results of job seekers comments

Source : Tiktok

This discussion reviews the research findings based on theoretical frameworks and previous studies that examine the impact of TikTok content on enhancing the personal branding of job seekers in Indonesia. Several prior studies have served as benchmarks for this research. Among them is a study titled "Analysis of TikTok New Media as Personal Branding (Qualitative Descriptive Study on the TikTok @Vmuliana Account)". This research focuses on personal branding through Vina Muliana's TikTok content. It demonstrates that her approach fulfills all eight core concepts of personal branding, providing practical insights into using social media for branding purposes (Putri & Febriana, 2023). Another relevant study, titled "Self Branding of Content Creator TikTok," investigates how creators establish self-branding on TikTok. This research examined popular creators' content in Indonesia in 2020 and found a negative relationship between TikTok use and student academic performance, suggesting that excessive use may harm academic outcomes (Medina Putri Utami, 2022). A third study, "The Role of @VinaMuliana's TikTok Content for Job Seekers," highlights the value of Vina Muliana's TikTok content, especially for

fresh graduates. It was found that her educational content significantly positively impacted her followers, particularly in career readiness (Rozzy & Rozy, 2024). The subordinate phrase "Drawing on these findings" does not appear to be modifying the subject of this study. This study explores the role of TikTok as a tool for enhancing personal branding and disseminating job-seeking information among Indonesian audiences, with a particular focus on popular creator content.

CONCLUSIONS AND RECOMMENDATIONS

This study reveals that TikTok content significantly impacts the personal branding of job seekers, particularly Generation Z in Indonesia. As a popular social media platform, TikTok serves as a source of entertainment and a strategic tool for building a solid and appealing personal brand in the eyes of potential employers. Through creative, relevant, and consistent content, job seekers can increase their visibility and attract the attention of recruiters. The findings suggest that TikTok content related to personal branding enhancement for job seekers is positively influential, leading to improved personal branding that enhances their employability. By following tips on TikTok, job seekers reported increased success in presenting themselves as ideal candidates and securing employment opportunities more effectively.

A mixed-method approach was used in this study, combining quantitative data from questionnaires and qualitative insights from interviews to provide a comprehensive understanding of TikTok's role in shaping personal branding. Active TikTok users shared positive experiences, while some non-users offered a more critical perspective. The study concludes that TikTok is an effective platform for building personal branding, contributing to improved job prospects for Generation Z in Indonesia. With its potential to bridge the information gap regarding career preparation, TikTok may play a valuable role in addressing youth unemployment by offering accessible guidance on building a solid personal brand.

FURTHER STUDY

Several suggestions are proposed based on the research analyzing the influence of TikTok content on increasing job seekers' branding in Indonesia. 1). Job seekers, especially new graduates, can utilize TikTok as a platform to build their branding. 2). For job providers they can collaborate with content creators who focus on personal branding and career tips on TikTok. This collaboration can increase company exposure while providing helpful information to prospective workers about the company, work culture, and career opportunities. 3). Future researchers should conduct further research on a more diverse group, including older generations with different occupational backgrounds and non-active users or users unfamiliar with TikTok. 4). Educators need more in-depth

digital education on how to utilize this platform professionally. It may be unclear who or what This refers to. Consider rewriting the sentence to remove the unclear reference. This can be done through seminars, trainings, or educational content on social media that teaches how to utilize TikTok for careers effectively. 5). Government collaboration between the Government, educational institutions, and content creators is needed. The Government can support the creation of relevant content through policies that encourage digital-based education and training. Meanwhile, content creators who influence social media can collaborate with educational institutions to create functional materials for job seekers.

ACKNOWLEDGMENT

The author would like to express his deepest gratitude to all colleagues who have provided valuable input, suggestions, and support during the writing process. Constructive suggestions have helped the author improve and perfect the content of this article.

Thanks are also conveyed to the supervisors who have provided grants or financial assistance so that this research can be carried out correctly. This support is an essential foundation for the successful completion of this article.

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