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

is game-based content. Based on data from the TikTok Creative Center for the 2024-2025 period, game content has a fairly high ranking, especially in the top 100 trending. It is known that there are three games that have a good ranking on TikTok trending, namely; Mobile Legends (15), Free Fire (24), and PUBG (Players Unknown Battle Ground) (82). Based on this, of course, game-based content has its own audience that is different from other content categories. However, this does not cover up the existence of content that becomes famous (viral).

Viral content is content that has a high number of viewers and a high number of active visitor activities responding to the content. A content can be said to be viral after it becomes famous throughout society even though it has a predetermined category. On TikTok social media, viral phenomena are commonplace because TikTok has an algorithm that can regulate content that will be viral. The viral phenomenon does not only occur in one content category but can occur in various content categories because each category has its own uniqueness and audience. According to Juvertson in (Helsmley, 2011) explains that viral is an event that comes from "Word of Mouth" which can be understood as information that is distributed by word of mouth so that it can be spread to listeners. We can see that every viral content uploaded to social media is content that falls into a category with a different audience. One factor in content that can go viral is because of the many users who spread the content. However, that does not mean that the information or content that goes viral is important. Sometimes we find that the content is not relevant to the category that is favored by each audience.

According to an article by STIKUBANK University published in 2024, viral content does not only happen by accident but also because of eight factors, namely: Strong emotions, Relevance and Trends, Visual quality and creativity, Interactivity, Timing, Uniqueness, Influencers and Networks, and Simplicity of content. Based on this information, we can see that viral content spread on the TikTok platform cannot be separated from the creativity of content creators who upload their creative content. Based on this table, we can see that Indonesia has a variety of game-based TikTok content creators with different characteristics. These characteristics make content creators unique in their personal branding. This certainly cannot be separated from the creativity of the creators. In this era of social media, the formation of personal branding is important for Gen Z. because personal branding can help them in the development of their lives such as careers or just the formation of their identity.

In the development of personal branding, having a unique personality will make it easier for creators to introduce their reputation in society or the internet community. Social media users who are active in creating content have the same opportunity to increase their reputation without having to have an element of virality in their personal branding. This is because the mechanism of platforms like TikTok can encourage content to go viral. Based on information uploaded by TikTok via TikToknewsroom, the FYP (For You Page) feature is one of the audience's references to develop their personal branding. Of course, through this, content will be displayed to users with the tastes of each user's category.

This is a dilemma regarding the interests of viral in the development of personal branding, especially in Gen Z Personal Branding. because sometimes content that is not included in the category of interest to users can also go viral. This is also caused by the use of the hashtag feature which can classify and adjust content into viral content in other content categories. So a question arises in developing personal branding. Is virality really needed for the development of personal branding, especially for Gen Z users. Based on this, there is something that can be studied academically, namely the level of importance of virality to the development of personal branding. Therefore, in this study, the researcher has a research focus on the level of importance of virality for Gen Z's social media personal branding by giving the title "The Urgency of Virality for the Development of Gen Z's Personal Branding on TikTok Social Media Game Content in Indonesia" in this study.

Research purposes
The objectives of this research are to:
1. Knowing the netizens' response to the virality phenomenon
2. Knowing the netizens' response to game content on TikTok social media
3. Knowing netizens' responses to personal branding

Literacy Study
In compiling this research, the researcher was inspired by two journals that discuss virality, especially virality on social media. The first is a journal that discusses research on the influence of virality on digital content. (Telis, Gerard.J, 2019) It is known that in this study the researcher conducted several studies related to the use of commercial advertising on digital content. The studies reviewed in the research related to the use of commercial advertising in this study are: commercial advertising studies with video content and studies with the level of distribution through sharing. in the discussion it is stated that online content that has been published via video has

the opportunity to go viral. This is different from content that relies on sharing alone, which is known to only revolve around a smaller scope. Thus, by implementing a commercial advertising process on the content, the content will have a wider publication compared to content that is not published by commercial advertising.

The second study is a study that discusses the characteristics of virality in the scope of Cybersecurity in social networks by (Shield, Thomas Li, 2020). It is known in the study that viral events can occur in various forms. Researchers conducted a study on social media Twitter and Reddit. In this case, researchers found relevant content by netizens on Reddit social media, namely related to Cybersecurity. Researchers say that uploaded content has the potential to go viral even though the content has been eaten by time. However, if the content has relevance to events that occur at a certain time or event, then it is likely that the content can go viral. But back to the power or capacity of social media. If the social media is not well-known, the possibility of virality will be confined.

The next research is a study that has a close relationship with viral events, namely regarding personal branding. Research conducted by (Kucharska, W., & Thomas, J. 2017) conducted research on personal branding on Facebook with the "polish-french" model, which is an adaptation of the Customer Social Network Brand Identification Model (CsnBI) to examine the existence of a "gap" in social networks in identifying a brand. It is explained that the results of the study prove that the "polish-french" model has proven to be effective in identifying a brand. The findings of the study resulted in an understanding that in identifying brands, they do not have a strong role in understanding buyer loyalty in daily needs, which was then explained by the researcher that in social networks, ownership of a brand is not needed. The practical understanding explained by the researcher is that in building capital on Facebook, it is not only to focus on products or brands but to focus on Facebook users.

The next study is related to personal branding in the world of athletes, researchers (Park, 2020) conducted a study on the use of social media in the world of athletes. It is explained that researchers conducted research on 11 athletes who are still students, namely by interviewing them regarding their use of social media. Some of the themes that researchers mention are: advantages and obstacles in using social media, social media strategies, and concerns about the negative impacts of using social media. The results of the study explain that it is important for someone to do personal branding and there is a concept of personal branding that can be used by student athletes to improve their personal branding on social media. The study also resulted in an understanding that doing personal branding by using training and attention to student athletes can improve positive personal branding for them.

Research methods

In this study, the researcher used a quantitative research method in his research. According to Cresswell in(Creswell, 2020)explains that quantitative is an approach to social, behavioral and health science research where researchers collect either numerical or quantitative data, process the data, and then make new interpretations based on the combination of data strengths in understanding the problems in the study. In this study, researchers collected respondents by distributing a questionnaire distributed through social media networks with the aim of obtaining data in the form of survey data related to this study and respondents in this study were Gen Z netizens in Indonesia, namely someone who was born from 1997-2012. then the data will be processed using SPSS and the results will be presented in the form of graphs and descriptions.

Results and Discussion

Based on the results of distributing the questionnaire through social media networks, researchers obtained a total of 111 active respondents who filled out and completed the questionnaire. The following is a demographic graph of the respondents that has been processed:
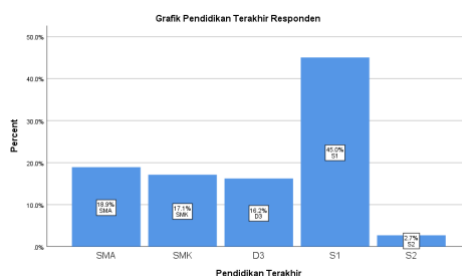

Based on the graphic information, the majority of respondents have the last education, namely bachelor's degree (S1) with a calculation of 45% of the total respondents, namely 111 respondents. Then followed by the level of school education, namely high school and vocational school with a percentage of 18.9% for high school and 17.1% for vocational school which is then followed by Diploma Three (D3) with a percentage of 16.2% and the one with

the lowest education percentage is Master's Degree (S2) with a percentage of 2.7%. The following is the age range of respondents that have been processed in the form of a graph:
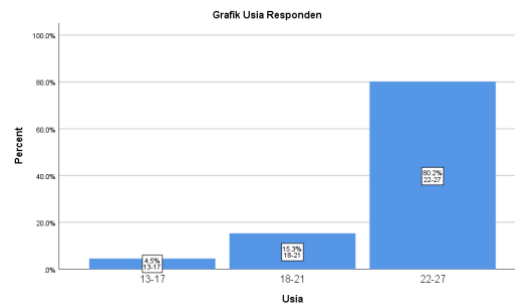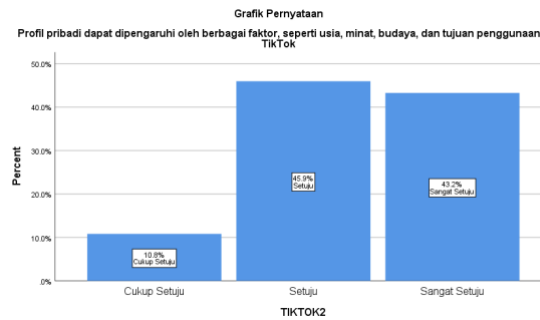

Based on the graph, the largest age of respondents who participated in filling out this questionnaire was 22-27 years old with a total of 80.2%, followed by 18-21 years old with a percentage of 15.3% and the last was 13-17 years old with a percentage of 4.5%. Because the data collection process in this study used respondents throughout Indonesia, researchers have also processed several regions that have participated in this study. The following is a graph of data on the areas of birth of respondents in this study:
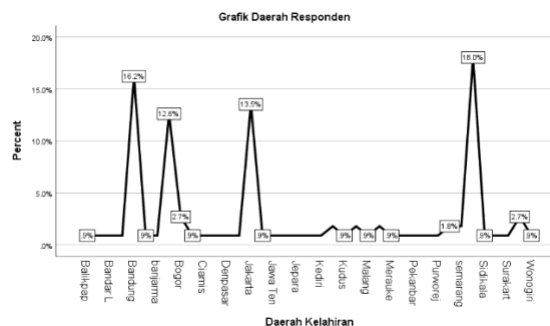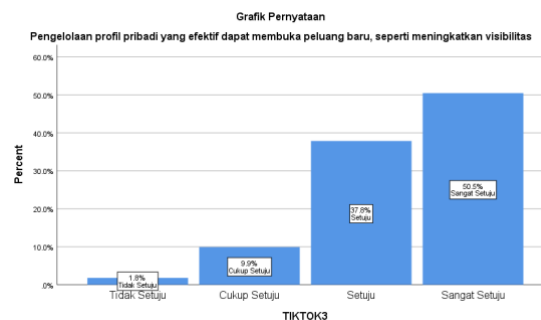

Based on the graph shown above, it can be seen that there are four areas that have a large percentage, including: Semarang City (18.0%), Bandung (16.2%), Jakarta (13.5) and Bogor (12.6%). In this study, the author has determined that there are 3 variables, namely 2 key variables and 1 dependent variable. for the core variables, namely TikTok and Virality. While the dependent variable is Personal Branding. It is known that in the research method the researcher created and distributed a questionnaire that has statements related to the variables that the author has mentioned. In the TikTok variable, the researcher gave a total of 6 statements, the following are the results of the TikTok variable questionnaire.
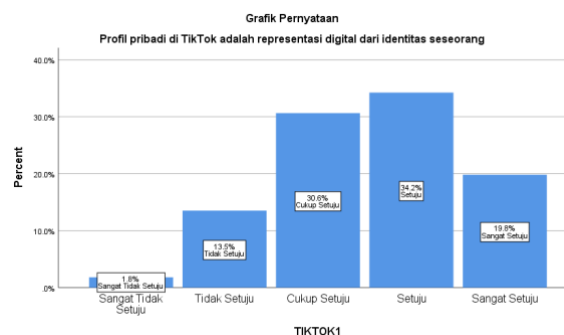
In the first statement, the author provides a statement regarding a person's digital representation through a personal profile in the TikTok application. It can be seen that there are 19.8% of respondents who strongly agree that the personal profile they form on TikTok social media is a representation of themselves in the world of social media. It is also known that 34.2% have an opinion that they agree that the personal profile they create on TikTok social media is a representation of themselves in the world of social media. In addition, the second largest percentage of this statement is at the point of quite agreeing. It can be seen in the graph above according to the answers from the respondents. However, among the percentage who agree, there are 13.5% who disagree and 1.8% who strongly disagree. This has the possibility that respondents who answered disagree and strongly disagree believe that the personal profile they create on TikTok social media is not a representation of themselves in the world of social media.

Grafik Pernyataan
Profil pribadi dapat dipengaruhi oleh berbagai faktor, seperti usia, minat, budaya, dan tujuan penggunaan TikTok
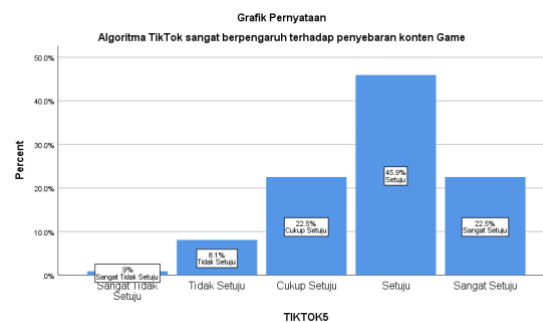
The next statement related to the TikTok social media application is related to personal profiles that can be influenced by various factors. It can be seen from the graph above that the majority of respondents agree with this. If given the details, there are 45.9% of respondents who agree that personal profiles can be influenced by various factors in using TikTok. As many as 43.2% of respondents have a very agree response regarding this, followed by respondents who responded quite agree with a percentage of 10.8%.

Grafik Pernyataan
Pengelolaan profil pribadi yang efektif dapat membuka peluang baru, seperti meningkatkan visibilitas
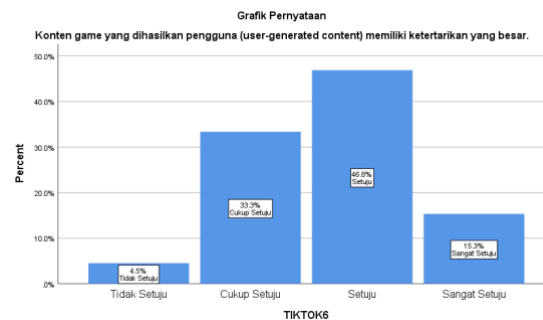
The next statement is related to personal profile management in the opportunity to increase the visibility of TikTok social media users. It can be seen that the highest percentage on the graph is directed at the point of strongly agreeing with a calculation of 50.5% of respondents who chose this point, which was then followed by respondents who agreed with a percentage calculation of 37.8%. Thus, we can see that the majority of respondents agree that effective personal profile management can increase the visibility of TikTok social media users. However, there are 9.9% and 1.8% who quite agree and disagree. It is possible that they do not fully agree that effective personal profile management can increase the visibility of TikTok social media users.

Grafik Pernyataan
Konten game adalah raja di dunia TikTok
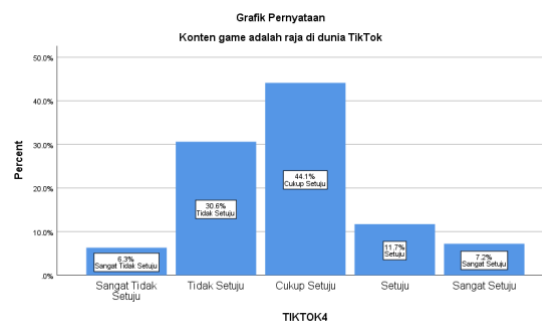
The next statement is related to the content category found on TikTok social media, especially game content. It can be seen that the majority of respondents have determined that they quite agree that TikTok game content is the content that dominates TikTok social media. This can be seen based on the calculation results which have a total of 44.1% of respondents who quite agree. However, this statement also has respondents who disagree, namely 30.6%. With this, content with the game category on TikTok is still a debate because there is a percentage calculation that has a large contradictory point. However, if we look at the graph, it can be seen that content with the game category is content that dominates TikTok social media.


The next statement is related to the TikTok algorithm on the distribution of game content. It can be seen from the data that the majority of respondents agree with the statement. There are 45.9% of respondents who agree and 22.5% who respond with strongly agree and quite agree. However, there were respondents who responded the opposite, namely disagreeing with a percentage of 8.1% and strongly disagreeing with 0.9%. If the two are combined, there are 9% of respondents who disagree regarding the TikTok algorithm. However, if we return to the results obtained based on the data, we can see that the majority of respondents agree that the algorithm on TikTok social media has an influence on the distribution of game content.


The next statement is related to the type of game content that is formed originally or formed by users has great interest. We can see from the graph above that the majority of respondents agree that content that is formed originally or personally has great interest. If given the details, there are 46.8% of respondents who agree, 33.3% of respondents who quite agree, and 15.3% of respondents who strongly agree. However, there are 4.5% of respondents who think that content that is formed originally or personally has no great interest. However, if we look back at the data obtained, the majority of respondents agree that content that is formed originally or personally has great interest.
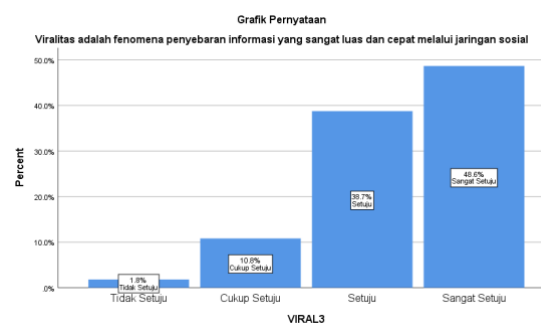
Virality

The next statement is related to virality. The researcher has determined that there are 10 statements related to virality. The following are the results of the virality questionnaire:
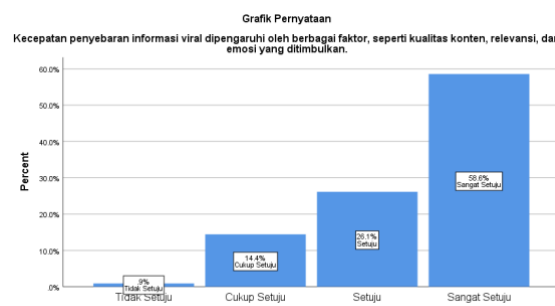
In the statement above, the researcher provides a statement related to the speed of spreading viral information influenced by various factors, namely content quality, relevance, and the emotions caused. Based on the data that has been processed, the majority of respondents agree that the speed of spreading viral information can be influenced by various factors. This can be seen based on the percentage of data obtained. There are 58.6% of respondents who responded strongly agree which is then followed by agree and quite agree with a nominal percentage of 26.1% and 14.4%. However, there are 0.9% who disagree with this. However, if we return to the data that has been displayed, it is very clear that respondents strongly agree that the speed of the spread of viral information can be influenced by various factors.
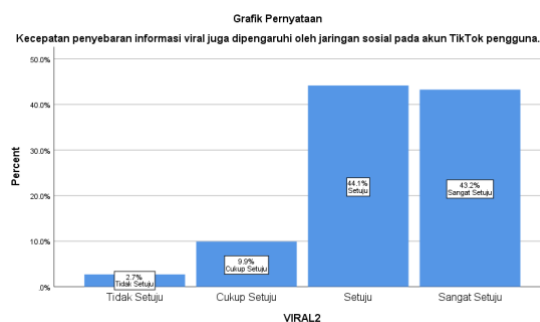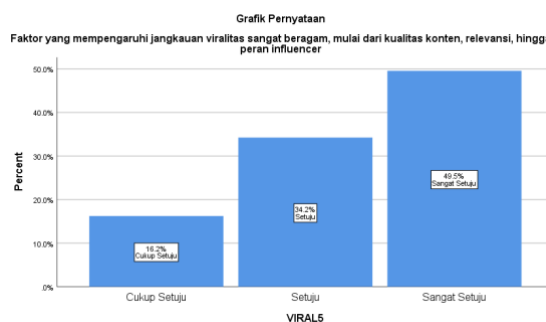

The next statement is that the speed of viral information spread is influenced by the social network owned by the user's TikTok account. It can be seen from the data that the majority of respondents agree that the spread of viral information is influenced by the social network owned by the user's TikTok account. This is known based on the details of 44.1% of respondents answering with an agree response and followed by respondents who responded strongly agree by 43.2% which then 9.9% responded quite agree. With this we can provide the fact that based on this data respondents agree that the spread of viral information is influenced by the social network owned by the user's TikTok account.
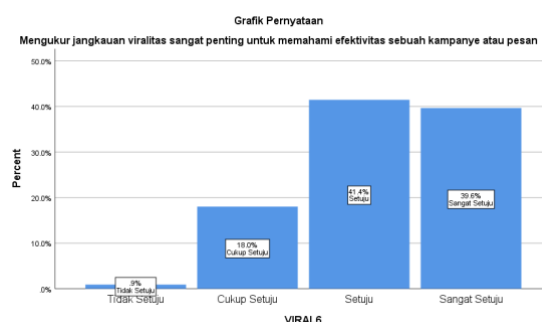

The next statement is related to virality, which is a phenomenon of very wide and fast information distribution through social networks. Based on the data obtained, we can see that the majority of respondents strongly agree that virality is a phenomenon of very wide and fast information distribution through social networks. This is known because 48.6% of respondents answered strongly agree, 38.7% of respondents answered agree, and 10.8% of respondents answered quite agree. However, there are 1.8% who disagree if virality is a phenomenon of very wide and fast information distribution through social networks. However, if we return to the data obtained, the majority of respondents strongly agree that virality is a phenomenon of very wide and fast distribution of information through social networks.
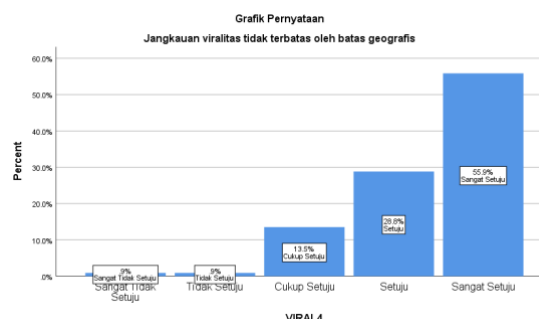
The next statement is related to the reach of virality that is not limited by geographical boundaries. It can be seen from the data above that the majority of respondents strongly agree that the reach of virality is indeed not limited by geographical boundaries. This is known based on the following data details: 55.9% strongly agree, 28.8% agree, and 13.5% quite agree. However, there are 0.9 percent who disagree and strongly disagree with the statement that the reach of virality is indeed not limited by geographical boundaries. However, this was only responded to by a small portion of respondents. Thus, it can be seen that the majority of respondents agree that the reach of virality is not limited by geographical boundaries.

Grafik Pernyataan
Faktor yang mempengaruhi jangkauan viralitas sangat beragam, mulai dari kualitas konten, relevansi, hingga peran influencer

The next statement is related to factors that influence the reach of virality ranging from content quality, relevance to the role of influencers. It can be seen from the data above that the majority of respondents agree that the reach of virality is influenced by factors of content quality, relevance to the role of influencers. This can be seen based on the details of 49.5% of respondents who strongly agree with the statement, and the rest agree and quite agree with a percentage of 34.2% and 16.2%. Thus we can see that the quality of content, relevance to the role of influencers are factors that influence the reach of virality.

Grafik Pernyataan
Mengukur jangkauan viralitas sangat penting untuk memahami efektivitas sebuah kampanye atau pesan

The next statement is related to the importance of reducing the reach of virality to understand the effectiveness of a campaign or message. Based on the data obtained, we can see that the majority of respondents agree with this statement. This is known based on the details of the percentage of the data results as follows: 41.4% agree, 39.6% strongly agree and 18.0% quite agree. However, there are 0.9% who disagree with this statement. However, according to the data that has been obtained and processed, we can see that the majority of respondents agree with reducing the reach of virality to understand the effectiveness of a campaign or important message.

Grafik Pernyataan
Word of mouth (WOM) adalah fondasi dari viralitas
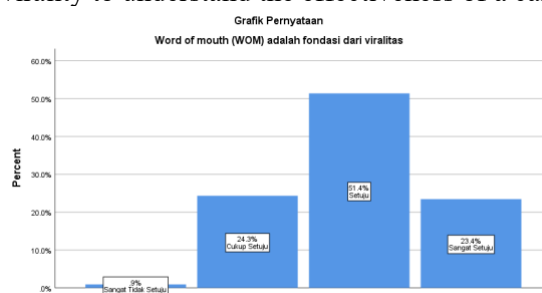
Next is a statement related to virality which states that Word of Mouth (WOM) is the foundation of virality. It can be seen based on the data obtained that the majority of respondents agree that Word of Mouth (WOM) is the foundation of virality. This is known based on the following percentage details: 51.4% agreed, 24.3% quite agreed, and 23.4 strongly agreed. However, there were 0.9% who disagreed. However, based on the data, we can see that Word of Mouth (WOM) is the foundation of virality.
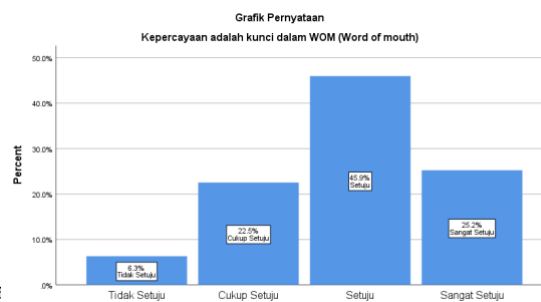
Next is a statement rela... of Mouth (WOM) with a statement related to the respondents' trust ... It can be seen from the data that the majority of respondents agree that trust in Word of Mouth (WOM) is important. We can see that there are 45.9% of respondents who agree, followed by 25.2% who strongly agree and 22.5% who quite agree. However, there are 6.3% who feel that they do not agree with the statement that trust is the key to Word of Mouth (WOM). However, based on the data obtained, we already know that the majority of respondents agree with the statement that trust is the key to Word of Mouth (WOM).
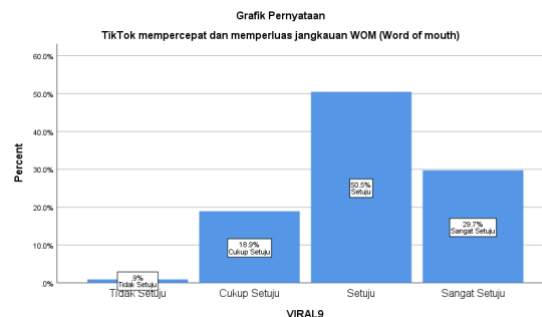

The next statement is related to TikTok in accelerating and expanding the reach of WOM. We can see from the data that the majority of respondents agree with the statement. This is proven by the high percentage of agree points with a result of 50.5%, followed by 29.7% who feel very agree and 18.9% feel quite agree. However, there are 0.9 percent of respondents who disagree with the statement. However, returning to the data that has been presented, we can see that the majority of respondents agree that TikTok can accelerate and expand the reach of WOM (Word of Mouth).
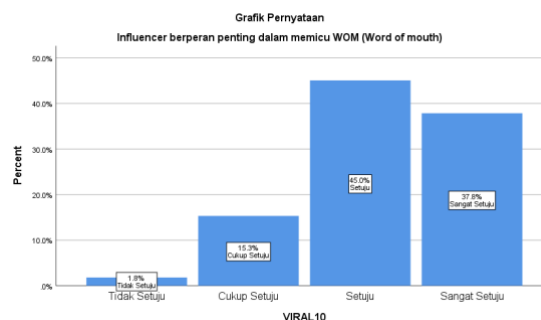
Next is related to the statement that influencers have an important role in triggering WOM (Word of Mouth). We can see from the data diagram above that the majority of respondents agree that influencers have an important role in triggering WOM. We know this based on the data that 45.0% agree, 37.8% strongly agree and 15.3% feel quite agree. However, there are 1.8% of respondents who disagree if influencers have an important role in triggering WOM. Thus we can see that the majority of respondents agree with the statement that influencers have an important role in triggering WOM (Word of Mouth).
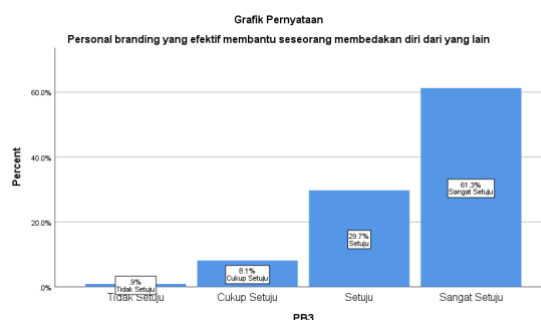
Personal Branding

The next variable is related to personal branding. In this study, the researcher has determined a total of 8 statements related to personal branding. The following is a breakdown of the questionnaire results with related statements.
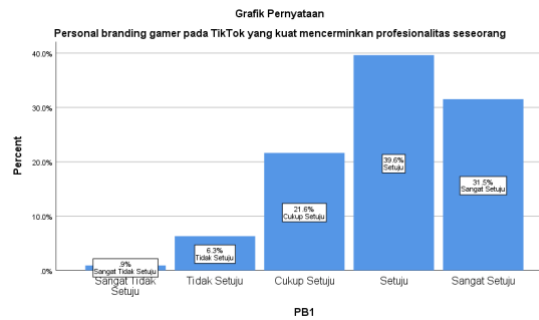

The first statement is related to a gamer's personal branding which provides a strong reflection of a person's professionalism. We can see that the majority of respondents stated that they agreed with this statement. This can be seen from the high percentage of agreement with a total of 39.6% percentage value which is then followed by a very agree response with a total of 31.5% percentage value and then followed by a fairly agree response with a total of 21.6% of those who responded. However, there are 6.3% of respondents who disagree with this and there are also those who strongly disagree with a total of 0.9%. However, if we look back at the graph data above, we can see for sure that from all the responses from respondents, respondents stated that they agreed with a gamer's personal branding which provides a strong reflection of a person's professionalism.
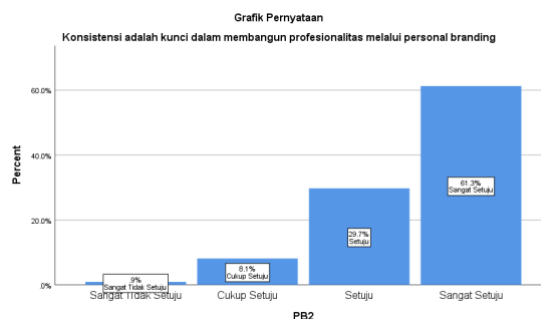

Next is a statement related to consistency in building personal branding. Based on the data that has been received and processed, we can see that the majority of respondents strongly agree with the statement. It can be seen that there are 61.3% of respondents who responded strongly agree which is then followed by a response of 29.7% of respondents who responded agree and followed by 8.1% of respondents who quite agree with it. However, there are 0.9% of respondents who feel strongly disagree with it.However, if we focus on the results of the data, we can see that the majority of respondents agree that consistency is the key to building personal branding.

Next is a statement related to if someone uses personal branding effectively then it will differentiate them from others. based on the results that have been received we can see that 61.3% feel strongly agree with the statement and from the results we can see that the majority of respondents feel agree with the statement. The responses that have a high percentage are responses that agree with a total of 29.7% which is then followed by responses that quite agree with a total of 8.1%. However, there are 0.9 percent who disagree with this. However, based on the data above, we can see that the majority of respondents strongly agree with the statement that personal branding will effectively differentiate it from others.
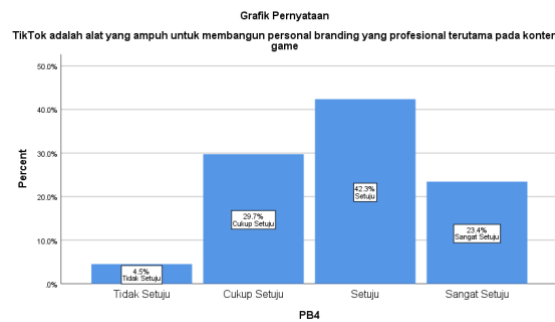

Next is related to social media TikTok is a powerful tool in building professional personal branding especially in game content. Based on this, we can see that the majority of respondents agree with the statement. There are 42.3% of respondents who responded agree with the statement, then followed by a fairly agree response with a value of 29.7% of respondents and 23.4% who stated they strongly agree with the statement. However, there are 4.5% who disagree with the statement. However, if we relate it back to the results that have been displayed, we can see that the majority of respondents feel that they agree that TikTok social media is a powerful tool in building professional personal branding, especially in gaming content.
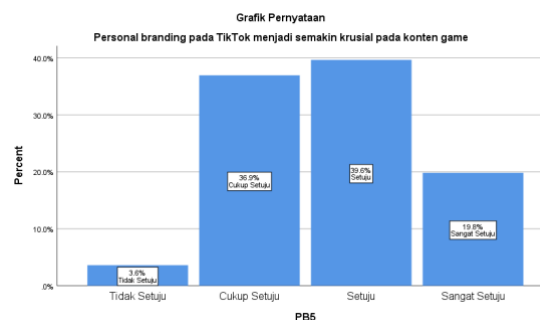

The next statement is related to personal branding on TikTok is increasingly crucial in game content. Based on the data obtained, we can see that there are two responses that have close results, namely agree with 39.6% and quite agree with 36.9% which is then followed by a response that strongly agrees with a total of 19.8% of respondents' responses. However, there are 3.6% of respondents who disagree with the results. However, if we review the results of the statement again, we can see that the majority of respondents agree with the statement that personal branding on TikTok is increasingly crucial in game content.
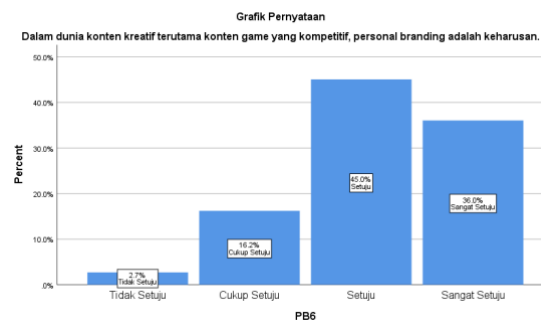
The next statement is a statement that personal branding is needed in competing in the world of creative content. Based on the data obtained, we can see that the majority of respondents agree with the statement. There are 45.0% of respondents who responded with agreement, then there are respondents who stated that they strongly agree with a value of 36.0% and there are 16.2% who feel quite agree with the statement. However, there are 2.7% of respondents who disagree with the statement. However, if we review the results displayed, we can see that the majority of respondents stated that they agreed that personal branding is needed to compete in the world of creative content.
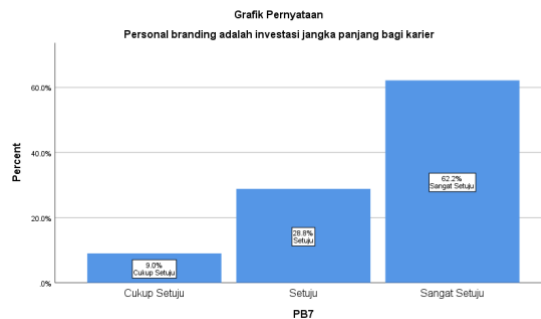
The next statement is related to the statement that personal branding is a long-term investment for one's career. We can see that based on the results shown, the majority strongly agree with the statement. This can be said based on the results of the percentage of strongly agreeing which shows a figure of 62.2% which is the highest percentage in this statement. then followed by the response agreeing with a nominal of 28.8% and followed by the response quite agreeing with a nominal of 9.0%. Based on this, we can see that the results of this statement give a positive impression because respondents agree with the statement that personal branding is a long-term investment for a person's career.
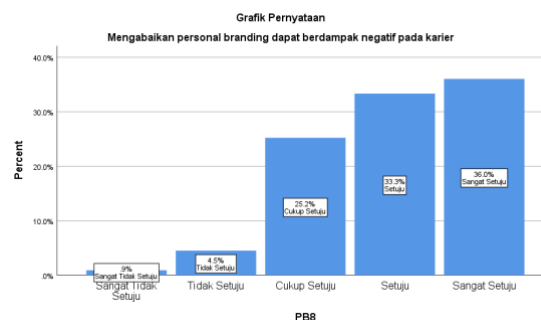
The last statement in this questionnaire is a statement that contradicts the previous statement, namely that if someone ignores personal branding, it will have a negative impact on someone's career. Based on the results that have been processed, we can see that there are two responses that are close to each other, namely the response strongly agree with a value of 36.0% and the response agree with a value of 33.3%. Furthermore, followed by the response quite agree with a value of 25.2%. However, there are responses that state they disagree and strongly disagree with values of 4.5% and 0.9%. However, if we return to the results that have been processed, we can see that the majority of respondents feel that they agree with the statement that if someone ignores personal branding, it will have a negative impact on someone's career. These are the results of a survey related to virality, TikTok social media, and personal branding.

Conclusion

In this study, we can conclude that based on the survey data presented previously, we can see that the majority of respondents have a positive response level, namely a response that agrees with all statements presented in the questionnaire. This is known from the results of data processing, especially on the virality variable and personal branding sentiment, agreeing to be the majority of the answers given by respondents. In this case, the answer agreeing is an answer that shows that the respondents feel confident with the statement and there is no significant element of rejection.

The next is the game content variable on TikTok social media. We can see that based on the results that have been processed, there are several points of statements that get positive results with an agree response. However, some respondents disagreed or even strongly disagreed with several points of the respondents' statements. However, what we can see from the results of this survey is the positivity of respondents in responding that virality is important for the development of personal branding on TikTok social media, especially in game content. Thus, the survey can show that Gen Z netizens seem aware of the importance of virality in the development of their personal branding, especially on TikTok social media with the game content category.

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