

PERSONAL BRANDING ANALYSIS MUHAMMAD ZHARIF DARY KURAHMAN ON TIKTOK ACCOUNT @zharif.dk AS HEALTHY LIFESTYLE INFLUENCER

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ABSTRACT

Personal branding is the process of showcasing an individual's unique skills, personality, and character to build a distinctive and recognizable identity. This concept applies not only to products or services but can also be utilized by individuals as a means to influence public perception and shape the desired image of themselves. The primary goal of personal branding is to create an authentic and relevant impression that can be recognized and remembered by others. This research aims to deeply examine the personal branding of Muhammad Zharif Dary Kurahman as a health lifestyle influencer through his TikTok account, @zharif.dk. Utilizing a descriptive qualitative methodology, this study analyzes Zharif's branding strategies based on the eight laws of personal branding proposed by Peter Montoya (The Eight Laws of Personal Branding). Data was gathered through primary sources, including observations and in-depth interviews, while supporting data was obtained from relevant literature, journals, and articles. The findings reveal that Zharif has successfully established himself as an influencer in the fields of bodybuilding and healthy living. Additionally, his empathetic personality is reflected in content that emphasizes social responsibility. Based on the research results, it is recommended that Zharif maintain greater consistency in showcasing the elements of his personal branding, particularly in terms of perseverance and content sustainability. This consistency will strengthen his identity as an influencer, making it easier for audiences to remember and relate to him.

Keywords: Bodybuilding, Healthy Lifestyle, Personal Branding, Persuasive Communication, TikTok

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INTRODUCTION

In the digital era, advancements in communication technology have run into significant changes, influencing the patterns of information production and consumption. This development is marked by the emergence of new media.

According to Mondry (in Ginting et al., 2021), new media is defined as internet based media that is flexible, interactive, and accessible for both personal and public needs. The use of new media enables individuals to convey information more quickly and

conveniently, transforming traditional communication methods into more concise and practical ones.

Based on the We Are Social report in 2022, as many as 204.7 million Indonesians were recorded as internet users, a figure that continues to grow each year. The internet has become a primary communication tool favored by the wider public. Alongside the increasing use of the internet, many media companies have embraced media convergence to integrate previously separate platforms in response to public

demand. For example, print media such as newspapers have transitioned to online publications, while television stations have created websites to reach audiences through the internet. This transformation highlights the significant role of new media in the dynamics of modern media (Mulyana & Vazaa, 2023).

In line with the increasing use of the internet, influencers now play a significant role in shaping public opinion. Many companies leverage influencers exposure to introduce their brands. When an influencer recommends a product, it can drive audience engagement and influence purchasing decisions. In this context, influencers with strong personal branding become valuable assets as they enhance the image and identity of the brands they represent.

Muhammad Zharif Dary Kurahman, a content creator on the TikTok platform well known as "King Zharif" which initially emerged as a joke. However, Zharif successfully utilized this nickname to build a confident and resilient persona, leading the public to perceive him as an individual who is not easily swayed by external opinions. This phenomenon reflects an intrinsic strength that, while not always explicitly visible, significantly impacts the formation of public perception. Authentic, unique, and consistent personal branding like this has become a strategic element in strengthening an influencer's credibility and appeal amidst the evolving new media ecosystem.

This study aims to review and explore various previous studies as primary references, both in terms of concepts, data, and theories, that support the research theme. This step is taken to compare and use past research as

benchmarks to prevent duplication or the recurrence of errors found in previous studies.

The study titled "Personal Branding Content Creator Arif Muhammad (Visual Analysis on YouTube Account @Arif Muhammad)" by Amalia and Satvikadewi (2020) states that personal branding is the process of showcasing an individual's unique skills and character, then packaging it into a distinct identity. Meanwhile, the research by Pertiwi and Irwansyah (2020), titled "Personal Branding Ria Ricis on Instagram Social Media," explains that personal branding is an effort made by an individual to promote themselves by highlighting their strengths. Both studies use qualitative research methods to discuss personal branding.

Another related study was conducted by Ardianto and Zulfiningrum (2022) through the research titled "The Use of TikTok as Personal Branding by Benjamin Master Adhisurya (iben_ma)." This study analyzes the personal branding strategy of Benjamin Master Adhisurya on TikTok using a qualitative method, supported by a virtual netnographic approach. The research applies Montoya's theory of The Eight Laws of Personal Branding. The same theory is used in another study titled "Personal Branding of USM Communication Science Student Gery Da Pinto on TikTok Creator Account @OMAGAAKKK." This study highlights the figure of Gery Da Pinto, a Communication Science student at USM, and uses a case study method based on Montoya's personal branding concept.

METHODOLOGY

This study uses a descriptive qualitative approach to explore the phenomenon of personal branding developed by Muhammad Zharif Dary Kurahman through his TikTok account @zharif.dk. As the subject of the research, Zharif is the focus of analysis regarding how he shapes and maintains his personal branding through the platform. Meanwhile, the object of the study is the personal branding strategy implemented by Zharif and the responses of his followers to the content he creates.

Data collection was conducted through semi structured interviews with Zharif's TikTok followers and a personal branding expert selected through purposive sampling. This study also uses secondary data from literature reviews related to personal branding on social media.

The data was analyzed using the model by Miles, Huberman, and Saldana (2014) through three stages:

1. Data condensation
2. Data presentation
3. Conclusion drawing

This technique helps the author understand how Zharif builds his personal branding as an influencer and its impact on his audience.

RESULTS AND DISCUSSION

The researcher conducted an analysis of Muhammad Zharif Dary Kurahman's personal branding as an influencer with a healthy lifestyle, using the eight personal branding concepts proposed by Peter Montoya. These concepts include specialization, leadership, personality, differentiation, visibility, consistency, perseverance, and good intentions. The results of this analysis are presented by the researcher through the following eight subsections:

1. The Law of Specialization

Based on observations of the TikTok content on @zharif.dk, the analysis of the specialization element in his content were taken between September 6 and November 30, 2023, there were four contents that reflected Zharif's specialization.

The first content, posted on September 17, 2023 featured Zharif and several talents performing freestyle calisthenics movements, highlighting his focus on -body shaping through a healthy lifestyle. The second content, uploaded on September 18, 2023 showcased Zharif's workout routine aimed at restoring his body shape within three months after an extreme swimming workout on the Thousand Islands.

The third content, posted on October 6, 2023 provided bulking breakfast tips for netizens, where Zharif shared simple and affordable recipes. The final content, uploaded on October 10, 2023, displayed Zharif's physical progress before and after his bulking process, along with motivational messages.

Zharif stated that his initial content focused on simple workout tips without verbal interaction. This statement is supported by several of his followers such as Akmal, who is interested in Zharif's healthy lifestyle, Reza who enjoys his interactive sports content, and Difta who finds Zharif's bulking content educational because it provides valuable insights on healthy living.

2. The Law of Leadership

Based on observations of the TikTok content on @zharif.dk, the following analysis of the leadership element was found. Between September 6 and 30,

2023, there were four contents that demonstrated the leadership element.

On September 26, 2023 Zharif uploaded a video featuring the motivational quote, "Avoid negative people, accept your mistakes and learn from them, it's time to start a new life," aimed at motivating young people. This post was accompanied by scenes of Zharif and his friends doing calisthenics, illustrating leadership through setting an example and offering inspiration.

On October 2, 2023 Zharif posted another motivational quote, this time about rising from adversity, packaged with a calisthenics video. On October 6, 2023 Zharif shared bulking breakfast tips for college students, showcasing his knowledge and expertise in fitness. The final post, on November 30, 2023, featured Zharif leading a running event with youth at GBK, ending with a group push-up session as a form of motivation and demonstration of a healthy lifestyle.

According to the Law of Leadership, Zharif successfully conveyed motivational messages relevant to youth issues through inspiring quotes, thereby capturing the attention of his audience.

The researcher also conducted interviews with Zharif and several of his followers to support these findings. Zharif explained that his motivational content is not only for others but also serves as a reminder for himself in his personal development journey. Some followers such as Akmal, appreciated how Zharif presented fitness knowledge in an easy to understand way. However, other followers like Reza and Difta were more interested in the physical challenge content than the motivational quotes.

3. The Law of Personality

Based on observations of the TikTok content on @zharif.dk from September 6 to November 30, 2023 six contents were found that reflect the personality element. In the post on September 13, 2023, Zharif demonstrated religious devotion and consistency ("walk the talk") by keeping his promise to complete a swimming challenge in the sea while taking time to pray.

On September 18, 2023 Zharif wisely responded to negative comments from netizens by staying calm and not getting carried away by emotions to prevent escalating the situation. He can filter constructive criticism as feedback for self-improvement while remaining professional and composed. showing maturity in handling criticism. The content on September 26, 2023 featured Zharif sharing gym workout tips with his distinctive style, further strengthening his image as a "manly" and confident figure.

On October 19, 2023 Zharif showed empathy by crying while watching a video about Palestine, proving that he has a high level of care despite his seemingly arrogant persona on social media. The post on October 10, 2023, highlighted his generosity, as he shared food and money with a ketoprak seller.

On November 24, 2023 Zharif responded to a negative comment with indifference and a focus on his goals, reaffirming his personality of being unaffected by criticism. In an interview, Zharif admitted that he is an introvert, tends to be quiet, and only opens up to those closest to him.

Several of his followers have different perspectives. Akmal views Zharif as someone open to criticism, while

Diffa sees him more as a calisthenics influencer. Meanwhile, Reza perceives Zharif as arrogant, although he acknowledges that it might just be a perception due to Zharif's facial expressions on social media.

Based on the observations of the TikTok content on @zharif.dk between September 6 and November 30, 2023 Zharif shows a consistent, wise, empathetic, and generous personality. He maintains a "manly" image with a unique lifestyle, including extreme sports and a military inspired style. Although often perceived as arrogant on social media, he remains wise in responding to criticism and shows social concern. His signature move, such as doing push-ups anywhere, further highlights his distinctiveness from other influencers.

4. The Law of Distinctiveness

Based on observations from September 6 to November 30, 2023 four TikTok posts on @zharif.dk stood out for highlighting the "The Law of Distinctive" element. Zharif exhibits a noticeable difference compared to other healthy lifestyle influencers. In the post on September 16, 2023 Zharif chose extreme sports, such as swimming in the sea around the Thousand Islands with depths of 10-20 meters, which is distinct from popular fitness trends like gym workouts or tennis.

On September 18, 2023 Zharif showcased his military inspired style, further cementing his nickname "King Zharif" thanks to his unique appearance and persona. The post on September 28, 2023, featured Zharif dressed entirely in black.

On November 4, 2023 Zharif attended the TikTok Award event, but still

maintained his unique habit doing push ups wherever he went, a trademark that continued in the November 18, 2023 post, with the tagline "Wherever you are, do 25 push ups now."

In an interview, Zharif explained that he wanted to be recognized not only for his physical appearance but also for his healthy lifestyle rooted in religious principles. A religiously grounded healthy lifestyle involves maintaining the body as a trust from God with halal and balanced eating habits, consistent worship for spiritual balance, and avoiding excess in all things. Religion also teaches to avoid harmful habits and value rest. By practicing gratitude, patience, and maintaining good relationships with others, one can preserve mental and spiritual health.

This viewpoint is supported by his followers. Akmal highlighted Zharif's distinctive tight clothing, Reza considered his military style and the "King Zharif" moniker as differentiators, while Diffa saw Zharif as a pioneer of healthy living among the youth, particularly in calisthenics and bodybuilding.

5. The Law of Visibility

Based on observations from September 6 to September 30, 2023 seven TikTok posts on @zharif.dk reflect the "The Law of Visibility" element. This element is visible in various activities of Zharif, such as in the post on September 12, where he accepted a push up challenge from fans while preparing for a swimming activity in the sea. This habit was consistently shown in his content such as on September 17, when he performed calisthenics exercises, and on September 18, when he shared bulking tips.

Zharif's consistency in maintaining a healthy lifestyle is also evident in the November 6 post, where he demonstrated how to do pull ups to a visitor who wanted to join the Indonesian National Police (POLRI). In the November 7 post, Zharif shared tips on healthy eating during a bulking program, such as consuming protein rich foods like tempeh, tofu, eggs, and legumes. The November 30 post also showcased Zharif doing leg day exercises in detail. Leg day refers to a training session focused on strengthening the muscles of the lower body, including the quads, hamstrings, calves, and glutes.

In the interview, Zharif acknowledged the challenges of maintaining confidence and consistency, particularly with fluctuating view counts and the difficulty of gaining weight. Despite these challenges, Zharif continues to lead a healthy lifestyle with unwavering commitment. Several of his followers, such as Difta, Reza, and Akmal, highlighted the positive impressions of his push-up challenge content and healthy eating tips, which demonstrate Zharif's success in creating consistent and recognizable content for the public.

6. The Law of Unity

Based on observations from September 6 to November 30, 2023 three TikTok posts from @zharif.dk were identified as reflecting the element of "The Law of Unity." This element emphasizes the alignment between an individual's true personality and their social media persona.

In the content posted on September 13, Zharif demonstrated unity through his activity of swimming in the open sea, showcasing his courageous

personality that aligns with the "manly" image he portrays on social media. Additionally, on the same day, Zharif highlighted his religious side by performing the Fajr prayer, consistent with his motivation to promote a healthy lifestyle rooted in Islamic teachings.

The content from November 29 featured Zharif's pull up routine, reflecting his dedication to maintaining fitness, a habit he also emphasized during interviews. Respondents, such as Difta and Akmal, acknowledged Zharif's down to earth and religious personality, while Reza highlighted that Zharif appeared polite and approachable.

7. The Law of Persistence

Based on observations of TikTok content from @zharif.dk between September 6 and November 30, 2023 nine posts were identified that reflect the element of steadfastness. These posts focused on Zharif's bulking program to gain weight, including detailed information about his calorie intake, workout routines, and daily activities. Although he only gained 3 kg in three months, Zharif remained steadfast, ignoring negative comments and staying focused on his goals while appreciating his progress.

Zharif emphasized the importance of incorporating variety into his content to capture attention, blending entertainment with educational value. Difta noted that Zharif's appeal lies in his consistency and non monotonous content. Reza highlighted Zharif's steadfastness in promoting a healthy lifestyle, particularly his advocacy for affordable healthy food options. Akmal added that despite frequent criticism, Zharif remained consistent in sharing educational content, including his contributions to

building an Islamic boarding school, exemplifying his steadfastness and social awareness.

8. *The Law of Goodwill*

Based on observations of TikTok content from @zharif.dk between September 6 and November 30, 2023 several posts received numerous positive comments, showcasing the element of a good reputation. On September 26 and October 2, 2023 Zharif shared motivational life quotes alongside his workout results. The audience felt inspired, as Zharif was perceived to back up his words with tangible actions.

On October 30, 2023 Zharif shared a leg workout routine complete with detailed timing, earning praise for its educational value. His post on November 9, 2023, which featured a comparison of his past and present physique, was also well-received, as it highlighted the results of his consistency.

On November 27, 2023 Zharif responded to negative comments with wisdom, introducing himself and explaining his motivation for creating healthy lifestyle content. This approach was appreciated by netizens. On November 30, 2023, Zharif participated in a running event with over 500 youth at GBK Stadium, receiving widespread praise for encouraging young people to lead more productive lives.

Zharif stated that he often receives compliments from his followers and close acquaintances, who find his content helpful not only physically but also mentally. Followers such as Akmal, Reza, and Difta commended Zharif's consistency, his genuine intention to share knowledge, and the

appealing and insightful quality of his content.

CONCLUSION

The conclusion of this study shows that Zharif applies the concept of "The Eight Laws of Personal Branding" proposed by Peter Montoya in his content posts. This research evaluates Zharif as someone who is consistent in uploading content related to a healthy lifestyle. Several aspects of Zharif's healthy lifestyle include discipline, bulking, workout, and calisthenics. Additionally, Zharif frequently uploads entertainment content to avoid audience boredom.

The most frequently posted entertainment content is the push-up challenge, which has become Zharif's identity. Zharif is also active in engaging with his audience, evident from his posts responding to their questions or comments. Through these interactions, Zharif has successfully built a good relationship with his audience, created two way communication, and shaped a positive image for his personal branding. Zharif's content provides many benefits, especially for those who have lost motivation. He often shares motivational words related to challenges faced by young people. Zharif's content also helps people who want to have an ideal body with an affordable cost, as the calisthenics exercises he performs use body weight as equipment. Furthermore, Zharif often shares bulking tips that are budget friendly.

This study also found three main findings from Zharif's personal branding. First, Zharif demonstrates empathy, evident from his concern for others. This trait appears beyond the image he wants to project as cool and masculine; Zharif unknowingly often shows empathy, such as when sharing with people around him

or responding to videos about the Palestinian community.

Second, the study found weaknesses in the element of persistence in Zharif's personal branding. To attract the audience's attention, creative and unique content is needed, which can be achieved by combining educational and entertainment content. Entertainment content naturally attracts audience attention. However, the presence of entertainment content makes the persistence in Zharif's personal branding less consistent. According to Peter Montoya in *The Law of Persistence*, consistency is marked by activities performed repeatedly. Nevertheless, Zharif's entertainment content still aligns with *The Law of Visibility* in his personal branding, as it remains related to a healthy lifestyle.

The last, Zharif is a creative and intelligent individual, as seen from how he makes himself stand out. For example, through wearing tight clothes, the push up challenge, swimming in the sea, and bulking with ketoprak. These contents have received many comments, both positive and negative. Zharif also engages in some flexing by showing off his ideal body shape, which, in turn, attracts audience attention. The communication Zharif uses is persuasive, where the audience can be influenced by what is conveyed. Despite many negative comments, Zharif remains consistent with his branding.

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