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## **Building *Influencer Popularity Trends* Through *Beauty Content* on Tiktok**

**Putri Salsabilla Azzahra, Ika Alianza, Khaerudin Imawan**

Universitas Swadaya Gunung Jati, Indonesia

Email: emputputri09@gmail.com, ikaalz225@gmail.com, khaerudin.imawan@ugj.ac.id

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**Abstract.** TikTok is an effective platform for influencers to build popularity and increase interaction with audiences. This study aims to analyze Tasya Farasya's strategy in conveying beauty content on TikTok and its contribution to *engagement* and popularity. Using descriptive qualitative methods, data were collected through documentation, observation, and interviews. Data analysis was carried out using a qualitative content analysis approach. New media theory (Flew, Power, and Littlejohn) is used to understand the role of TikTok's digital interactivity, while Social Influence Theory (Kelman) explains Tasya's influence through three levels: compliance, identification, and internalization. The results of the study showed that Tasya Farasya leveraged TikTok's interactive features, such as comment replies, viral trends, and direct interactions to build engagement. The storytelling technique in product reviews and the "Tasya Farasya Approved" label also strengthens her credibility as a beauty influencer. The study concludes that influencer success depends not only on the quality of the content, but also on communication strategies, audience engagement, and the ability to build trends and trust. These findings are expected to be a reference for influencers and content creators in developing effective strategies on social media, especially TikTok.

**Keywords:** *Influencer, Beauty Content, Engagement, Popularity, Trend*

## INTRODUCTION

In today's digital era, social media is increasingly in demand as a source of information, replacing traditional media. In the era of *Big Data*, high internet penetration—along with the advent of abundant data information—poses new challenges for various industries (Imawan, 2018). Many people are more interested in watching product reviews in the form of videos than just reading written testimonials. Videos are considered more engaging and convincing. This has triggered the development of influencers who have a great influence in shaping trends and driving sales through social media. *Influencer Marketing* is a method by appointing people or figures who are considered to have influence among the community or the target consumer segment to be targeted and felt to be the target of promotion from the brand (Hariyanti & Wirapraja, 2018).

Social media is now a powerful tool to gain popularity, especially through short video platforms like TikTok. With the For Your Page (FYP) feature, TikTok makes it easier for users to increase the number of views (Montag et al., 2021). This platform is also widely used by beauty influencers to review beauty products, such as skincare and makeup (Djafarova & Bowes, 2021). TikTok is a space for self-expression as well as a means of reaching a wide audience (Omar & Dequan, 2020). In the world of beauty, Tasya Farasya uses TikTok to achieve high popularity and engagement. With more than 4.1 million followers and a total of 173.4 million likes on her TikTok account with the username @TasyaFarasya, Tasya is known for her makeup and trend-shaping skills. The term "Tasya Farasya Approved" reflects her ability to build audience trust and create trends (Gleason et al., 2022). This shows how trend phenomena can be associated with popularity, so the term trend popularity emerges in the context of social media (Casaló et al., 2020).

The word *Trend Popularity* can be interpreted as a trend that has a meaning—a phenomenon that is popular in a certain period of time—while *Popularity* is how much a person, idea, place, thing, or other concept is liked or given status by others (Wikidictionary). In the context of TikTok, the trend emerged as a result of a blend of platform algorithms, audience engagement, and creator creativity in presenting content. By following and building beauty trends, Tasya Farasya becomes increasingly known and trusted by the audience.

Gladwell's book *The Tipping Point* describes how ideas, products, and behaviors can spread rapidly in society, as a "Social Epidemic." Gladwell outlines many important aspects that contribute to this phenomenon, including key individual engagement, message appeal, and social context reaching a tipping point (*Tipping Point*) where influence spreads quickly and widely. Similarly, influencers can impact popular trends at the right time and evoke an emotional appeal in their audience. Trends describe long-term movements in society, while popularity is related to the recognition and acceptance of an idea, product, or individual among the public. Both are interrelated in shaping social dynamics and consumer behavior (Gladwell, 2020).

Research on Tasya Farasya has been conducted before. (Maharani & Dinda, 2024) highlight Tasya Farasya's influence on audience purchase decisions on TikTok through a marketing approach and influencer credibility. They found that influencers play an important role in social media marketing strategies. (Nasafa, 2022) analyzes Tasya Farasya's endorsement, which forms the representation of beauty products, where endorsements can build an ideal image, although it does not always correspond to reality. (Haris & Hariyanto, 2024) analyze Tasya Farasya's personal branding strategy with Montoya's eight personal branding principles, showing Tasya's differences from other influencers through active interaction and content quality. However, this study has not examined how Tasya Farasya became a *Trend Popularity* for products. (Siahaan et al., 2023) research how Tasya built personal branding on Instagram with the 8 Laws of Personal Branding, emphasizing the importance of managing self-image to achieve popularity. (Amier et al., 2023) analyze Tasya

Farasya's personal branding on YouTube, which is built through consistency in content, active interaction, and honesty in product reviews.

Previous research mostly discussed the influence of Tasya Farasya's personal branding and endorsement on audience purchase decisions, especially on Instagram and YouTube platforms. However, there has been no research that has precisely examined how Tasya Farasya's engagement develops on TikTok and what content strategies are most effective in increasing audience interaction. In addition, previous research was static and descriptive, without looking at interaction patterns such as the number of viewers, likes, comments, shares, and bookmarks.

This research fills the gap by exploring how Tasya Farasya's TikTok engagement approach contributes to her popularity. In contrast to previous research that focused on personal branding and influencer marketing, the novelty of this study is the analysis of engagement patterns and the use of TikTok features in building audience interaction. By using the approach of *new media theory* from Flew, Power, and Littlejohn—quoted from Elvinaro Ardianto—Flew defines new media as “those forms that combine the three Cs: computing and information technology (IT); Communication Network; Digitised Media & Information Content” (a combination of: computing and information technology; communication networks; digital media and information content). Meanwhile, Power and Littlejohn refer to new media as “a new period in which interactive technologies and network communications, particularly the internet, would transform society.” The definitive equation of the concept of *new media* shows that the strength in a new media lies in the mastery of technology (especially the internet), which can bring change to society (Ardianto & Junaedi, 2011). This study uses new media theory as the main theory to analyze how Tasya Farasya utilizes TikTok's technology and interactive features to build audience popularity and engagement.

TikTok as a new medium provides an interactive space that allows the rapid and wide dissemination of content. Tasya's mastery of features such as video comments, hashtags, interesting captions, and visual editing shows her success in optimizing this digital platform.

This study examines Tasya Farasya's content strategy in utilizing trends to increase engagement and popularity on TikTok. With a qualitative method, this research fills the gap in understanding the development of trends, preferences, and audience behavior. This research focuses on content delivery strategies and aspects that affect its popularity, such as numbers (likes, comments, shares, bookmarks). The purpose of the research, entitled *Building Influencer Popularity Trends Through Beauty Content on TikTok*, is to explore how content strategies and audience engagement affect popularity, as well as their impact on the beauty industry. The research interests include the development of new media theories and social influences, practical guides for influencers, and social understanding of the role of influencers in digital trends.

## RESEARCH METHODS

The research method used is *qualitative descriptive*. Descriptive research can be interpreted as a problem-solving procedure that is studied by describing the state of the object or subject of the research (a person, institution, society, etc.) at the moment, based on the facts that appear as they are (Nawawi, 1983). Data collection techniques are carried out through: (1) *Documentation*, which involves collecting screenshots from Tasya Farasya's TikTok videos as a data source; (2) *Observation*, which is direct observation of content activities on Tasya Farasya's TikTok account; and (3) *Interviews*, which are conducted online through a messaging application with followers of Tasya Farasya's TikTok account. This research was conducted through an analysis of videos on Tasya Farasya's TikTok account over the last 3 months, from

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December 2024 to February 2025. The technical data analysis uses *Qualitative Content Analysis* to understand the content of the message in depth and systematically. This method was developed by (Krippendorff, 2019), who emphasizes the importance of a critical and objective analysis process. Through this method, researchers can examine delivery strategies, communication styles, visuals, as well as elements such as language, duration, effects, and *call to action* that affect audience *commitment* and the popularity of Tasya Farasya's content.

## RESULTS AND DISCUSSION

One of the beauty influencers who has successfully built popularity through the TikTok platform is Tasya Farasya. Her expertise in makeup is not the sole factor determining her popularity; it is also influenced by her adaptability in utilizing TikTok's features and trends. For example, packaging content according to trends, such as *makeup challenges* or transformations, and the use of viral sounds. This shows that one of the strategic steps in building popularity is to follow the platform's trends.

As Flew, Power, and Littlejohn explain, *New Media Theory* provides a conceptual framework for understanding how digital platforms like TikTok are changing the way individuals and groups communicate information and build interactions with their audiences. Innovative features—such as short, easy-to-create videos, the *For Your Page (FYP)* algorithm designed to reach relevant audiences, and two-way interaction spaces that allow direct communication between content creators and their followers—are features TikTok offers as a new medium. In this context, TikTok provides a significant opportunity for influencers like Tasya Farasya to create their beauty content in a more personalized, interactive, and effective manner.

### *Tasya Farasya's Engagement Analysis on TikTok*

Video uploads produced by Tasya Farasya on TikTok in the last three months (December 2024 – February 2025) indicate that several videos have received increased engagement over time. *Attendance*, *like*, *comment*, *share*, and *bookmarks*, all tend to increase with each uploaded video, serving as key indicators of engagement. Giving a *like*, leaving comments, sharing videos, and saving videos through the *bookmarks* feature are interactive options that TikTok provides, enabling audiences to actively participate.

*Commitment* to the videos on Tasya Farasya's TikTok account has increased significantly from December 2024 to February 2025. A total of six videos were selected by considering two videos with the highest *commitment* each month (December 2024 – February 2025), ensuring the analysis focuses on the most representative content per month. The analysis found that videos with the concept of *make-up transformation*, *trend makeup*, and the use of transition effects gained greater attention from the audience. *Trend*-based content proves to attract more *viewers* and *likes*, while video tutorials or *makeup* with cultural themes achieve the highest number of *bookmarks*, indicating that the audience is saving this content for future reference.

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**Table 1. Trend Line Popular TikTok Video Tasya Farasya  
(December 2024 - February 2025)**

No.	Video	Upload Date	Number of Viewers	Number of Likes	Number of Comments	Number of Shares	Number of Bookmarks
1	<i>Make up Tutorial</i>	02 February 2025	4.5 million	435.5 K	6.279	6.640	9.530
2	<i>Make up Tutorial</i>	February 15, 2025	6.8 million	551.5 Thousand	4.425	5.752	26.2 K
3	<i>Product Review</i>	January 19, 2025	3 million	251.1 RB	1.780	4.341	11.8 RB
4	<i>Hanfu/Douyin Makeup</i>	January 31, 2025	8.9 million	466.6 Thousand	2.148	5.998	49.2 Thousand
5	<i>Product Review</i>	03 December 2024	3.5 million	208 thousand	2.340	4.518	22.9 K
6	<i>Latina Makeup</i>	December 11, 2024	4.8 million	366.4 Thousand	1.083	1.040	4.621

Source: TikTok Data @tasyafarasya Processed by Researchers

Comment replies in the form of videos are also an interactive feature that creators can use to respond to audiences directly, where creators can respond to audiences in more detail. Not only does this strengthen bonds, but it can also increase engagement between creators and their followers. Tasya Farasya's high engagement in content is reflected in the strategy she applies in delivering her content, which attracts the attention of the audience and maintains active interaction on the TikTok platform.

This analysis is done through manual observation, so there is a possibility that some high-engagement videos are not covered. However, the visible patterns suggest that content which follows viral *trends*, uses compelling visuals, and engages audiences directly, tends to perform better. Understanding these *trends* can help direct content creation strategies to be more effective in increasing engagement and potential virality on TikTok.

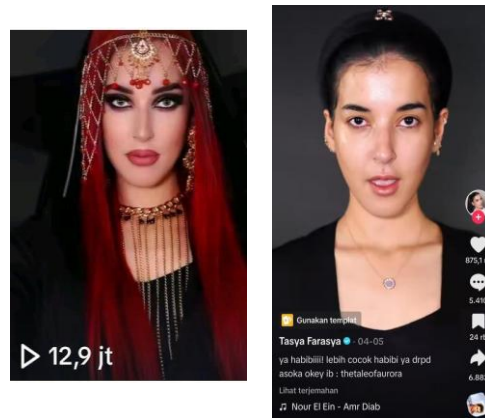
#### ***Tasya Farasya's Content Strategy in Increasing Engagement***

Tasya Farasya uses TikTok to maximize the potential of *new media*. Information can be provided in a concise, accurate, and visual way, in line with the preferences of audiences who tend to look for attention-grabbing content in a short period of time. Analysis based on videos uploaded to TikTok shows that Tasya Farasya has a unique strategy to attract the attention of viewers. By consistently using smooth and clean editing, Tasya Farasya often utilizes *cut-to-beat* or video synchronization with song beats. In several videos, *color grading* that tends to be warm also succeeds in highlighting the details of *makeup* results and gives an elegant impression. This video format not only attracts the audience's attention but also allows Tasya to stay relevant amidst the many other creators on TikTok.

#### ***Utilization of Editing, Features, and Trends on TikTok***

Platforms that prioritize visuals, such as TikTok, are in harmony with *beauty content* that has a strong visual appeal. The visual aspect in *beauty content* is very effective in attracting the attention of the audience; this can be used as a strong foundation, as *beauty*

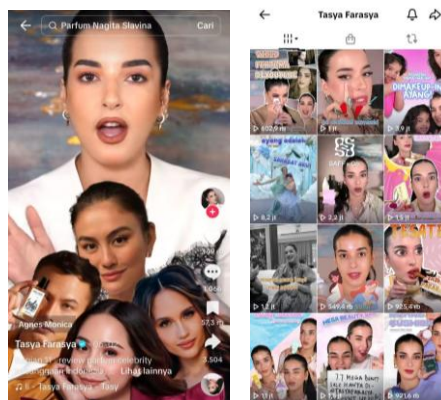
*content* has a competitive advantage in building user engagement on TikTok. The effects used by Tasya Farasya are usually very subtle, such as the *slow-motion effect* to highlight the makeup results, as well as creative elements in her videos, such as varied fonts and stickers, along with images featuring colorful choices for *color grading*.



**Figure 1 Screenshot of the video about Tasya Farasya's content**

Source: TikTok @tasyafarasya

Her various content shows that Tasya always maintains a balance between aesthetics and focuses on the purpose of the information she wants to convey. For the selection of *sound*, Tasya Farasya usually uses *sound trending*, whether it is a song with a *beat* for *makeup* transitions or a *sound cute* for lighter content. She also often uses *sound original* to explain detailed information and connect directly with the audience.



**Figure 2. Screenshot video shows editing creativity**

Source: TikTok @tasyafarasya

Creating interesting and relevant content, Tasya Farasya utilizes editing technology and strategies such as using the right captions and hashtags. Short, relaxed yet impactful captions—often provocative or fun—effectively expand the audience's reach. Additionally, Tasya leverages TikTok's interactive features, such as replying to comments with videos, to increase

audience engagement. This is accomplished by following viral *trends* or providing in-depth reviews about the product. *Giveaways* are also an effective strategy to encourage interaction, as seen from the very high number of comments compared to regular video reviews; one such video managed to reach nearly 500 thousand comments, which helps increase the visibility of content on the *For You Page (FYP)* and expand its reach. This video was uploaded outside the period of December 2024 – February 2025, but it is still relevant to demonstrate the high engagement potential of the *giveaway* strategy.



**Figure 3. Screenshot of Tasya Farasya's video holding a giveaway**

Source: TikTok @tasyafarasya

The TikTok *algorithm* plays a role in determining when and to whom a video appears on the *For You Page (FYP)*, adjusting recommendations based on user preferences and interactions. Since not all video creators appear on the *FYP* at the same time, the video comment reply strategy is an effective way for Tasya Farasya to maintain *commitment* from her audience. By responding to frequently asked questions in the comments section, audiences can easily find answers without needing to search for another video. This helps increase viewing duration while strengthening the community on Tasya Farasya's TikTok account.

### ***Direct Interaction with Audience***

*New media* has the power to master technology that brings change and is closely related to *interactivity*. As part of *new media*, social media offers two-way interactions, as seen on TikTok, which is an important element in increasing engagement and building popularity. An influencer like Tasya Farasya not only gains popularity through the number of followers or the virality of her content, but also through her ability to create meaningful interactions with the audience.

Utilizing the *comment* feature, the audience can interact directly with Tasya Farasya—whether to provide responses, ask questions, or seek advice related to beauty products. The *interactivity* created from this communication enables a closer relationship between Tasya and her followers. Her activeness in responding to the audience can be seen from the way she provides product recommendations, such as suggesting *skincare* variants according to skin type or directing them to the best platform for purchase. In addition, as a form of appreciation to her loyal followers, Tasya regularly holds *beauty product giveaways*, which are also an effective strategy in increasing engagement.





**Figure 4.** Screenshot of Tasya Farasya's video following the audience's request

Source: TikTok @tasyafarasya

Tasya Farasya's ability to follow audience requests is one of the factors that makes her content interesting, especially in a *makeup trend* that is going viral. When a *makeup trend* is widely followed by TikTok users, Tasya's followers are often curious about the results if Tasya participates. These requests frequently appear in the *comment* column, where the audience asks Tasya to try certain *makeup challenges* or recreate a popular style. In response, Tasya replies to the comment and makes a video according to her followers' requests.

Not only does she follow *trends*, but audience requests are also often adapted by Tasya into more detailed *makeup* tutorials. By fulfilling these requests, Tasya not only demonstrates concern for her audience, but also strengthens the loyalty of followers who feel involved in the content creation process. This has a significant impact on increasing engagement and maintaining a close relationship between Tasya and her community on TikTok.

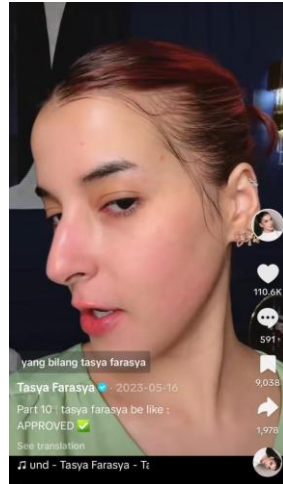
### Storytelling in Product Reviews

Tasya Farasya has built her popularity with a relaxed, confident, yet still friendly style of language. Light humor or relatable, funny *chatter* in her videos creates a more personal impression and strengthens her relationship with the audience. When giving tips or tutorials, Tasya delivers them clearly and straight to the point, while still including enough detail to make them easy to follow.

In making product reviews on TikTok, Tasya applies *storytelling* techniques to make her content more interesting and easy to understand. One of the techniques she often uses is *personal narrative*, in which her personal experiences when trying a product are shared so that the audience feels more connected to the content.

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**Figure 5. Screenshot of Tasya Farasya Reviewing Products with Storytelling Techniques**  
Source: TikTok @tasyafarasya

Tasya Farasya's personal approach to content makes the audience feel more connected, as they can imagine or experience similar situations themselves. Her relaxed and humorous *storytelling* style is her trademark, making her videos more entertaining and less monotonous. Funny expressions and exaggerated reactions—reflecting honest responses to a product—further enhance the natural impression in every video by Tasya.

In addition to an engaging delivery style, Tasya employs a clear *story structure* in her content. At the beginning of the video, she introduces the product by discussing problems that beauty users often encounter. In the middle section, Tasya demonstrates how to use the product or compares it with alternative products. Finally, at the end of the video, she provides an honest conclusion, often accompanied by an invitation for the audience to interact—such as asking questions or requesting recommendations from her followers.

This technique not only makes the content more engaging, but also fosters active interaction through discussions in the *comment* section. Tasya Farasya is thus able to deliver *attractive beauty content* while maintaining the loyalty of her audience. This research shows that her personalized approach helps build an emotional connection with viewers, increases their trust, and strengthens *engagement* on the TikTok platform.

#### **Label "Tasya Farasya Approved" on Engagement**

Consumers' assessment of products is often influenced by the review content of beauty influencers, and in this case, Herbert Kelman's *Social Influence Theory* is very relevant to analyze how Tasya Farasya affects her audience. As an influential beauty influencer, Tasya builds audience trust through the distinctive label "*Tasya Farasya Approved*," which marks beauty products that have been tested for quality.

This label creates the image of Tasya as a guarantee of quality, because the products that receive the label are considered to have gone through careful and objective selection. This label has become the standard in choosing *skincare* and *makeup* products, influencing the audience's purchasing decisions. In addition, the "*Tasya Farasya Approved*" label has also begun to appear on various other platforms, strengthening her credibility as a beauty influencer and creating consumption *trends*. "*Tasya Farasya Approved*" is now not just a personal recommendation, but has become a "validation stamp" in the Indonesian beauty industry. This

shows how Tasya not only increases the popularity of her content, but also builds *trends* that affect her audience's consumption behavior.

Tasya Farasya's behavior towards the audience can be analyzed through three levels in *Social Influence Theory*: (1) *compliance*, (2) *identification*, and (3) *internalization*. At level (1) *compliance*, the audience follows Tasya because of external impulses, such as wanting to follow *trends* or be accepted in their community. When Tasya recommends a product with the label "*Tasya Farasya Approved*" or introduces new *makeup trends*, many immediately imitate her without thinking—this response can be seen from the many *likes*, comments, and the use of the same hashtags by audiences in their own content. At level (2) *identification*, Tasya Farasya's influence is no longer limited to product recommendations, but has developed into a lifestyle inspiration for her audience. They begin to see Tasya as a role model in the beauty world and try to imitate not only her routine but also her mindset and habits. The audience feels that following in Tasya's footsteps can help them achieve similar results, both in appearance and confidence.

This emotional connection makes the attachment to Tasya's content stronger and forms deeper loyalty. Meanwhile, at level (3) *internalization*, Tasya Farasya's influence reaches the deepest level, where the audience truly adopts the values conveyed as part of personal beliefs. They no longer just follow directions or make Tasya a role model, but begin to apply the principles taught independently in their daily lives. For example, the importance of choosing safe and quality *skincare* products becomes a fixed guideline in their consumptive behavior, even without direct encouragement from Tasya.

Video uploads like the image above show that Tasya's influence is no longer temporary, but has become part of the audience's mindset and habits. At this stage of *internalization*, Tasya's influence is not only limited to product recommendations, but also forms values such as self-confidence and the importance of self-care in daily life. This makes Tasya more than just a beauty influencer, but also a figure who influences the way audiences see themselves and their lifestyle.

Through these three levels, it can be seen that Tasya Farasya's popularity is not only reflected in social media numbers, but also in her impact on the mindset and behavior of the audience. Her success shows that Tasya not only follows *trends*, but also creates new *trends*, such as the "*Tasya Farasya Approved*" label and *makeup* techniques that have gone viral. This proves that a successful beauty influencer does not only rely on *trends*, but is also capable of becoming a trendsetter. Creativity and differentiation are key in building popularity, making Tasya an influential figure in the beauty industry.

This study interviewed three followers of Tasya Farasya on TikTok to understand their interactions with the posted content. The interview results showed a variation in audience engagement rates: Informant 1 and Informant 3 often liked product review videos and tutorials, while Informant 2 liked less frequently. In the interaction of comments, Informant 1 is more active in commenting, while Informant 2 and Informant 3 prefer to be silent viewers. Regarding participation in the *challenge*, Informant 1 and Informant 3 took part in the TikTok *challenge* held by Tasya, but Informant 2 did not. All three have bought products recommended by Tasya, citing honesty and transparency in the reviews given.

The factor that makes Tasya attractive as an influencer, according to the informants, is her outspoken and energetic personality, as well as her in-depth and transparent reviews. The

informants also consider Tasya to be selective in working with brands, which adds to her attractiveness. Compared to other influencers, Tasya is more educational in explaining the content of the product and more thorough in choosing the products that are promoted. The three informants agreed that they strongly believe in Tasya's recommendations because she always gives an honest opinion and does not hesitate to criticize bad products.

As a result of this interview, it can be concluded that Tasya Farasya has managed to build a strong engagement with the audience through a combination of authentic personality, transparent review style, and interesting interactions in each of her content. Although not all audiences actively participate in comments or *challenges*, many still show interest by liking the content or buying products that Tasya recommends.

## CONCLUSION

TikTok allows beauty influencers, such as Tasya Farasya, to build *engagement* and *popularity* by utilizing interactive features and viral *trends*. Tasya's success is driven by the use of features such as *comments*, *likes*, *shares*, and *bookmarks*, as well as *storytelling* techniques in product reviews that build audience trust. The "*Tasya Farasya Approved*" label also strengthens her credibility. Considering these factors, it can be concluded that the success of an influencer on TikTok depends not only on the quality of the content, but also on the right communication strategy, the creation of a strong identity, and active *engagement* with the audience. The findings from this study are expected to serve as a reference for influencers and content creators in developing more effective strategies to increase *engagement* and build *popularity* on social media.

This study has limitations in terms of scope, as it focuses only on one influencer, namely Tasya Farasya, so the findings cannot necessarily be generalized to other influencers with different styles, niches, or audience segmentations. Second, the *engagement* data analyzed was obtained through manual observation over a period of three months, which may have resulted in some high-performing videos being missed. In addition, the number of informants in the interviews was still limited and thus does not fully represent the diverse perspectives of the audience. These limitations are expected to be a consideration for future research so that the scope of the object and the analysis method can be broader and more in-depth.

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