

Analysis of Bobon Santososo's Semiotics as a Chef Indonesian People on TikTok

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ABSTRACT

Objective: This study aims to analyze the visual signs in Bobonsantoso's TikTok content that construct his image as the "Indonesian People's Chef" using Charles Sanders Peirce's visual semiotics framework, which consists of the elements Sign, Object, and Interpretant. **Method:** A qualitative approach was employed with visual semiotics analysis, focusing on three selected TikTok videos from 2024 categorized as Cooking with Politicians, Cooking While Sharing, and Cooking in the Archipelago, each chosen based on the highest number of views and likes. **Results:** The findings reveal that Bobonsantoso consistently employs visual symbols such as traditional clothing, local cultural attributes, and socially meaningful interactions. These elements not only strengthen his personal branding but also construct his image as a caring, approachable figure who values cultural heritage. **Novelty:** This study contributes to the understanding of how digital culinary content transcends aesthetic appeal, demonstrating the power of social media in shaping public perception, fostering solidarity, and reinforcing cultural representation, thereby legitimizing Bobonsantoso's recognition as the "Indonesian People's Chef."

INTRODUCTION

As information technology develops, we can use social media as a tool to build a public image of a person, both positive and negative. Public image can be interpreted as an opinion or perception formed from the community by the individual. This can be formed because it is built deliberately or unintentionally through actions, appearances, facial expressions in accordance with what is displayed in public spaces.

Along with the rapid development of technology and information, digital devices are increasingly used because they have many benefits, one of which is to facilitate human activities in meeting needs [1]. Social media can also provide a change in the order of communication in society to create communication without having to meet in person [2] starting from Instagram, TikTok, Twitter and many more. Social media content has the power to shape the opinions, attitudes, and behavior of the general public and the community [3]. Social media is an important role as well as a forum to shape a person's public image.

Public image is built through personal branding formed from social media. It can be seen from how the process of conveying nonverbal communication messages through visual media as objects that can be seen [4], as well as the quality content posts, to make people easily interested and of course often interact with the audience with an interactive attitude. The smoothness of producing content can form its own space for content creators Social media used in the form of self-confession, overflows all feelings,

making it a diary and even a place to fulfill personal emotional support [5]. Public image and personal branding have a close relationship and are equally influential. Personal branding that is done consistently will definitely form a strong public image. This kind of process is like planting seeds (personal branding) which will later grow into a tree that people see (public image). If a person's personal branding and public image are well maintained, then both will produce good results as well as the reputation of both will have a long-term impact that has positive value and influence in the eyes of the public.

A simple example is self-promotion, improving personal branding. According to Kaplan & Haenlein (2010), the best solution to promote personal branding as a brand but with a cost-effective step is through social media [6]. Social media is a useful communication platform for interaction, collaboration, sharing, and self-representation [7]. Social media is a means of communication between individuals in social networks, contributing, informing each other, and a form of representation or enforcement [8].

Pada tahun 2018, dalam penelitian We Are Social dan Hootsuite menjelaskan Social media used in the form of self-confession, overflows all feelings, making it a diary and even a place to fulfill personal emotional support [5]. Public image and personal branding have a close relationship and are equally influential. Personal branding that is done consistently will definitely form a strong public image. This kind of process is like planting seeds (personal branding) which will later grow into a tree that people see (public image). If a person's personal branding and public image are well maintained, then both will produce good results as well as the reputation of both will have a long-term impact that has positive value and influence in the eyes of the public.

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that the number of active social media users of the Indonesian community reached 130 million. Social media is actively used on various platforms such as Instagram, Twitter, Whatsapp, and TikTok. Based on a survey in 2018, the Indonesian Internet Service Providers Association (APJII) stated that as many as 171.1 million Indonesians who use the internet have increased by 27.9 million compared to last year's 143.2 million. In 2019-2020, Indonesia's internet users increased by 196.71 million out of a total of 266.91 million [9].

Therefore, from various circles, each person uses social media wisely for their personal branding activities to make it their main job to earn income [10]. One of them is the TikTok application. TikTok is one of the social media platforms, which is often accessed [11]. TikTok is a media platform that presents a variety of short videos such as music or various content depending on the user [12]. According to Agustina, the increase in TikTok usage was 38.7% while according to datareportal, this platform ranks

fourth on social media, with an average of 13.8 hours per month [11]. TikTok is growing with the presence of content creators who continue to come up with creative ideas to present interesting content. Interesting content is very liked by TikTok users such as Experiment, Challenge, Education, and cooking content are also available. Al-Ries (1982) and Boush (1991) argue that the personal branding history of each individual is different. That is what causes each person to have their own uniqueness and characteristics that are not the same (Rangkuti, 2013:5).

In this context, self-image has an important aspect in social media through various visual elements used by many content creators. Images cannot be formed instantly, but with several stages of visual narrative that are consistent with the narrative that each content is displayed.

For example, @bobonsantoso account is a TikTok content creator in the culinary field known as "Indonesian People's Chef Cooking for You Country". Bobonsantoso started joining TikTok on October 13, 2020 until now he is still actively uploading content. Bobonsantoso's popularity has increased since he changed his identity name to "Indonesian folk chef". The @bobonsantoso account has 6.6 million followers and 84.3 million likes with content impressions reaching 50 million views. Bobonsantoso has characteristics more than other content creators. Bobon shows himself as a Chef for the Indonesian people not only wanting to seek public attention with his cooking skills, but Bobon with a sincere conscience wants all Indonesian people to be in a state of full stomach.



Figure 1. Bobonsantoso takes a photo with a two-meter pot in the background Source: Bobonsantoso's Youtube Account Profile Photo

Bobonsantoso features different cooking content from other creators. He is known as the Indonesian People's Chef because he cooks with large portions using a unique pan, different from ordinary pans. Bobon has three to seven two-meter pots for its cooking content. In his content, Bobonsantoso often cooks in large portions, such as cooking two meters long Nutella martabak, Two hundred-Three hundred kg of beef, One thousand portions of Banjar typical bancir noodles, and making the largest pasta in Indonesia with

La Fonte. Chef Bobon does not discriminate about religion, race and ethnicity, but Chef Bobon always embraces all Indonesian people to fill their stomachs. Bobonsantoso also divides his cooking content into several categories that strengthen his image as an "Indonesian People's Chef". The researcher took three categories from Bobonsantoso's cooking content, namely:

1. Cook with Politicians

The content taken by the researcher was the content of cooking with Prabowo. The content has a total of 28.7 million impressions with a number of likes of 2.5 million. Bobonsantoso, a famous culinary creator, collaborated with politicians in order to cook big for the people. In this content, Bobon and political figures go directly to the field to cook. With his distinctive style full of action and passion, Bobon invites politicians to show their other side by cooking to serving dishes to the people. They are not only as leaders, but also as figures who are close to the people through cooking. This is not only entertainment, but a close relationship between leaders and the community. This content was published on January 05, 2024. The researcher chose this content, based on the highest number of views and likes, which is with a total of 30 million views and 2.5 million likes.

2. Cook and Share with Others

The content taken by the researcher is the theme of Bobon cooking in large portions and then sharing it with the community. The content has a total of 5.7 million impressions with a number of likes of 561.4 thousand. Bobonsantoso presents a variety of interesting content such as cooking in large portions and sharing it directly with the public. With its distinctive style full of action and humor, Bobon not only serves delicious and healthy dishes but also spreads the spirit of care by not discriminating in terms of religion or customs, This content shows how food can be a bridge to share happiness, get closer to the people, and inspire many people to help each other. This content was published on July 01, 2024. The researcher chose this content, based on the highest number of views and likes, which is with a total of 5.7 million views and likes of 561.7 thousand.

3. Cook in the Archipelago

The content taken by the researcher is the theme of Bobon cooking in large portions in shared areas. The content has a total of 49.7 million impressions with a number of likes of 2.6 million. Bobonsantoso presents a variety of Cooking with the People of the Archipelago, exploring Indonesia from Sabang to Merauke. On this trip, Bobon interacted directly with people from various regions, cooking with them to create a happy atmosphere. With his signature style full of action and humor, he not only serves his dishes but also digs into the stories of local culture and wisdom behind every area he visits. This content shows the diversity of tastes and the warmth of the diverse Indonesian people. This content was published on February 10, 2024. The researcher chose this content, based on the highest number of views and likes, which was with a total of 51.2 million views and 2.7 million likes.

These three content categories can indirectly strengthen the image of Bobonsantoso who is not only an expert in cooking, but also has a high social mission and national spirit. Bobonsantoso in his uploaded video, also referred to himself as the Indonesian People's Chef, as in one of his content which was uploaded to coincide with Indonesia's independence day. In the video, Bobon said "Dirgahayu Indonesia! Previously, I had watched one of the random videos that passed by on FYP, I was Bobon Santoso who is known as the Indonesian People's Chef and I was very relatable to the story of Mr. Dirga".

There is a previous research conducted by Nurlailin (2024) with the title "Visual Communication in Representing Disabled Self-Image on TikTok on @Jennifernatalie_Account (Charles Sanders Peirce's Perspective)". This research was carried out with a qualitative approach through observation and Peirce's Semiotics theory. The focus of this research is how a disabled person manifests himself or herself through visual communication on TikTok and images are formed and represented through Peirce's Semiotics perspective [13]

Another previous research conducted by RatihMelisaKapitan, Petrus Ana Andung and Roky Konstantin Ara with the title "Visual Communication Through Instagram as a Promotional Medium". Analysis of Instagram promotional visual content with a focus on research on visual meaning on promotional content so that it can form attractive and persuasive communication for the audience [14].

Another previous research was conducted by Musliadi, Raden Firdaus Wahyudi and Muhlis (2025) with the title "Visual Language in Digital Advertising: Semiotics Study on Social Media Platforms". In analyzing, the researcher used Peirce's Semiotics theory as a reference to analyze the visual elements of digital advertising in the context of promotion on various social media platforms [15].

From the three previous studies above, there are various differences even though they use the same research theory, namely Semiotics. These diverse differences include different objects and research focuses. Previous research has only focused on the analysis of a person's expression and the visuals of promotional content. Meanwhile, this study focuses on the visual meaning of cooking videos with local culture that has not been studied in the three previous studies.

The formulation of this research problem is how the visual signs of Bobonsantoso's TikTok content are interpreted semiotically by Peirce in shaping his image as "Indonesian People's Chef".

This research will use the theory of Visual Semiotics from Carles Sanders Pierce (1839-1914). Visual Semiotics is an examination of various types of meanings that can be conveyed in the visual senses. If we understand that visual semiotics will not be counted in the concept of fine art as art. carving, a sculptural art that is merely an eye, however, all signs are visual signs [16]. Pierce is a semiotician who refers to the product of the mark. Signs that are visual or non-visual are part of the discussion of semiotics [17].

Therefore, having a role is important in conveying meaning and information in

various aspects of human life. The researcher used the visual semiotics method (Charles Sanders Pierce) in the Handbook of Visual Communication. Pierce divides it into three main concepts in the semiotic triangle as follows:

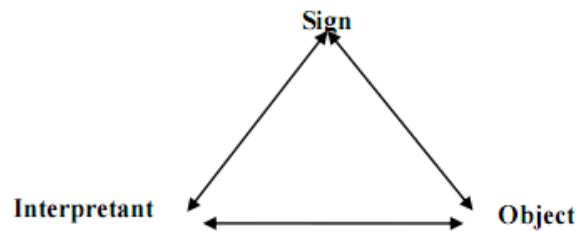


Figure 2. Triangle model of the Priece sign

Source: Handbook of Visual Communication

1. Markers

Anything that represents something else. The form in which content is expressed words, sounds, images, smells or gestures.

2. Object or referent

What the sign refers to. It can be something real, a concept, events, or ideas.

3. Mind or interpreter

Elements that help the user of the sign to understand and interpret the meaning of the sign.

Semiotics consists of various objects, events and all aspects of culture that are part of the sign. Semiotics include visual, verbal, and tactile signs and olfaktori which can be accessed and accepted by the various human senses [18]. This study aims to analyze the content of Bobonsantoso sebagai "Indonesian People's Chef" on TikTok.

RESEARCH METHOD

This type of research is qualitative with Charles Sanders Peirce's visual semiotics method. The Pierce Visual Semiotics method is used by researchers to investigate how the components of visual elements of semiotics in TikTok content, such as the actions they take, the style of dress, and the cooking skills they have so that they can interact directly with audiences from various regions to form different perceptions and attitudes of people [19].

The data collection technique for this study is an observation on the TikTok account @bobonsantoso. This technique is used for careful observation of the appropriate background. Obervasi is considered pure observation, because the process does not change the context of existing observations or can be called natural data [20]. The researcher uses Charles Sanders Peirce's visual semiotic data analysis technique, which has three main elements, namely Sign, Object and Interpretant, which are used to interpret how visual elements can work together in forming the image of Bobonsantoso

as a public figure of culinary figures who have a high sense of care for the people and respect each local culture in various regions.

The researcher sampled Bobonsantoso's content in 2024 which totaled 154 uploads and took three videos focusing on the theme of Indonesian People's Chefs. On his TikTok account, there are three categories of cooking themes in 2024, namely cooking with politicians, cooking while sharing, and cooking with the people of the archipelago. From the three content categories above, the researcher took one video from each category to be analyzed based on the number of views and likes.

RESULTS AND DISCUSSION

Results

Based on the research data, the researcher will analyze three videos contained in the @bobonsantoso account using Pierce's semiotic visuals. According to Pierce, there are three important elements, namely markers, objects and interpretations. These important elements are useful for knowing the meaning through signs when communicating [21]. Here are some videos that will be associated with Pierce's approach to visual semiotics.

1. Cook with Politicians

Table 1. Data Bobonsantoso Cooking Video with Politician

Sign	Object	Interpretan
 Figure 3 a. Sign Symbol (Bobon uses a batik-patterned belt and blangkon) b. Sign index (The inscription "Rawa malang" indicates the existence of a place or region)	Bobonsantoso communicated with the residents then asked the question "which village?" then the residents replied "Rawa Malang!"	In this scene, Bobonsantoso begins the opening of his content by greeting the residents behind him by giving a greeting in the form of a question "which village?" and then the resident answers "Rawa Malang!". Residents answered spontaneously and enthusiastically. This shows that the residents of Rawa Malang are very enthusiastic about watching the Bobonsantoso cooking event. With this, Bobon has received a positive score in the eyes of the community. With high enthusiasm, Bobon is ready to cook and explore in various other regions

Sign	Object	Interpretan
c. The Sign Symbol includes Legisign (Blangkon batik signifies the characteristics of the Indonesian state) d. The sign index includes Sinsign (the word "Rawa malang" indicates the area used as Bobon for cooking)		by realizing his good intentions, namely sharing together until he reaches a full Indonesia.
 Figure 4 a. Sign index (rainy weather makes Bobon cooking ingredients wet) b. The sign index includes the signsign (wet food a sign of rainy weather)	Bobonsantoso uses the lid of the sterophom box while holding the ingredients	In the scene, Bobonsantoso says the sentence "even so". This shows that even though the weather is not so good, but the spirit of Bobonsantoso will not fade, he looks enthusiastic and professional in carrying out his big cooking mission. Bobon was seen using the lid of the sterophom box to Self-Esteem While Checking the Quality of Materials its cuisine. According to him, whatever the challenges and conditions, he will continue to run as planned in the hope that it will not cause disappointment to the community. Because for him, cooking and sharing is a happiness in itself that has no measure.

Sign	Object	Interpretan
 Figure 5 a. Sign Symbol (Bobon wears a blangkon and a batik-patterned belt) b. Sign symbols including Legisign (Blangkon batik signifies the characteristics of the Indonesian state)	Bobonsantoso pours cooking ingredients with a passionate face with the inscription "1000 to 1200 portions"	In this scene, it can be seen that Bobonsantoso's face is very excited and his high enthusiasm in the cooking process shows a sense of excitement. Bobon also appears to be wearing traditional clothes which shows a sense of community and strengthens his identity as an "Indonesian People's Chef" who is attached to local culture and wisdom in Indonesia. With enthusiasm, Bobon said "1000 to 1200 portions" in this case, Bobon will cook a large amount, namely one thousand to one thousand two hundred portions which will then be distributed to local residents. Cooking with large portions is one of the characteristics of a Bobonsantoso using his two-meter pot. Therefore, Bobon is very easily recognizable as the "Indonesian People's Chef".

Sign	Object	Interpretan
 Figure 6 a. Sign symbol (Presidential Candidate 02 pours spices on Bobon's cooking) b. The sign symbol includes Sinsign (Presidential candidate 02 indicates that he is doing cooking activities)	Presidential Candidate 02 Prabowo Subianto pours Bobonsantoso spices	In the scene, it appears that presidential candidate 02 Prabowo participated in the Bobonsantoso cooking event. It can be interpreted that Bobonsantoso has chosen the 02nd Presidential candidate as a form of participation in his cooking event. The attitude of the people and the togetherness of the 02 presidential candidate attracted the attention of the public. Therefore, Bobonsantoso wants to show that Indonesia still has creative and innovative children to advance the love of the homeland and democracy that continues to run
 Figure 7. Core	Prabowo tasted Bobonsantoso's cuisine and said "Not inferior to restaurants"	In the scene, Prabowo wants to taste Bobon's cuisine. This shows that Prabowo feels proud of Chef Bobon to the point of admitting that his cuisine is "not inferior to restaurants".

Sign	Object	Interpretan
a. Sign symbol 1 (Bobon wears a batik motif blangkon and it is a characteristic of the Indonesian state) b. Sign symbol 2 (Presidential candidate 02 tastes the results of Bobon cuisine) c. Sign symbol 1 including Legisign (Blangkon batik signifies the characteristics of the Indonesian state) d. Sign symbol 2 including Qualisign (Presidential candidate 02 tastes Bobon cuisine with pride)		
 Figure 8 a. Sign symbol (Bobon wears a batik blangkon signifying the characteristics of the Indonesian state) b. Sign index (Bobon subdues the body to grab the hand of presidential candidate 02) c. Sign symbols including Legisign (Blangkon batik signifies the	Prabowo and Bobonsantoso shaking hands	Bobonsantoso felt proud because his cuisine was recognized as delicious in Prabowo's eyes. And Bobon thanked Prabowo for being allowed to distribute his food to the community. This is an award given by Prabowo to Bobonsantoso. With this, Bobonsantoso indirectly sets an example to the community.

Sign	Object	Interpretan
characteristics of the Indonesian state) d. Sign index (Bobon's body bows as a sign of shaking hands with presidential candidate 02)		
 Figure 9 a. Sign symbol (two Bobon fingers are the shape of the number two) b. The sign symbol includes Lesign (where the number 2 looks like in the picture)	Bobon shows the number two to the camera	In the scene, it can be seen at the end of the event that Bobon shows his two fingers to the camera. In this case, Bobon reminded social media residents not to go to the polls later. Without realizing it, Bobon had given support to the two vacant candidates.

2. Cook and Share with Others

Table 2. Bobonsantoso Cooking and Sharing Video Data

Sign	Object	Interpretan
 Figure 10 a. Sign symbol 1 (Bobon wears a hat of one of the tribes in Indonesia) b. Sign symbol 2 (two-meter pot) c. Sign symbol 1 including Legisign (The tribal hat is part of the Indonesian state) d. Sign symbol 2 including Legisign (the two-meter pot is used to cook large portions of Bobon)	Bobonsantoso shares food	In the scene, Bobonsantoso can be seen wearing a traditional regional hat symbolizing an identity of an "Indonesian People's Chef". Bobon will wear clothes or accessories in the area for him to use when cooking. Bobonsantoso cooks with large portions using a two-meter pot and will then be distributed to the community. Many residents queued up to get Bobon food ranges from children to adults.

Sign	Object	Interpretan
 Figure 11 a. Sign icon (the image is a form of the original shape of the chicken cut) b. The sign icon includes Qualisign (chicken pieces with abundant gravy)	Pouring seasoned chicken pieces	In the scene, Bobon can be seen pouring three pieces of spiced chicken. This symbolizes that Bobon is a generous person. Give more than one piece of chicken. That is the goal of Bobonsantoso to share with others according to his mission in cooking with large portions to fill the stomachs of people from Sabang to Merauke.
 Figure 12	A mother gave Bobon a thumbs up	In the scene, a mother can be seen queuing to get food from Bobon. The mother seemed happy therefore she expressed it with a thumb-shaped thumb. This is a form of gratitude to Bobonsantoso for providing a free meal to the community.

Sign	Object	Interpretan
a. Sign symbol (The mother gives a thumbs up to Bobon) b. The sign symbol includes Lesign (thumbs up to mean delicious Bobon cuisine)		
 Figure 13 a. Sign symbol (five fingers is a sign that you are waving) b. The sign symbol includes the lesign (the five fingers shown symbolize separation)	Bobonsantoso waves to the camera	In the scene, at the end of the content, Bobonsantoso waves his hand and shows himself on his way by driving a pickup truck carrying his two-meter pot. This is not the end of Bobon's cooking journey, but Bobon will continue to walk and explore in various regions for his cooking mission with passion and never giving up.

3. Cook in the Archipelago

Table 3. Video Data of Bobonsantoso Cooking in the Archipelago

Sign	Object	Interpretan
 Figure 14 a. Sign symbol 1 (The hat used by Bobon is the hat of the Papuan tribe) b. Sign symbol 2 (Indonesian TNI uniform is loreng) c. Sign symbol 1 includes Lesign (where the hat is the identity of the Papuan Community) d. Sign symbol 2 included e. Lesign (the TNI uniform is also an identity determined by the State of Indonesia)	Bobonsantoso distributes his food to the community	In the scene, Bobonsantoso is cooking in Papua by wearing a hat from the Papuan tribe. When Bobonsantoso poured food onto the plates of the residents, a state official was seen on guard while recording the happy moment as if he wanted to capture the moment of togetherness. The participation of this apparatus aims to participate in maintaining the peace of the community who receive free food from Bobonsantoso. In this case, a sense of warmth and togetherness will arise to strengthen the bond of brotherhood.



Figure 15

- a. Sign symbol 1 (The hat used by Bobon is the hat of the Papuan tribe)
- b. Sign symbol 2 (Indonesian TNI uniform is loreng)
- c. Sign symbol 1 includes Lesign (where the hat is the identity of the Papuan Community)
- d. Sign symbol 2 included
- e. Lesign (the TNI uniform is also an identity determined by the State of Indonesia)

Bobonsantoso memberikan makanannya kepada warga anak kecil

In the scene, Bobon can be seen giving his food to a small child wearing a Papuan tribal hat. The little boy accepted the food with a small smile on his face. However, behind that there is a sense of obstruction. Bobonsantoso unknowingly apologized to him for giving food with his left hand. It doesn't mean This is bad, but in Indonesia there are manners and behaviors that must be upheld Where in giving goods, you should use your right hand to look polite.



Figure 16

Bobonsantoso distributes food to residents

In the scene, Bobonsantoso can be seen wearing a Papuan tribal hat while pouring food in a Papuan container. Bobon poured it energetically and full of warmth. Welcoming Papuans with enthusiasm to cook there. In terms of cooking, Bobon gives food each time it does not differ from the size of the portions given in each

a. Sign symbol (The hat used by Bobon is the hat of the Papuan tribe) b. Sign index (the process of distributing food) c. Sign symbols including Lesign (where the hat is the identity of the Papuan Society) d. Sign index including signage (distributing food to sign an event)		region. Bobon royal in terms of providing food. It can be seen that the food poured into the containers of Papuans is so abundant. Even so, Bobon still distributes it evenly to all communities there.
Figure 17 a. Sign Sign symbol (The hat used by Bobon is the hat of the Papuan tribe) b. Sign index (the process of distributing food) c. Sign symbols including Lesign (where the hat is the identity of the Papuan Society) d. Sign index including signage (distributing food to sign an event)	Bobonsantoso is about to pour food into a container	In the scene, Bobon wears a Papuan tribal hat to pour food into a container. It can be seen that one of the media is also involved in Bobon's cooking event. The media did not reveal his identity clearly only carrying a camera with a photographic attitude to capture the moment. This indicates that the Bobon cooking event was attended by various agencies to make a sense of togetherness and warmth become one in the land of Papua.



Figure 18

- a. Sign symbol (one of the identities of Papuans is black and curly)
- b. The sign symbol includes Qualisign (having black skin does not cover the friendly and friendly nature of Papuans)

Papuans are queuing for free food

In the last scene, Bobon shows that behind his two-meter pot there are many people who are queuing for free food from Bobonsantoso. This is a form of pastisipas, enthusiasm and happiness owned by the Papuan people, because from children to the elderly many people queue up and are enthusiastic about tasting bobon cuisine. No wonder Bobonsantoso is dubbed as the "Indonesian People's Chef" because he has a popular taste and always wants to embrace all Indonesian people through the cuisine he serves.

Discussion

The cause of the rapid development of knowledge and information technology makes social media one of the cost-effective platforms in self-development to improve personal branding. The title "Indonesian People's Chef" for Bobonsantososo is no longer an ordinary title but is top of mind for his audience.

Based on the results of the data in the table above using Pierce's visual semiotics, it can be concluded that Bobonsantoso's personal branding with the title "Indonesian People's Chef" is formed through various elements, especially visual elements such as the contrasting color of the content, lighting used, facial expressions and gestures shown until the properties used provide their own visual effects. Khedher (2019) argues that the power of personal branding must also be supported by visual elements that are in accordance with the message conveyed [22]. Not only with visual elements, but with Bobon's attitude of often interacting with the community can create an atmosphere of popular closeness. In this case, Bobon displays a positive image as an "Indonesian People's Chef" because of his attitude of being popular and caring about the social needs of the community through the free food he provides.

BobonSantoso in his uploaded content has collaborated with political figures in cooking events. This collaboration is a form of participation of political figures in showing

a sense of togetherness and closeness between leaders and the community. Without realizing it, this collaboration can create a new atmosphere or related to campaigning through social media. In Indonesia, the use of social media is very diverse, one of which is associated with the use of social media as a means of political campaigning. The use of campaigning through social media can affect one's image as a means of communication by showing real action through social media. In the modern era of highly digitally connected politics, social media plays an important role in shaping public perception and building a positive image for politicians [23]. In this activity, the political figure also tasted Bobon cuisine and gave praise, and provided support to continue the social mission of the cooking event.

Then, the content of Bobonsantoso cooking and sharing with others with a large number of portions, for example, two hundred to three hundred kilograms of Bobonsantoso beef does not take into account. He is known as a generous and polite person to the community when it comes to sharing and never looks at the status and background of the community when it comes to sharing food. Young people like this are needed by the nation to think creatively and innovatively and have a high sense of care.

In addition, Bobonsantoso with his content of cooking in the archipelago, when cooking he does not forget to use cultural elements in each region, for example using hats, blangkon or sashes typical of certain regions. It is a form of respect for local culture formed in Bobon. Unknowingly, the use of special properties at each cooking event makes a branding in itself formed. For example, Bobon wears a Papuan tribal hat, blangkon with batik motifs or other accessories.

Judging from the response and high enthusiasm from the community, Bobon is well accepted as someone who provides happiness and togetherness through food. He will continue to cook throughout Indonesia from Sabang to Merauke without discriminating from race, ethnicity, customs, religion to skin color. No wonder Bobonsantoso is nicknamed as the "Indonesian People's Chef" because he has a taste that is always popular and always wants to embrace all Indonesian people through the cuisine he serves.

Therefore, through visual semiotics, Pierce consistently strengthens his personal branding through visual elements that he shows through symbols, interactions and real actions to form his identity to become known as "Indonesian People's Chef". Bobon builds his personal branding, not only to be a content creator who is good at cooking with large portions, besides that he is a content creator who has a high sense of social concern through local culture in the welfare of the Indonesian people.

CONCLUSION

Fundamental Finding : The study concludes that Bobonsantoso successfully constructs a consistent image and personal branding as the "Indonesian People's Chef" through the integration of visual elements, cultural symbols, social interactions, and acts of solidarity, as analyzed using Charles Sanders Peirce's visual semiotics framework. **Implication :** These findings highlight the influential role of digital culinary content in

shaping public perception, reinforcing national identity, and promoting cultural appreciation while also serving as a model for how content creators can combine aesthetics with meaningful social representation. **Limitation** : However, this research is limited by its focus on a small number of TikTok videos from specific categories in 2024, which may not fully capture the breadth of Bobonsantoso's overall content strategy or its long-term impact. **Future Research** : Further studies are recommended to examine audience reception more deeply across diverse demographics, explore comparative cases of other culinary influencers, and investigate how semiotic strategies evolve in response to political, cultural, and social dynamics within digital media platforms.

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