

Analysis of Personal Branding Strategies Through Digital Story Telling on Tiktok @Onebitebigbite Accounts

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ABSTRACT

Objective: This study aims to analyze the formation of personal branding through digital storytelling on the TikTok account @onebitebigbite, using McNally and Speak's (2012) Personal Branding Theory to examine how creators establish a unique, relevant, and consistent self-image on social media. **Method:** Employing a qualitative approach with content analysis, data were collected from 50 TikTok videos uploaded between June and December 2024, with further analysis focused on the 10 videos receiving the highest engagement in the form of likes. **Results:** The findings reveal that @onebitebigbite successfully constructs personal branding by integrating distinctive visual styles (e.g., flashy lipsticks, glamorous outfits, dramatic expressions), relevant content themes (e.g., viral food trends, popular restaurants, extreme food portions), and consistent storytelling patterns, including strategic use of Call-to-Action features. This combination creates an authentic and recognizable brand identity, effectively enhancing audience engagement. **Novelty:** The study contributes to the refinement of personal branding theory in the context of digital media, highlighting the role of TikTok as a powerful platform for narrative-driven branding while offering practical insights for individuals and organizations seeking to leverage digital storytelling in branding strategies.

INTRODUCTION

Advances in information and communication technology have resulted in significant changes in patterns of interaction, expression, and self-image building in public spaces. Social media, especially TikTok, is now one of the dominant platforms in creating new opportunities for personal branding. TikTok, which is based on short video content, allows users to combine narrative, visual, and audio elements in building a digital identity. According to data from We Are Social as of January 2024, TikTok has over 126.83 million active users in Indonesia, making it one of the most popular social media platforms in the country. This shows that social media, such as TikTok, not only influences communication patterns, but also opens up new opportunities in building digital identities known as personal branding [1], [2], [3].

As one of the growing strategies, personal branding is becoming increasingly relevant in the era of social media, especially on platforms like TikTok. Personal branding is the process of building and maintaining a unique, authentic, and relevant self-image to achieve public recognition [4], [5]. In the context of social media, personal branding is often associated with the ability to creators to use digital storytelling as the main strategy. Digital storytelling not only creates compelling narratives but also builds a strong emotional connection between creators and audiences [6].

In addition, personal branding is also a concept that refers to the efforts of individuals in building and managing their self-image consciously and strategically, with the aim of creating a consistent, strong, and positive image in the eyes of the public. According to McNally and Speak (2012), there are several important characteristics in building a successful personal branding, namely distinctive, relevant, and consistent. Distinctive personal branding means that it reflects the uniqueness of an individual, which can be in the form of special skills, lifestyle, or values adhered to. This uniqueness is a distinguishing element from other individuals in the midst of a competitive market. Furthermore, relevance shows that a personal brand must have a connection with the intended audience. This means that a personal brand must not only stand out, but also be able to meet the needs, desires, and expectations of others in order to be accepted and appreciated. Meanwhile, consistency is the key in strengthening personal branding, where personal brands must continue to be present in a sustainable manner on various platforms and situations, so that they are easily recognized and remembered by the audience. This can be seen from the object of this research, namely the TikTok @onebitesbigbites account where the account has been verified by TikTok which can be seen from the blue tick on the account profile [7].

Building a strong personal brand has various significant benefits for individuals in various aspects of personal and professional life. These aspects include: as a differentiator in the digital world, increasing confidence in creating content, opening up collaboration and networking opportunities, attracting monetization and business cooperation opportunities, increasing reputation and credibility in the digital community, building stronger relationships with audiences, increasing influence and leadership in the creative community, increasing engagement and interaction with audiences.

Personal branding in the digital age is also not only related to how a person presents themselves, but also how they build trust and credibility in the eyes of the audience. This credibility can be strengthened through consistency in conveying the message, active engagement with the audience, as well as the ability to add value in any content shared. With more direct interaction through social media such as TikTok, personal branding has become more dynamic and influenced by responses and feedback from the audience. Therefore, creators who are able to build close relationships with their followers will find it easier to create a strong and sustainable image [8], [9], [10].

Storytelling in personal branding is increasingly prominent in the digital era, where narrative is the main tool in shaping perception and connection with the audience. TikTok as a video-based platform provides a space for creators to convey their stories in a more interactive and dynamic way [2]. Digital storytelling allows creators to package their experiences, values, and identities in the form of content that is easily accessible and digestible to the audience. According to Bernard R. Robin (2008), [11] digital storytelling consists of three main elements, namely narrative (story), visual (image/video), and audio (music/voice-over), which work synergistically to convey messages effectively. Meanwhile, Jason Ohler (2008) emphasizes that digital storytelling is not just about

telling stories, but also using visual and audio elements to build a more immersive and memorable experience for the audience. Unlike traditional forms of storytelling, storytelling on social media, especially TikTok, demands a more concise strategy, attractive visuals, and the use of audio elements that can strengthen the message, storytelling not only displays an interesting narrative but also relies on visual aesthetics and supporting audio elements to strengthen emotional attachment.

Storytelling has become an important phenomenon in personal branding because of its ability to create emotional connections and improve personal brand memory. This technique utilizes personal narratives to build a unique identity while instilling core values in the audience. Phenomena such as education and lifestyle in @kelaspebisnis accounts that build personal branding through educational storytelling about business strategies, while @inspirasistyle use narrative to introduce personal fashion styles. This storytelling approach not only increases engagement, but also strengthens the emotional connection with the audience, making it a key strategy in building authentic and sustainable personal branding.

A similar phenomenon is also seen in other fields, namely the TikTok @onebitebigbite account, which consistently uses digital storytelling elements to build personal branding in the context of culinary accounts. This approach transforms food review content into an engaging and engaging narrative, allowing audiences to experience food tasting in a more immersive way. This account is known for its dynamic delivery style, aesthetic visuals, and the use of audio that supports the atmosphere of the content. This account manages to capture the audience's attention through creative narratives, aesthetic visuals, and audio that supports the main message. On average, each upload on this account is able to attract more than 500,000 viewers with a high level of interaction, making it one of the successful examples of the implementation of digital storytelling on the platform. However, despite the popularity of these accounts, studies on how these elements are systematically applied and their impact on personal branding are minimal. Because of this, the study aims to analyze in depth the digital storytelling strategies used by @onebitebigbite accounts.

With the development of the storytelling phenomenon in various fields, it is increasingly clear that narrative has a crucial role in shaping self-image on social media. Through this approach, creators can be more effective in attracting attention, building strong emotional connections, and creating authentic and sustainable personal branding [12]. Previous research relevant to personal branding and digital storytelling has been conducted by several researchers. Priskila, Ardhiani, and Arifah, in a study entitled [13]. The Formation of Personal Branding Through Storytelling (Study on Ivy Wijaya's Instagram Account), found that storytelling can help a creator build an authentic and consistent image on social media. Ivy Wijaya uses storytelling techniques to convey her personal narrative, strengthen emotional connections with audiences, and create a strong digital identity. This article emphasizes storytelling on Instagram to build authentic and emotional personal branding, while McNally & Speak (2012) provides a general framework for personal branding that is distinctive, relevant, and consistent without

being tied to the platform. Meanwhile, the study "Analysis of Personal Branding Strategies Through Digital Storytelling on TikTok Accounts @onebitebigbite" focuses on specific strategies on TikTok, characterized by short video content and real-time interactions, so that it emphasizes more on the application of theory in the context of different platforms. Therefore, this study uses a descriptive qualitative method to connect the theory with previous research in analyzing personal branding strategies through digital storytelling on TikTok.

Another study by Muhammad, titled [14] *The Application of Transmedia Storytelling to Arief Muhammad's Personal Branding on Instagram Social Media*, found that Arief Muhammad successfully used storytelling elements to display humorous and relatable characters. Through consistent narratives and transmedia storytelling strategies, Arief is able to build a credible and widely known personal image on various social media platforms. This study highlights the application of transmedia storytelling in Arief Muhammad's personal branding on Instagram. He managed to display humorous and relatable characters with a consistent narrative, so that he was able to build a credible and widely known personal image on various platforms. In contrast to the theory of McNally & Speak (2012) which emphasizes the general principles of personal branding such as distinctive, relevant, and consistent, this study emphasizes real practices through transmedia strategies. Meanwhile, the title of the research "Analysis of Personal Branding Strategies Through Digital Storytelling on TikTok @onebitebigbite Accounts" is more specific to the use of digital storytelling on TikTok, which has unique characteristics in the form of short videos, visual trends, and quick interaction in forming personal branding. Therefore, this section is prepared using a descriptive qualitative method to emphasize the relationship between personal branding theory and previous research results and its relevance to the focus of research.

In addition, research by Angelika and Setyanto titled *Social Media in the Formation of Personal Branding (Study on Instagram Alberta Claudia)*, shows that consistency in social media content is very important in creating self-image. Alberta Claudia uses storytelling as a tool to visually convey her personality and expertise, strengthen her digital identity, and increase audience engagement [15]. This research emphasizes the importance of consistency of social media content in shaping personal branding. A study on Alberta Claudia's Instagram shows that storytelling is used to visually showcase her personality and skills, thereby strengthening digital identity and increasing audience engagement. When compared to the theory of McNally & Speak (2012), this study is a real application of the principle of consistency mentioned in the theory. Meanwhile, when aligned with the title of the research "Analysis of Personal Branding Strategies Through Digital Storytelling on TikTok @onebitebigbite Accounts", the focus is different because Angelika & Setyanto's research focuses on visual consistency on Instagram, while the research on @onebitebigbite emphasizes digital storytelling strategies on TikTok with the characteristics of short videos and quick interactions as a means of building a personal image.

Based on the findings of previous research, it can be concluded that storytelling has a significant role in shaping personal branding on social media. However, most of the research focused on the Instagram platform, while TikTok's unique potential for conveying narratives through short videos has been rarely studied. Therefore, this study aims to fill this gap by analyzing how TikTok accounts @onebitebigbite utilize digital storytelling to build personal branding, McNally's theory and Speak (2012) are suitable for this study because it emphasizes distinctive, relevant, and consistent characteristics of personal branding, which is in line with the digital storytelling strategy in TikTok @onebitebigbite.

This research is important because there have not been many in-depth studies on the application of digital storytelling specifically on TikTok for the purpose of building personal branding. By examining this phenomenon, this research not only provides theoretical contributions in the field of digital communication and personal branding, but also provides practical insights for content creators who want to use TikTok to build a more effective self-image. The scientific approach used in this study will also provide evidence on the impact of storytelling on personal branding, which can be used as a reference for the development of communication strategies in the digital era.

This research adheres to ethical principles by not including personal information from TikTok account owners @onebitebigbite, and all data used is public and taken from content that has been uploaded on the TikTok platform. Using this approach, the research is expected to provide in-depth insights into how digital stories can be used to build strong personal branding on social media platforms such as TikTok. The research is also expected to help develop a theory of personal branding in the internet age and provide practical guidance for people and organizations who want to leverage TikTok as a digital narrative platform.

RESEARCH METHOD

This study uses a qualitative method with a descriptive content analysis approach. This approach aims to understand and describe how storytelling elements are used in building personal branding on TikTok. Qualitative content analysis methods allow researchers to explore the meanings contained in the data as well as identify patterns and themes that emerge from the analyzed content [16].

Data was collected through observation of 50 TikTok videos uploaded by @onebitebigbite accounts in the June-December 2024 period. The focus of observation is directed at videos that use storytelling techniques, such as clear storylines, the use of supporting visual and audio elements, the presence of climax or surprise in the narrative, and videos that show how creators build their image through their delivery style, personal uniqueness, and message conveyed to the audience. Of these, the 10 videos with the highest number of likes were selected, because they are considered to represent the most significant level of audience engagement. This selection helps the research focus on the content that is most successful in using storytelling to shape a creator's identity, while

also assessing the consistency of the themes, visuals, and narratives that support personal branding.

Digital Storytelling theory is used in this study because it provides a framework to analyze how digital stories are arranged and conveyed through new media. Elements such as narrative, visuals, and audio are the main aspects that can show how storytelling strategies are used to build a creator's self-image on TikTok.

The data comparison is done in several ways. First, compare data sources, namely matching information from TikTok video content @onebitebigbite with audience comments and other sources such as articles or news. Second, using various methods of data collection, namely content observation, documentation, and literature studies to make the results stronger. Third, observation at different times to see the consistency of storytelling strategies.

Each selected video was analyzed in more depth based on three main aspects, namely narrative, visual, and audio. A clear narrative, a consistent theme, and an authentic message help create an emotional connection with the audience. Eye-catching visuals, precise graphic composition, and shooting techniques reinforce the appeal of the content. Meanwhile, audio such as background music, sound effects, and authentic dialogue deepen the narrative experience. These three elements work synergistically to form a strong image of creators on social media. This research also adheres to ethical principles by using only public data from TikTok @onebitebigbite accounts, and focuses on analyzing how digital storytelling is used in building personal branding in the digital era.

RESULTS AND DISCUSSION

Results

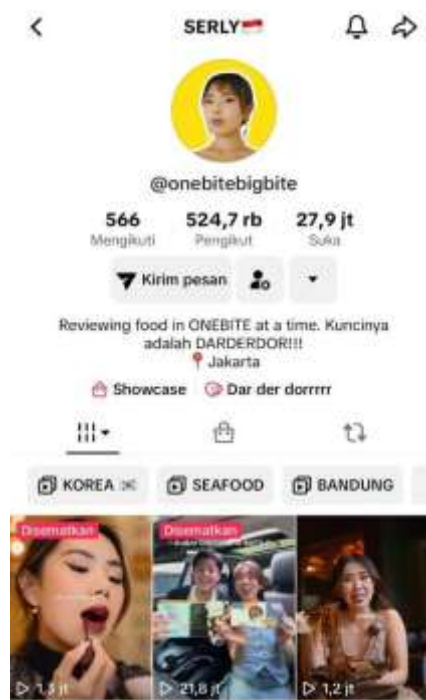


Figure 1. Tiktok Profile @onebitbigbite

TikTok accounts @onebitebigbite build personal branding through *digital storytelling strategies* that combine stories, compelling visuals, and the right audio consistently. The uniqueness lies in the way it presents food reviews with an interesting narrative and a distinctive shooting angle. Of the 50 videos uploaded between June-December 2024, 10 videos with the highest number of likes, comments, and shares were selected. The results show that the storytelling used succeeds in creating strong characteristics, is easy to recognize, and attracts the attention of the audience. In addition, the content is always relevant to the interests of viewers who are looking for culinary recommendations which makes this account even more in demand. Consistency in video format, tone of voice, and delivery style is also the main key that makes this account's personal branding stronger on TikTok.

Of the 50 videos analyzed, two of them were chosen to be displayed visually because they had the highest number of viewers while illustrating the storytelling power of @onebitebigbite account. The two videos are *Drunkbaker* and *Aalto – Sunday Brunch*.



Figure 2. Drunkbaker

The video "Drunkbaker" managed to achieve 4.4 million views, 502.5 thousand likes, and 38.8 thousand shares. This content features creators trying different types of bread with distinctive dramatic expressions, such as enlarged eyes and enthusiastic hand gestures. The storytelling is strengthened by the use of upbeat music and quick editing that makes the atmosphere even more lively. The narrative built creates a sense of curiosity for the audience, so they seem to taste the food just by watching the video.



Figure 3. Aalto Sunday Brunch

The video "Aalto - Sunday Brunch" garnered 3.6 million views, with 378.2 thousand likes, 1.5 thousand comments, and 28.9 thousand shares. This video shows the creator's experience while enjoying the seafood menu at a restaurant. Storytelling is presented through close-ups of food, lighting that emphasizes the freshness of seafood, and authentic expressions of awe of creators when tasting them. The luxurious feel of the restaurant is combined with the expressive style of the creator, resulting in an interesting contrast between an elegant atmosphere and a totality way of dining. This makes the audience not only interested in the food being reviewed, but also in the creator's persona.

These two videos show how @onebitebigbite account leverages digital storytelling to attract millions of viewers. Overall, each video of this account garnered more than 500,000 views, with consistency in narrative patterns, close-up visuals, and supportive audio. This confirms that strong storytelling is able to encourage higher engagement than just presenting culinary information.

The two videos with the highest viewership, *Drunkbaker* (4.4 million views) and *Aalto - Sunday Brunch* (3.6 million views), are examples of how @onebitebigbite accounts implement personal branding strategies. In *the Drunkbaker video*, dramatic expressions and the use of striking lipstick are unique characteristics that distinguish creators from other food reviewers. Meanwhile, *Aalto - Sunday Brunch* shows relevance (relevance) because it reviews popular seafood restaurants with elegant presentations that are in line with TikTok audience trends. Both videos also consistently show similar storytelling patterns: an interesting opening, a total expression during a meal, and a closing in the form of an interactive invitation to the audience.

The video clearly shows that the creator's personal branding strategy is built through the uniqueness of visual style, the relevance of content choices, and the

consistency of storytelling patterns. To strengthen the analysis, the study then compared the ten videos with the highest number of likes on @onebitebigbite accounts. The following table shows engagement data from the ten videos, which is the basis for identifying the patterns of personal branding strategies more thoroughly.

Table 1. 10 Videos

NO	Video Title	Like	Comment ary	Share
1	Drunkbaker	502,5K	1.3K	38.8K
2	Aalto-Sunday Brunch	378,2K	1.5K	28.9K
3	Room	251,7K	1.8K	21.5K
4	Pork Fast Food	192,1K	1.2K	18.5K
5	Rujak Shanghai	174,6K	484	7,0K
6	Review Mie Viral	1.2M	3.4K	8.7K
7	Alaska King Crab	217,4K	716	3.2K
8	10K Snacks in Jakarta	323,1K	540	7.6K
9	Zushiku	88.8K	357	9.8K
10	Sate Wagyu Premium	750K	2.1K	6.8K

From the analysis carried out, the video with the highest engagement was *Drunkbaker*, which managed to achieve 502.5 thousand likes and 38.8 thousand shares. This video has *a strong digital storytelling* pattern because it builds curiosity from the start, maintains its appeal with vibrant visuals, and is supported by sound and music that strengthens the atmosphere. In this video, the creator opens by showing various types of bread while showing a curious expression, as if inviting the audience to guess the taste and texture. When tasting his dramatic reactions, ranging from surprised expressions, enlarged eyes, to enthusiastic hand gestures, the audience felt the sensation of the taste he experienced. Coupled with supporting sound effects and interesting editing, the atmosphere created is even more appetizing, as if the audience can taste the bread just by watching the video.

On the other hand, the *Sate Wagyu Premium* video did get more likes, namely 750 thousand, but only got 6.8 thousand shares. This shows that while many like the video, few feel interested enough to share it. One of the reasons is the lack of variety and the narrative feels flat, so it is not able to maintain the audience's attention for a long time. Compared to other videos that are more interactive, this video makes less use of strong storytelling elements, such as building curiosity or presenting dramatic reactions that can evoke the audience's emotions. From this, it can be concluded that videos with high *engagement* generally have more structured storytelling in terms of narrative, visual, and audio. These three elements are key in strengthening personal account branding, as they are able to create a more memorable viewing experience and encourage more interaction from the audience.

Table 2. Personal Branding Strategy Video Comparison

Aspek Personal Branding (McNally & Speak, 2012)	@onebitebigbite Research (TikTok)	Putra & Hidayat (2020) - Deddy Corbuzier (YouTube)	Sari & Lestari (2021) - Beauty Influence r (Instagram)	Rahman (2019) - Culinary Celebgram
Khas (Unique)	Flashy lipstick, glamorous outfits, dramatic expressions when reviewing food.	Straightforward speaking style, podcast concept, intellectual positioning.	Makeup tutorials, feminine language styles, aesthetic visuals.	Review food with personal style, natural expression.
Relevant	Reviewing viral foods, large portions, extreme prices → match the TikTok trend.	Content is relevant to YouTube audiences looking for serious discussion & intellectual entertainment.	Relevant to audiences looking for beauty inspiration.	Relevant to an audience that loves everyday culinary.
Consistencies (Consistent)	Regular uploads, uniform narrative patterns, consistent visuals & audio.	Consistent in the podcast format, branding as a host is critical.	Consistently upload makeup content and beauty tips.	Consistently showcasing the culinary & foodie lifestyle.

From the data comparison table above, personal branding applied to TikTok accounts @onebitebigbite based on three main elements according to McNally and Speak (2002), namely *unique, relevant, and consistent*. These three elements play an important role in building the image of this account as a food reviewer that has strong characteristics and is easily recognizable by the audience.

Unique: *Uniqueness* in personal branding is not only about having distinctive characteristics, but also how these elements become a strong and repeatable identity so

that they are easily recognizable by the audience. @onebitebigbite accounts have a very prominent characteristic in the choice of outfits and striking lipstick colors, which can psychologically affect the audience's perception of the appeal and character of the creator. The color of the lipstick that creators use tends to be bold and contrasting, such as fiery red, purple, or bright pink. This selection is not just aesthetic, but also has a psychological impact on the perception of the audience. According to research by Elliot & Niesta (2008), the color red can increase a person's attractiveness because it is associated with confidence, strength, and dominance. This explains why many audience comments highlight the color of the creator's lipstick, such as "The lipstick is always on point! It makes me look more elegant even though I eat a lot." and "I'm not only looking at the food review, but also curious what color lipstick I'm wearing today." With consistent and striking use of lipstick, creators have managed to build an easily recognizable visual identity and increase audience engagement.

In addition to lipstick, the selection of an unusual creator outfit for a food vlogger. Unlike other creators who generally wear casual clothes such as t-shirts or hoodies when reviewing food, these creators often appear in more glamorous outfits, such as party dresses, satin dresses, and sequined tops. This uniqueness creates an interesting contrast between large portions of dining activities with a look that remains elegant and elegant, thus attracting the attention of the audience. Many comments expressed their admiration for how creators can still look stylish despite enjoying a large amount of food, such as "Eat a lot but the clothes are still elegant, how can you do it?!". This phenomenon can be explained through the theory of enclothed cognition (Adam & Galinsky, 2012), which states that clothing can affect the way a person feels and acts. In this case, the glamorous outfit worn by the creator can increase confidence and exude an exclusive aura, which then strengthens the appeal of his personal branding. In addition, the choice of this unique outfit is also in line with the theory of non-verbal communication (Solomon & Rabolt, 2009), which states that clothes can be a visual communication tool that shapes other people's perception of a person. By consistently showcasing a different style of clothing from the norms of the food vlogging industry, creators have managed to build a strong visual identity, create their own appeal, and inspire many audiences to pay more attention to their appearance when enjoying food.

With a strategic choice of lipstick colors and outfits that are always standout, @onebitebigbite account not only utilizes storytelling in the narrative and audio aspects but also in the visuals. The creator's identity becomes stronger and more recognizable, creating an appeal that keeps audiences coming back to watch their videos.

Relevant: Relevance in branding strategies plays a crucial role in attracting and retaining the audience's attention. McNally and Speak (2012) explained that a brand or individual must be able to present content that is in line with the needs and interests of the target audience in order to remain competitive and gain a place in their minds. @onebitebigbite account demonstrates this relevance through various aspects, especially in the selection of content that matches the trend, the presentation of attractive visuals, as well as the distinctive communication style and engaging.

According to Kotler and Keller (2016), content that is considered relevant is content that not only meets the needs of the audience but is also able to create emotional attachment and a pleasant experience. In this case, @onebitebigbite account understands that audiences on social media, especially TikTok and Instagram, have an interest in content that is entertaining and informative. Therefore, the creator of this account not only provides food reviews descriptively, but also packages them in a unique and expressive delivery style, thus creating a more immersive viewing experience compared to other food reviewers who tend to be simpler in delivering their reviews. One strong indicator that these accounts have high relevance to their audience is the selection of food reviewed. The creator of this account not only discusses daily food, but also focuses on culinary that is going viral or has its own uniqueness. For example, reviews of large portions of food, foods with extreme prices (both very cheap and very expensive), and foods with unique looks are often the main content. This strategy allows these accounts to remain relevant in the midst of a very dynamic culinary content competition. This is also in line with the concept of trend-driven content, where creators need to keep up with emerging trends to maintain high engagement on digital platforms (Kietzmann et al., 2011).

In addition to food selection, the way creators deliver is also an important factor that makes this account relevant. Unlike other reviewers who generally only give reviews in their usual speaking style, the creator of this account uses a very expressive expression, combined with dynamic gestures and an enthusiastic communication style. This creates the impression that every review presented has an entertainment element, not just information. Several comments from the audience showed appreciation for the totality of the creator's submission, such as "Recently there was a food reviewer who reviewed his intentions, edits, way of eating, honest reviews, and the style I like pol." Such comments indicate that the attractive delivery element is its own attraction that makes this content more attached to the audience's mind.

Not only that, this account is also relevant because it successfully combines food review elements with a strong personal branding aspect. One of the characteristics that makes this account different is the selection of creator outfits that are always striking and unusual for a food reviewer. Creators often appear in glamorous outfits, such as party dresses or flashy colored outfits, which create an interesting contrast when enjoying large portions of food. This strategy corresponds to the concept of self-presentation from Erving Goffman (1959), who explains that individuals seek to present themselves specifically to the audience through visual symbols and certain communication styles. The selection of luxurious outfits in each video is not just an expression of personal style, but also a branding strategy that makes creators have their own characteristics that distinguish them from other food reviewers.

Overall, @onebitebigbite account can be said to be very relevant to its target audience because it is able to adapt its content to trends, provide an engaging viewing experience, and integrate strong personal branding elements. The combination of trend-appropriate food selection, expressive delivery style, and compelling visual strategy

makes this account have a consistent appeal and remain relevant amid the ever-growing digital content competition.

Consistent: Consistency is one of the main factors in building a strong personal branding. In the digital world, a person or an account must be able to maintain its characteristics continuously in order to remain known and remembered by the audience. If an account changes frequently in its delivery style, upload schedule, or concept, then people will have a hard time recognizing it. Conversely, if an account remains consistent in various aspects, then the audience will easily remember and identify its content, without even having to look at the account's name. @onebitebigbite accounts show excellent consistency in various aspects, from the frequency of uploads, the pattern of telling stories in videos, to the visual style and expressions used in each content. In terms of frequency, this account routinely uploads videos at least three times a week. This is not only to maintain the existence of accounts on social media, but also to make his followers always look forward to the latest content. The more often an account appears on an audience's timeline, the more likely they are to remember it. This also corresponds to the way social media algorithms such as TikTok and Instagram work, which more often display content from active and regularly uploaded accounts. With this strategy, @onebitebigbite account manages to build a close relationship with their audience, because they know that every few days there will be a new video that they can watch and enjoy.

Apart from the upload schedule, this account is also consistent in the pattern of storytelling. Each video has more or less the same pattern, starting with an interesting opening, an informative and entertaining main section, and ending with a question or invitation that encourages interaction from the audience. The opening of the video is always made dramatic to attract immediate attention, for example by using a zoom in effect on food, slow motion to show the appetizing texture of food, or sound effects that add a realistic impression, such as the sound of crunching when biting something or the sound of slurp when sipping noodles. These techniques are not just styles, but also strategies used to make the audience more interested and feel closer to the experience shown in the video.

The main part of the video is always created with a distinctive delivery style. Reviewers deliver food descriptions with totalitarian expressions, enthusiastic voices, and sometimes humor that makes the content more interesting. This account also has a relaxed language style and is close to its audience, so viewers feel like they are listening to recommendations from their own friends, not from a food reviewer who is too formal or rigid. In addition, this account not only provides information about food, but also builds a pleasant viewing experience.

At the end of the video, the reviewer usually closes with a question like, "Do you think this food is worth it?" or "Have you tried this food yet?" This is done so that the audience is interested in leaving comments and interacting with the content. The more comments and interactions you get, the more likely it is that the video will be recommended by the algorithm to more people. With the same storytelling pattern in

each video, this account has created a strong identity so that the audience can instantly recognize the video, without even having to see the account name first.

Digital Storytelling in Personal Branding of Tiktok @Onebitebigbite Account

Digital storytelling is a form of narrative that utilizes technology and digital media to create a richer and more interactive storytelling experience. Unlike traditional narratives that rely only on text or verbal, [17] digital storytelling combines various elements such as video, images, audio, text, and animation to produce a more engaging story. One of its hallmarks is interactivity, which is the audience's active engagement with content that is consumed continuously (Miller, 2020, p. 4). Audiences not only become recipients of stories, but can also participate in the creation and dissemination of stories through comments, video sharing, or providing ideas for future content.

According to Miller (2020), there are three main elements in digital storytelling: narratives, the use of digital media, and engaging. These three elements are also seen in the content of @onebitebigbite TikTok account. This account utilizes digital storytelling to build personal branding in the digital culinary world. Account owners not only review food, but also build compelling stories with clear structure, strong use of visuals, and interaction with the audience. This makes the content more engaging and increases user engagement on the TikTok platform.

1. Narrative - Interesting Story Structure

Narrative is at the heart of digital storytelling. In @onebitebigbite videos, each piece of content has a clear story structure with three main parts. Each video starts with an opening (hook) that grabs the audience's attention. Creators often use questions or statements that build curiosity, such as "What does it feel like to eat a burger this big alone?", "I guess I can finish this extra spicy seafood, right?", or "Is this viral food really good or just a gimmick?". This way, the audience feels interested and encouraged to watch the video until the end.

Once it grabs attention, the video moves on to the conflict or climax of the story, which is the core part of the content. At this stage, creators start tasting food, giving authentic expressions, or facing challenges like extra spicy foods or giant portions. This process not only brings a culinary experience but also builds tension and anticipation for the audience. The facial expressions, spontaneous reactions, and narratives used further strengthen the audience's emotional engagement with the content.

Each video ends with a resolution, where the creator gives a conclusion or recommendation. This conclusion can be an assessment of whether or not the food is worth trying, whether the challenge is successfully solved, or whether the expectations match reality. These resolutions provide satisfaction for viewers and often invite further discussion in the comments section, strengthening the interaction between creators and audiences.

In addition, the creator's presentation in these videos is often accompanied by humor and spontaneous reactions that make the content more entertaining. According to a study by McGraw & Warren (2010), the element of surprise in humor can increase the appeal of the message and make the audience more engaged. This is seen in the way the

creators convey exaggerated expressions when faced with spicy food or large portions, as well as the use of dramatic tone of voice to reinforce the comedic effect. The combination of quick speech, expressive expression, and fresh humor makes this account a success for attracting attention and building a strong connection with its audience.

2. Use of Digital Media - Visual, Audio, and Supporting Text

In the world of digital content, visuals are one of the main aspects that determine the appeal of a video, especially on platforms like TikTok. This is especially evident in the culinary content created by @onebitebigbite, where the use of the right shooting technique is able to increase the audience's taste and interest. One of the most commonly used techniques is close-ups, which focus on the details of food. This technique allows the audience to see the texture of the food clearly, such as the softness of burger buns, melted cheese, or crispy-looking fried chicken skin. Psychologically, this creates a sensation as if the audience can feel the food just by looking at it. Not only that, but these close-ups are often combined with slow-motion effects to add a dramatic impression, such as when cheese is pulled lengthwise or when juicy steak is cut slowly, so that the audience is further carried away in the visual experience on offer.

In addition to the shooting angle, lighting also plays an important role in displaying food to make it look more appetizing. In every @onebitebigbite video, the lighting is always adjusted to make the food look fresher and more attractive. Usually, bright lighting is used to highlight food details as well as avoid shadows that can reduce visual appeal. The color selection in this video also tends to be bright and contrasting, making each element in the frame look more vibrant. Indirectly, these bright colors have an effect on the psychology of the audience, as lighter colors can evoke a positive mood and increase their appetite.

Considering that videos on TikTok have a relatively short duration, transitions between scenes should be made as effective as possible so that viewers don't feel bored. To combat this, @onebitebigbite use a quick cut-to-cut technique, so that the video feels more dynamic and still engaging. This technique is usually applied when moving from the scene of introducing food to the scene of tasting it. In addition, jump cuts are often used to speed up the food serving process, such as when food is being cut or chewed. This way, the video stays dense and to the point, without any parts that feel too long or boring.

In addition to the visual elements, the audio aspect also plays an important role in enhancing the viewing experience. In @onebitebigbite video, audio consists of three main elements: background music, sound effects, and the creator's speaking style. The background music used tends to be upbeat and cheerful, creating a pleasant atmosphere for the audience. The selection of music is also adjusted to the theme of the video. For example, when creators try spicy food, fast-paced music is often used to add a dramatic feel. On the other hand, when eating creamy or cheesy food, the music chosen is more relaxed and soft, so as to give a comfortable impression and tempt the taste buds.

In addition to background music, sound effects are also used to enrich the viewing experience. The sound of chewing, biting, or crunching food when chewed is an

additional element that makes the audience more dissolved in the sensation of the food displayed. For example, when a creator bites a burger with crispy bread, a sharp crunch sound is added so that the audience can experience the texture of the food imaginatively. This technique is known as ASMR (Autonomous Sensory Meridian Response), which aims to stimulate certain sensations in the viewer's brain, so that they feel more connected to what is being shown on the screen.

The creator's speaking style is also a special attraction in @onebitebigbite videos. Creators have a fast and expressive way of speaking, so each video feels more energetic and less boring. According to research in digital communication, speaking in a fast rhythm can increase the audience's attention because their brains don't have too long a pause to lose focus (Miller, 2019). In this context, higher speech speed also creates an impression of enthusiasm and excitement towards the food being reviewed. If the average person speaks 125–150 words per minute, then in a three-minute video, a vlogger usually speaks about 375–450 words. However, in @onebitebigbite videos, the number of words spoken can be higher because the rhythm of speech is faster than average. A study by Smith & Brown (2020) shows that vloggers with a fast-talking style tend to attract more audience attention and increase audience retention, so they are more likely to watch the video to completion.

Not only about speed, the creator's delivery is also supported by diverse intonations, making it less monotonous. The use of excessive facial expressions and a little humor in the delivery is also a special attraction. According to Jones' (2018) research, humor-based communication strategies in social media can increase engagement up to 60% higher than content that is only informative. Therefore, many @onebitebigbite videos combine funny reactions and hilarious expressions to make viewers enjoy their content more.

Another supporting element in this video is text and animations that not only serve as visual additions, but also help convey information more clearly. Almost every video on this account comes with text that highlights important information, such as the price of the food, the name of the restaurant, the main ingredient, or the creator's reaction to the food being tried. This text is usually displayed in large size and contrasting colors to make it easy for the audience to read.

To add to the interactive feel, light animations such as pop-up effects, moving emojis, or highlights on text are also often used. For example, when the creator feels spicily, a fire effect may appear around his mouth to add a dramatic impression. These visual effects not only make the video more engaging, but also help to emphasize the important moments in the narrative.

In addition, text in videos is also utilized as a Call-to-Action (CTA) to encourage interaction with the audience. For example, text like "Have you tried this yet? Comment below!" or "What else do I want to review food? Give me advice!" often appears at the end of the video. The use of these CTAs has proven to be effective in increasing engagement, as viewers feel more motivated to leave comments or share their own experiences. Thus, the combination of mouth-watering visuals, audio that enriches the

viewing experience, and expressive and interactive delivery styles make @onebitebigbite videos successful in attracting the attention of audiences and building strong personal branding on social media.

3. Engaging - Interactivity and Storytelling Style

One of the aspects that makes @onebitebigbite content so interesting is how its creators are able to bring an immersive experience to the audience through spontaneous facial expressions and body reactions. These reactions are not just ordinary expressions, but part of storytelling that builds emotional engagement with the audience. For example, when faced with food of unusual size such as a giant burger or a portion of seafood in a jumbo portion, creators often show enlarged eye expressions, slightly open mouths, or even chuckle in amazement. In one of his videos, when faced with a burger that is bigger than his face, he spontaneously commented, "Crazy, this burger is bigger than the head of a cave!" while comparing the size of the burger to his head. This reaction provides a dramatic effect that is entertaining while building curiosity for the audience to continue watching how the creator eats the food.

In addition to the size of the food, the challenge of tasting spicy food is also an interesting element that is often featured in the content. For example, when trying noodles with extreme spicy levels or geprek chicken with abundant chili, the expression shown really describes the spiciness felt. Creators often frown, shake their heads, or take a deep breath after the first bite. On one occasion, while trying chicken geprek with an extreme level of spiciness, he immediately held his head, opened his mouth wide, and commented, "Wow, this is inhuman!" before hurriedly looking for a drink to relieve the spiciness. Reactions like this not only bring an entertaining element of humor, but also increase the audience's curiosity to see if the creator is able to finish the food or not. This is a significant differentiator compared to other food review content that tends to be formal and structured.

Another major attraction of @onebitebigbite is the style of storytelling that feels casual, like talking to your own friends. The creators don't use long scripts or rigid technical reviews, but rather speak spontaneously, so the audience feels closer and connected. This approach creates a more relaxed and enjoyable atmosphere for viewers, making them comfortable to stay on top of the content. In addition, interaction with the audience is one of the main factors that make this account engagement continue to increase. Many videos are made based on the request of their followers, such as when there is a comment that reads, "How can the lipstick spill not fade even though you have eaten the bar" The creator not only realized the request, but also mentioned the name of the account that gave the challenge, for example by saying, "Many people are swaying with my lipstick so let's spill!" This makes the audience feel more valued and have direct involvement in the content created.

One of the TikTok features that is often used by @onebitebigbite to increase engagement is the comment reply feature with videos. Creators often answer questions that audiences often ask, such as "Sis, is this really a finished meal or is it just a setting?" or "What does it feel like to eat such a big burger? Can it run out on its own?"

Instead of just replying with text, creators create custom videos that show the process of eating to the end or provide a live explanation, making the interaction feel more personal and engaging. In addition, at the end of the video, he often invites the audience to participate in discussions by giving their opinions, such as "Do you think this food is worth it at this price?" This strategy effectively encourages the audience to actively comment and participate in discussions, which ultimately increases engagement and makes his videos appear more frequently on the For You Page (FYP).

The communication style used by @onebitebigbite is also one of the main factors that make the content so interesting. The creator uses lighthearted and familiar colloquialism, creating the impression that he is talking to his own friends. For example, in one of his videos while trying sushi with a very large filling, he said, "Buset, this is as big as a gaban! "It's going to be so boring!" she laughed. This relaxed style of talk makes the audience feel closer, unlike watching a stiff and formal food review. In addition, the element of humor is also an important element in his storytelling. For example, in a video when trying food that turned out to be not according to expectations, the creator said, "I think it's delicious, but it's just a gimmick. It feels like a cave heart when ghosting." Humor like this is not only entertaining but also makes the content more relatable, so that the audience stays interested in watching until the end.

In terms of video presentation, @onebitebigbite understand that the duration of audience attention on TikTok is quite short, so videos must be created at a fast and engaging tempo from the first second. Creators often present the most interesting part at the beginning of the video, for example, by saying, "Guys, this burger is the size of a plate! Do you think I can finish it?" while showing the food. This technique is very effective because it grabs the audience's attention from the beginning and makes them want to know the continuation of the video. In addition, the use of jump cut techniques and dynamic editing also helps keep the rhythm of the video fast and not boring.

Overall, @onebitebigbite's success in building engagement and engaging audiences is greatly influenced by a combination of natural storytelling, active interaction with followers, and authentic expressions and reactions. With this strategy, the account is not only a place for food reviews, but also creates a fun and interactive viewing experience for its audience.

Discussion

Overall, @onebitebigbite's success in building engagement and engaging audiences is greatly influenced by a combination of natural storytelling, active interaction with followers, and authentic expressions and reactions. In this study, the personal branding of TikTok accounts @onebitebigbite studied based on three main aspects, namely uniqueness, relevance, and consistency. The uniqueness of this account can be seen from the creator's expressive delivery style, the use of striking lipstick colors, and the choice of outfits that seem glamorous, something that is not common for a food reviewer. The combination of these elements creates a distinctive visual identity that is easy for the audience to remember. In addition, these accounts remain relevant to their audience by choosing content that follows culinary trends, such as viral food, large portions, or foods

with extreme prices, which often provoke viewers' curiosity. Creators also build close relationships with their followers through a relaxed and interactive communication style, actively replying to comments, accepting challenges from the audience, and utilizing TikTok features such as video replies to comments. This interaction plays a role in increasing engagement and strengthening the image of creators. Meanwhile, the consistency in the way of telling stories, the frequency of regular uploads, and the visual and delivery style that is always maintained make this account more known and has a strong personal branding on the TikTok platform.

The digital storytelling strategy on this account is studied through three main aspects, namely narrative, visual, and audio. In terms of narrative, each video has an interesting structure, starting with an opening that is able to build the audience's curiosity, such as a question or statement that invites attention, then continues with the creator's spontaneous reaction when tasting the food, and ends with an invitation to the audience to interact, which aims to increase their engagement. In terms of visuals, this account applies various techniques to strengthen storytelling, such as taking close-up shots to make the texture of food look clearer, the use of slow-motion to add dramatic effects, and the selection of bright colors that make the video look more interesting and appetizing. In addition, audio elements also play an important role in creating a more immersive viewing experience. The background music chosen is in accordance with the mood of the video, sound effects such as the sound of the kriuk when biting food enhance the sensory impression, while the creator's passionate and expressive speaking style makes the video feel more lively and engaging. This combination of narrative, visual, and audio elements makes @onebitebigbite account's digital storytelling strategy more effective in attracting attention and maintaining audience engagement.

CONCLUSION

Fundamental Finding : This study concludes that the TikTok account @onebitebigbite successfully constructs strong personal branding through digital storytelling strategies aligned with McNally and Speak's (2012) framework of distinctiveness, relevance, and consistency, demonstrated through unique visual identity, trend-based content selection, and uniform storytelling patterns supported by Call-to-Action features. **Implication :** The findings highlight TikTok's potential as an effective platform for narrative-driven branding, offering practical insights for content creators, marketers, and organizations seeking to enhance engagement and authenticity through digital storytelling. **Limitation :** This research is limited by its focus on a single case study and the analysis of only the top ten most-liked videos, which may not capture the full spectrum of content strategies or audience responses. **Future Research :** Further studies should expand to multiple accounts across diverse genres and employ mixed methods, including audience reception analysis, to provide a more comprehensive understanding of how digital storytelling fosters personal branding and engagement in the evolving social media landscape.

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