

ABSTRAK

Penelitian ini mengulas penerapan *personal branding* Hakim sebagai affiliator di media sosial TikTok, dengan fokus pada studi kasus peluncuran produk Red Jelly Kymm Skin. Dalam melakukan analisis, peneliti menggunakan strategi retorika Aristoteles, khususnya ethos (kredibilitas), pathos (emosional), dan logos (logika). Penerapan konsep *personal branding* juga digunakan melalui The Eight Laws of *Personal branding* oleh Peter Montoya dan Tim Vandehey. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Adapun hasil penelitian menunjukkan bahwa kombinasi strategi retorika dan *personal branding* Hakim berhasil membangun *engagement* yang kuat, meningkatkan kredibilitas, dan mencapai tujuan pemasaran, terbukti dari penjualan habis 5000 pcs Red Jelly pada peluncuran pertama. Analisis retorika menunjukkan bahwa kredibilitas yang dibangun Hakim melalui kepercayaan pada produk dapat meningkatkan interaksi, seperti *likes*, *shares*, *save*, komentar, dan potensi pembelian. Hakim berhasil menerapkan hukum spesialisasi dengan fokus pada kecantikan dan target market *middle-low*, serta kepemimpinan yang terbukti melalui partisipasinya sebagai narasumber dan kerjasama dengan merek ternama. Hakim juga menonjolkan kepribadian yang ramah dan dermawan serta keunikan penampilan *glowing* yang membedakannya dari affiliator lain. Konsistensi dan ketekunan Hakim di TikTok mencerminkan penerapan hukum *visibility dan persistence*.

Kata Kunci: *Personal branding, Retorika, Affiliator, Skincare*

ABSTRACT

*This research explores the application of Hakim's personal branding as an affiliate on the TikTok social media platform, focusing on the case study of the Red Jelly Kymm Skin product launch. In conducting the analysis, the researcher employed Aristotle's rhetorical strategies, particularly ethos (credibility), pathos (emotional appeal), and logos (logical appeal). The application of the personal branding concept was also utilized through Peter Montoya and Tim Vandehey's *The Eight Laws of Personal branding*. This research adopted a qualitative descriptive research method. The findings indicate that the combination of Hakim's rhetorical and personal branding strategies successfully built strong engagement, enhanced credibility, and achieved marketing goals, as evidenced by the sold-out launch of 5000 units of Red Jelly on the first day. Rhetorical analysis reveals that Hakim's credibility, established through trust in the product, increased interactions such as likes, shares, save, comments, and potential purchases. Hakim successfully applied the Law of Specialization by focusing on beauty and targeting the middle-low market, demonstrating leadership through participation as a speaker and collaboration with renowned brands. Hakim also emphasized a friendly and generous, along with a unique glowing appearance that set him apart from other affiliates. Hakim's consistency and persistence on TikTok reflect the application of the Laws of Visibility and Persistence.*

Keywords: *Personal branding, Rhetoric, Affiliate, Skincare*