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Assessment on Interconnection Between Personal Branding and Job Recruitment Among Students Through a Digital Platform (TikTok)

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ABSTRACT

This research examined the assessment on interconnection between personal branding and job recruitment among students through a digital platform which is TikTok. This study examines which TikTok features help students to develop personal branding for job recruitment and how they can use the platform to meet digital job recruitment requirements. Five USIM students were selected through snowball sampling for in-depth interviews. The data analysis was manually coded, and the data revealed themes. The research finding highlighted that the features in TikTok can help develop personal branding. It follows by accessibility in every feature on TikTok, personality, creativity, and engagement with the audience. It shows that personal branding leads to job fulfilment and empowerment. This study helps students to create originality branding on TikTok by maintaining their self-identity and presenting employment opportunities. Creator's originality can also be designed from user-audience interaction based on performance, appearance, and manners.

Keywords: TikTok, Digital Platform, Personal Branding, Job Recruitment

INTRODUCTION

This article explores the assessment on interconnection between personal branding and job recruitment among students through a digital platform which is TikTok. The aim is to identify what are the TikTok features that contribute to developing personal branding for job recruitment among students and to propose how can students create their originality in personal branding through TikTok platform in meeting the digital requirements for job recruitment. This research outlines the statement of the research problem based on important of the personal branding on how it can improve and give value to students in finding jobs.

Overall, this article also discussed various aspect related to introduction of the research problem and its objective. The first section of this article outlines a research background of the relevant literature about personal branding, job recruitment, and TikTok platform. Next section expands the problem statement of this research. Then, research focuses on the research question by exploring the research topic that specify the problem and the research objectives.

RESEARCH BACKGROUND

Discussion on research background includes a brief description about personal branding, job recruitment, TikTok platform, social media enabled recruiting, and importance of TikTok platform.

Personal Branding

Nowadays, personal branding is a skill that all experts need to have. In a business world where everything is connected, it helps people to be well-known especially graduate student getting place in job industry. Today's individualistic and digital society values a strong personal brand (Thompson-Whiteside et al., 2018). Personal branding is the first step in the many things people do to get famous (Zhou et al., 2020). Personal branding is the process of creating and managing a personal brand by people who use marketing techniques for their own advertising. Many professionals are very concerned about their own branding (Dumont & Ots, 2020).

Hence, Internet and social media have become an interactive, powerful platform to improve people's visibility and opportunities. Internet and social media are like a saviour to personal branding because they allow multiple opportunities to express oneself and interact with others. Now it is the time to establish a strong personal brand and upgrade a self to fulfil industry needs. The concept of a personal branding hides the possibilities of viewing oneself as a trademark. This concept is beneficial for job searchers since it allows the to pitch their strengths and originality to a hiring manager.

Moreover, personal branding also is a way to express oneself that creates a strong brand identity to build networks, specialize in the marketplace, and compete globally. New media platforms give benefits like never before for people to identify themselves, engage, and share their thoughts, according to Thompson-Whiteside et al., (2018). From that, students must develop their presence on social media that have more active users on it. Initially, the personal brand related to publicity and high management. Because of the increased competitiveness, the value of a personal brand has begun to be applied to similar positions, and of course it has also grown increasingly significant for university students and graduates as nowadays, youth just starting out in their careers.

It also reflects a particular goal, creativity, and sometimes even an overview of how the individual will be empowered of their existence in their career so that their mission is unique and in agreement with competitors. Vision and goals cannot be recognised apart. Yet, they are frequently presented together due to their interconnection. They are the foundation and start of strategic personal brand planning management. Social media provides us with several methods to raise awareness of the personal branding on the Internet.

Personal branding also originated as a purposeful individual career behaviour in reaction to the growing rise of emerging communication technologies in all aspects of people's life and work, as well as changes in the job market and the employer-employee connection (Vallas & Christin, 2018). Personal branding is an important factor of career success in these new types of jobs as a flexible career behaviour focused on branding and presenting individual's professional identity to satisfy the demands of the audience.

Job Recruitment

Organisations utilize their own websites and social media as a platform to advertise jobs to the public to recruit and choose jobseekers (Kammari Vishwa Vani, 2019). Most of the organisations advertise job vacancies on their own website, advertising boards and social networking platforms such as LinkedIn. Online job postings have a greater impact on talent attraction than printed job postings. Digital platform supply in terms of recruiting expertise, there is also potential for originality and their creativity. As a result, authenticity and integrity are important for firms' human resource procedures, including recruitment and evaluation (Dessler, 2020).

Different sorts of recruitment attempts have different aims. Some recruiting techniques target active jobseekers, while others target people who are currently employed or not interested in working but would be accepting to jobs if offered. For example, passive jobseekers. Active jobseekers might be recruited via passive recruitment strategies like advertising a job opening on a job portal marketplace or an official website. The second group is probably not interested to be job-hunting. Thus, these approaches will not work. If employee want to contact them, they must be using more active methods. A professional career page must be matched to the company's graphic identity, which assists in the recruitment process. A professional career page must be matched to the company's graphic identity, which assists in the recruitment process employer branding focuses on the company's identity and objectives (Swati Gairola, 2019).

The objective of utilizing technology in the recruiting process is to reduce time spent on manual task so that recruiters may engage their time in more important, efficient, and creative work for the organisation (Bornali Brahma & Poornima Sehrawat, 2018).

TikTok Platform

TikTok is one of the easiest platforms to develop a personal branding, integrity, and alignment in a job field or profession. It is one of the best places from other social platform which people can build a personal branding because almost everyone is mobile friendly and tends to look around to discover about an individual or an organisation. Several users choose TikTok to find a job, socialize with people with similar interests, and share their experiences, personal opinions, and viewpoints. The concept of a personal branding hides the possibility of viewing oneself as a trademark. This concept is beneficial for job searchers since it allows them to pitch their strengths and originality to a hiring manager.

Social media is being used to efficiently reach out to potential employees to fill career opportunities. Organisations also can create their own recruitment platforms, employ human resources software, or work with recruiting organisations who include recruitment as part of their overall program (Swati Gairola, 2019).

Since it is a digital trend, broadcasters of all kinds such as the media and journalists have had to come up with new ways to adapt to its unique message code and different audience (Sidorenko, Herranz, & Cantero, 2020; Vázquez, Negreira, & López, 2020). Since most consumers are still young, the community of this social network is not always the appropriate individual for certain topics, which may involve artificiality or data manipulation.

However, according to Van den Bremer and Siebelink (2020), users of TikTok have a more sceptical view and interaction in the content they spend through this platform only when they are genuinely interested in the issue, with a very typical way being to view the comment 6 box to check it out. TikTok is a social media platform that allows users to view and share short videos.

Social Media Enabled Recruiting

The population of individuals using the internet overall is 3.2 billion (Kemp, 2018) with 18- to 35-year-olds in the United States having to spend 6.5 hours per week on social media (Nielsen, 2018). Therefore, if organisations want to recruit and hire talent who frequently spend their days online, they must recruit in that space using digital tools and platforms. The issue is sometimes not just selecting the right individuals, but also arranging the proper phrase to attract to those people and modifying the exact phrase to match certain candidates.

However, most of these users are concerned about their appearance and personal brand. As a result, they frequently give particular attention to the content that they are going to post. This is a discipline that had already begun to emerge in young audience segments on other social networks (Omar and Dequan, 2020; Vogel and Rose, 2016).

Importance of TikTok Platform

Organisations that are new to TikTok are frequently among the creating a self on the platform. These creators are experts at creating viral content that will help them earn massive engagement volumes and put their business front of one of the most fascinating, and highly engaged audiences. A branded campaign with an influencer is frequently one of the common approaches for organizations to get their sea legs in the TikTok market. For example, dealing with an influencer is a terrific strategy to overcome the fact that many entrepreneurs do not know where to begin when it comes to developing TikTok content (Jeffries, 2020).

According to Yasa et al. (2020), social media has impacted every society level and every aspect of human activity. As a result, it benefits organisations in approaching marketplace, advertising their services, and developing good trust with consumers. Apart from that, different organisations have realised the value of the TikTok platform and the utilising it to advertise their services. Many organisations increased brand recognition by employing influencers. TikTok marketing involves gaining popularity while the platform's popularity grows, it is simple to find an influencer with a following like everyone else's.

PROBLEM STATEMENT

Since COVID-19 affects organisations of all aspects, social networks are offering new tools designed specially to support organisations in overcoming the epidemic. For instance, TikTok has announced the launch of many of unique features, a new feature that will enable creator to create more creative content on the platform. Another video-creation application that has become increasingly popular is TikTok that has become extremely popular in these extraordinary times (Mullery, 2021). It has become an excellent platform for creator to compete and share their lives through the publishing of short interactive videos.

However, there is a lack of talent especially people who can drive the competitive advantages that are built into intangible assets (ManpowerGroup, 2018). This imbalance is enhanced by the fact that talent today has more power and advantage in the workplace than it in the past (Black, 2019). For example, on the past issue of the Movement Control Order (MCO), it had been consistently impacting restaurants through market demands and income of the famous fast-food restaurants (Kee, Mohd Nazr et al., 2021). In this case, if organisations want people to be engaged to their services, they must be imaginative, and follow the market trend (Anwar, 2018).

Since technological progress is growing rapidly including social media, many organisations need to follow social media algorithms to stay in the market. Therefore, they need to find employees who have a good and encouraging performance. This means, students from the current generation need to have a good added value in their potential.

According to Yasa et al. (2020), social media has impacted every society level and every aspect of human activity. Many organisations increased brand recognition by employing influencers. From this, they will be evaluated by external organisations about the potential and advantages they must gain a place in the marketability of the job due to the competition to get a job which is quite high now. Social media offers a variety of options that are useful to any organisation seeking the appropriate strategies. It can be observed that all significant organizations will participate more actively as one of their primary channels to communicate information to the public.

This study focuses on TikTok because TikTok is known as a virtual playground for teenagers (Bresnick, 2019), so the latest social media firm has become viral among the elderly. Dellatto (2019) and Petruca (2018) argues that personal branding goes beyond social media and is part of everyday life. For example, in Facebook the image people presented there must be reflected in real life, or they look hideous. In addition, Grzesiak (2018) also focuses on YouTube to combine scientific and practical personal branding. While in this research, researchers choose TikTok platform to

conduct assessment on interconnection between personal branding and job recruitment among students.

Hence, that is limited references regarding these studies. Most of a previous studies were focused more on interconnection between personal branding in LinkedIn, Facebook, and YouTube, not many are directed to TikTok platform. However, they did not cover the interconnection between personal branding and job recruitment in TikTok since it is a new social platform. Therefore, this research hope to fill the gap between the area of study that relates between personal branding and job recruitment on new digital platform (TikTok) to conduct it as future references.

Thus, if the study focuses on TikTok, it opens more opportunities to explore about the relationship between personal branding and job recruitment on the new platform. The purpose of this study is to explore how the social media namely TikTok relates to help students improve their personal branding skills leading to their preparation in employment and how personal branding can increase the value of students for company hiring.

From previous studies, this study discusses the merits of creating and developing a personal brand. As we know, personal branding is a way to influence other people's perception of an individual's skills, expertise, and experience. Building a personal brand fosters creativity and identifies individual expertise and limitations. Students must understand personal branding and how social media actions can influence on developing their future. In 2018, personal branding can be employed in marketing team in developing markets (Amoako and Okpattah, 2018), on women entrepreneurs who establish authentic personal branding in their work environment (Thompson et al, 2018) and how entrepreneurs can use LinkedIn to build their personal brands (Reed, 2018).

Personal branding also helps students to monitor activity and exposure. In addition, social media is used by human resource organisations to evaluate qualified potential candidates. That is why it is important for educators to take awareness initiatives to remind students about personal branding. New media tools such as TikTok, YouTube, Facebook, Instagram, and LinkedIn can help students in representing their personal branding and provide students with social media tips that can help them improve their careers.

RESEARCH OBJECTIVES

1. To identify what are the TikTok features that contribute to developing personal branding for job recruitment among students.

2. To study how can student create their originality in personal branding through TikTok platform in meeting the digital requirements for job recruitment.

RESEARCH QUESTIONS

1. What are the features in TikTok that contribute to developing personal branding for job recruitment among students?

2. How can student create their originality in personal branding through TikTok platform in meeting the digital requirements for job recruitment?

SIGNIFICANT OF STUDY

The findings and results of this research will show how students build personal branding by using TikTok platform to get a place in recruitment companies. This research will present the agreement and disagreement of the study whether a good personal branding can lead to a good job opportunity or vice versa.

SCOPE OF STUDY

This research focused on USIM students from five to ten people on different programs at USIM. The purpose is to study how informant maintaining the uniqueness of its own content and the effect of building its own personal branding that can lead to get a place in the industry.

LITERATURE REVIEW

This research includes discussion on existing previous studies that identify, evaluate, and synthesize relevant literature within the definitions of TikTok, personal branding, job recruitment, importance of digital platform in job recruitment. It explains how research has enhanced on many issues, explaining what has already been conducted, what is commonly accepted, what is unique, and what the aspect of knowledge on the topics.

The Social Network Tiktok

Brands seem to be well know everywhere including in the cities and universities. Thus, academics and business owners are bringing up personal branding more. Personal branding has distributed beyond entertainers, politicians, general managers, and businesses (Baltezarević, & Milovanovic, 2014). Success requires personal branding (Hearn, 2008).

According to data provided in ByteDance's advertisement, TikTok had 14.59 million users in Malaysia aged 18 and up in early 2022. TikTok is a social networking platform that was developed using the concept of Music.ly was a starting point that was also owned by the Chinese business named ByteDance. Within TikTok, a message code has been developed around entertainment that involves massive volumes of visual elements, which involves a great deal of creativity, technical performance, demand of content, and creative demand (Li et al., 2019; Shuai, Yuzhen, and Yifang, 2019). In a nutshell, it is dependent on interaction that takes the form of short clips, comedic stories, and content described as "mind-soothing" (Yu-Liang, Chun-Chin and ShuMing, 2019).

It is a platform that has more than 800 million users all over the world, and it is now prepared to become the most downloaded mobile app in the first quarter of 2020 which about 315 million installations all over the world (Ditrendia, 2020). Most of its users are from "Generation Z" (Rapkin, 2017; Shuai et al., 2019), but because of the first strict lockdowns caused by the COVID-19 pandemic, the number of Millennials and even "Generation X" users increased significantly in 2020.

TikTok usage increased even further with the beginning of the COVID-19 epidemic, with the platform facing out its competitors to become the most downloaded application in 2020 (Nakafuji, 2021). Even though, TikTok is known as a virtual playground for teens, (Bresnick, 2019), then, the latest social media firm has spread among the elderly (Dellatto, 2019).

TikTok has been a global digital channel for the distribution of information related, for example, to the COVID-19 pandemic (Basch, Hillyer, and Jaimie, 2020). This has been accomplished not only through the actions of official profiles such as that of the World Health Organization (WHO), but also by individual users through hashtags, have allowed professionals to get a closer look at users' habits in relation to the pandemic along with the impressions and disinformation risks that any such channel carries.

TikTok tries to control its users as the same way other social networks do flow of videos with rumours and bias (Ballesteros, 2020) like what has been on Facebook,

Twitter, Instagram, and Snapchat. There is a constant flow of content on TikTok that spreads fake news, both accidentally and more importantly and purposefully.

Although, the only record of how many times the content under review was shared can be found on TikTok, which is only a temporary record. This is because TikTok is such a unique platform where its content can be shared on any other social network or digital platform, like WhatsApp, Facebook, or Instagram. This makes it impossible to measure the number of times the content was shared in each external medium, since many of them have a "recreating" effect. Throughout to get a professional assessment of this trend and the uniqueness of the TikTok social platform, "fact-checkers" were consulted in a structured interview about their potential work through this channel, publishing or monitoring the flow of content, their opinion on the platform's informative features, and its potential complexity, both in terms of its audience and the ease with which its content can be accessed.

Personal Branding

Personal branding is a process or activity of developing, presenting, and maintaining good impression of individual, based in a unique combination of unique aspects, which communicate a certain potential to the target audience through a particular storytelling and visuals (Gorbatov et al., 2018).

Personal branding develops people loyalty through branding appearance and is an individual's most main asset (Baltezarevi, & Milovanovic, 2014; Thompson-Whiteside et al., 2018). However, personal branding is the skill of presenting self to public (Brooks & Anumudu, 2015; Gehl, 2011; Lair, Sullivan & Cheney, 2005; Khedher, 2014 & 2015; Kleppinger & Cain, 2015; Peters, 1997; Rampersad, 2001; Shepherd, 2005). Personal brand is all about represents expertise, personal skills, and personality (Gehl, 2011; Hearn, 2008; Peters, 22 1997). Personal brand required details face expression and interactive engagements (Hearn, 2008, Khedher, 2015; Peters, 1997; Vitberg, 2009).

Important Building a Personal Brand

Technology and online platforms have shrunk the world and shaped modern society. Sites, blogs, and social media have connected and competitive humans. Both personal and professional competition is global. Thus, differentiating from one's potential main competitors may have never been more important. A study by Manai and Holmlund (2015, p.4) mentioned personal branding is a way to communicate his/her skills to a wider audience in networking situations, in job applications and in creating a name for oneself as a method of getting ahead in one's career.

According to research (Johnson, 2019; Thompson-Whiteside et al., 2018; Kang, 2013; Farhana, 2012; Harris & Rae 2011), a strong personal brand requires a strategy and actions. Past researchers had also disagreed on whether leadership skills or authenticity are necessary for a strong personal brand (Harris & Rae, 2011; Liu & Suh, 2017). Liu and Suh (2017) state that authenticity helps to distinguish social media from other platforms. Personal brand attributes should reflect a person's background, ideology, lifestyle, and passions.

While Thompson-Whiteside et al., (2018), Baltezarević, and Milovanovic (2014) mentioned that personal branding is a person's most asset. Personal branding can help build a brand. Past researchers also stated that "Personal branding is not about branding yourself to sell yourself." Focusing on the actions helps the right people find us and subscribe to our message, and vice versa. While brands passion society. They aim to create natural emotional connections." Johnson (2019, p.14).

Building a Personal Brand Online

Researchers and marketers have been studying how to strategically use the Internet to build a strong brand since its widespread use. According to Smith (2018, p.35), the key to making a difference through social media is being proactive about how users present yourself, thereby, it is impacting the information in users experience. Other than that, Facebook, LinkedIn, Instagram, and Twitter are the most common and most discussed social media platforms for personal branding (Johnson, 2019; Vanderford, 2017; Kang, 2013; and Labrecque et al., 2011). Both have strengths and weaknesses. In addition, many researchers (Johnson, 2019; Vanderford, 2017; Kang, 2013; Labrecque et al., 2011; Kaplan & Haenlein, 2010) recommend wisely on selecting online channels according to strategy and priority when building a personal brand.

Job Recruitment

Phillips and Gully (2015) discuss the recruiting process at different levels, but their approach does not include job seeker behaviour and describes the potential candidates from only the company perspective. Since a company's success depends on its employee's capacity, recruiting is fundamental to its sustainability (Phillips & Gully, 2015). Due to the importance of filling job opportunities, several scholars have studied the elements involved. This has led to mountains of study on job-attraction variables (e.g., Uggerslev, Fassina, & Kraichy, 2012).

The Importance of Digital Platform in Job Recruitment

In January 2022, 29.55 million people in Malaysia used the internet. At the beginning of 2022, 89.6% of the people in Malaysia were connected to the internet. Statistics show that about 4.2 billion people actively use social media, and the number of social media users in Malaysia at the beginning of 2022 was equal to 91.7% of the total population. However, it is important to remember that social media users may not always represent real individuals. Byte Dance data show that at the start of 2022, TikTok advertisements reached 61.2% of adults in Malaysia who were 18 or older. At the beginning of the year, TikTok advertisement reached 49.4 percent of all internet users in Malaysia, no matter how old they were. Thus, at the beginning of 2022, 56.8 percent of TikTok's ad viewers in Malaysia were women and 43.2 percent were men.

With the increase in the number of users, it also increases the amount of information availability. The convenience in which one may use social media have significantly changed the processes that organisations use to accept job applications and to recruit new employees. The quality of social media content has a substantial effect on the company's success on findings about sustaining a regular active presence should be made marketplace by the platform, which helps to promote consumer interaction in social media (Tafesse & Wien, 2018). It also assists organisations in increased user awareness and queries, as well as improving relationship with consumers (Pourkhani, Abdipour, Baher, & Moslehpour, 2019). Furthermore, social media marketing activities have a considerable impact on brand awareness, brand image, and brand loyalty, as demonstrated by the research study (Bilgin, 2018).

It is safe to say that only minimal research had been conducted on the context of social networking sites and its effects on job prospect outcomes and whether personal branding management can promote the applicant's profile (Paik, Shahani-Denning, & Griffeth, 2014). This was further supported by Radhakrishnan, Ugalde, and Gutierrez (2019), who found that organisations' usage of social media increased brand exposure and individual's branding. Despite the issues, there are benefits to be mentioned, such as how the organisation may utilise social media to create a clear message and maintain their online identity supports their brand image (Radhakrishnan and Ugalde, 2019). While the use of social media, search engines, and other online tools streamline can enhance the effectiveness of the recruitment process which only few empirical research has been found.

RESEARCH METHODOLOGY

This section describes the research methodologies used to arrange this study. As a result, it includes a detailed explanation of how the research method was chosen and how it was carried out. It also indicates about the research design, data collection method, sampling, population, questionnaire, and thematic analysis. These studies will use in-depth interviews and focus groups to answer the research question and objectives by providing a broad overview with different informant's perspectives. The interview session will be held based on informant's availability to collect qualitative data from USIM students. The questions discuss highlighted issue using their own TikTok platform and performances experiences. It uses informants from various faculty programmes.

The qualitative research method was created for scientific research to find answers, evidence, and findings about a certain problem. To see different points of view from informants, the method involves an in depth understanding of the research (McCombes, 2019). Qualitative research method used to get a better understanding of the specific community that was targeted. This is done by doing the same thing repeatedly to get a best result. In a nutshell, the goal of qualitative research is to gain a better understanding of the processes, experiences, and meanings that people put on the work field (Asper & Corter, 2019).

The target population of this study is the students of USIM students. Five informants from various faculty who actively doing content on TikTok were chosen. This non-probability sampling involves the first or current primary sources identifying and suggesting future potential informants from their friends with similar values. Several time, this kind of sampling is used when it is difficult to obtain informants with the right tendencies. The researcher also can easily find the people who actively using TikTok to earn a living. It is hard to figure out who the informants are. So, this sampling was chosen for this reason. Most of the time, this sampling will continue until the data is complete. It is also a quick and effective way to get samples.

There are three types of snowball sampling: linear snowball sampling, exponential non discriminative snowball sampling, and exponential discriminative snowball sampling. The exponential discriminative snowball sampling method was chosen for this study. This type of sampling is a considerably like exponential non-selective sampling, but it requires the researcher through first screen the possible informants to make sure they follow the objective requirement exactly. This helps the researcher figure out the best informants, which is important for the reliability of the research findings.

To get information from the informants for this research, it is important to get their permission to do this research interview. The informants will be told ahead of

time that they will be asked at least ten questions, so they can be ready for anything. The title of the research will also be given to the informants. Before starting the interview with the informants, the first thing to do is give the informants information about the researcher and explain the target objectives of the interview so that the informants can be better prepared for this interview session.

After that, the informants started the interview by using the research tool, starting with the demographic questions, which asked about their name, age, gender, course name, and types of branding. For this part, it would not be made public so that their private information stays private and secret. The second part is that the questionnaires have 16 questions, six of which are about features on TikTok and four about how to gain originality of the content. Five students from the various faculty USIM will take part in this interview. But each informant will only be interviewed one-on-one. The relevant potential opportunities through digital platforms to compete in the job market today.

According to Presser (2004), pretesting involves evaluating questionnaire and survey methods before use to determine if they will cause issues for informants and interviewers and whether the survey or questions will fulfil research objective. This test determines if there is interconnection between personal branding and job recruitment. The informant was given 14 try-out interview questions that were divided by research objectives for this pre-testing. This trial interview question evaluates question validity, reliability, and difficulty. One first-year Management with Tourism student who actively using TikTok as her platform for build her personal branding was given these try-out interview questions. One-on-one interview was allowed the interview. Try-out answers were scored and evaluated. From here, the researcher can decide if these interview questions fulfil research objective.

Before collecting data, Burke, and Miller (2001) recommend testing the instrument with a sample like the main studies. According to Fink (2003), an instrument is valid if it measures what it stated. Researchers can use relevant instruments. Qualitative research relies on validity to determine accuracy, according to Creswell (2003). The validity and reliability of data are determined by Struwig and Stead (2004). The researcher sent interview questions to experts for feedback, quality assessment, and research objectives. The expert is the researcher's supervisor that experienced in Advertising (Personal Branding) field. The expert suggested arranging interview questions by this study's research objectives. The expert praised the rest. Qualitative studies are based on the researcher's observations. According to Lincoln and Guba (1985), reliability requires credibility, transferability, dependability, and confirmability. These are some of the things that the researcher has attempted:

1) Member checking: The researcher lets the interviewee review the data they recorded and interpreted. In this study, the researcher gave the interviewee the transcript of their answer. Interviewee reviewed transcripts.

2) Prolonged engagement: Transcribing data can take a lot of time and require a lot of data engagement. Transcribing data took hours for this study. The researcher repeated the recording and read the text, which took time.

According to Braun and Clarke (2006), thematic analysis finds, analyses, and reports repeated patterns in qualitative data. In selecting codes and constructing themes, it interprets data. Thematic analysis's adaptability to a variety of theoretical and epistemological frameworks, study questions, designs, and sample sizes makes it stand out. Kiger and Varpio (2020) define thematic analysis as a method for data analysis that involves identifying codes and developing themes. Thematic Analysis can also analyse a variety of theoretical and epistemological frameworks using a variety of study questions, designs, and sample sizes. Thematic Analysis, like other qualitative methods, explores data themes. This analysis has six steps: familiarising with the data, generating initial codes, naming themes, reviewing themes, identifying themes, and creating the review (Braun and Clarke 2006).

FINDINGS AND DISCUSSION

This section will discuss the finding of the research. This section has three analyses that look at why informants actively using TikTok for personal branding. It starts with an analysis of the features in TikTok that contribute to develop personal branding for job recruitment among USIM students. Then, more analyses will be done on how student can create their originality in personal branding through TikTok platform in meeting the digital requirements for job recruitment. The result comes from the one-on-one interview with five students, who are Informant 1, Informant 2, Informant 3, Informant 4, and Informant 5.

This section is the overview of this research study. All the informants can share their knowledge and experience in building a personal branding while using TikTok and how personal branding helps them to compete and survive also can get a career through personal branding. All the informants are recognized what the features in TikTok that contribute in developing personal branding and how they can create their originality in personal branding in meeting digital requirement for job recruitment.

This section begins with the discussion of the features that contribute in developing personal branding among student, the research found there have different perception among USIM students regarding the features that can developing personal branding on TikTok and the majority of students share the same answers and opin-

ion about the features in TikTok that can contribute in developing personal branding are influence or interaction with audience. It follows by accessibility in every feature on TikTok, personality, creativity, and engagement with the audience.

It shows the features gives more positive outcome to those contribute in developing personal branding with its benefits which led to job fulfilment and personal empowerment. The second objective of this research focuses on how student can create originality in personal branding through TikTok platform in meeting the digital requirements for job recruitment. In this finding section, the student creates the originality on TikTok because they tend to be unique by maintaining their self-identity and the other finding is they could be revealed to an employment possibility. Although, the individual's originality also can come from interaction among users with audience in terms of creator's great performance, appearance, and show a good manner.

These two research objectives are referred to the related theory which are Goffman's Dramaturgical Theory in 1959. Goffman's Dramaturgical Theory is the basis for interpersonal communication, which explains user behaviour and outcomes. The interpersonal communication of student in building their personal branding relates to perceived people's interactions reflected a performance. Certain interactions leave an impression. It shows that the interconnection of personal branding and job recruitment depends on the individual's personality, performance, and interaction. This study revealed intentional effort to produce a desired impression and validate Goffman's notion of face-to-face interactions in social media platforms.

CONCLUSIONS AND RECOMMENDATION

Personal branding is when a person develops or shapes perception of certain behaviours. To communicate related to values, goals, beliefs, and abilities, it must be done carefully and accurately. Personal branding is a continuous process that can build and maintain reputation and influence individuals, groups, and organisations. Student responsibilities must be fulfilled to support a career. Academics is one. Career competition is growing. Personal branding aids life and work. Self-branding raises awareness. Self-care makes you feel good about yourself and what's inside for examples job applications that include Curricular Vital (CV), portfolio, and social media. A candidate's digital identity can improve. Slightly earlier offers in lectures help students prepare for the future. Many focus solely on academic development, while others combine academic and non-academic development. As students, we should keep developing skills that fit our styles as the world sometimes demands complexity and maturity. Training and internships help students develop their interests and skills. Through activities like that, students will learn hard and soft skills, but more importantly, they will learn to think critically and see opportunities for success in dynamic life conditions. Recommendations for future academic research where future

researcher can investigate the emphasize of personal branding in terms of gender, age, personal background, or job recruitment through TikTok besides expending about interconnection between self-development and job recruitment in another social media or digital platform.

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