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DISONANSI IDENTITAS DAVINA KARAMOY SEBAGAI KARAKTER FIKSI DAN PERSONAL BRANDING DI MEDIA SOSIAL TIKTOK PASCA FILM IPAR ADALAH MAUT
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ABSTRAK

Personal branding figur publik di media sosial tidak selalu diterima sesuai citra yang dibangun, terutama ketika audiens lebih dulu mengenalnya melalui peran fiksi yang kuat. Hal ini terlihat pada Davina Karamoy, figur publik yang citranya di TikTok kerap dibaca kembali melalui karakter Rani dalam film *Ipar Adalah Maut*. Penelitian ini menganalisis bagaimana disonansi identitas Davina, antara identitasnya sebagai figur publik di TikTok dan sebagai Rani dalam film dibaca melalui persepsi audiens serta implikasinya terhadap efektivitas *personal branding*-nya. Kerangka pemikiran memadukan delapan hukum *personal branding* Montoya dan Vandehey, unsur karakterisasi tokoh, dan konsep persepsi, dengan teori disonansi kognitif Festinger serta disonansi identitas Sarah Benjamin sebagai lensa interpretasi. Penelitian menggunakan pendekatan kualitatif deskriptif analitis dengan metode analisis isi terhadap 43 konten TikTok @davinakaramoy periode 15 Juni hingga 5 September 2024 beserta komentar audiensnya. Temuan menunjukkan *personal branding* Davina dibentuk melalui tiga persona, yaitu *entertainer* yang ekspresif, perempuan muda yang *humble* dan humoris, serta perempuan muda yang percaya diri. Namun melalui tahap sensasi, atensi, dan interpretasi, audiens secara konsisten menyandingkan identitas figur publik Davina dengan karakter Rani, sehingga audiens menganggap Davina mengalami disonansi identitas. Disonansi tersebut tetap diletakkan pada diri Davina sebagai subjek yang menyandang dua identitas bertentangan, sementara audiens berperan mempersepsikan, bukan mengalaminya. Implikasinya, *personal branding* Davina efektif membangun visibilitas dan daya ingat, tetapi belum optimal karena identitasnya sebagai figur publik belum sepenuhnya mandiri dari karakter Rani yang berada di luar kendalinya.

Kata kunci: *Personal branding*, persepsi audiens, disonansi identitas, TikTok, Davina Karamoy

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ABSTRACT

The personal branding of public figures on social media is not always received in accordance with the image they construct, particularly when audiences have come to know them first through a strong fictional role. This is evident in the case of Davina Karamoy, whose image on TikTok is frequently read back through the character of Rani in the film Ipar Adalah Maut. This study examines how Davina's identity dissonance between her identity as a public figure on TikTok and her identity as Rani in the film, is read through audience perception, as well as its implications for the effectiveness of her personal branding. The conceptual framework combines Montoya and Vandehey's eight laws of personal branding, the elements of fictional characterisation, and the concept of perception, while Festinger's theory of cognitive dissonance and Sarah Benjamin's notion of identity dissonance serve as the interpretive lens. This research employs a descriptive analytical qualitative approach using the content analysis method, examining 43 TikTok posts from the account @davinakaramoy published between 15 June and 5 September 2024, along with the accompanying audience comments. The findings reveal that Davina's personal branding is constructed through three personas, an expressive entertainer, a humble and humorous young woman, and a confident young woman. However, across the stages of sensation, attention, and interpretation, audiences consistently juxtapose Davina's identity as a public figure with the character of Rani, leading them to perceive Davina as experiencing identity dissonance. This dissonance remains located within Davina herself as the subject bearing two conflicting identities, while audiences function as those who perceive it rather than those who experience it. Consequently, Davina's personal branding proves effective in building visibility and memorability, yet remains suboptimal, as her identity as a public figure has not become fully independent of the character of Rani, which lies beyond her control.

Keywords: *Personal branding, audience perception, identity dissonance, TikTok, Davina Karamoy*