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TIKTOK CONTENT CREATOR @YUSKYAUDAH'S STRATEGY AS A FORM OF SELF-EXISTENCE

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ABSTRACT

Social media is now an important aspect of individuals' daily activities, especially among generations Y and Z, who use it to express themselves and build their identities. The @Yuskyaudah account uses TikTok to build its existence and has been successful on FYP several times. The purpose of this study is to determine the content strategy of TikTok creator @Yuskyaudah as a form of self-existence through a study of Regina Luttrell's Circular Model of Some theory. Using a descriptive qualitative approach, this study examines the content production process, interactions with audiences, and strategies used by Yusky to construct his existence on the platform. Using a qualitative approach, data was collected through in-depth interviews and content observations and then validated using method triangulation techniques. The results of the study show that Titok @Yuskiyauda's content applies the concept of share, optimize, manage and engage to developself-existence.

INTRODUCTION

In the modern technological era, everyone can access information quickly and easily connected to social media, especially generations Y and Z. Social media not only functions as a communication medium to obtain or share information, but also as a form of self-expression. It allows users to access, comment on, and contribute to various types of content, such as writing, illustrations, recordings, and portraits. User interests, such as seeking entertainment, building relationships, and obtaining information, are the main drivers of social media development (Sutrisno & Mayangsari, 2022).

TikTok has become a very popular application worldwide since 2020 due to its interesting features and ease of creating creative content, according to Novita et al. 2023, as cited in (Sangadji et al., 2024). Sensor Tower's 2020 Mobile Application Market Research Report states that TikTok app downloads increased by 21.4 percent year-on-year. Indonesia became the second country with the highest number of TikTok app installations, contributing 21.4 percent, followed by the United States at 9.7 percent. TikTok is defined as a type of social media that allows users to create various types of content, such as comedy, education, challenges, and dance, by leveraging video editing and creation features (Suwahyu, 2024).

This makes Generation Z superior in operating the TikTok platform, in Indonesia, the Generation Y and Z age groups are the largest TikTok user groups, according to Donny Eryastha as TikTok's Director of Public Politics (Mahardhika et al., 2021). Generation Y is often referred to as the Millennial generation, while Generation Z is the younger generation than Millennials with an age range between 14 and 24 years. More than 10 million people actively use TikTok in Indonesia, and the majority of users are from Generation Z, Millennials, or students (Fadhilah & Erianjoni, 2021). With the very high interest of TikTok users, TikTok provides freedom for its users to express themselves. TikTok also allows users to like, comment, and share videos to interact with the content (Viana Sari & Abidin, 2024).

This makes TikTok a means of demonstrating one's identity to the public, as a form of self-existence. Self-existence is often demonstrated through a presence on social media, where individuals have the opportunity to become widely known by the public.

Self-existence is defined as one's own presence and the desire to share oneself with others. It's not how users behave on TikTok that influences self-expression, but rather how they expect others to perceive them (Iswarani & Gautama, 2022).

The use of TikTok for self-existence is seen in the rise of content creators, who have shifted audiences from being proactive to being more passive (Viana Sari & Abidin, 2024). Content creators produce material in various formats-writing, images, video, audio, or a combination thereof-and use TikTok to attract audiences through skills such as entertainment, art, education, and product reviews To align the content with their brand, they conduct research, develop ideas, and gather information (Lestari & Ni'matu Rohmah, 2023).

According to Smith (2003: 54), in research related to Instagram to increase self-existence, there are several characteristics of people: (1) self-awareness, namely the ability to recognize one's own strengths and weaknesses. (2) Self-confidence, namely the ability to see a situation with a positive view. (3) Self-esteem, namely attention to the person being served or ability in work. (4) Awareness of the power of personal mission is having a view of what must be done and the drive to achieve it. (5) Role awareness, namely the importance of the role in one's life. (6) Personal interests that influence a person's self-image. (7) Being aware of one's own uniqueness means not comparing oneself with others or feeling anxious about one's weaknesses. (8) Consistency in life means not being easily influenced by new ideas, opportunities or changes in life. And (9) Calmness and peace including the ability to remain calm even when facing many problems (Lestari & Ni'matu Rohmah, 2023).

To maintain their existence on platforms like TikTok, content creators need to implement an effective content strategy. The strategy is tailored to the character and characteristics that they want to show to the public, so the methods used by each TikTok celebrity will generally be different from each other. According to Regina Luttrell, social media planning is a series of strategies implemented to achieve specific results. Tactics are needed to prevent meaningless actions, so that communication management becomes more efficient and in accordance with objectives (Alfarizqi et al., 2023).

Regina Luttrell, in her book Social Media: How to Engage, Share, and Connect

(2015), introduced the Circular Model of SoMe, which outlines the essential steps for managing social media effectively. This model consists of four main elements, each with its own unique strengths : (1) Share or Sharing (Spreading) The word "share" is able to involve all social media networks with their respective uses, where it is very important between users and the things involved because it contains the context of understanding that they can interact or receive content that not everyone likes. (2) Optimize, Optimizing content must be considered in terms of photos and captions so that it can be managed in the form of messages on social media (Adli Zaesar, 2024). (3) Manage, In managing content, several important things are required, namely quick response, monitoring, and real-time interaction (N. C. Putri et al., 2023). This management is done by monitoring what content is posted according to the needs of the audience. (4) Engage, In this engage stage, this is something that is able to build interactions that involve the audience and an influencer, where this is an important part of managing social media (Hajati et al., 2018).

YuskyAudah, who is usually called by the nickname Yusky, is a Tiktok content creator who now has 89.9k followers. He started creating content on TikTok in 2020. His way of speaking was relaxed and flowed naturally, without sounding forced, like he was chatting with his best friend. He uses simple, easy-to-understand everyday language, so the content is relevant to everyday life. The added humor is also not excessive, he has the right facial expressions and good timing. Her distinctive accent adds extra charm and makes listeners feel familiar and comfortable with her content.

As a POV comedy content creator, Yuskyaudah presents sketches that are close to everyday life, wrapping them in light humor that is relatable to generations Y and Z. The content is not only entertaining, but also shapes his character and image as a simple, natural, and authentic creator. POV is a method used by content creators to invite the audience to understand a situation from a certain perspective. On social media platforms, POV plays a role in building an emotional connection between content creators and their audiences. By utilizing POV, creators can make their viewers feel as if they are in the situation being described.

This has become the researcher's concern to conduct research on content creator

strategies as a form of self-existence of content creator Yusky Auda. In relation to his self-existence, Yusky has 89.9k followers, which is included in the Mid Tier influencer. With the pov content he creates, he shows his funny and interesting character so that he always exists and appears on FYP Tiktok. This can be seen from the number of views reaching millions, as well as the likes and positive comments that flood the content.

By harnessing the power of emotion and personal connection through POV, Yusky is able to build his image as a creative and engaging creator, which ultimately strengthens his presence on the TikTok platform. It is proven in the content upload that he made on November 20, 2024, the content is a comedy POV content with the content title "POV: want to get to know my friend's younger sibling", the content was popular and reached 3.9 million views and 312.3 thousand likes. The content is entertaining because it relates to events experienced by young people, with a relaxed and humorous speaking style, able to flood the comments column with supportive and joke-filled comments, because the content is natural without much editing in it.

The phenomenon of the development of the TikTok platform has given birth to many content creators with various unique strategies to build their existence. Researchers are interested in one of the creators @Yuskyaudah, who has managed to gather many followers and produce several contents that have entered the For You Page (FYP) with a high number of views. This phenomenon is interesting to study further in order to understand the content strategy used by @Yuskyaudah in shaping her existence on TikTok.
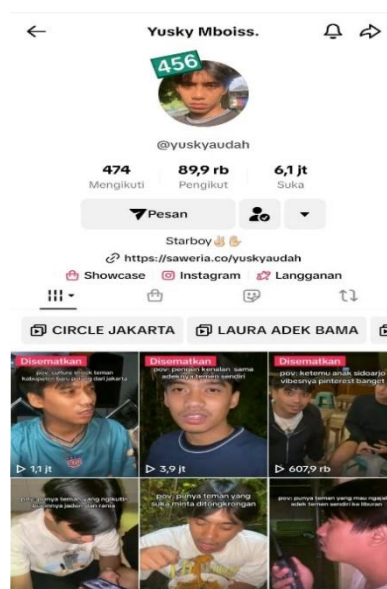
Picture 1. Tiktok Account @Yuskyaudah

Source: Tiktok Account @Yuskyaudah

There are several previous studies on self-existence that can be used as references in research, firstly (Khrisnahadi & S.I.Kom., M.A, 2024), entitled Penggunaan Akun Instagram @JAJANSOLO Sebagai Media Sharing Informasi Kuliner di Kota Solo. The object of this research is the Instagram account @JAJANSOLO. This research is a qualitative study with a purposive sampling method. The theory used is the Circular Model of Some (SOME) model by Regina Luttrell.

Second, (S. D. Putri & Azeharie, 2021), entitled Strategi Pengelolaan Komunikasi dalam Membentuk Personal Branding di Media Sosial Tiktok. The object of this research is the Communication management strategies for personal branding on TikTok. The research uses a descriptive qualitative research approach with a case study research method. The theory used is The theory used in this study is the theory of new media, personal branding, and communication management strategy Circular Model of SoMe for Social Communication.

Third, (N. C. Putri et al., 2023), with the title Strategi Pembuatan Konten Kreatif oleh Influencer dalam Melakukan Endorsement melalui Instagram. The object of this research is the Creative content creation strategies by influencers on Instagram. The method used in this study is a qualitative method. The theory used is the Social Media Model Theory The Circular Model of SoMe.

Fourth, (Alfarizqi et al., 2023), entitled Pengelolaan Konten Media Sosial pada Akun Instagram @indozone.id Dalam Upaya Meningkatkan Followers Instagram. The object of this research is Instagram content management @indozone.id, This research uses a descriptive qualitative research method. Using the theory of The Circular Model of SOME from Regina Luttrell.

Fifth, (Adli Zaesar, 2024), entitled Implementasi The Circular Model Of Some dalam Pengelolaan Konten Islami diInstagram @Alifiqra. The object of the research is the Islamic content management on Instagram @Alifiqra, The method used in this study is a qualitative approach with a constructivism paradigm. The theory used is the Social Information Processing (SIP) Theory by Joseph Walther, The theoretical method

implemented in this study is The Circular Model of SOME which functions as an analytical tool.

Similarities with previous studies are that both use the theory of The Circular Model of SoMe by Regina Luttrell, in contrast to previous studies that discussed more about the use of social media in the context of personal branding, communication management, or digital marketing strategies, this study has novelty in terms of the object of research, namely focusing on how the content strategy used by TikTok creator @Yuskyaudah as a form of self-existence.

Besides serving as a medium for creativity and self-expression, TikTok usage has also been shown to have social and psychological impacts on its users, particularly among Generation Z. Activities on TikTok can impact users' levels of self-confidence, self-esteem, and emotional well-being, as their self-perceptions are often influenced by audience reactions such as the number of likes, comments, and views. Users sometimes intentionally shape their digital identities to reflect how they want others to see them. These interactions highlight the importance of recognizing that TikTok not only aids in the process of identity formation but also psychologically influences or even challenges an individual's sense of self in the digital age (Putra & Junita, 2024).

Yuski's use of TikTok demonstrates that the image she creates through her content isn't solely about meeting other people's expectations or simply following current trends. In interviews, Yuski revealed that she doesn't dwell on negative criticism from netizens. She explained, "If there are bad comments, I don't care; it's better to just let them be." This statement emphasizes that the image she projects is formed without the burden of an audience, but rather based on personal comfort and selectiveness regarding the social reactions she receives (Nurlaila, 2023).

On the social side, Yuski's presence on TikTok has positively contributed to building engagement with her followers. Feedback, such as comments, likes, and support from followers, is part of the social experience that strengthens her position as a content creator (Febriani & Widyatama, 2025). While not every piece of content garners the same response, Yuski remains committed to showing her authentic self, without feeling the

need to appear perfect.

On the other hand, psychologically, Yuski's use of TikTok does not appear to increase emotional stress. She exhibits no signs of anxiety or pressure from the demands of fame. Instead, she enjoys creating content as a way to express ideas and provide entertainment, both for herself and others. This suggests that digital platforms like TikTok can offer a healthy space for individuals to shape and present their self-image without compromising their mental well-being (ZAMZAMI, 2024).

Based on the background and literature insights that have been explained above, the formulation of the research problem is What is the content strategy used by TikTok creator @Yuskyaudah in building self-existence? To address this question, this study aims to analyze TikTok creator @Yuskyiaudah's content sratregies as a form of self-existence. The results of this study are expected to provide theoretical references for further research on the use of TikTok as a medium for self-existence.

METHODOLOGY

This study uses a qualitative descriptive methodology, which allows the author to understand the phenomenon of using TikTok as a medium for self-existence by content creators in depth. Qualitative research methods are research methods based on post-positivism philosophy and are used for research that focuses on objects in natural conditions (Ummah, 2019). The object of this study is the content strategy of TikTok creator @yuskyaudah as a form of self-existence. According to Spradley, the object of qualitative research is a "social situation" which has three components: location, actors, and activities that function in a mutually supportive manner. To obtain the necessary information, the author uses a purposive sampling technique with the following criteria: (1) a person as a TikTok celebrity, (2) consistently producing content as a strategy to form self-existence, namely content creator @Yuskyaudah.

The TikTok account @Yuskyaudah was selected for this study deliberately based on the subject's characteristics that align with the analysis's objectives. This account is managed by a Generation Z content creator who actively uploads humorous and relatable content about everyday life, demonstrating active participation in self-image creation through social media platforms. The researcher's interest in this account stemmed from initial discoveries while exploring Generation Z accounts that exhibited distinctive identity-building traits on TikTok. One video from the @Yuskyaudah account that went viral with millions of views attracted the researcher's attention, leading to a deeper exploration of the dynamics of self-image, audience reactions, and the resulting social and psychological effects (PRATAMA, 2024).

The author uses two methods of data collection, namely interviews and non-participatory observation. Interviews were conducted directly with the TikTok account owner, @Yuskyaudah, to gain insight into her motives, creative process, and perspectives on social interactions formed through the platform (Khoirunnisa Chaya, 2022). To gain a deeper understanding of the phenomenon being studied, the author applies the qualitative data analysis method developed by Miles and Huberman (1992), which includes three main stages, namely data reduction, filtering important information from the results of interviews and observations.Data presentation, grouping analysis results into four main aspects of The Circular Model of Some (Share, Optimize, Manage, and Engage). and drawing conclusions, describing research results to determine the strategy of TikTok creator existence (Haribowo et al., 2022).

To prevent errors in the data obtained, it is important to verify the validity of the data. This test is based on the standard of trust or credibility and utilizes triangulation, where the author compares the results of the interview findings with the results of content observations (Sri, 2020).

FINDINGS & DISCUSSION

In an effort to obtain research results, the author conducted observations and in-depth interviews with informant Yusky. From this effort, the author produced several discussions about content strategies on the Tiktok social media account @Yuskyaudah as a form of self-existence. Therefore, Yusky has designed a meticulous strategy to create and distribute content through social media with a long-term goal in mind, ensuring that the content creation and distribution process runs smoothly while increasing engagement and reach with a larger audience.

The Circular Model of Some developed by Regina Luttrell outlines key strategies in social media management, including the aspects of Share, Optimize, Manage, and Engage. In the context of this research, the strategy implemented by TikTok content creator @Yuskyaudah shows how this model can be applied to strengthen self-existence on digital platforms.

The share stage is the first stage in social media management. At this stage, Regina Luttrell said that it is very important to know how and where the public interacts on social media (Alfarizqi et al., 2023). The results of the study show that in the Share aspect, Yusky shares relatable content on TikTok with everyday life, takes advantage of trends, and maintains originality through a distinctive POV (point of view) delivery style. In the interview, Yusky said, "Tiktok is simpler and less complicated and now Tiktok is also popular with various groups, so the opportunity for content to appear on FYP and get lots of viewers is bigger. The reason I create comedy POV content is because the audience feels the feeling or experience of the situation I create, and the audience really likes the content because it is simple but can be accessed by all groups."

This is in line with the research of Putri & Azeharie (2021), which emphasizes that the success of content creators depends on the relevance and uniqueness of their content. However, in contrast to the research of Khrisnahadi & Chasana (2024) which highlights the role of information in social media, this study emphasizes the aspect of self-expression through humor and storytelling as the main attraction in the success of

sharing content.

Picture 2. Shared content

Source: Tiktok account @Yuskyaudah

Yusky's success in the Share phase is reflected in the high appeal of his content which was able to achieve millions of views. One example is a video titled POV: want to get to know my friend's younger sibling which successfully achieved 4.2 million views, as well as the content POV: people who have just watched the mati rasa celebration which was watched 2 million times. In addition, there is also POV content: culture shock of a district friend who just returned from Jakarta which received 1.3 million views. This fact shows that Yusky has succeeded in attracting the audience's attention through content that is acceptable in everyday life, packaged in a distinctive and expressive delivery style. The choice of POV format is also an important aspect that makes the content feel more alive, as if the audience is directly experiencing the story being told. In addition, his simple yet effective delivery style proves his ability to weave everyday stories with a unique sense of humor.

the aspect of optimizing content, Yusky uses the right hashtags, chooses appropriate music, and utilizes the TikTok algorithm to increase the chances of getting

on the For You Page (FYP).

 In

Picture 3. Use of viral hashtags

Source: Tiktok account @Yuskyaudah

The image above is an example of optimization done by Yusky. Yusk uses relevant hashtags, such as #yuskyinheremasszeh, #becegebersatu, and #perayaanmatirasa. Selecting these hashtags helps increase the reach of your content, making it easier for your audience with similar interests to find you. The success of this strategy can be seen from the high number of interactions on the video, namely 184.8 thousand likes, 1,467 comments, 8,959 bookmarks, and 11.3 thousand shares. For music selection, Yusky also chooses popular ones based on the TikTok algorithm, which can increase the possibility of content appearing on FYP.

According to Nuurrianti Jalli (2021), TikTok's popularity in Southeast Asia serves as a platform for the younger generation to express their hopes. His research found a feature in TikTok's algorithm that allows for increased views through organic amplification. This strategy supports the findings of Zalfa Adli Zaesar & Musfiah Saidah (2024) which show that the use of optimization strategies increases audience engagement. However, this study found that Yusky's success did not only depend on technical optimization, but also on the emotional closeness he built with his followers which made his content more engaging and memorable.

In the aspect of Management (content management), in managing content, several important things are needed, namely quick response, monitoring, and real-time interaction. Yusky actively responds to comments and messages from the audience to maintain positive engagement. He also avoids controversy by filtering out words that could cause problems. Research by Nabila Cahyani Putri & Adrio Kusma Reza (2023) states that good communication management plays an important role in maintaining a positive image on social media. In this case, Yusky's strategy shows that a balance between audience engagement and responsible content management can sustainably improve digital presence.
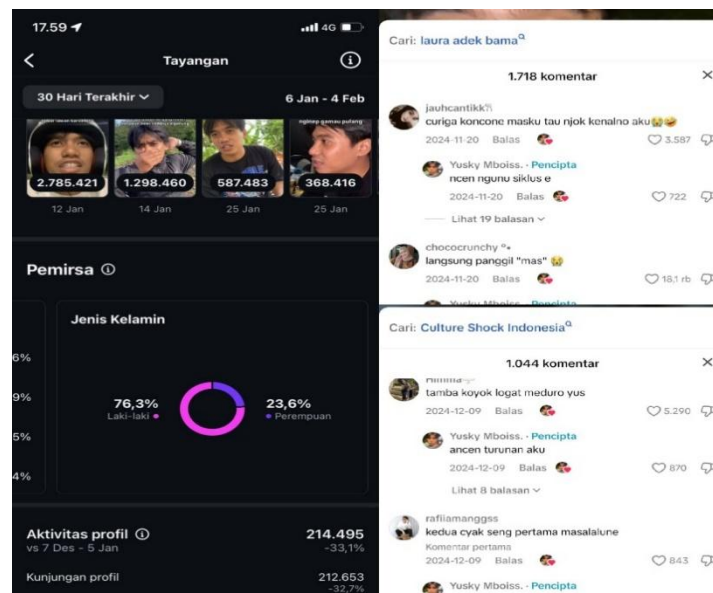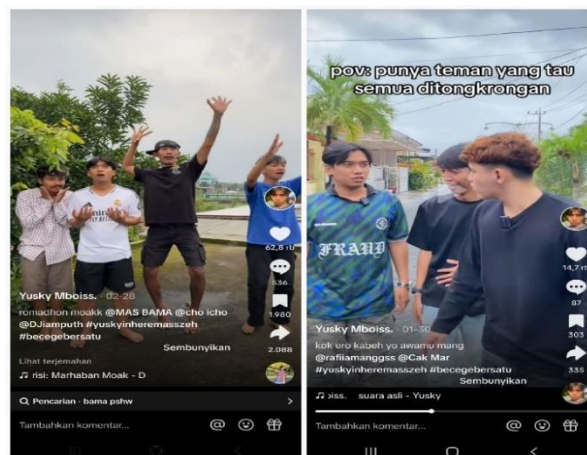

Picture 4. Yusky's interaction with the audience in the comments column

Source: Tiktok account @Yuskyaudah

The success of this management strategy is reflected in Yusky's active interaction with the audience through quick and relevant comments replies. Its spontaneous and contextual responses demonstrate the application of quick response elements and real-time interaction, which contributes to increased user engagement. Therefore, it is important for institutions to formulate a good social media strategy that is in line with their branding goals (Hartanto and Silalahi, 2023). In addition, monitoring topics that interest the audience allows Yusky to present content that suits their preferences. Analysis of viewing data and content performance over the past 30 days revealed that

consistent monitoring of audience reactions plays a critical role in optimizing digital strategies.

Lastly, the Engage aspect, seen from how Yusky collaborates with other creators and utilizes the interaction features on TikTok. Salman Alfarizqi et al.'s (2024) study supports this finding by emphasizing the importance of interaction in building a loyal community. However, unlike previous studies that highlighted individual branding, these findings show that emotional engagement through storytelling is also a key element in maintaining existence on social media.

Picture 5. Collaboration with other creators

Source: Tiktok account @Yuskyaudah

Yusky actively builds interactions with the audience through the Engage aspect. Collaboration with other creators and the use of interaction features on TikTok, such as hashtags and mentions, represent an effective engagement strategy in forming a digital community. The image above shows a video with several individuals as collaborators, including accounts mentioned in hashtags and mentions, such as @MAS BAMA, @cho icho, @Djiamputh, @rafiiamanggs and @Cak Mar. Collaborating with content creators is an effective and frequently used strategy to increase audience reach and build trust for viewers who are more likely to trust or follow advice from famous figures (Pandiangan, 2024).

The findings show that the content created by Yuskyaudah has characteristics of self-existence, according to Smith (2003:54), including self-awareness. Yusky actively

evaluates audience responses to improve the quality of its content. He realizes his strength in delivering humor in a relaxed way, so he chooses the comedy POV format as the most appropriate self-expression for his character. This reflects Regina Luttrell's Share indicator, where Yusky shares authentic content that fits his identity. This is in line with the research of Putri & Azeharie (2021) which emphasizes the importance of self-awareness in building a personal image on social media, although it is different from the study of Khrisnahadi & Chasana (2024) which emphasizes the information aspect of the content.

Self-confidence plays an important role in the success of a creator in maintaining existence. According to McClelland (in Luxori, 2005) self-confidence is internal control, a feeling of having a source of strength within, realizing abilities and taking responsibility for decisions taken. Yusky showed an increase in confidence after receiving positive feedback from his audience. "My confidence to continue creating content comes from my interest in creating content and because many people are entertained by the content and get many positive comments," said Yusky. This self-confidence then led him to expand his reach by collaborating with other creators on TikTok. This is in line with one of the indicators in The Circular Model of Some by Regina Luttrell, namely Engage, which emphasizes the importance of authentic engagement and building relationships with audiences and fellow creators.

By actively interacting, both through comments and collaborations, Yusky is able to strengthen his presence on TikTok, expand his audience reach, and increase his digital community engagement. This study is in line with the findings of Cahyani Putri & Kusma Reza (2023) which state that positive interactions with the audience contribute to the sustainability of creator content, in contrast to the research of Zalfa Adli Zaesar & Musfiah Saidah (2024) which focuses more on the technical optimization aspect in digital strategy.

Self-esteem is a person's evaluation and feelings about their value and worth. Individuals who have high self-esteem believe positively in themselves. Self-esteem has the potential to influence how open individuals are in expressing themselves. Individuals

with high self-esteem tend to be more open and comfortable in sharing various aspects of their personality because they feel more confident and do not feel threatened by judgment from others (Liliweri 2015). Self-esteem in social media can be seen in how a creator responds to appreciation and criticism. For Yusky, support in the form of likes, positive comments, and shares is a motivation to continue working and expand the reach of his content. However, in the digital world, criticism is an important part of social interaction. Yusky wisely handles negative comments by ignoring unhelpful criticism, especially personal attacks related to appearance. Instead, he is open to suggestions that can improve his content and uses them for self-evaluation.

This attitude shows strong self-esteem, as he does not let negative feedback hinder his productivity, while still accepting input that is beneficial for his growth. This finding is in line with the Manage indicator in The Circular Model of Some by Regina Luttrell, which emphasizes the importance of managing interactions effectively. By maintaining positive communication and filtering audience responses, Yusky is able to maintain a professional image and show that a creator's self-esteem does not only depend on appreciation, but also on his ability to face challenges on social media.This finding is in line with the research of Salman Alfarizqi et al. (2024) which shows that audience engagement can increase a creator's self-satisfaction, but is different from the study of Nabila Cahyani Putri & Adrio Kusma Reza (2023) which highlights more aspects of marketing strategies in personal branding.

Awareness of personal mission is a key factor in sustaining a digital presence. Yusky has a clear vision for his work on TikTok, which is to express his creativity, earn income, and expand his reach. For him, creating content is not just about following trends, but also part of a passion that he consistently pursues. To maintain authenticity, he actively receives feedback from viewers while maintaining his signature POV comedy content. Research by Musafira Okta Ghina Tsabitah and Nurjanti Takarini (2024) highlights that optimizing a content creator's strategy aims to increase visibility and audience engagement while ensuring content remains relevant and focused. They emphasized the importance of understanding the target audience, following trends without losing the creator's identity, as well as careful content planning for effective

digital marketing on platforms such as TikTok and Instagram.

This finding is in line with the Optimize indicator in The Circular Model of Some by Regina Luttrell, which emphasizes the importance of adjusting content to trends without sacrificing creator identity. Through this strategy, Yusky managed to maintain his presence on TikTok and ensure that his content still has direction and long-term goals. This is in accordance with the research of Zalfa Adli Zaesar & Musfiah Saidah (2024), who found that creators with long-term goals are more likely to maintain their existence than those who only follow trends.

A content creator's role consciousness reflects their responsibility towards the content they share. In this awareness, every action taken must be in line with values and maintain harmony and justice in online interactions. When creating content, it is very important for the creator to always prioritize politeness (Wahyuddin et al., 2023) and decency in every aspect displayed, from the use of language to the selection of images and themes. Yusky realizes that he has influence over his audience, so he is always careful when composing content and avoids content that may cause controversy.

If a content is deemed inappropriate, they prefer to delete it in order to maintain a positive image. In research (Arneta Syarifah and Noveri Faikar Urfan 2024) emphasizes how the distribution of information on social media can affect a person's image, including the phenomenon of cancellation culture and cyber persecution that damages reputation. This is in line with This attitude reflects the Manage indicator in The Circular Model of Some by Regina Luttrell, which emphasizes the importance of content management and interaction with audiences. These findings support the research of Putri & Azeharie (2021), which states that role awareness is very important in maintaining a positive image of creators on social media.

Personal interest in creating content determines the extent to which a creator is able to survive in the digital industry. In the interview Yusky said "my interest in creating content is the main factor in maintaining my presence on TikTok, I enjoy the creative process and use this platform to express ideas in an easy way. The support from my audience and inspiration from other creators motivates me to keep creating". In addition,

the compatibility of the content with his hobbies keeps him consistent and easy for the audience to understand. Interest in something can arise due to feelings of discomfort, disgust, and curiosity that come together. As a result, adrenaline builds up in the body to keep doing it until it becomes addictive (Adi et al., n.d.).

This finding is in line with the Share indicator in The Circular Model of Some by Regina Luttrell, which emphasizes the importance of sharing authentic content. By sharing stories that are close to the audience, Yusky has managed to build strong connections and maintain his presence on social media.Yusky shows a deep interest in the creative world, making his content a means of self-expression. This is in line with Sundawa & Trigartanti's (2018) research, which shows that creators who enjoy the content creation process are more consistent in their work.

Uniqueness is an important element in building a presence on social media, commonly referred to as personal branding. Successful personal branding requires elements that make it different from other brands. Some marketers build new brands with similar ideas but with different target markets to avoid disputes (Putri Kinanti, 2023). Yusky looks unique by using Sidoarjo's Javanese accent communication as an identity that distinguishes him from other creators. With this approach, he not only entertains but also builds a strong personal image. He is consistent in his concept and delivery style and regularly evaluates his content and pays attention to his expressions, mimics and way of speaking to stay true to his identity.

This consistency ensures that his content remains engaging and recognizable. Research by (Idha Rizki Margaretna 2024), understanding the meanings that arise among the public regarding communication styles, aims to provide stimulation and stimulus so that followers pay attention. Factors such as physical conditions, roles, and language have an important impact on communication styles and how informants interpret them. These findings are in line with the Manage indicator in The Circular Model of Some by Regina Luttrell, which emphasizes the importance of managing digital identities to remain relevant. By maintaining uniqueness in each of his contents, Yusky managed to maintain his presence on TikTok and continue to attract the attention of the audience.This

research supports the findings of Rahmadanni Pohan et al. (2017) which emphasizes that strong personal branding is rooted in uniqueness in content delivery.

Consistency in life and in content creation is the main strategy in maintaining digital presence. According to Franzia (2018), consistent personal branding development through social media can help people recognize individuals with their unique characteristics. In addition, individuals can also build trust and credibility in their fields or interests (Jannah, 2024). Consistency is an important element in maintaining a presence in the digital world, especially for creators like Yusky. With a regular publication schedule of 2 to 7 videos per day, he maintains audience engagement while ensuring his content remains relevant. This consistency not only builds a connection with his followers, but also creates an expectation of content that is always awaited.This finding is in line with the Optimize indicator in The Circular Model of Some by Regina Luttrell, which emphasizes the importance of adjusting strategies to remain relevant and effective in reaching audiences.This is in line with Kesuma & Tamburian's (2021) research, which found that consistency has a significant effect on follower growth on social media.

Calmness and peace in facing digital challenges are important factors for a creator. Yusky realizes that criticism and pressure in the content world are inevitable, but he chooses to stay focused on developing his work without getting carried away by emotions. According to Gultom (2022: 15), digital interaction can be done through various social media platforms. However, all these types of digital interactions also have the potential to pose challenges related to ethics and civility. With a calm attitude and enjoyment of the process, he is able to maintain productivity and consistency in his work. To handle the pressure, Yusky often discusses and shares experiences with fellow creators. These interactions not only provide moral support, but also enrich perspectives and new ideas, creating a supportive environment without negative competition. This finding is in line with the Engage indicator in The Circular Model of Some by Regina Luttrell, which emphasizes the importance of building meaningful relationships in digital communities. By staying connected and getting support from fellow creators, Yusky is able to manage social pressure well and maintain his emotional balance, allowing him to continue working positively on TikTok. This attitude is in line with Wisnu's study

(2020), which states that creators who are able to manage social pressure are more likely to survive in the long term.

CONCLUSION

Yuskyaudah's content strategy in building self-existence based on the research results is based on the application of The Circular Model of SoMe by Regina Luttrell. This model consists of four main aspects: Share, Optimize, Manage, and Engage, which have proven to play an important role in increasing audience engagement and maintaining self-existence. In the Share stage, it can be seen that Yusky shares relatable content on Tiktok with everyday life, capitalizes on trends, and maintains originality through a distinctive delivery style. The Optimize stage uses the right hashtags, chooses appropriate music, and utilizes the TikTok algorithm to increase the chances of appearing FYP. In the Manage stage Yusky proactively manages interactions with the audience, maintaining his good image by filtering responses and staying away from controversy. The last is the Engange stage, which can be seen from how Yusky collaborates with other creators and utilizes the interaction features on TikTok.

In addition, this study identified nine key concepts that contribute to a creator's self-existence: self-awareness, Yusky demonstrates self-awareness by recognizing his strengths and characteristics in delivering humor. His self-confidence develops along with audience appreciation, which encourages him to continue creating and collaborating. Self-esteem can be seen in the way he handles criticism wisely, accepting constructive feedback and ignoring irrelevant negative comments. He has an understanding of his personal mission, which is to make TikTok a medium for creative expression and a source of income. She also demonstrates role awareness by maintaining responsibility for her content, and avoiding controversial issues. His personal interest in the creative world allows him to continue to enjoy the creative process, while his uniqueness, especially through the use of the Javanese Sidoarjo accent, has become his strong identity on TikTok. Consistency in her uploads and adaptive strategies to trends strengthen

her presence, while a calm and peaceful attitude in the face of digital pressure helps her to stay focused and productive.As such, Yuskyaudah's content strategy shows that a creator's success on social media does not solely depend on technical optimization, but also on authenticity, consistency, and emotional engagement with the audience. Through a balanced approach of creativity, interaction, and adapting to trends, Yusky has managed to maintain his presence on TikTok and build a loyal community. The findings can serve as a guide for other creators in managing their digital presence, emphasizing that digital presence is not just about popularity, but also about establishing a solid and sustainable relationship with the audience.

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