



The Role of Mang Ucup's Personal Branding as a Promotional Strategy for the "Niagara Fruit" SME on the TikTok Platform

Filan Akbar Lazuardi¹, Septiyani Allifah², Nabila Wahyuni³, Ines Nur Irawan⁴, Rendika Vhalery⁵

^{1,2,3,4,5} Department of Digital Business, Faculty of Education and Social Sciences, Universitas Indraprasta PGRI, Indonesia

(*)✉ ineznurirawan@gmail.com



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Abstract

Digital transformation has driven a paradigm shift in marketing strategies, especially for Micro, Small, and Medium Enterprises (MSMEs). TikTok, as one of the most dynamic social media platforms, enables interactive and emotional message delivery that is well-suited for reaching younger consumers, particularly Generation Z. This study analyzes the personal branding strategy of *Mang Ucup*, the owner of the "Niagara Fruit" juice SME, focusing on video content and comment interactions. *Mang Ucup* presents himself as authentic, humorous, and relatable, successfully building a strong emotional connection with audiences. Data were collected through content observation during a specific period and an analysis of comment responses, revealing that this unconventional approach increased brand recognition and consumer loyalty. The findings support the importance of authenticity, consistency, and emotional storytelling in shaping brand identity in the digital era.

Keywords: digital transformation, personal branding, promotional strategy, MSMEs, TikTok, consumer loyalty

Introduction

The digital era has brought significant changes to the world of marketing. Social media platforms such as TikTok not only allow for rapid content distribution but also enable direct interaction between brands and consumers. Generation Z, who grew up in the digital environment, tends to value authenticity, transparency, and emotional connection in their engagement with brands (Turner, 2015).

Within this context, personal branding emerges as a key factor in establishing a strong brand identity. *Mang Ucup*, the owner of the "Niagara Fruit" juice brand, exemplifies how small enterprises can capture everyday life through informal and emotionally resonant approaches. By presenting himself authentically, he communicates values that resonate deeply with Gen Z, who seek honesty and openness in

every interaction. This study aims to explore how *Mang Ucup's* personal branding on TikTok influences consumer perception and loyalty toward the "Niagara Fruit" brand.

Method

This research employs a qualitative descriptive approach to analyze the personal branding strategy of the juice entrepreneur *Mang Ucup* through his TikTok account, [@mangucuppppp](https://www.tiktok.com/@mangucuppppp). The primary focus is to understand how personal narratives, communication style, self-presentation, and the consistent use of the "Niagara Fruit" slogan shape audience perception and foster engagement on social media.

Data were collected through direct observation of video content, user comments, and engagement metrics such as views, likes,

comments, and shares throughout 2024. The data were then analyzed descriptively, highlighting the relationships among personal branding elements and their impact on *Mang Ucup's* image as both a public figure and a brand owner. This approach enables an in-depth understanding of how personal branding on TikTok can create emotional connections with audiences while differentiating MSME brands in the competitive digital marketplace.

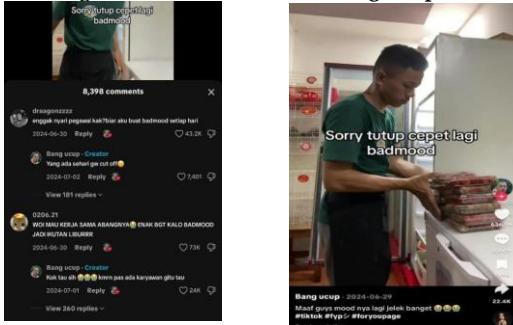
Results and Discussion

Mang Ucup effectively employs several key elements in his personal branding strategy to strengthen his position as a digital influencer. *Mang Ucup* consistently presents himself in an unfiltered, expressive manner using simple and colloquial language. This approach aligns with Montoya and Vandehey's (2008) assertion that consistency is fundamental to brand identity formation. Similarly, Beverland (2005) emphasizes that authenticity is central to building brand credibility in consumers' eyes.

Through everyday narratives infused with humor and sincerity, *Mang Ucup* conveys emotionally charged messages that resonate with his audience. This aligns with *Self-Concept Theory*, which posits that consumers are more likely to engage with brands reflecting their identities. Emotional storytelling, therefore, fosters stronger brand-consumer bonds and long-term loyalty.

Active interaction through comments, duets, and live sessions on TikTok allows *Mang Ucup* to communicate directly with followers. Ashley and Tuten (2015) found that high social media interactivity significantly enhances consumer loyalty.

Figure 1. Video Content of *Mang Ucup's*



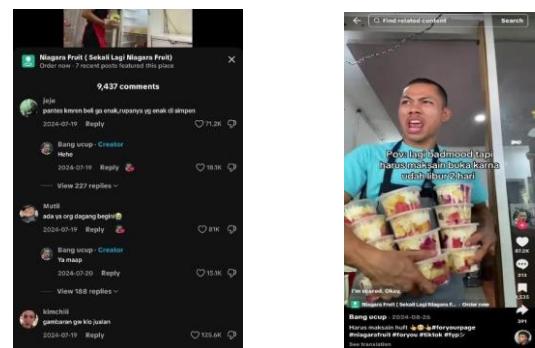
For Generation Z audiences, personal branding must deliver quick, relatable, and trend-aligned messages. TikTok offers dynamic

features such as filters, challenges, and duets, enabling brands to stay culturally relevant. Montoya and Vandehey (2008) underscore that "branding is about message consistency, allowing audiences to recognize and trust the identity presented." Kaplan and Haenlein (2010) emphasize the need for creativity and adaptability in social media messaging, while Kietzmann et al. (2011) highlight the role of two-way interaction and content adaptability in building long-term relationships with digital audiences.

Personal and transparent communication fosters deeper emotional connections between brands and consumers. Keller (2008) notes that emotional branding not only influences purchase decisions but also strengthens long-term brand relationships. Fromm and Read (2018) further explain that Gen Z values authenticity over conventional marketing persuasion.

Interactive dialogue through comments and duets transforms audiences into active participants within a brand community. Ashley and Tuten (2015) argue that consumer engagement on social media fosters loyalty and a sense of belonging. Similarly, Smith (2019) confirms that creative visual storytelling significantly enhances engagement and loyalty.

Figures 2. Screenshots of Comment Section and *Mang Ucup's* TikTok Content



Personal branding directly contributes to enhancing brand awareness. Consistent message delivery especially through repetitive mentions of "Niagara Fruit" in video captions and speech strengthens both brand recognition and recall. Keller (2008) identified strong brand recognition as foundational to long-term equity, while Kapferer (2012) found that visual and narrative consistency reinforces brand recall.

Emotional storytelling and real-time audience engagement cultivate emotional attachment and consumer loyalty. Comment analyses reveal positive audience responses, including expressions of admiration and connection. Fromm and Read (2018) confirm that honesty and openness are key loyalty drivers among Gen Z consumers.

Figure 3. Screenshot of Mang Ucup's TikTok Profile



Consistent and authentic content posting is critical to sustaining trust and brand strength. Balmer and Greyser (2006) emphasize that communication consistency fortifies credibility, while Beverland (2005) underscores the importance of authenticity in forming genuine consumer relationships.

Authenticity also involves sharing personal stories and business challenges transparently. Gilmore and Pine (2007) argue that authentic experiences enhance satisfaction and repeat patronage, suggesting that *Mang Ucup's* openness fosters emotional resonance with his audience.

Figure 4. Mang Ucup Performing the "Niagara Fruit" Slogan



Despite its effectiveness, individual-driven branding presents notable risks. Reputational issues, content fatigue, and overexposure may negatively affect brand perception. Marwick and Boyd (2011) warn that maintaining balance between openness and self-control is crucial for

preserving online credibility. Ashley and Tuten (2015) also highlight the importance of creative, relevant content to sustain engagement.

Moreover, competition, rapid trend shifts, and algorithmic changes pose ongoing challenges. Kietzmann et al. (2011) emphasize that platform structural changes can dramatically affect communication reach. Finally, maintaining a healthy work-life balance is essential, as Beverland (2005) notes that separating personal and professional identities supports sustainable, emotionally grounded branding.

Conclusions

This study concludes that *Mang Ucup's* personal branding as the owner of the "Niagara Fruit" juice SME on TikTok plays a crucial role in enhancing promotional effectiveness. His authentic, humorous, and emotionally engaging approach successfully attracts audiences particularly Gen Z who value honesty and social connection.

The strategy integrates three key elements: authenticity, audience engagement, and emotional branding. Consistency in messaging and sincerity in communication foster emotional closeness and brand loyalty. Despite challenges such as digital competition and shifting trends, *Mang Ucup* effectively leverages TikTok to strengthen brand awareness and build a loyal community. These findings offer valuable insights for other MSMEs aiming to utilize social media as a branding tool emphasizing the strategic importance of personal authenticity in achieving competitive differentiation.

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