Analysis of Using the CapCut Application to Enhance Personal Branding on Social Media

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Abstract

This research examines how the CapCut application helps students majoring in sociology at Padang State University (UNP) build a positive self-image on social media. Students often use social media to improve their reputation in the academic world and everyday life. The aim of the research is to explore the impact of using CapCut on the personal branding of UNP sociology students. The results show that CapCut helps them optimize their creativity and attract the attention of others with the content they create. These findings can help students and schools utilize CapCut to strengthen their self-image in the digital era.

INTRODUCTION

In the rapidly advancing digital era, social media has become one of the main platforms where individuals can build and strengthen their self-image, known as personal branding. Personal branding is increasingly important, especially for students, as it can influence how others perceive them in both academic and professional contexts.

Personal branding is a self-image created to be recognizable by the general public. It can encompass character, profession, talent, or anything that can become someone's identity or quality, depending on how they want to be viewed and recognized by many people. The ever-evolving digital era has facilitated people in shaping their personal brand. Social media can be utilized to showcase oneself to others, allowing for evaluation and recognition by a broader audience. Social media is a digital platform often used by its users to express themselves, socialize, and interact with other users anywhere, without the limitations of space and time. The emergence of social media from a personal branding perspective makes it easier to gauge our desire to be known (Riza, K. 2023).

Amid the proliferation of video editing applications, CapCut has become one of the popular tools used by social media users, including students, to produce engaging and aesthetically pleasing content. With its various creative features, CapCut allows users to create attention-grabbing videos that reflect their identity.

Several previous studies have examined the use of the CapCut application. For instance, research conducted by (Heribertus Ary Setyadi, et al.) on "The Use of the CapCut Application to Produce Creative Video Content for Students" showed the enthusiasm of students in participating in the training, where they could perform creative and interesting video editing using the CapCut

application. The results of the videos created and edited were deemed suitable for uploading on social media or any other media. Another study by (Fitri Lamusu, 2023) on "The Use of CapCut Video Media in Learning to Identify News Text Elements for Grade VIII Students of MTS Negeri 1 Gorontalo Regency" indicated that the use of CapCut-based video media in learning achieved success in the learning process. Additionally, research by (Ruspika, 2016) on "the use of visual media" generally discussed the obstacles encountered and the solutions to these obstacles in the learning process.

What distinguishes this study from previous research is its focus on the use of the CapCut application in influencing personal branding on social media. The use of CapCut for personal branding purposes has not been extensively studied, especially in the context of Sociology students. Sociology students have a high sensitivity to social and cultural dynamics, making the use of CapCut in the context of personal branding an intriguing area of research. Therefore, this study aims to explore how Sociology students at Universitas Negeri Padang (UNP) use the CapCut application to enhance their personal branding on social media.

Through a deeper understanding of the use of CapCut in building personal branding, this research is expected to provide valuable insights into how Sociology students at UNP leverage digital technology to shape their self-image and how this affects their social interactions, self-perception, and future aspirations. Additionally, this study can contribute to the literature on the use of social media in identity formation and personal branding.

LITERATURE REVIEW

The Uses and Gratifications Theory (UGT) is a relevant theoretical framework for examining the use of the CapCut application in the field of Communication Studies. This theory emphasizes that individuals actively select and use media based on their needs, motivations, and personal gratification (Katz, Blumler, & Gurevitch, 1973).

In the context of using the CapCut application, this theory can be applied by examining how users choose this application as a tool to fulfill their needs and desires for editing and sharing video content. The use of CapCut provides various forms of gratification, including entertainment, self-expression, and social interaction.

Users choose CapCut because of its ease of use, creative features, and potential to enhance their personal branding on social media. They can express themselves, follow viral trends, and create content that attracts their audience's attention. Thus, using CapCut not only meets practical needs in video editing but also provides emotional and social satisfaction.

Through the CapCut application, users can experience gratification from the content they create, receive positive feedback from their audience, and build their desired self-image. Therefore, the use of the CapCut application can be understood and analyzed through the lens of the Uses and Gratifications Theory, which highlights the active role of individuals in selecting, using, and deriving satisfaction from media.

The Uses and Gratifications Theory (UGT) plays a significant role in understanding how people use social media to meet their needs and desires. In the context of using the CapCut application, this theory can help understand how users utilize this application to build personal branding. The Uses and Gratifications Theory significantly contributes to understanding how users employ the CapCut application to enhance their personal branding. This theory helps comprehend how users meet their needs and desires through the application's use, thereby enhancing career success and reputation.

In the context of using the CapCut application for personal branding, the Uses and Gratifications Theory plays an essential role in understanding how users employ this application to fulfill their needs and desires. Users use CapCut to satisfy various needs, including informational, social, entertainment, and expressive needs, which can enhance career success and reputation.

MATERIALS AND METHODS

This research employs a qualitative approach to examine in-depth the role of public relations in the RRI Padang organization. A qualitative approach was chosen because it allows researchers to gain a more comprehensive and profound understanding of the phenomena being studied (Creswell, 2014). This approach enables researchers to explore the perspectives, experiences, and interpretations of participants regarding the role of public relations at RRI Padang more broadly and deeply.

This research uses a qualitative approach with observation and in-depth interview techniques. This type of research was chosen to explore how the use of the CapCut application can help enhance personal branding on social media, particularly among Sociology students at Universitas Negeri Padang.

The research approach used is a case study approach. This approach is employed to gain an in-depth understanding of the use of the CapCut application in enhancing personal branding among Sociology students at Universitas Negeri Padang. The subjects of this research are Sociology students at Universitas Negeri Padang (UNP) who use the CapCut application for personal branding on social media. The object of this research is the use of the CapCut application in personal branding activities on social media. The informants for this research are UNP Sociology students who actively use the CapCut application to enhance their personal branding on social media. Informants are selected based on certain criteria relevant to this research.

The technique for determining informants used is purposive sampling. This technique was chosen because the researcher needs informants with specific experience or knowledge about using the CapCut application for personal branding. Informants are selected based on specific criteria, such as: (a) Actively using the CapCut application, (b) Using the CapCut application for personal branding purposes, (c) Active students in the Sociology department at UNP.

The data collection techniques in this research include:

a) In-depth Interviews: Interviews are conducted in-depth with informants to obtain rich and detailed qualitative data about their experiences using the CapCut application.
b) Observation: The researcher observes the informants' activities in using the CapCut application and how they utilize its features for personal branding.
c) Documentation: The researcher collects documents or visual evidence such as screenshots, videos, or social media posts created using the CapCut application.

RESULTS AND DISCUSSION

1. Use of the CapCut Application Among Sociology Students

The CapCut application is a video editing app developed by Bytedance Pte for Android devices. CapCut offers engaging video editing with many features and effects available for free or with a premium subscription (Hernawati, Elis, et al., 2023). Using CapCut, users can perform video edits, such as cutting, merging, adding visual and sound effects, and incorporating text and other elements into their videos (Tiwi, D. I., & Mellisa, M., 2023).

In this study, the selected informants are Sociology students at Universitas Negeri Padang. There are several reasons for choosing these informants. First, they are active social media users and active users of the CapCut application. Additionally, as Sociology students, they may have a sensitivity to trends and social behavior changes on social media, understanding how applications like CapCut influence and enhance personal branding. Moreover, selecting students from UNP also considers the geographical aspect, where UNP is located in a region with unique social dynamics, which may affect how students there use CapCut for their personal branding. Therefore, these informants, represented by UNP Sociology students, are the right choice to provide in-depth understanding of using the

CapCut application in enhancing personal branding on social media, with diverse and insightful perspectives.

Table 1: General Information of Informants

No	Name	Program / Year
1	Maynessa Yolanda	Sociology Education / 2021
2	Haris Irsyad	Sociology Education / 2021
3	Dhea Amelia Pertiwi	Sociology Education / 2021
4	Putri Adila	Sociology Education / 2021
5	Natasya Putri Latifa	Sociology Education / 2021
6	Nada Kurnia Putri	Sociology Education / 2021
7	Zikri Budiman	Sociology Education / 2022
8	Tari	Sociology Education / 2022
9	Rekha	Sociology Education / 2022

The table above provides general information about the informants interviewed. Some informants explained that they use CapCut due to its ease of application, numerous features, and relatively small storage requirements.

Following are excerpts from the interviews:

"...the reason I use CapCut is because it's simple, and it already has templates, unlike other apps where you have to edit videos yourself." (Tari. Interview, May 28, 2023).

Similarly, another informant explained their reason for using CapCut, citing ease of use and many features: "...I personally use CapCut because it is user-friendly and easy to use, the editing interface is not confusing, and it takes up little storage space, so I enjoy editing with CapCut." (Natasya. Interview, May 27, 2023).

Nada, another informant, also cited ease of use as a reason for using CapCut: "...it's easy to use, has ready-made templates, and its features are comprehensive, making it easy to apply." (Nada. Interview, May 27, 2023).

Other reasons for using CapCut include: "...I use CapCut to entertain myself, find templates for uploading stories, and because the templates are good and aesthetic, sometimes just out of boredom." (Dhea, Nessa, Putri, Haris. Interview, May 27, 2023).

"...I use CapCut because it's simple and easy, with many features or templates that make it convenient."

In conclusion, based on the interviews conducted, the reasons informants use CapCut include its ease of application, simplicity, numerous aesthetic features suitable for social media stories, and for personal entertainment or passing time.

2. Utilization of the CapCut Application Among UNP Sociology Students

a) Following Viral Trends

UNP Sociology students use CapCut to follow viral trends as a form of participation in dynamic digital culture. Viral trends often emerge from social media platforms like TikTok, Instagram, and YouTube, where creative and engaging video content can quickly gain wide attention. Some ways students use CapCut to follow viral trends include:

1. Creating Music Synchronization Videos: Students can create music sync or lip-sync videos following popular songs or trending sound bites.
2. Participating in Challenges: Engaging in various popular social media challenges, such as dance challenges, acting challenges, or visual transformation challenges. "...I usually make dance challenges or other challenges on TikTok, but sometimes I also use CapCut." (Natasya. Interview, May 27, 2023).

3. Producing Memes and Parodies: Creating meme or parody videos mimicking viral content with added humor or new perspectives.

b) Educational Media

CapCut is also used as an educational tool by UNP Sociology students to present information and knowledge creatively and engagingly. Ways to utilize it in an educational context include:

1. Video Presentations of Lecture Materials: Sociology students can create video presentations explaining sociology concepts or other lecture topics with engaging visualizations using text, images, and animations. "...I usually make video assignments using the CapCut application." (Tari. Interview, May 28, 2023).

2. Tutorials and Guides: Creating tutorial or guide videos related to course subjects or specific skills, such as research methods, data analysis, or applying sociological theories in everyday life.

3. Final Projects: Videos produced with CapCut can be part of project presentations or final assignments, providing a more professional and easily understandable presentation.

c) Self-expression Through Social Media

Using CapCut allows students to express themselves through social media more creatively and personally. This self-expression is crucial for identity development and social engagement among students. Forms of self-expression facilitated by CapCut include:

1. Vlogging and Daily Life: Students can create vlogs or daily life videos, sharing personal experiences, campus activities, and general student life. "...I edit my daily life videos on CapCut, nothing is fabricated." (Nada. Interview, May 27, 2023). "...I often make vlogs when I'm out and about, then upload them." (Natasya. Interview, May 27, 2023). "...The types of content I often create are vlogs, like birthdays or special moments that I edit using CapCut." (Reka. Interview, May 28, 2023). "...The content I create usually involves daily activities that are interesting for vlogs." (Zikri. Interview, May 28, 2023).

Some students also edit videos on CapCut to express their emotions, such as happiness or sadness. This was conveyed in the interviews: "...The content produced is a form of self-expression, adjusting to our mood." (Dhea. Interview, May 27, 2023). "...If I'm feeling sad or happy, I express it through stories, and I can find the right template for it." (Nesa and Dhea. Interview, May 27, 2023). "...On my second Instagram account, I usually create melancholic or upbeat content." (Tari. Interview, May 28, 2023).

2. Creative and Artistic Content: Creating videos showcasing personal talents or interests, such as dance, music, or visual arts. CapCut provides various editing features that allow the creation of high-quality videos. This was acknowledged by some informants in the interviews: "...There are many templates and features, making it easy for users to edit photos or videos by just pasting elements." (Reka. Interview, May 28, 2023).

By using CapCut, UNP Sociology students can actively participate in digital culture, enrich the learning process, and express their identities and views through social media. This application not only serves as a tool to follow trends but also functions as an effective educational medium and a creative means of self-expression.

3. Building Personal Branding Using CapCut Among UNP Sociology Students

According to the American Marketing Association (AMA), Kotler (2002) explains that a brand is a name, term, sign, symbol, or design intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers (Hasibuan et al., 2023). In his research, Kotler and Gary Armstrong (2007) discuss that a brand encompasses various meanings, including attributes, benefits, values, and personality.

Branding is the effort to embed characteristics into the minds of consumers or the general public so that a brand can be easily recognized. Personal branding is the image built and presented to the

public, which becomes known or associated with the general audience. Personal branding is about how people perceive us, not how we want to be seen by others. CapCut helps build personal branding among sociology students, especially on social media platforms. This is consistent with the opinion of Tari, one of the informants interviewed: "...I usually edit videos on CapCut and upload them to social media like Instagram. I have two accounts on Instagram. On the first account, the content I upload from CapCut is more about maintaining an image, aesthetics, and natural beauty. On the second account, the content is more melancholic or upbeat." (Tari. Interview, May 27, 2023). "...I often edit K-POP videos, so it shows that I am a K-POP fan. Sometimes my friends also edit videos and add quotes, like those sunset kids." (Natasya. Interview, May 27, 2023).

In conclusion, some informants explained that building personal branding on social media can involve creating content aligned with one's hobbies or interests. Personal branding is something personal and showcases the best version of oneself, highlighting strengths and uniqueness to be recognized according to the displayed brand. The content produced helps build a personal brand that becomes associated with the individual and is known by those around them. Personal branding can help someone stand out, be a promotional attraction, and enhance career success. By building a good personal brand, one can increase personal credibility and have a high level of self-confidence.

CONCLUSION

From the results of the research conducted, it can be concluded that the use of the CapCut application by Sociology students at Universitas Negeri Padang (UNP) has significantly contributed to building their personal branding on social media. The application provides ease of video editing, attractive features, and allows students to express themselves creatively.

Students use CapCut to follow viral trends, utilize it as an educational medium, and express themselves through creative content. In the context of personal branding, the use of CapCut increases visibility, strengthens self-image, opens up collaboration opportunities, and develops new skills for students.

Therefore, this study provides valuable insights into how digital technology, specifically the CapCut application, affects social interaction, self-perception, and the aspirations of UNP Sociology students. As a recommendation, more research is needed to explore the impact of CapCut usage in the context of personal branding across various fields of study and other university environments. Additionally, it is important to consider the positive and negative impacts of social media and technology on identity formation and knowledge expansion.

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