

## **ABSTRACT**

*It is known that personal branding are applied by influencers on social media, no different by Michelle Ham as the founder of a skin care brand called Skin Game on her personal media sosial account on TikTok with the purpose of introducing and improving the brand awareness of her business. Personal branding is a gateway for individuals to attract attention to its desired group of people and build connection with them. In addition, personal branding allows individuals to consolidate and provide information in how they are unique compares to other and professional in their respective field. This research will be looking into how much influence does Michelle Ham's personal branding in TikTok affect the brand awareness of Skin Game. This research used quantitative approach with IBM SPSS version 26 software and purposive sampling. The outcome of this study shows positive and significant result in which that the personal branding of Michelle Ham in TikTok does give positive outcomes to the brand awareness of Skin Game of up to 37.9% contribution.*

**Keywords:** *brand awareness, founder, personal branding, Skin Game, TikTok*