

ABSTRACT

This study examines the content of makeover videos on @rucas.official in shaping brand personality on the TikTok platform. The main issue addressed is how Rucas adopts a unique and emotional content approach that successfully differentiates itself amidst the highly competitive Indonesian fashion industry (red ocean). The purpose of this research is to examine the narrative structure of Rucas' content and explore how social values are integrated as part of the brand message. This research uses a qualitative approach with content analysis methods, grounded in the constructivist paradigm. Data were collected through observation and documentation of one main content that gained the highest engagement, with 66.9 million views. The findings reveal that Rucas' content is built on a strong narrative structure consisting: premise, emotional conflict, intervention, physical transformation, psychological transformation, and resolution. The narrative not only showcases visual changes but also delivers messages of empowerment and self-confidence. The incorporation of social values enhances Rucas brand personality as a brand characterized by sincerity, excitement, and ruggedness, making the makeover content serve as both impactful communication practice and an effective branding strategy.

Keywords: *Brand Personality, Makeover Content, Social Values, TikTok.*