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The Use of Parody Content as a Marketing Tool for @danielalvinjr Among Gen Z

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Abstract: *The rise of social media, particularly TikTok, has spurred the emergence of various types of creative content used as marketing strategies, including parodies. Gen Z, who prefer content that is simple, entertaining, and relatable to everyday life, are the most prominent participants in this phenomenon. The TikTok account @danielalvinjr consistently uses parody content to build his personal brand and reach Gen Z, particularly in the city of Cirebon. The objective of this study is to understand how Gen Z perceives the personal branding of TikTok influencers, identify the personal branding strategies employed by @danielalvinjr, and examine the variations in Gen Z's perceptions of the parody content presented. In this study, a descriptive qualitative approach was used, and data collection was conducted through in-depth interviews with the creator as the primary informant and Gen Z in the city of Cirebon as supporting informants. The research indicates that parody content is viewed as an authentic means of personal branding. Gen Z evaluates personal branding strategies that emphasize consistency, uniqueness, and the delivery of messages without direct solicitation positively. Differences in Gen Z's perceptions indicate that parody content serves not only as entertainment but also as a relevant social reflection of the dynamics of Gen Z's lives.*

Keyword: Branding; Parody Content; Tiktok; Gen_z; Content Advertising

INTRODUCTION

The TikTok platform provides a wealth of information in video format. Gen Z is known as a generation of digital natives that has grown alongside advances in the internet and information technology. Between 2015 and 2020, platforms such as Instagram, YouTube, and Facebook became the most popular (Center, 2021). The study shows how Generation Z's perception of TikTok's presence on social media influences their trust in the content shared there. They use social media not only as a form of entertainment, but also as a space to express themselves, communicate, and build their social identity (Rida et al., 2023), According to (Astuti et al., 2020) Human life in the digital age is inextricably linked to digital technology, ranging from social, economic, and financial aspects to transportation and telecommunications.

The emergence of the TikTok platform has significantly transformed the marketing and social media industries. According to (Pandjaitan & Theresia, 2023), TikTok content that

uses parody serves not only as entertainment but also as a platform for social communication that conveys messages about identity, values, and power dynamics in digital society. Parody is a symbol that is interpreted differently by each person based on their experiences and social environment.

Previous research that were conducted by (Ariansyah et al., 2023) emphasizes the importance of a TikTok marketing communication strategy that aligns with the characteristics of Gen Z, such as the use of casual language, direct interaction, and an entertaining approach to conveying promotional messages. Previous research (Maghfiroh & Riswandari, 2025) also emphasizes that symbolic interaction on TikTok is two-way. The symbols used by creators—such as exaggerated facial expressions, brief dialogue, vocal intonation, and over-the-top situations—serve as tools of symbolic communication. When Gen Z feels “that’s so me” or “that’s an everyday occurrence,” symbolic interaction has been successfully established. According to Kotler (2019) in (Fadillah & Setyorini, 2021), Content marketing is a type of marketing that involves creating, selecting, sharing, and developing engaging, relevant, and valuable content for specific audiences with the goal of fostering interaction with existing content. Interactive communication strategies that connect closely with the audience have proven effective in building emotional connections and increasing user engagement.

Often referred to as the “parody content phenomenon,” this refers to a phenomenon, character, or situation that is exaggerated or reinterpreted for the purpose of entertainment, sarcasm, or social criticism. Parody content on TikTok serves not only as entertainment but also as a means of cultural communication that reflects social dynamics in modern internet society. Study (Ikawati, 2025) found that comedic and satirical content, including parodies, plays a significant role in how TikTok users interpret social reality.

The objectives of this study include, first, examining how Gen Z perceives the personal branding of TikTok influencers. Second, identifying whether the marketing strategy for the TikTok account @danielalvinjr—which uses parody content—is effective among Gen Z. Third, examining Gen Z’s perceptions in the city of Cirebon. The phenomenon that is the main focus of this study is short-form parody content on the TikTok platform, where Gen Z tends to seek entertainment that is concise and highly relevant to their life experiences, including parodies that touch on everyday issues, trends, or even social stereotypes. The research questions are: How does @danielalvinjr implement a personal branding strategy through the use of parody content as a marketing tool? How do Gen Z members in Cirebon interpret the personal brand built by the influencer @danielalvinjr.

The significance of this research lies in the fact that viral content today serves not only as entertainment but also as a means of constructing social meaning. Through symbols such as facial expressions, dialogue, speech patterns, and parodied situations, a process of meaning-making unfolds between creators and Gen Z. The interactions occurring in comment sections, view counts, and responses in the form of likes and shares demonstrate a reciprocal relationship within the digital space. In other words, parody content is not merely a creative product but an integral part of an active communication process.

METHOD

According to Creswell (1994) in (Mulyadi et al., 2020) Qualitative methods are defined as a process for understanding human or social issues by generating deep and complex insights through words, presenting detailed accounts of information sources, and being conducted in a natural setting. Based on data collected during interviews, a descriptive approach is used to describe the overall phenomenon of social media use.

There were two research subjects: the primary informant, content creator @danielalvinjr, and supporting informants from Generation Z who follow and watch @danielalvinjr’s content. The interview with the primary informant was conducted online

with content creator Daniel Alvin, while the interviews with the supporting informants were conducted in person in an open setting.

RESULTS AND DISCUSSION

Research Results

@danielalvinjr's primary audience consists of Gen Z users, ranging in age from about 17 to 25. Daniel Alvin has been consistently uploading parody content to his TikTok account for six years. This age group consists of active social media users—particularly on TikTok—who tend to prefer short, lighthearted, and easy-to-understand content.

The parody content created by Daniel Alvin often highlights social situations commonly experienced by young people, such as school life, college life, friendships, and trends that are currently going viral on social media.

The Marketing Strategy of the @danielalvinjr Account Through Parody Content

First, content must be beneficial. Based on field findings, creator @danielalvinjr stated, "The benefit of content is merely to relieve stress and provide entertainment." The most significant benefits are serving as a way to relieve stress, provide entertainment, and subtly convey social criticism. According to Via Selfiani, a Gen Z member from Cirebon, "Even though the content is packaged as entertainment, jokes, and is a bit unique, it still has meaning and offers lessons to be learned." Thus, Gen Z can satisfy their need for both information and entertainment simultaneously, especially since the delivery is brief, unique, and never boring. Parody content is chosen because it is more relaxed, lighthearted, and capable of conveying meaningful messages without tiring Gen Z of thinking.

Because the themes addressed are close to everyday life and easy to understand, the parody content on the TikTok account @danielalvinjr is considered relevant to viewers, especially Gen Z. Gen Z believes this content reflects their own lives, such as friendships and popular social phenomena. Since the parodies presented aren't too heavy but still convey a message that can be quickly grasped, this relevance makes Gen Z feel a strong connection. Additionally, Daniel Alvin states that Gen Z prefers simple, understated content, making parodies the perfect fit for them.

Both types of content must be consistent—for example, by maintaining a consistent posting schedule, preserving the content's identity, and ensuring a consistent volume of content for consumers. The success of content heavily depends on timeliness. For years, Daniel Alvin has been uploading content daily. Even early in his career, he once uploaded as many as a dozen videos a day to study TikTok's algorithm and discover the best formula, according to creator @danielalvinjr: "At first, I routinely uploaded 10–15 pieces of content per day to test TikTok's algorithm. Various formats were repeatedly tested to see which content had a chance of making it to the For You Page. Consistency and the ability to adapt to changes were key to finding a formula that suited the account's character." With this consistency, Gen Z has grown accustomed to waiting for new content and has become more engaged with their accounts. Gen Z also believes that regular uploads, especially during peak TikTok user hours, make creators appear serious and active in building relationships with their followers.

Third, being human—like having a distinctive style—Daniel Alvin believes that every creator must have a strong personality so that they are easily remembered by their audience. This is an important trait that sets @danielalvin apart from other creators. Creator @danielalvinjr says, "In my opinion, every creator must have a unique trait in every piece of content so that the audience can easily recognize them. Without a unique trait, the content will feel like it's imitating others and lack authenticity. The audience might only remember the content, but not recognize the creator. Although it's difficult to find a unique trait at first,

over time that uniqueness will develop on its own.” His spontaneous speaking style, distinctive facial expressions—especially his “lazy eyes”—his natural sense of humor, and his sarcastic style are the hallmarks of his content. Gen Z views uniqueness as the main appeal because it looks natural, funny, and doesn’t seem like an imitation of other creators. A comment from Via Selfiani, a Gen Z follower in the city of Irebon: “Of course, this creator is quite unique with her off-the-cuff speaking style, especially her eye expressions and her voice.” It is this distinctiveness that drives Gen Z to expect every piece of content to have a consistent identity.

The main strength of this parody content is that it’s easy to understand. The message is conveyed using everyday language, clear visuals, and situations that are familiar to Gen Z, making it easy to grasp without having to think too hard. Shendy Aulia Yusuf, a Gen Z member from Cirebon, said, “The message is easy to understand because it uses everyday language—including slang—and clear visuals.” If the content is easy to understand, they’ll be more interested in watching it again because they can appreciate the humorous details they might have missed before. According to Daniel Alvin, “Gen Z, who are already busy with various educational responsibilities, tend to prefer TikTok content that’s easy to understand and doesn’t beat around the bush. Presentation that’s too complicated actually makes it hard for them to understand and causes them to lose interest.” For Gen Zers who are already busy with various activities, they tend to choose entertainment that’s quick to grasp and to the point, so simple yet on-target content becomes more popular. According to Azmi Nailan Wisam, a Gen Zer from Cirebon, “Since the audience can immediately get the message without having to think too hard, it’s more comfortable to watch again.”

A humorous approach is at the heart of the content presentation. Humor serves as a refreshing element, ensuring the message feels lighthearted and never boring. The dominant form of humor is situational parody, which reflects everyday social life and is combined with mild sarcasm. This sarcasm is used to poke fun at social phenomena like “flexing” or behaviors considered annoying, without offering direct criticism. In this way, the message becomes more engaging, is well-received by the audience, and remains entertaining. The creators aim to show that certain types of behavior are actually not cool or even annoying, but they convey this through parody so that it comes across as funny and not preachy

All four pieces of content feature storytelling; the storytelling in the content is simple yet effective. Daniel Alvin focuses more on natural storytelling with minimal use of props, relying heavily on acting, facial expressions, and brief, easy-to-understand dialogue. Through this style of presentation, viewers find it easier to identify with the message being conveyed.

Fifth, avoid “sales talk”; interestingly, the creator, Daniel Alvin, also doesn’t use direct calls to action to get people to follow his account or watch his content. He believes that the focus should be on content quality, because good content will make viewers follow voluntarily without being forced. Viewers tend to perceive direct calls to action as unnatural and feel pressured by them, so an approach without a call to action is considered more effective.

Being among the top six in its category—based on the number of likes, comments, and views—can be used to measure the success of the content’s objectives. In addition to offering social commentary on real-world issues, the primary goal of this parody content is to entertain. When viewers are entertained, laugh, and spontaneously feel that the situations depicted closely mirror their own experiences, the content is considered a success. This demonstrates that the message has been effectively conveyed without needing to be explicitly explained.



Figure 1. Serving as a seminar speaker at Binus University
Source: BINUSTV YouTube Channel

Daniel Alvin was also invited by the Creative Communication Department to speak at a seminar titled “Hobbies Turn into Money: Who Says Hobbies Are Just for Fun?”, held in 2024 and organized by the Communication Department at Binus University.

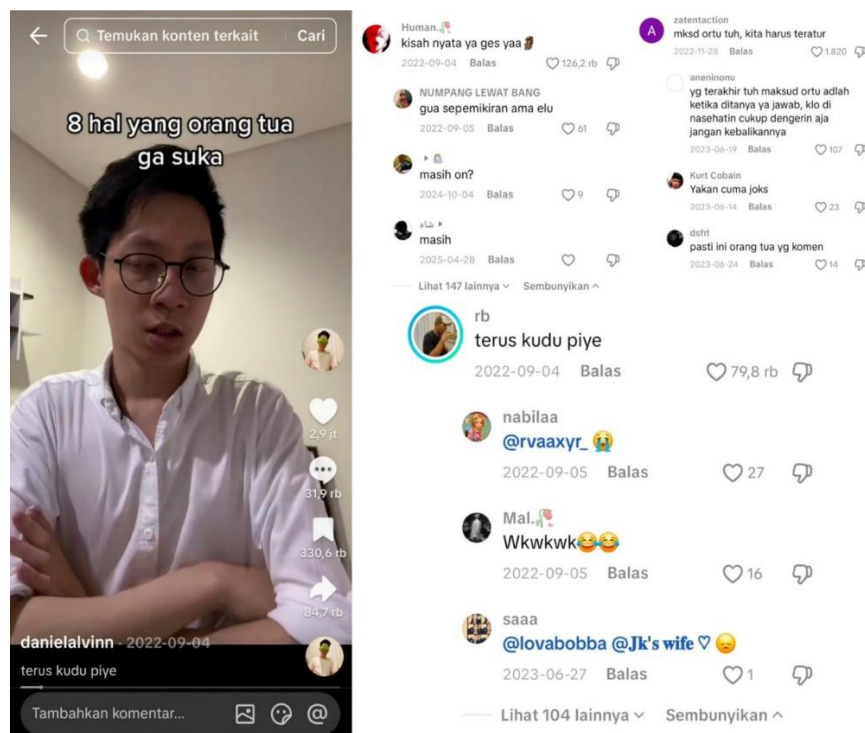


Figure 2. Parody content and TikTok comments by @danielalvinjr
Source: TikTok @danielalvinjr

When Daniel Alvin parodied “8 Things Parents Don’t Like,” his parody video about the 8 things parents don’t like became the first most popular video on his TikTok account and one of the most viral parody videos of 2022, successfully garnering fantastic view counts, likes, and comments—with 20.6 million views, 2.9 million likes, and 31,900 comments—Daniel Alvin successfully entertained Gen Z with his parody content because Gen Z could relate to it, having experienced similar situations in their childhood. Daniel Alvin brings a lighthearted narrative to his parody content, characterized by his distinctive facial expressions and unique speaking style. He tells the story of a child who is constantly scolded by their

parents no matter what they do—even when the child doesn’t do what their parents tell them to, they still get scolded. Mocking parents who are always scolding their children, Daniel Alvin turned it into parody content because he found it funny.

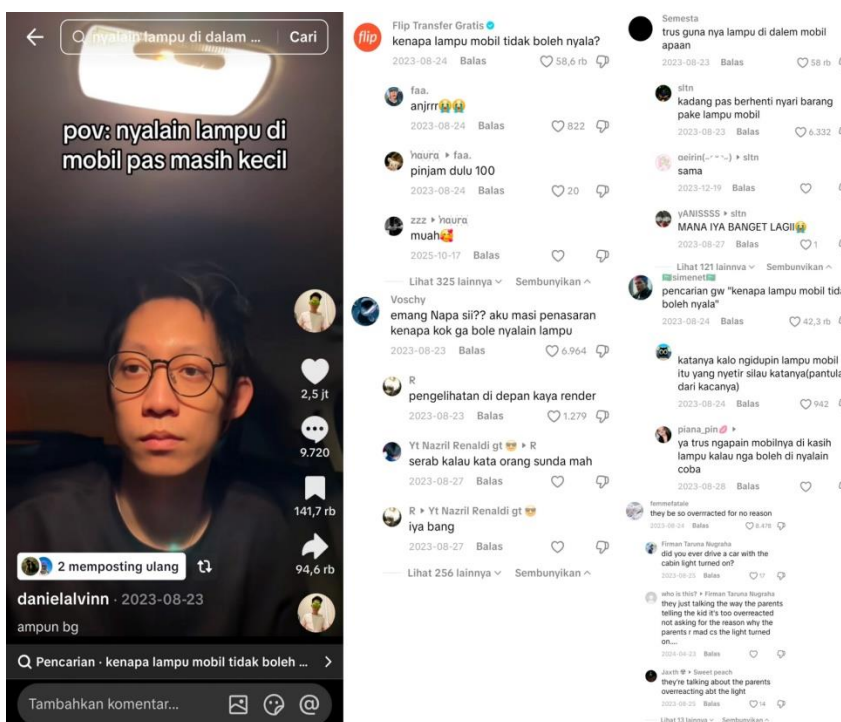


Figure 3. Parody content and TikTok comments by @danielalvinjr
Source: TikTok @danielalvinjr

The next parody video, “POV: Turning on the Car Lights as a Kid,” which tells the story from the perspective of a child turning on the car lights, became the second most popular video on Daniel Alvin’s TikTok account. It once again garnered an impressive number of views, likes, and comments, with 27.4 million views, 2.5 million likes, and 12,500 comments. Daniel Alvin’s parody content once again succeeded in entertaining Gen Z; consistently, Daniel Alvin maintains the quality of his content, featuring light-hearted story concepts and his signature style in creating parodies (spontaneous speech, a squinting expression, and shouts from his mouth). It tells the story of a young child who feels guilty for turning on the car’s headlights; he is surprised to be immediately scolded by his mother, who believes that turning on the headlights will cause the car to crash, killing everyone inside. Mocking mothers who scold their children for turning on the headlights in the car, the creator turned it into parody content because he found it funny.

The creator aims to convey social criticism of behavior deemed disruptive through a parodic approach. The creator chooses to focus on content quality without including an explicit call to follow the account. According to Daniel Alvin, a direct call to follow the account could actually lead to resistance from the audience. Daniel Alvin believes that Gen Z will take such action voluntarily without needing explicit encouragement or instructions.

The success of content is measured by the number of views, likes, and comments. The main goal is to entertain the audience and satirize behavior that is considered disruptive.

Gen Z Residents of Cirebon’s Perceptions of @danielalvinjr’s Parody Content

According to (Jayanti & Arista, 2019) One of the most important psychological components for humans is perception, which helps them respond to various aspects and phenomena in their surroundings. Perception is an immediate response to the environment.

Research findings indicate that some Gen Zers in Cirebon City respond positively to the parodies by @danielalvinnjr, as they are viewed as entertainment relevant to daily life. They find these parodies funny, laid-back, and easy to understand—qualities that align with Gen Z’s preference for casual content formats that still convey a message. Beyond being entertainment, the content is also seen as capable of subtly conveying social realities and social criticism through humor and sarcasm, without coming across as preachy. According to Via Selfiani, a Gen Z member from Cirebon, the content is highly relevant to their personal experiences; she stated that “the content is relevant and unique.” Natural facial expressions, language style, and delivery are the main attractions that make viewers feel a connection with the creator. Gen Z also believes that the authenticity displayed by Daniel Alvin is a strong reason why his content is so popular, as Gen Z prefers creative individuals who appear genuine and not contrived. Therefore, the parodies by @danielalvinnjr are not merely seen as entertainment but also as a medium for social reflection that represents the voices and experiences of Gen Z in Cirebon. As Azmi Nailan Wisam, a Gen Z resident of Cirebon, put it: “a sense of being entertained and the realization that personal experiences are shared by many others,” According to him, viewers not only feel happy or entertained after watching the content, but also realize that the situations, problems, or experiences they go through are not unique to them alone. In addition to responses from several Gen Z informants in Cirebon, similar reactions were also seen from other Gen Z users on the TikTok app via the comments section. Many users responded positively to the parody content uploaded by @danielalvinnjr; although some comments were sarcastic in tone, they were intended as jokes and humor, not as insults or attacks on the creator.

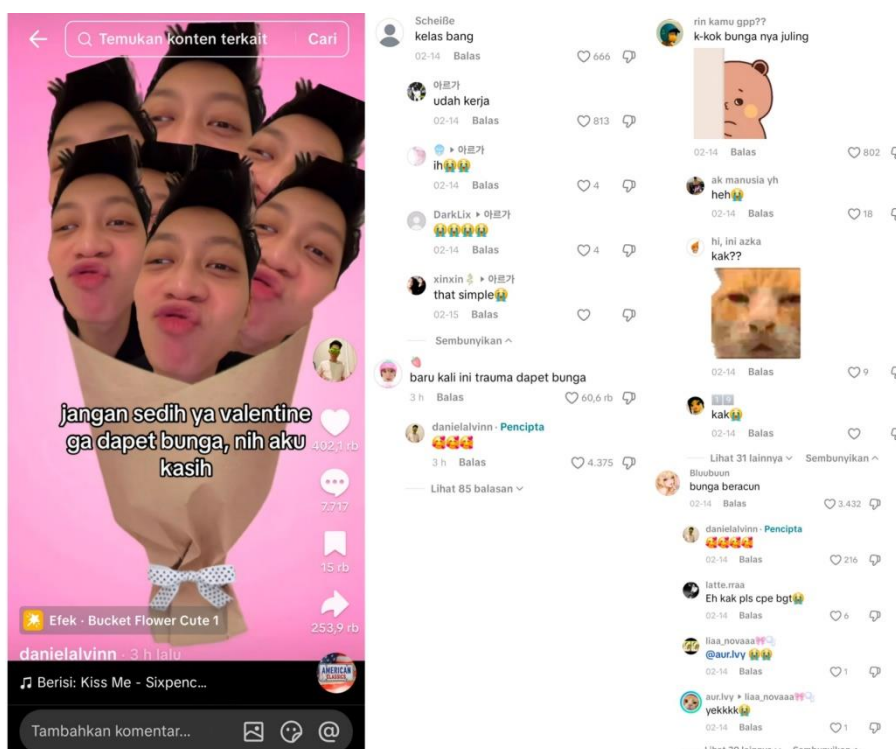


Figure 4. Parody content and Gen Z interactions in the comments on @danielalvinnjr's TikTok
Source: TikTok @danielalvinnjr

Gen Z’s reaction to the TikTok account @m0onnylight’s parody of @danielalvinnjr’s content—specifically the parody post “Don’t be sad, Valentine, that you didn’t get flowers; here, I’ll give you some”—was to comment, “This is the first time I’ve ever felt traumatized by flowers.” This Gen Z user was surprised because flowers usually evoke a sense of beauty

whereas the “flower” parodied by Daniel Alvin was the creator’s own face, with his lips puckered out, Gen Z made that comment sarcastically because flowers generally give the impression of being beautiful and lovely when looked at, but in Daniel Alvin’s parody content, the “flower” was far from beautiful or lovely to look at. Daniel Alvin replied to the comment with a smiling emoji and three hearts to convey a sense of affection, according to (Trisnastuti et al., 2025) The smiling emoji with three hearts conveys affection and happiness.

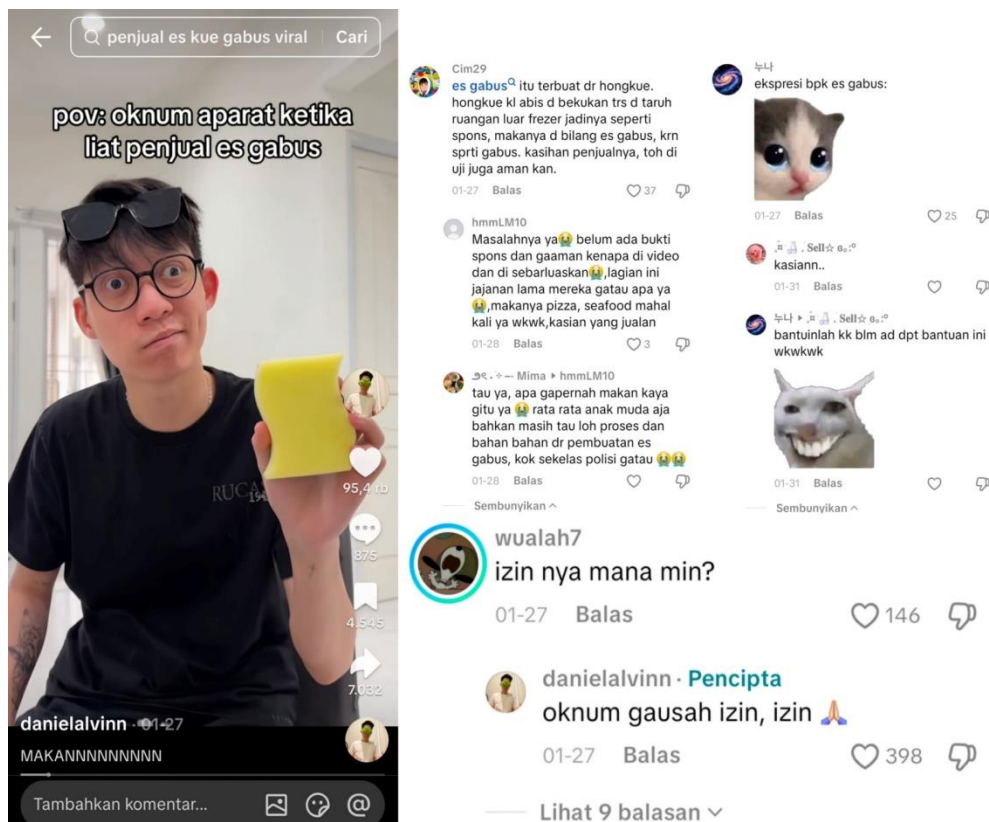


Figure 5. Parody content and Gen Z interactions in the comments on TikTok @danielalvinjr
Source: TikTok @danielalvinjr

Gen Z’s reaction to the parody content on the TikTok account @danielalvinjr, specifically the parody titled “POV: A law enforcement officer seeing a foam ice seller.” One Gen Z user with the TikTok account @wualah7 commented, “Where’s the permit, min?” This phrase has become a phenomenon on the TikTok social media platform; it originated from the TikTok influencer with the username @momonotnice. Daniel Alvin replied to the comment with “Officers don’t need a permit, pardon,” ending it with a praying hands emoji. According to (Trisnastuti et al., 2025) Using the praying hands emoji can convey sincerity, a plea, and hope, but it can also be interpreted as asking for permission; Daniel Alvin’s reply was intended as sarcasm directed at certain officials who were causing trouble. The original story parodied by Daniel Alvin involves certain officials who suspected that a man selling ice pops was making his products from sponge that was unfit for consumption; however, after laboratory testing, the results showed that the products being sold were safe for consumption.

Gen Z reactions in Cirebon generally take the form of laughter, smiles, and a sense of emotional connection, marked by responses such as initial surprise, followed by the realization that the situations depicted in the content are highly relevant to their own lives. Via Selfiani, a member of Gen Z in Cirebon, explained, “At first it was confusing, but after thinking about it, it became funny.” Gen Z in Cirebon finds Daniel Alvin’s parody content

funny and relatable. According to Shendy Aulia Yusuf, a Gen Z member in Cirebon, “The content is considered funny, relatable, and boldly satirizes social realities in a laid-back way.”

Gen Z in Cirebon views the parody content on the TikTok account @danielalvinjr as a form of entertainment that is not only amusing but also conveys a social message. The content is considered honest, relevant, and capable of representing the voices and realities of Gen Z life. Azmi Nailan Wisam, a member of Gen Z in Cirebon, remarked, “The situations depicted in the parody content are often personal experiences.”

Gen Z’s Perspective on Personal Branding @danielalvinjr

According to George Herbert Mead in (Haris & Amalia, 2018), Meaning does not arise from individual thought alone, but is formed through social interaction and reciprocal relationships between individuals in social life.

Based on research by the TikTok account @danielalvinjr, symbolism plays a key role in the parodies uploaded by @danielalvinjr, as it helps make the messages easier for viewers—especially Gen Z—to understand. The symbols that most capture viewers’ attention are evident in facial expressions, speech patterns, sarcastic dialogue, and the situations depicted in each video. Daniel Alvin himself noted that the most attention-grabbing content is that which mocks people considered annoying, as such satire is easier to grasp and closer to social reality. According to Via Selfiani, a Gen Z member from Cirebon, “his facial expressions and speaking style are the most compelling symbols.” Meanwhile, according to Shendy Aulia Yusuf, “facial expressions, sarcastic dialogue, and the situations in his parody content are the most engaging elements to watch.” These symbols help viewers grasp the meaning without lengthy explanations, as they immediately understand the parody’s context based on their daily experiences.

This process of interpreting the symbols then prompted self-reflection among Gen Z. Gen Z feels that the parodies created by Daniel Alvin successfully remind them of themselves and personal experiences they’ve had. Shendy Aulia Yusuf: “Many situations in @danielalvinjr’s parody content are similar to my personal experiences.” Daniel Alvin explains that his material is deeply rooted in everyday life, and the humor in his parodies originates from casual banter among friends. Azmi Nailan Wisam said, “The situations depicted are often personally experienced.” Not only does the parody content make the audience laugh, but it also makes them realize that the situations depicted are part of their own lives. Because this reflection makes the audience feel represented by the content, the emotional connection between the creator and the audience grows stronger.

Gen Z’s response upon first watching the parody content also demonstrated spontaneous reactions and role-playing, as described in the “I” and “Me” concepts. According to Via Selfiani, a Gen Z resident of Cirebon, “At first I was confused, but once I understood the message in the content, it became funny.” Then, according to Shendy Aulia Yusuf, a Gen Z member from Cirebon, “This is totally me.” The parody content by @danielalvinjr strongly reflects her. The “I” component is evident in this spontaneous reaction, which shows an immediate response that arises naturally from the individual, while the “Me” component is evident when Gen Z reflects on the message conveyed, understands the social critique behind the humor, and aligns it with the social norms they deem correct. In other words, the audience not only responds emotionally, but they also understand the social behaviors being parodied.

The relationship between the creator, the content, and Gen Z shapes the social meaning in @danielalvinjr’s parody content. Daniel Alvin uses humor, expressions, and sarcasm to convey his message, while Gen Z uses symbols based on their social experiences. The majority, dominated by Gen Z, actively share similar experiences, joke around, and add their personal stories to the comment section, where symbolic interaction actually takes place. Gen Z are not just passive viewers; they also construct meaning from the content they see. The

parodies presented can serve as a medium of social communication to connect individual experiences with a shared collective reality.

Ultimately, the way Gen Z views the parody content on @danielalvinnjr as a representation of their social voice reflects a generalized perception of others. Gen Z considers this content to be laid-back, authentic, engaging, and bold in its satire of social realities. They agree that good content can convey social criticism without coming across as preachy because it is authentic and not contrived. This collective perspective establishes a social standard for enjoying digital content. People are more likely to accept creators who can demonstrate authenticity and address social concerns. Therefore, Daniel Alvin's parody content is not merely entertainment; it also reflects Gen Z's habits regarding how they use digital media to observe, evaluate, and interpret everyday life.

Discussion

Daniel Alvin is a TikTok influencer who creates parody content that satirizes issues he finds bothersome or amusing; his parodies may contain subtle jabs or be purely for entertainment without any hidden agenda.

Personal Branding for the TikTok Account @danielalvinjr

Based on observations, the personal brand of the TikTok account @danielalvinjr has been built through parodies that are consistently presented and relevant to everyday life, particularly for Gen Z. By targeting Gen Z members aged 17 to 25, Daniel Alvin has successfully established himself as a creator who delivers lighthearted and easily understandable entertainment that resonates with social reality. The content published often reflects common Gen Z experiences, such as daily school life, friendships, and social trends on digital media, thereby creating a strong emotional bond between the creator and Gen Z. According to (Hidayat et al., 2025) Gen Z prefers lighthearted content over complex content.

To enhance personal branding, consistency in posting content over the course of approximately six years is crucial. Regular posting on TikTok boosts visibility and raises audience expectations for the content created. Gen Z has grown accustomed to this and tends to look forward to the latest content, making them loyal. Additionally, this consistency demonstrates how passionate the creator is about building their identity as a content creator. According to (Husna & Mairita, 2024) Gen Z follows ordinary people who frequently post entertaining, inspiring, and relevant content, as evidenced by the consistency of their posts.

A consistent signature style is the cornerstone of Daniel Alvin's personal brand. His identity is easily recognizable due to his spontaneous delivery style, unique facial expressions, and use of humor and light sarcasm. With these traits, his content is not only entertaining but also has a distinct character that sets him apart from other creators. By maintaining this uniqueness, Daniel Alvin has successfully left a lasting impression on Gen Z, so that they not only remember his content but also recognize the person behind it. According to research (Rahmadini et al., 2025) A creator can establish a consistent, authentic, and easily recognizable identity by carefully selecting colors, clothing, gestures, and facial expressions. For example, using facial expressions as a visual element to add humor to the content.

@danielalvinjr's parody content has a clear focus: delivering social commentary in a lighthearted and entertaining way. The creator chooses to focus on content quality without directly urging viewers to follow the account. According to (Maghfiroh & Riswandari, 2025) The content creators upload is not only produced to be watched, but also to be interpreted, negotiated, and reinterpreted.

In addition, when building a personal brand, strategies that do not include a direct call to action are also incorporated. Daniel Alvin places greater emphasis on content quality than

on encouraging the audience to follow the account. This approach makes Gen Z feel that they are not being pressured and encourages them to follow the account voluntarily. The audience is highly engaged in the comments section, where they share their personal experiences and humor regarding the content.

The number of views, likes, and comments is used to measure the success of content. According to a study (Rahmana et al., 2022) The more views and likes an account receives, the more it indirectly indicates that the account owner is popular. Entertaining the audience and offering satire on behavior deemed disruptive are the creator's primary goals.

@danielalvinjr's content is considered superior to other parody content because it features parodies that most capture the attention of Gen Z in Cirebon, characterized by facial expressions, a distinctive speaking style, sarcastic dialogue, and situations that reflect social realities closely tied to Gen Z's lives. Research findings (Rahmadini et al., 2025) In the digital world, self-expression is not limited to words; it also includes visual cues such as facial expressions, clothing styles, colors, and body language. According to another study by Pratama & Muchlis (2020), one form of nonverbal communication is facial expression, which can convey a person's feelings to the observer.

Gen Z in the city of Cirebon typically react with laughter and smiles. According to the research findings (Sudirman, 2025) Gen Z's emotional closeness is not determined by face-to-face interaction. Gen Z's emotional bonds develop within a culture accustomed to interacting through screens. According to (Wibowo & Kusuma, 2025) Spontaneous laughter tends to trigger positive physiological responses, such as muscle relaxation, improved blood circulation, and the release of endorphins.

Gen Z's response typically begins with a sense of confusion upon first seeing the content, mainly because of its unexpected presentation. However, once they grasp the context, Gen Z begins to realize that the situations depicted are actually highly relevant to their personal experiences. This shift from surprise to understanding is often followed by emotional reactions such as laughter or a sense of being "represented."

Content that is considered honest, relevant, and capable of conveying the voices and realities of Gen Z in a critical yet relaxed manner. In the study (Lubis, 2024) Gen Z views content promoted on TikTok as more authentic, relevant, and credible. Daniel Alvin's personal branding, which aims to entertain, resonates with Gen Z.

The Marketing Strategy of the TikTok Account @danielalvinjr Through Parody Content

The parody content marketing strategy on the TikTok account @danielalvinjr is built on a strong understanding of its audience, particularly Gen Z. Gen Z tends to prefer content that is easy to understand, quick to digest, and relevant to everyday life. For this reason, Daniel Alvin presents his content in the form of parodies that address current social issues, making the content feel relevant. This approach is effective because it not only captures attention but also encourages the audience to feel connected to the content. Results from a study by (Putri & Asnusa, 2025) If the content isn't relevant to the audience's needs, they'll ignore the content that's already been created and uploaded.

In addition to relevance, another important strategy is consistency in content creation. By posting content regularly over the years, creators can cultivate a habit among Gen Z users to keep following them and look forward to their latest posts. Consistency also plays a role in boosting visibility within TikTok's algorithm, making content more likely to appear on the "For You Page" (FYP). This relates not only to consistency in frequency but also in quality and topic, ensuring the content's identity remains intact. According to research (Putri & Asnusa, 2025) If you rarely or inconsistently post content, it will definitely affect your performance on social media.

The use of distinctive traits serves as a key differentiation strategy in content marketing. Through his facial expressions, speech intonation, and signature use of humor and sarcasm, Daniel Alvin has developed a unique style. These elements function as a brand identity that makes his content easily recognizable among a sea of similar creators. If content has strong, distinctive characteristics, audiences will find it easier to remember and connect with the creator. Field findings (Hidayat et al., 2025) shows that creators use facial expressions, voice intonation, and storytelling styles to create a unique impression.

In terms of presentation, the content is delivered in a simple yet effective manner through brief narratives that get straight to the heart of the matter. The short duration, use of everyday language, and clear images ensure that the message can be easily understood in a short amount of time. This is a crucial strategy for maintaining the attention of Gen Z, who have a limited attention span. Additionally, humor and sarcasm are used as tools to subtly convey social criticism, ensuring the message is delivered without coming across as preachy. According to research (Rahmana et al., 2022) Sketch videos can be a unique form of entertainment when Gen Z gets bored with their daily routines. Sketches and parodies are created quickly and to the point. Another study from (Husna & Mairita, 2024) Gen Z won't engage with sponsored content unless it's visually appealing and aesthetically pleasing.

A soft-selling approach, which avoids direct calls to action like "Follow" or "Subscribe," is another effective strategy. The focus is on the quality and appeal of the content. Gen Z is more likely to follow these accounts voluntarily because they don't feel pressured by this approach. This method aligns with Gen Z's preferences, as they prefer more organic content. Field results (Hidayat et al., 2025) Stories about the daily lives of Gen Z offer entertaining content through humor, spontaneous reactions, and vibrant visuals.

High engagement metrics—such as views, likes, comments, and shares—serve as indicators of the success of the implemented strategy. According to (Hidayat et al., 2025) Content creators take into account trending topics, the most effective posting times (especially in the middle of the night), the use of relevant hashtags, and visual quality. By implementing these marketing strategies, Daniel Alvin has been able to generate high engagement and build loyalty among Gen Z.

@danielalvinjr's parody content is considered the most attention-grabbing parody content among Gen Z in Cirebon; what makes it interesting is his facial expressions—typically with wide, wide-eyed stares—and the sudden shouts that burst from his mouth.

Generally, Gen Z's spontaneous reactions in Cirebon take the form of laughter, smiles, and emotional responses, characterized by reactions such as initial surprise, followed by the realization that the situations depicted in the parody content are highly relevant to their own lives.

Gen Z in Cirebon enjoys parody content that is not only entertaining but also conveys a social message. This parody content is seen as honest and relevant, and it effectively represents the voices and realities of Gen Z in a laid-back way, blending a touch of criticism with a humorous approach. According to (Wibowo & Kusuma, 2025) Endorphins, natural chemicals in the brain that act as painkillers and mood stabilizers, can be released by laughter, which can lead to feelings of happiness and relaxation.

CONCLUSION

Based on the research findings, it can be concluded that the TikTok account @danielalvinjr has successfully built an effective personal brand and content marketing strategy through a parody approach that resonates with the lives of Generation Z. A clearly defined target audience—Gen Z aged 17 to 25—is the primary factor in determining the type of content produced: content that is lighthearted, easy to understand, and closely tied to everyday reality. In terms of personal branding, Daniel Alvin's success lies in his consistency

in uploading content over the past six years, as well as his ability to maintain a strong signature style, such as unique facial expressions, a spontaneous speaking style, and the use of humor and light sarcasm. The authenticity he displays is also a key value, as Gen Z tends to prefer creators who appear natural and unforced. This makes the audience not only remember the content but also recognize the creator's identity. Meanwhile, from a marketing strategy perspective, the parody content presented emphasizes its dual role as both entertainment and a medium for subtly conveying social criticism. The strategies employed include content relevance, posting consistency, differentiation through distinctive traits, simple yet effective presentation, and a soft-selling approach without direct calls to action.

This combination of strategies has proven effective in boosting engagement—such as views, likes, comments, and shares—and building audience loyalty. Gen Z in Cirebon has responded positively to @danielalvinjr's content. The content is considered funny, relevant, and capable of representing their experiences and social realities. Audience reactions generally range from laughter and smiles to a sense of emotional connection, beginning with surprise and culminating in the realization that the situations in the content are very close to their own lives. Additionally, the content provides positive psychological effects, such as a sense of being entertained and the feeling of not being alone when facing certain experiences. Thus, it can be concluded that @danielalvinjr's parody content serves not only as entertainment but also as a medium for social reflection for Gen Z. This success is supported by a combination of strong personal branding, effective marketing strategies, and a deep understanding of the audience's needs and characteristics.

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