

Audience Reception of Benjamin Master Adhisurya's Self-Image on the TikTok Account @iben_ma

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ABSTRACT

TikTok social media is one of the social media that can be used to build selfimage. Building a self-image is related to the content on TikTok because someone will exist to create creativity and new things that are different from others. Self-image is a person's image of oneself or a person's thoughts about how others view him or her. The purpose of this study is to determine the reception of Benjamin Master Adhisurya's self-image on the TikTok account @iben_ma. This research uses audience reception theory by referring to Theory 7 of self-image formation to determine the position of the audience in interpreting the content of messages in the media. There are three categories to determine the position of the audience, namely dominant, negotiated, and oppositional. This research uses a qualitative approach using the reception analysis method and uses the constructivism paradigm. The research data collection techniques include primary data with in-depth interviews and secondary data in the form of documentation and literature review. The audience's interpretation of the self-image of TikTok account owner @iben_ma is in a dominant position. The results of this study indicate that most informants accept the meaning of the self-image of @iben_ma in TikTok from various aspects of self-image formation, namely physical condition, name, clothing, social development, family, abilities and knowledge, attitudes and actions. There are four informants who are in a negotiation position accepting the meaning that these factors support @iben_ma's self-image, as well as those who reject the meaning and give meaning based on their views and beliefs, and four informants who are in an oppositional position in the aspects of social development, clothing, attitudes and actions.



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INTRODUCTION

The TikTok application is one of the social media platforms used by the public besides Instagram, YouTube and Facebook (Subiakto, 2023). The features offered to TikTok social media users are also quite modern, including special effects, unique and complete background music, text editing, and transition features that will make it easier and increase user creativity in making videos. TikTok social media is popular with various audiences in Indonesia, including public figures (Najihah & Septiani, 2024). One of the public figures who uses the TikTok application that is currently popular is the account @iben_ma (Putri, 2024). The owner of the @iben_ma account himself has the full name Benjamin Master AdhiSurya. The @iben_ma account uploaded its first video to TikTok social media on January 17, 2020. The @iben_ma account has 23 million followers and 821.1 million likes as of May 24, 2023. The @iben_ma TikTok account has also received verification or a blue tick (Iben, 2024). The following is the first content presented by the @iben_ma account on his personal account. See the image below:



Figure 1 First Post @iben_ma
Source: personal account @iben_ma

Referring to the content presented by the account, Iben is known as influencer And *content creator* Active on TikTok, Iben creates content designed to entertain and educate the public in a unique way. *Influencer* is a figure or person who appears on social media with followers' that many and something that is conveyed on social media can influence behavior (Hariyanti and Wirapraja, 2018) in (Maulana et al., 2021). Influencer is the ability to change and influence someone's behavior and opinions (Evelina and Fitrie, 2018) in (Maulana et al., 2020). *Influencer* are parties who have audiences' which is widely available on social media and has a big influence on followers-for example youtuber, blogger, celebrities, artists, and others, accessed from kumparan.com (*SociaBuzz Influencer Marketing Platform*, 2017).

Benjamin Master Adhisurya is one of the accounts content *creator* TikTok, whose content includes challenges, motivation, and entertainment. In his daily life, he shares his blessings with the community. Which able to complete challenges, and also to public who presented a challenge to Benjamin Master Adhisurya. Iben provided this sustenance without regard to status, age, and gender. From the content that uploaded by Iben_ma, there are many responses. Acceptance of a message delivered by Iben_ma depends on audience reception.

Apart from that, Iben has different characteristics from other people. *influencer* And *content creator* others, one of which is always wearing a black t-shirt, carrying a piece of paper with writing in the form of challenge with a cash prize if successful in completing the task *challenge*. The speaking style used by Iben also has a distinctive characteristic, namely with an enthusiastic and passionate speaking style to the person he is talking to, Iben also often says the word "Let's Go" when creating content on TikTok. The content created also includes random sharing of good fortune with the community in collaboration with social *experiment, challenge, or interview* so as to attract the audience's attention.

The content created by the @iben_ma account is accessible to all ages, from children to adults, as it offers challenges, entertainment, and motivation. Iben provides sustenance regardless of age, *gender*, and status. The large amount of content created generates a large number of responses from the audience, which results in a reciprocal relationship between the two (Libai et al., 2025). The audience guidance greatly determines the media chosen for information and entertainment needs, so that the audience's reaction to the content created by @iben_ma can responded positively, or according to the perception of the audience who witnessed it (Obong & Targema, 2023). The @iben_ma account is known as an account that likes to share with followers/through a challenge, usually in the form of challenge bring something unique then the Tiktok account @iben_ma provides feedback in the form of cash to those who participate. Challenge With this kind of thing, @iben_ma received a positive response

from his audience. Therefore, @iben_ma built his image through the TikTok application in various ways through challenges created by himself and challenges from other users. *his followers*. The following is the official TikTok account @iben_ma, seen in the image below:



Figure 2 @iben_ma TikTok account
 Source : TikTok account @iben_ma

Based on the content of the TikTok account presented by @iben_ma, account it has a total views 62.400.000, total likes 5.633.700, total comments 70.615, engagement rate 6,26%, like rate 6,18%, comment rate 0,08%, View rate 68.42%, and total shares as many as 14,032 (analisa.io). The following is the datakey matrices TikTok @iben_ma based on website analisa.io in 2023, seen in the image below:

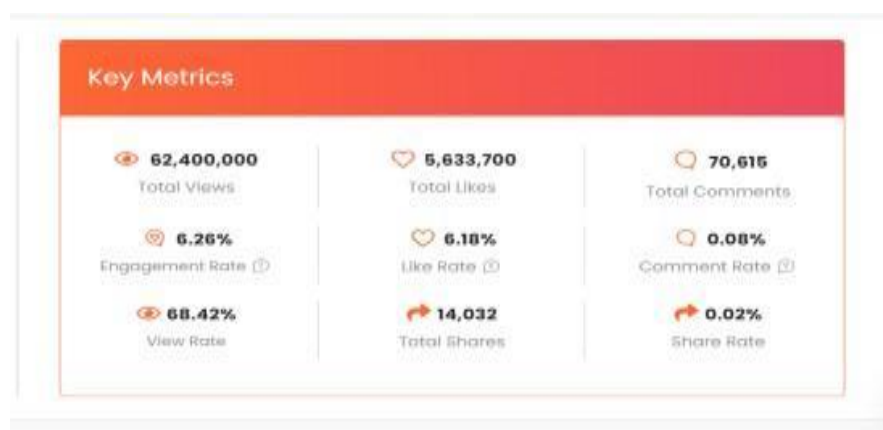


Figure 3 Key Data Matrix TikTok @iben_ma
 Source: analisa.io

Engagement rate is a basic metric used in social media marketing to measure the performance of a piece of content on platform social media, especially on TikTok, Instagram, and Facebook. As can be seen from the image above, the TikTok account owner @iben_ma has average *engagement per post* as many as 950,719, *average likes per post* as many as 938,950, and *average comments* as many as 11,769 from April 4-April 10, 2023.



Figure4 Average Engagement TikTok @iben_ma as of April 4 – April 10, 2023

In this case, researchers were interested in examining the TikTok account @iben_ma because it produces content with useful information while sharing its blessings in a unique way. The @iben_ma account also consistently receives a positive response from users. *audience* because they felt entertained. In this case, the researcher chose @iben_ma's TikTok social media content regarding self-image as the research object from January 2024 to March 2024.

The owner of the @iben_ma account uploads content on TikTok with prizes as appreciation for completing the task. *challenge* Iben's content is well-received by the public because it entertains and helps many people. Analyzing the reception of @iben_ma's followers, we can see how Iben builds his self-image through reward-based content, which has a significant impact on his followers, attracting TikTok users to visit the account.

With interesting content uploaded by @iben_ma, it results in a reception from his followers *orfollowers*. Follower *orfollowers* on social media is the number of people who follow or subscribe to certain social media accounts. The number of *Followers* can be an indicator of popularity and user trust in a brand or social media account (Nusa, 2023). The content presented by @iben_ma provides a new experience for TikTok followers due to the different creative ideas in each video, from the information presented in the message within the content.

The acceptance of a message conveyed through content created by Iben depends on the acceptance of the audience *orfollowers* on the account. because with the presence of an audience *orfollowers* then it will create a reciprocal relationship between the two. The audience determines media chosen to meet the need for information and entertainment, so that the reactions and receptions generated by the audiences towards the TikTok content uploaded by @Iben_ma can be responded to positively or negatively according to the perception of each audience who watches it.

Salmani (2011) in Dianingtyas M. (2018) stated that self-image can also be interpreted as how an individual can describe themselves through an assessment of their physical or body and is also often analogized as an identity card that is introduced to the universe. Building a self-image is not only done by famous people, but also every social media user. Building a self-image can be described as being known as a social media user and what content will be shared. Self-image in social media can be created by creating interesting content. Start by introducing self and share activities that align with their interests. Social media users should also understand popularity and frequently discussed topics. In this regard, users should also respond to viral content, as it's crucial to prioritize empathy.

The current digital era is accelerating technological change and enhancing communication channels to give people access to more information. The rapid development of communication technology need good communication to convey the desired message. The selection of channels and

media as well as the delivery of communication messages are factors that need to be considered. Noticed because it influences the effectiveness and use of messages by the audience.

Audiences are divided into two categories: active and passive, each with its own distinct definition. Active audiences are those who selectively receive a message, filtering the message before it is delivered by the media and then determining its content. Passive audiences, on the other hand, are those who accept a message delivered by the media in its entirety without prior knowledge of its content.

The current development of communication technology has resulted in a shift in how society builds interactions and identities. Some people, especially the younger generation, easily use social media to express themselves. Specifically, social media is one of the...*platforms* which is very helpful in communicating and building interactions and is able to present information to all its users. Social media can easily reach across time and distances, allowing for easy sharing of information and communication with all levels of society. The following is data on internet usage in Indonesia for those aged 16-64 in 2024, according to report *We Are Social*. Seen in the image below:

No.	Nama Data	Nilai
1	WhatsApp	90,9
2	Instagram	85,3
3	Facebook	81,6
4	TikTok	73,5
5	Telegram	61,3
6	X (Twitter)	57,5
7	Facebook Messenger	47,9
8	Pinterest	34,2
9	Kuaishou	32,4
10	LinkedIn	25

**Figure 5 Internet Usage In
Indonesia Aged 16-64 Years in 2024 Source: We Are Social**

Referring to the data above, it appears that TikTok is ranked fourth among social media platforms, which is frequently used by the public. TikTok is one of the...*platform* social media used by people other than *Instagram*, *Youtube* And *Facebook*. The features offered to TikTok social media users are also quite modern, including: *special effects*, *background* unique and complete music, *editing text*, as well as transition features that will make it easier and increase the creativity of users in making videos (Pratama & Muchlis, 2020).

Through this study, researchers analyzed the responses of @iben_ma's followers on TikTok to content shared by the account. This is important because social media content can influence individuals' views and behaviors, including their self-image. Furthermore, researchers observed changes in individual perceptions among @iben_ma's followers on TikTok, where the content presented can shape their self-image. This can provide new insights. about social media forming a person's self-image with a wide reach. Apart from that, there are several TikTok content creators who are also following in the footsteps of @iben_ma by creating sharing content, *social experiment*, *challenge*, *dan interview* which are made different and unique, one of which is the @ivanlaofficial account. Researchers use the @ivanlaofficial account as content *creator* comparison from the @iben_ma account because @ivanlaofficial is indeed famous for its content of sharing fortune through challenges *by one* which are packaged in various types. Starting from *by one flip*, *by one suit*, *by one golf*, to giving big tips to waitresses or any merchandise sellers he meets.

Therefore, the researcher was interested in conducting a study entitled "Audience Reception of Benjamin Master Adhisurya's Self-Image on the TikTok Account @iben_ma". The analysis of audience reception is related to the topic discussed, namely, the results of the assessment and reception from the audience or followers of TikTok social media @iben_ma that the content packaged by Iben can be used as self-development material, namely in building self-image.

THEORETICAL STUDY

Audience Reception Theory (Audience Reception Theory)

In conducting reception theory research, the reception analysis method is used. Reception analysis is a type of research that focuses on the meaning of messages in a media context, then

generalized to everyday life. Media is a tool for providing information and meaning to the messages they wish to convey to the audience. This audience reception theory is a study of the meaning of media content based on audience perception (Quail, 2004).

Encoding-Decoding Theory

In process encoding-decoding, Stuart Hall revealed that the audience will be able to be in three positions, namely:

1. The Dominant Hegemonic Position
 Position Hegemonic Dominant is a position where the message conveyed is generally accepted and interpreted, and there are no differences in interpretation between the writer and the reader.
2. Negotiated Position (Negotiation Position)
 In this position, the message conveyed by the producer is interpreted continuously between the two parties. The code received by the audience is not read in the general sense, but audience will use that trust and confidence with the code provided by the message creator.
3. Oppositional Position (Opposition Position)
 The reading position of this third type is the opposite of the first position. In this oppositional position, the audience does not accept and rejects the meaning given by the media and replaced with the meaning of their personal thoughts according to their thoughts on the content of the media.

TheoryNew Media

According to (Dr. Humaizi MA, 2018) New media is media that is a form of interaction between humans and computers and the internet including the web, blogs, social networking media and others that use computers as their medium.

Social media

Social media is a development of the internet that is used by the public as a means to facilitate interaction between internet users themselves in communicating and has a two-way communication nature, social media is usually also used to form a self-image or profile of a person, social media also functions as a marketing medium for companies (Ardiansah & Maharani, 2021).

TikTok Social Media

According to (Prosenjit G, 2021), TikTok is an application that emerged from the development of internet-based social media, offering features for creating and sharing short video content. TikTok users can create and share short videos (15 seconds) that can be shared and uploaded through the app. The resulting content is also diverse, ranging from comedy, singing, dancing, even everyday activities.

Active Audience Concept

The term "audience" is synonymous with society because it refers to the many ways in which media connects with the wider social world. In mass communication theory or media studies, the word "audience" is simply defined as the person or group of people who receive a message (Subiakto, 2019). An audience is defined as a specific group in society that is the target of communication (Pujarama & Yustisia, 2020, p. 53).

Self Image (Personal Image)

Self-image is a personal assessment of valuable feelings expressed in the attitudes held by the individual (Fu & Wijanarko, 2017).

RESEARCH METHODS

The research uses the constructivism paradigm because it is considered relevant, because the researcher wants to know how the audience receives Benjamin Master Adhisurya's self-image on the TikTok account @iben_ma. The researcher used the audience reception theory in this study because it can determine how the audience receives Benjamin Master Adhisurya's self-image on the TikTok account @iben_ma. In this study, the researcher used the technique of purposive sampling to determine the criteria for selecting informants. The following are the criteria for research subjects relevant to this research is (1) active in interactions on TikTok social media, and (2) follow the TikTok social media account @iben_ma. Researchers used in-depth interviews with selected informants who met the criteria. This study also employed primary data collection through observation. In this study, researchers obtained secondary data from various books, journals, and websites related to research, as well as conducting documentation to support primary data. Researchers use theory encoding-decoding from Stuart Hall because it is relevant and appropriate to find out the analysis of the reception of the followers

of the TikTok social media account @iben_ma in building self-image. Researchers use source triangulation by gathering information from interviews, documentation, and other sources from different perspectives, then comparing them. Researchers use source triangulation because different perspectives naturally yield a broader range of scientific information and provide more valid data.

RESULTS AND DISCUSSION

First, in terms of physical condition, which Iben displays to the public, namely a tall body, a handsome, upright and dashing figure, with brown skin that is considered to be very Indonesian skin. Iben also has large arm muscles because he often exercises at the gym. His energetic physique makes Iben appear skilled and experienced in delivering his content. The reception his followers received from Iben's physical appearance suggests he is in a dominant, hegemonic position (hegemonic-dominant position) because the interest of followers in social media is characterized by physical conditions with ideal posture and body shape or physical condition, attractive according to the public's view.

Second, the aspect of name or nickname can be an identity for someone so that can influence self-image, it can come from one's own views or those of others. The name Iben is interpreted as followers which makes it easy to remember and familiar with the name, because if hear content creators who like to hold challenges and share money that immediately comes to mind is the name Iben. In line with the results of the reception, Iben's followers are in a dominant hegemonic position (hegemonic-dominant position) and agreed that the name would strengthen Iben's self-image.

Third, the aspect of appearance and clothingThe clothes worn are also an important factor in shaping self-image. Clothing is an important aspect of appearance that needs to be considered when building self-image. In this case, @iben_ma's self-image is demonstrated through her style of dress, which is in a dominant hegemonic position (hegemonic-dominant position) and the opposition position (oppositional position). In dressing @iben_ma forms her image consistently and always maintains her distinctive features, by using t-shirt black, shorts and likes to stick writing on his chest that says challenge and cash prizes. Meanwhile, in the opposition position (oppositional position) regarding the aspect of clothing worn by Iben means that there is content in Iben's clothing that is not as usual, namely using an outfit all pink in color which makes it look striking and strange.

Fourth, social development is one of the factors that can influence self-image, the people around you are very influential towards self-image and the presence or absence of an assessment positive self. The social development of @iben_ma's TikTok content is currently in a state of negotiation (negotiated position) and dominant position (hegemonic-dominant position), The social development of TikTok content @iben_ma is interpreted as having a positive impact, but also a negative impact, because it makes people have a beggarly and money-hungry mentality because of the content that gives money, many netizen- netizen who asked for free money from the TikTok account @iben_ma through the comments section. Meanwhile, in the dominant position (hegemonic-dominant position) interpreting the social development of TikTok content @iben_ma as having a positive impact because the content shares money or social experiment will certainly help that person.

Fifth, family situations are one of the factors that shape self-image. Relationship patterns between family members can have a big influence on development. self-image positive and self-confident. Based on the family situation, @iben_ma is interpreted as being in an opposition position (oppositional position) and negotiating position (negotiated position). Iben's family situation is not interpreted as an aspect of building Iben's self-image, because the content from @iben_ma never discusses family, and there is no content of Iben with his family. Meanwhile, in the negotiation position (negotiated position) which interpreting that even though I have never seen @iben_ma's content with his family and do not know Iben's own background, the family is a source of support and support for Iben, and found out that @iben_ma lives with her mother in the Bintaro area through podcast Iben is with Praz Teguh.

Sixth, the aspect of ability and knowledgeA person's personality is a factor that can also influence others' views of them. By possessing good skills and knowledge in a particular field, a person can improve their positive self-image in the eyes of others. In this aspect, the audience's position is seen as dominant (hegemonic-dominant position) and negotiation position (negotiated position) which means that Iben's ability to create content is very good because of his creativity in creating challenges, new innovations in creating content that can be packaged attractively, plus...skill public speaking Very good. The content uploaded by @iben_ma on TikTok also adds to my knowledge and information.

Meanwhile, in the negotiation position (negotiated position) means that Iben's content is very varied and always displays content with new ideas, but does not add to knowledge.

Seventh, the aspect of attitude and action someone also becomes one important factors that shape self-image. The way a person behaves can influence others' assessments of him. Based on the attitudes and actions taken by @iben_ma, it is interpreted as being in a dominant position (hegemonic-dominant position) and the opposition position (oppositional position). The audience interprets that there are no stereotypical attitudes and actions or discrimination against certain groups because the attitudes and actions presented in the content are attitudes and actions that teach sharing and helping each other. However, in the opposition position (oppositional position) there is content from Iben who carries out stereotypical attitudes and actions, namely content about who can imitate the monkey style will be given money, this is certainly demeaning to the person or should not bring animals or animals into the content, because it would be a shame if there were people who were willing to imitate the monkey style just to get money. In the context of self-image that is built and formed by @iben_ma, the factors that can form self-image produce a number of followers. @iben_ma is growing in popularity and offering diverse content to support its identity. This identity is presented to shape public opinion regarding its content.

CONCLUSION

Researchers can draw conclusions from the research entitled Analysis of TikTok Social Media Follower Reception @iben_ma in Building Self-Image as follows:

1. Informants who are in the Dominant Hegemonic position (hegemonic- dominant position) interpreting things and messages regarding the self-image of @iben_ma. The factors that have been discussed are the factors that build self-image starting from physical condition, name, clothing, social interactions and development, family situation, abilities and knowledge, as well as attitudes and actions. All of these factors have a role in forming a person's self-image, one of which is @iben_ma. The five informants agreed that the physical aspect of @iben_ma, who is tall, has brown skin, is handsome and sturdy, which can build a self-image of Iben. The five informants also agreed that when hearing the name Iben, what immediately comes to mind is content creator TikTok which creates content containing challenges, interviews, social experiments, which will then be given money to get a positive and good response on TikTok social media.
2. There are four informants who are in a negotiating position (negotiated position) from several factors that shape self-image, namely social development, family, and abilities and knowledge. The four informants interpreted the social development of @iben_ma's TikTok content as having a positive impact, but also has a negative impact, because it makes people have a beggar mentality and are greedy for money because of the content that gives money, many netizen-netizen who asked for free money from the TikTok account @iben_ma through the comments section. Denny and Khyra, as informants, also understood that even though they had never seen @iben_ma's content with his family and did not know Iben's background, his family was a source of support and support for Iben.
3. In this study, there were four informants who were in the opposition position (oppositional position) in interpreting @iben_ma's self-image from several factors that form self-image, namely clothing, abilities and attitudes and actions. Khyra Mustika, as the fourth informant in this study, interpreted that there was Iben's content regarding her clothing that was not as usual, namely using the outfit The all-pink color makes it look striking and odd. Delfin, Septian, and Sallima, as informants, interpreted @iben_ma's content as never discussing family, as they didn't find any content featuring Iben with her family.

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