The Creative Self-Identity in Movie Recommendation Videos of TikTok Creators

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ABSTRACT

This study aims to study the creative identity in movie recommendation videos of popular TikTok creators. It is a qualitative research employing textual analysis of movie recommendation videos with over 1,000,000 views, selected from three TikTok channels: Mr. Stories Boy, Kie Alan, and Big Napat Viral Stories. The findings reveal that each TikTok creator demonstrates a distinctive creative identity, characterized by unique styles and approaches. The individuality of each creator is influenced by personal interests, experiences, and professional backgrounds, which shape their distinct methods of video production. As a result, the creators exhibit clear creative identities, diverse content, emotional engagement with audiences, and high-quality production with positive messages. All these elements contribute to increasing followers, enhancing audience engagement, and making the videos go viral, thereby elevating the creators' popularity on the platform.

Keywords: Creative Self-Identity, TikTok, Creators, Movie

Introduction

In the digital era, online media has played a significant role in shaping the way people consume information worldwide. Social media platforms have become the primary channels for communication, expression, and creative content production. According to Global Digital Reports 2024, the number of global internet users increased by 1.8 percent, reaching 5.347 billion people (Nattapon Muangtum, 2022). In addition, Datareportal (2024) reported that YouTube ranked as the most used platform, followed by TikTok, with an average usage time of 5 minutes and 56 seconds per session—twice as long as Facebook. This indicates TikTok's potential to rapidly build a user base and become one of the most influential platforms in the world. In Thailand, Global Digital Reports (2024) revealed that there are 49.10 million social media users. The top three most popular platforms are Facebook (91.5%), LINE (90.5%), and TikTok (83.3%). TikTok stands out as the fastest-growing platform due to its short-form video content that is easily accessible and effectively meets the needs of modern media consumers.

TikTok is not only a space for entertainment but also a platform for communication and self-expression, especially among the younger generation who seek opportunities to showcase creativity and individuality (Atklap, 2019). Among the various creator communities, one of the most popular groups is the movie review creators, who present content through storytelling, creative film reviews, and analytical commentary. Such content effectively attracts audience attention and influences their viewing decisions. The influence of movie review creators on TikTok reflects their thoughts, attitudes, and unique identities expressed through narrative style, tone of voice, editing techniques, and personal characteristics (Sangkapreecha, 2021).

Therefore, this research aims to study the creative self-identity in movie recommendation videos of TikTok creators to understand how popular creators construct and express their unique creative identities through video production. The study also examines the creative processes embedded in their works that distinguish their styles, enhance audience engagement, and contribute to follower growth.

The findings are expected to lead to the development of more effective communication and creative strategies for digital content creation in the future.

Research objective

To study the creative self-identity in movie recommendation videos of popular TikTok creators.

Research methodology

This study employed a qualitative research methodology using documentary research and textual analysis to examine the creative self-identity of TikTok creators who produce movie recommendation videos. These videos have become popular and influential among young audiences on digital media platforms. The analysis focused on interpreting and synthesizing data to produce a descriptive analysis aligned with the research objectives.

The data sources were divided into two categories. Primary sources consisted of movie recommendation videos with more than 1,000,000 views, produced by creators who were featured on TikTok Entertainment HUB and recognized by the TikTok Awards. The selected creators were Mr. Stories Boy, Kie Alan, and Big Napat Viral Stories. Secondary sources included relevant literature, books, academic papers, journals, websites, and related research studies that supported the analytical framework.

The research instrument was a structured content analysis framework based on Self-Identity Theory. The analytical procedures were conducted by examining six dimensions of self-identity as reflected in each creator's video content.

First, physical characteristics were analyzed through observable features such as voice quality, speaking pace, on-screen presence, facial expression, and visual style.

Second, abilities were identified by analyzing storytelling techniques, narrative structure, editing quality, and content production skills demonstrated in the videos.

Third, goals were interpreted by examining recurring themes, informational focus, and the intended purpose of content presentation, such as education, inspiration, or entertainment.

Fourth, attitudes were analyzed through tone of narration, value orientation, and the creator's perspective toward movies, audiences, and storytelling.

Fifth, social roles were examined by identifying how creators positioned themselves within the platform, such as storyteller, reviewer, educator, or opinion leader, based on their interaction style and narrative stance.

Finally, self-confidence was analyzed through consistency of content delivery, clarity of expression, confidence in narration, and the creator's sustained presentation style across multiple videos.

The analytical process involved repeated viewing of selected videos, categorization of content according to the six dimensions, interpretation of patterns within each dimension, and synthesis of findings to illustrate how creative self-identity was constructed and communicated. The results were then presented using descriptive analysis to demonstrate similarities and differences among the selected creators.

Findings

The Creative Self-Identity in Movie Recommendation Videos of TikTok Creators as follows.
1. Mr. Stories Boy.

Figure 1. Mr. Stories Boy Channel
Source: https://www.tiktok.com/@mr.stories.boy

The TikTok channel Mr. Stories Boy has 704,100 followers, with its most-viewed video reaching 4.3 million views — a movie recommendation clip about the Thai TV drama "Plerng Phra Nang." The creator's unique self-identity can be analyzed based on the six dimensions of Self-Identity Theory as follows:

Figure 2. Recommendation Videos of Mr. Stories Boy
Source: https://www.tiktok.com/@mr.stories.boy

   1.1 Physical Characteristics. The creator is a male aged around 25–30, with a deep and calm voice, clear pronunciation, and a slow, steady speaking pace. He focuses on storytelling through voice and editing rather than direct on-screen appearance, using carefully selected visuals from movies

or series to support the narration. This approach adds mystery, enhances memorability, and makes the content engaging, approachable, and easily recognizable.

1.2 Abilities. The creator demonstrates strong storytelling and production skills by presenting movie narratives concisely and engagingly. Based on the analyzed video, he often begins with the phrase "Have you ever wondered…?" to capture attention and uses consistent tone and pacing that sustain viewer interest. The video editing aligns visuals and background music with the narrative, reflecting his ability to produce high-quality and captivating content that keeps audiences watching until the end.

1.3 Goals. His primary goal is to educate and inspire audiences through movies and series, often introducing historical or factual perspectives behind them. This unique storytelling angle builds credibility and trust, positioning him as a knowledgeable and reliable movie recommender. The channel's impressive metrics — over 23.4 million total likes and hundreds of thousands of followers — indicate his success in achieving these goals.

1.4 Attitudes. The creator views movies and series as more than entertainment; they are vehicles for meaning and insight. He emphasizes valuable narratives, historical significance, and real-life stories, reflecting a thoughtful and intellectual approach. His self-perception is grounded in confidence and authenticity — believing in his own storytelling style and its power to educate and inspire. This positive outlook is reflected in his friendly, accessible tone, helping audiences feel connected and appreciative of his content.

1.5 Social Roles. He plays the social role of a "storyteller," guiding viewers to explore and reinterpret films from new perspectives. Beyond simple summaries, he highlights hidden meanings or overlooked details, allowing audiences to engage critically with the films. This distinctive approach strengthens his identity as a creative opinion leader within the TikTok film community.

1.6 Self-Confidence. The creator displays strong self-confidence through his calm demeanor, steady eye contact, and expressive facial cues that match the narrative. His confident use of voice and storytelling techniques enhances viewer trust. By carefully curating engaging stories and maintaining consistent quality, he demonstrates assurance in his creative ability, which in turn fosters audience confidence and loyalty toward his channel.
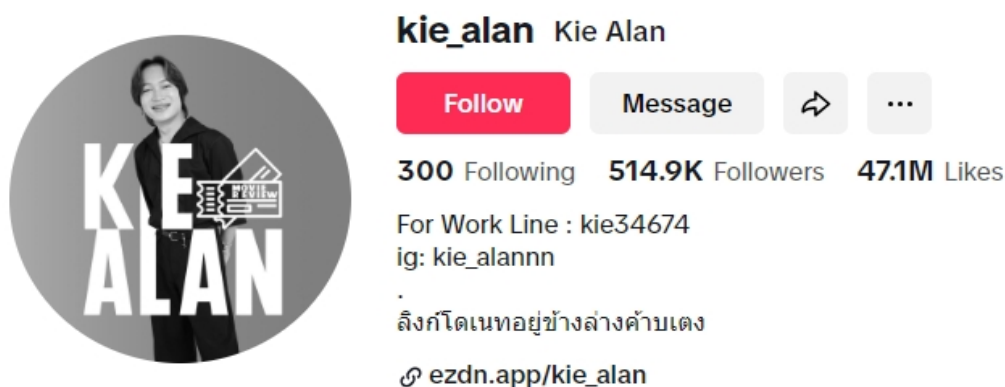
2. Kie Alan.

Figure 3. Kie Alan Channel
Source: https://www.tiktok.com/@kie_alan

The TikTok channel Kie Alan has 514,900 followers, with its most-viewed video reaching 4.3 million views, featuring a recommendation of the Thai film "Rot Tour VI Phee" (VIP Ghost Bus). The

creator's unique self-identity can be analyzed using the six dimensions of Self-Identity Theory as follows:

Figure 4. Recommendation Videos of Kie Alan
Source: https://www.tiktok.com/@kie_alan

2.1 Physical Characteristics. The creator is a male aged approximately 20–25, presenting a distinctive identity through eye-catching clothing, bright and natural color choices, and a direct speaking style, as observed in the selected video with the highest view count. In this video, the creator appears on screen wearing vibrant outfits and speaks directly to the camera, using expressive facial expressions and gestures to emphasize opinions. The film-related setting and props used in the video enhance visual engagement and reinforce the thematic focus of the review.

2.2 Abilities. Based on the analysis of the selected high-view video, the creator demonstrates strong analytical abilities by clearly identifying key strengths and weaknesses of the film. For example, he highlights specific elements such as storyline and overall quality, followed by concise explanations that justify his evaluation. This focused and structured presentation enables viewers to quickly understand the core message of the review.

2.3 Goals. In the analyzed video, the creator's primary goal appears to be fostering audience understanding and supporting decision-making regarding film selection. This is evident through the inclusion of clear evaluative statements, such as recommendations on whether the film is worth watching, accompanied by brief reasoning.

2.4 Attitudes. The creator exhibits an enthusiastic and expressive attitude toward film criticism in the selected video. He openly conveys strong emotional reactions, both positive and negative, through exaggerated facial expressions and vocal tone. This approach contributes to the entertainment value of the review while maintaining a clear evaluative stance.

2.5 Social Roles. Within the context of the analyzed video, the creator functions as a film critic and opinion leader by presenting personal judgments rather than neutral summaries. By framing the review as a subjective evaluation, he implicitly invites viewers to reflect on or respond to his opinions, reinforcing his role within the online film community.

2.6 Self-Confidence. The creator displays strong self-confidence in the selected video through assertive language, clear judgments, and consistent delivery. His willingness to express extreme

positive or negative opinions without hesitation makes the review memorable and distinctive, contributing to audience recognition.

3. Big Napat Viral Stories.

Figure 5. Big Napat Viral Stories Channel
Source: https://www.tiktok.com/@bignapat

      The TikTok channel Big Napat Viral Stories has 731,100 followers, with its most-viewed video reaching 17 million views, featuring a recommendation of the television series "House of the Dragon." The creator's unique self-identity can be analyzed using the six dimensions of Self-Identity Theory as follows:

Figure 6. Recommendation Videos of Big Napat Viral Stories
Source: https://www.tiktok.com/@bignapat

      3.1 Physical Characteristics. The creator is a male aged approximately 30–35, as observed in the selected movie recommendation video with the highest view count. In this video, he presents a natural and approachable style through relaxed posture and moderate facial expressions rather

than exaggerated gestures. His simple yet charming appearance contributes to a sense of relatability while reflecting his professional background in media creation.

3.2 Abilities. Based on the analysis of the selected high-view video, the creator demonstrates strong abilities in film critique and commentary, drawing from his experience as a film director. He provides clear and accessible explanations of filmmaking elements, offering behind-the-scenes perspectives that help viewers understand films beyond surface-level storytelling.

3.3 Goals. In the analyzed video, the creator's primary goal appears to be fostering audience understanding and appreciation of films from a constructive and positive perspective. He emphasizes the creative effort and craftsmanship involved in filmmaking, encouraging viewers to recognize the value of cinematic production.

3.4 Attitudes. The creator exhibits a supportive and positive attitude toward the Thai film industry in the selected video. Rather than focusing on negative criticism, he adopts a constructive tone that highlights strengths and learning opportunities, reflecting his intention to encourage growth and development within the industry.

3.5 Social Roles. Within the context of the analyzed video, the creator functions as a mediator between filmmakers and audiences. Drawing on his professional role as a film director, he interprets films for viewers by explaining creative decisions and production perspectives, thereby strengthening his role within the online entertainment community.

3.6 Self-Confidence. The creator displays strong self-confidence in the selected video through calm delivery, clear explanations, and assured commentary. His professional experience in the film industry is communicated through knowledgeable narration, which conveys credibility and fosters viewer trust and respect for the content presented.

Table 1. Comparative Table of the Creative Self-Identities of TikTok Creators

Dimension and Creator	Mr. Stories Boy	Kie Alan	Big Napat Viral Stories
Physical Characteristics	Male, deep and clear voice, calm tone, focuses on storytelling through narration, uses visual content instead of personal appearance	Male, distinctive fashion style, direct and straightforward speaking style, emphasizes natural and bright visuals	Male, 30–35 years old, approachable, natural presentation, simple and friendly image
Abilities	Concise and engaging storytelling, communicates key film information effectively, uses voice and editing to create emotional engagement	Strong film analysis skills, presents insights clearly, evokes audience reflection and discussion	Film critique skills based on director experience, conveys insights with depth, emphasizes constructive and creative commentary
Goals	Educate and inspire viewers about films, provide informative content, build credibility as a film recommender	Help viewers understand films and make viewing decisions, challenge audience thinking through critique	Encourage viewers to appreciate the value and effort of cinematic works, foster positive perception of films
Attitudes	Views films as meaningful and inspirational, positive and approachable style, creates emotional connection with viewers	Positive and engaging attitude toward film critique, encourages discussion, occasionally evokes strong reactions	Positive and supportive attitude toward the film industry, constructive critique, emphasizes encouragement and learning
Social Role	Storyteller who opens new perspectives for viewers,	Influential online critic, stimulates audience	Mediator between viewers and films, promotes and explains

Dimension and Creator	Mr. Stories Boy	Kie Alan	Big Napat Viral Stories
	popular and credible film recommender	discussion, unique and memorable style	films from a director's perspective
Self-Confidence	High confidence in narration and content selection, professional presentation builds credibility	Confident in expressing extreme opinions, memorable and recognized for strong critique	High confidence from professional experience, conveys expertise and reliability in film critique

It can be concluded that the three TikTok creators — Mr. Stories Boy, Kie Alan, and Big Napat Viral Stories — each exhibit a distinctive self-identity across the dimensions of physical characteristics, abilities, goals, attitudes, social roles, and self-confidence. Mr. Stories Boy is a male with a deep, calm voice, clear communication, and a focus on educating viewers about films through concise storytelling that often begins with the phrase, "Have you ever wondered…?" Kie Alan is a male creator with a striking fashion style and a direct speaking manner, offering in-depth film analysis that encourages viewers to think critically from challenging perspectives. Big Napat Viral Stories is a male creator with an approachable and friendly demeanor, providing film commentary from a director's perspective and inspiring viewers to appreciate the value of cinematic works.

Conclusions and Discussion

Based on the findings, the three popular TikTok creators—Mr. Stories Boy, Kie Alan, and Big Napat Viral Stories—demonstrate distinctive creative self-identities in their movie recommendation videos across the six dimensions of Self-Identity Theory: physical characteristics, abilities, goals, attitudes, social roles, and self-confidence. These dimensions are reflected not only in their personal presentation styles but also in the ways they design, narrate, and communicate their content to audiences.

The results indicate that each creator's self-identity plays a crucial role in shaping content style and audience engagement. This finding is consistent with Sangkapreecha (2021), who suggests that content creators construct self-identity through narrative voice, presentation style, and personal characteristics, which in turn influence audience perception and trust. In the present study, Mr. Stories Boy's calm narration and educational storytelling, Kie Alan's confident and analytical delivery, and Big Napat Viral Stories' approachable director-based perspective exemplify how identity-driven presentation differentiates creators within the same content category.

Moreover, the findings align with Atklap's (2019) study on TikTok user participation, which emphasizes that user satisfaction and engagement are influenced by content clarity, emotional connection, and perceived authenticity of creators. The creators examined in this study consistently communicate their identities through storytelling techniques, tone, and visual strategies, fostering emotional resonance and encouraging viewer participation such as repeated viewing, sharing, and following.

These results suggest that creative self-identity functions as a key mechanism linking content production to engagement growth. Rather than relying solely on platform algorithms, creators who maintain consistent identity expression are more likely to build audience recognition, trust, and long-term loyalty. Consequently, self-identity contributes not only to content distinctiveness but also to the potential for increased engagement and follower growth.

Overall, this study supports existing research by demonstrating that self-identity is a central factor in successful digital content creation. By integrating identity expression with creative storytelling and platform-specific strategies, TikTok movie recommendation creators can enhance audience engagement and strengthen their position within competitive social media environments. This research thus extends prior studies by illustrating how creative self-identity operates in practice within TikTok-based film recommendation content.

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