

khairulaming

**Name**

Khairul Amin Kamarulzaman.

Commercial name

Khairulaming.

Born

25 September 1994 in Kota Bharu, Kelantan.
(29 Years old)

Occupation

Social media influencer, businessman.
Engaged as a social media culinary celebrity who started producing recipe videos since 2016.

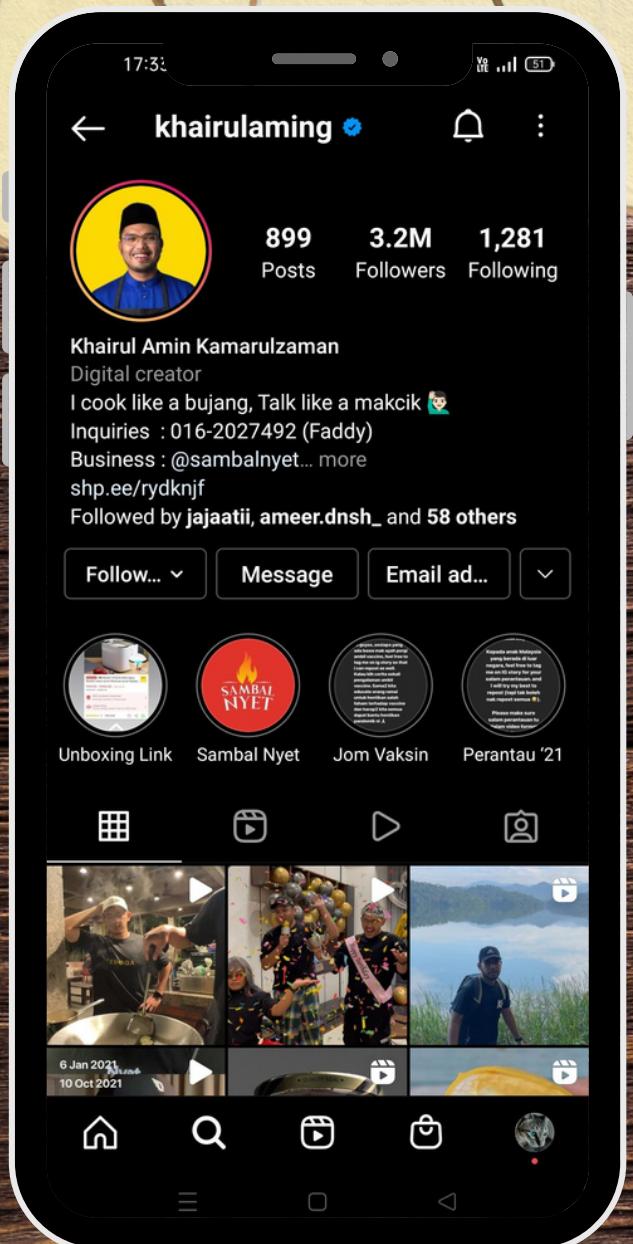
Education

he has an engineering degree from Vanderbilt University, in the United States

Famous for his taglines 'Hey what's up guys.' Khairulaming or more affectionately, greeted by the nickname, Aming started learning how to cook 11 years ago after moving to the United States to continue his studies in Engineering. Because there weren't any Malaysian foods that were sold in the US, he decided to cook the local cuisines with his own hands. Nasi lemak, nasi kerabu, nasi ayam he would practice cooking every single day and his housemates didn't need to worry about going hungry as there are foods prepared by him.

Despite being a famous Instagram influencer in the food & beverage (F&B) industry, Khairulaming has no formal education in the culinary field, he also originally did not think to be involved in the field. Khairulaming has only been interested in cooking since childhood and love to watch cooking programs to try simple and delicious recipes. After coming home from work, he especially likes making cooking tutorial videos for fun in his free time and uploading them to his Instagram account. Gradually he became well known in social media and gain tons of fans and was known for his friendly demeanour, 'chatty' mouth and jokes.





His cooking tutorial videos are particularly described by many as unique from the others because they incorporate elements of drama and comedy which had attracted many people into his videos. Khairulaming's career as an 'online chef' is said to have stemmed from a deep interest in the culinary world, combined with his videography skills. He did everything by doing all the tasks, including recording, editing videos and being a chef. At the same time, he also got help from four of his friends. It is undeniable that the videos he uploaded look professional and have high-quality work comparable to a television show and of international standard. While the recipes shared are also on par with celebrities! It cannot be left untold that high-quality products would only come from the right materials as his video recordings are made using equipment such as tripods, digital lens reflex cameras (DSLRs) and lights for lighting. If the videos are not well made, things might not be said the same now. Little by little, views of his cooking videos on Instagram reached up to millions per video, in addition to being spread on Facebook and Twitter and started trending. Originally, his Instagram followers were only around 800 but after the production of the recipe video, it has now reached 3.2 million followers!

The three words that describe the recipe he shared were - “easy, appetizing!” All the recipes that were displayed in the videos are simple and do not require any hard method to make them, making it is easy to learn in a generally short period of time. It is especially so because he gets the recipe ideas from the internet before changing the recipe to suit the ingredients available in the kitchen, this reminds us that good foods do not need expensive or rare ingredients. While most of the recipes shared were recipes he had tried while studying in college before there are also some of his recipes that do not work because of the fact that he is not a chef and has no special education in the field of cuisine, only armed with deep interest to learn various recipes to be presented to the public.

Despite that, it did not discourage him to continue what he loves, it instead attracts the general viewers to empathise with him and gain much more love from the fans. Touching on his personal life, he went through a bitter episode when his father breathed his last in March 2020.

Khairulamling's entrepreneurial skills are not confined to great videos on Instagram. He is also the creator of SambalNyet, a spicy sambal in a jar, which reportedly notched RM1 million in sales within a span of four-month. Khairulamling ventured into business when he decided to launch his brand of sambal product, SambalNyet Berapi. Even more impressive was when it recorded relatively high sales of 10,000 bottles in just 54 minutes on the first day of its launch. Even though he has qualified to be called a 'millionaire', as usual, Khairul is not stingy in sharing his knowledge, tips and experience while running the business to the public which made the average netizen admires the young man's honesty in the business world and his generosity in sharing business knowledge. Like all businesses Khairulamling's success did not come as easy as it seems. Like most entrepreneurs, he also has faced the bitter experience of failing as a businessman. Apparently, Khairulamling started his sambal business in 2007 from his Facebook account. Sadly, the business was a failure and he lost tens of thousands of Malaysian Ringgit (RM) and had to lay off his employees. However, he promised his sister that he will restore his brand one day "give me 4 years!" announced Khairul.



He shared his experiences on Twitter, after his first failure. he took about two months to develop the sambal product named 'Sambal King'. Every day Khairul would go to the supermarket to buy chillies after returning from the office. He will try to cook the sambal using the chillies he bought when he gets home.

After getting the right recipe, Khairul tried to sell the first 200 bottles on Facebook. Thankfully, the sambal promotion video trended and he managed to sell all 200 bottles of the sambal. Khairul at that time did not know how to preserve the sambal and unfortunately, the sambal packed in the plastic bottle all broke when it reached the hands of the buyer and Khairul had to pay back all the damages. It was a sad time for Khairul as he suffered from severe depression due to the frustration of disappointing his buyers.

Learning from past mistakes, Khairul did not give up on his business and still try to sell his product. Only this time, he learns the ways of packaging his sambal using glass bottles. Fortunately, they last longer and because the last video of his sambal was still popular, Khairul was able to sell thousands of his new sambal. Every day, the demand for his sambal increased which made Khairul immediately buy a production centre. Good days do not last long and Khairul once again experienced a disappointing moment when Facebook changed their algorithm, this had made views of Khairul's videos decrease tremendously and cause his sales to drop. At this point on, it is understandable that Khairul wanted to quit and forget all of this ever happened.





After 4 years of ups and downs, Khairul persevered. In 2018, Khairul wants to start a new resolve to create personal branding. He thickened his face and started to appear in his videos, even though he was embarrassed to say all those cringy jokes. The number of viewers in his videos rose and he became well known. One of the projects that contributed to his fame would be his '30 cooking videos for 30 days of fasting,' project. It garnered a lot of attention and foodies alike especially in the time of fasting where all Muslims think are foods. In 2021, he was ready to yet again sell the perfected SambalNyet. Khairul did everything for the production of the sambal, from the logo, video, promotion, the cooking to the selling. It is never an easy process but all the hard work paid off when 10 000 of his sambal was sold through the application called shopee. After losing tens of thousands of ringgit, he is now able to smile at the profits he has.



Why I Choose Khairulaming

Khairulaming is a great inspiration as he makes an impact through his social media presence. The fact that he was able to gain as many as 3.2 million followers on Instagram makes me proud to be a Malaysian.

As a social media influencer, he was able to shine amongst many after 4 years of hard work. Trying to gain that many followers are not a walk in the park, great content comes with hard work and professionalism. Even that, it's still not enough yet Khairulaming was able to persevere by continuously making interesting content on Instagram, which resulted in what he is now. In my opinion, he is a great motivation for youngsters now that are trying to make a name for themselves, they can also learn from the way Khairul deliver his content to make personal branding. Especially to the younger generation that spends almost all of their time on their phone and social media.

It is not an easy task to develop our own personal branding, we must form a connection to the masses through our content. Like Khairulaming, by using the Malay language he did not desire to go international but rather to connect with the local audience. Other than that, Khairulaming taught me to never give up and be brave to face all the challenges that we might face. He proves that we must get out of our comfort zone if we want to make a change in our life, change for the better and learn from the mistakes of the past.

Though there are accidents that happen along the way, it is inevitable because those days will keep on coming. It is merely a challenge to make us stronger and always be prepared for the same trouble that will come again in the future. As the saying goes, let the past be a lesson so that you may be able to skip your future mistakes.

Furthermore, having a close relationship with his close friend that helped him all throughout his journey makes me appreciate all of the connections that I had created around me. Although Khairul now could be qualified as a millionaire, he still kept his humble attitude. He even donated RM 10,000 of the profits that he gained from his SambalNyet sales to help Palestine. A truly selfless act from Khairulaming, with his true entrepreneurial grits and a kind heart it is an honour for me to make him my business icon.

Lastly, it does not take an empire to create a man, from his small business of sambal to his very own personal brand though we cannot see every detail of his life. The life that he has now is the product of all of his time and effort.

