



Personal Branding Evy Merdika to Build Public Perception on Instagram

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Abstract. The development of technology and information continues to grow to meet human needs, with the rapid development of technology and information on social media making it easier for people to improve their self quality, namely personal branding. Evy merdika carries out personal branding by using instagram as a medium to build good public perception. Instagram is used to facilitate communication with the public with the character they have, as well as forming a personal branding about themselves. This research uses a qualitative approach with a descriptive research type. Data collection techniques use primary data and secondary data, primary data is carried out through direct interviews with evy merdika as the informant, secondary data through documentation, documents in research using photos, articles in instagram account uploads. The results of personal branding research conducted by evy merdika on her instagram account, @evymerdika, show that evy merdika builds a good public perception and provides inspiration for the younger generation to continue creating, working and getting a good education. The results of this research show that evy merdika focuses on one area of professionalism, public speaking skills, and the ability to organize events. Based on public perception, evy merdika is described as a woman who is passionate about achieving a better life through work, hobbies and the business she has built. Personal branding on instagram shows how evy merdika carries out daily activities to show her value to other people, so that people can trust her more.

Keywords: Personal Branding, Perception, Instagram, Social Media.

INTRODUCTION

About 2400 years ago, Socrates said that you should make a good picture by creating what you want to show. This shows the personal branding that will be displayed to the public. Entrepreneurs, celebrities, artists and professionals are now choosing personal branding. To give a good impression to society, you must use personal branding. So, to build personal branding, there is a question, "Why do I want to be known?" What we do is not just one element of personal branding, but includes our approach, goals and reasons for doing it. People who are brave will find it easier to do it. recognized and paid attention to because they deliver in the field they master, so that their abilities are in line with the wishes of the community (Dalla Camina, 2016). Often, social media users do not realize how long they watch content disseminated by the public. Many people use social media hourly or daily, and many people spend 118 minutes or more in a day (Daily Time Spent, 2016). Younger generations use social media more often than adults, who spend an

average of nine hours every day (Willet, 2016). This gives them the opportunity to share information about their daily activities. Personal branding provides an opportunity for someone to be creative in creating relationships with other people, such as emotional responses resulting from the differences in each person's character (Arruda & Dixon, 2007). In the development of modern organizations that focus on reasons, ideally personal branding provides positive emotional interactions from relationships, colleagues, superiors and professionals (Kahneman, 2011). The presence of personal branding is firmly entrenched in all levels of society and is very actively discussed as a current topic in the world of business and education. Personal branding is an image that is built for all groups, including entrepreneurs, celebrities, politicians and professionals at various levels of work (Baltezarević & Milovanovic, 2014).

Brands become a collection of people's experiences, according to Kapferer (2004). People's experience in defining a brand must consider consistent characteristics that differentiate the goods, services or services sold by a company. This can even help in building personal identity. According to Aaker (1991), Keller & Richey (2006), psychological associations are used to explain brand value. Brands consist of various levels of meaning, such as attributes, benefits, values, culture, personality, and users (Kotler and Armstrong, 2012). All components have unique characteristics, but it is outlined here that values, culture, and personality are the most important. According to Jim (2013), personal branding that is done well will produce more benefits and results than individuals who are not aware of the importance of personal branding. Since the concept of personal branding has become a characteristic feature in professional work, personal branding can be promoted and developed easily through social media (Petruca 2016). Personal branding can make someone famous (Harris & Rae, 2011). According to Mufid (2012), personal branding has eight conceptual components which form its legal basis: leadership (law of leadership), specialization (law of specialization), personality (law of personality), difference (law of distinctiveness), visibility (law of visibility), unity (law of unity), fortitude (law of fortitude), and good name (law of good faith).

Currently, implementing personal branding through social media is a great opportunity to implement interactions and build relationships on the internet, and this activity has become a necessity for modern society. Using social media to build personal branding helps the younger generation achieve success in various things, including starting a career by becoming a celebrity or influencer. As content creators, they are responsible for creating unique and prominent personal

branding so that the public can see it in its entirety. As explained by Nelson & Quick (2005), there are two components that can influence a person's behavior, namely the environment and themselves. The environment includes the organization, work group, type of work, personal life background, and personality, perceptions, self attributes, attitudes, values, and ethics. According to Kotler (2009), perception is a process carried out by someone to select, organize and interpret data and information so as to produce a special meaning about the world.

According to Sugihartono (2007), the five human senses receive meaning and become signals that are translated by the human brain. Social media is a type of media used to communicate and share information online for a specific purpose. By using the internet network, people who use social media can interact online and provide any information to other people through images or videos. They can also interact with others online and build new business relationships and friendships. When using social media, you must use various unique approaches to promote your image to the public. Attractive and innovative advertising creates opportunities for the wider public to be popular. Each person's unique skills become an important tool for attracting attention on social media. Advertising is the main component of marketing communication programs on social media (Kotler & Keller, 2016). The communication carried out is effective two-way communication. The public receives information from social media users, which results in diverse interpretations and positive or negative responses. One of the most effective and innovative ways that individuals and organizations can use to disseminate the latest information and attract public attention is by building personal branding on social media (Roisah, 2021). Instagram often produces new celebrities who quickly become famous, attracting the attention of the public. Every company and society must now be ready to adapt to changes in habits, culture and technology. Social media users can now buy and sell goods or skills via the internet (Permana, 2021). They can now more easily sell their goods via dropship, no need to have a factory. Social media is an excellent marketing strategy for implementing strong personal branding. According to Reynolds (2011), personal branding causes traditional practices to become more modern and professional. As a result, broader marketing, which started with standard communication and appearance styles, is now an important part of content creation in building personal branding. According to Labrecque et al. (2011), social media can function as a digital record that determines a person's character. Furthermore, Smith (2018) stated that a proactive attitude towards social media use is a unique characteristic of each person, and that this reflects the way you express yourself to upload.

Although there are several challenges that hinder social media users, there are many benefits to building personal branding as an ideal tool for these independently managed platforms (Karaduman, 2013).

A brand ambassador has special skills that are very professional in accordance with brand needs and are able to explain product knowledge. They can also be trusted in their work because they have good honesty, personal integrity and unique charm, according to Shimp (2017:304). and unique not only in physical appearance, but also in personality, attitude, lifestyle, and personality; have charisma that gives oneself qualities to be rewarded with achievements; and has similarities with target market segmentation based on gender, age, culture and other factors. Due to the perception process, stimuli given to other people can change perspectives, according to Kotler and Keller (2009).

Selective attention occurs when a person receives stimulation from other people and focuses on that stimulus alone without considering other stimuli. If a person can only concentrate on one stimulus, the stimulus giver must try harder to draw the other person's attention in a different direction. Selective memory also occurs. In this process, a person can only remember information that is consistent with his beliefs, and inconsistent information is eliminated. However, Hawkins and Mothersbaugh (2013) state that there are three stages that form perception. First, stimuli are placed in a person's relevant environment and originate within the range of his or her sensory nerve receptors. Next, the stimulus activates one or more ranges of sensory nerve receptors, causing sensations to be processed by the sensory nerve receptors. This is known as selective attention. Three factors influence attention: stimulus, individual factors, and situational factors. Consumers use selective interpretation to assess the sensations received based on the nature of the stimulus, individual factors, and situational factors.

Slameto (2010) defines two types of perception. Positive perception refers to the perception or perspective of an object and refers to a situation where the subject tends to accept the perceived object because it suits his personality. Negative perception refers to the perception or perspective of an object and refers to a situation where the subject tends to reject the perceived object because it does not suit his personality. According to Mulyana (2015), perception can be divided into various categories based on experience, a person's perception of a person, object, or event and their reaction to this is based on experience and learning from previous experiences with comparable people, objects, or events. Perception does not choose. Everyone often receives sensory

stimulation. Our level of attention to a stimulus primarily influences stimulus selection. Perception consists of assumptions. This happens because the process of presumptive perception allows us to understand objects with a more complete meaning from any point of view because the data we obtain about them are never complete. Judging can be done by perception. That is, most of us say that what we perceive is real; however, sometimes our senses and perceptions deceive us, leaving us doubting how close our perceptions are to actual reality. The situation determines perception. Consequently, context is one of the most powerful factors influencing how we see the world. Our cognitive structures and expectations when viewing a person, object or event are greatly influenced by the context of the stimulus.

According to Nasution (2005), there are several things that are considered to influence the way customers view a product or service. According to him, customer needs and desires are related to the feelings they have when they make transactions with manufacturers, suppliers, or even companies. If customers' needs and desires are high, their expectations will increase; conversely, when needs and wants are low, their expectations will fall. Consumers' past experiences or their past experiences with goods or services offered by a company or its competitors can influence their level of perception. Friends' experiences, which will tell you about the quality of the products that customers will buy. This clearly has an impact on consumers, especially for products that are considered to have a high risk. Communication delivered through advertising and marketing also influences customer perceptions. Sellers and advertisers must ensure their campaigns meet customer expectations.

TNS results, presented by Paul Webster, Instagram APAC Brand Development Leader, show that Indonesians love using Instagram to find inspiration, share the latest travel trends, and interact with various communities. Additionally, this platform has improved the results of businesses, both large and small, in Indonesia. Instagrammers are mostly educated, young, and established. The most active Instagram users are 63% women and 37% men, with an average age of 18–24 years as much as 59%, and ages 24–35 years as much as 30%, and ages 36–44 years as much as 11%. The younger generation of Instagram users do personal branding, whether they realize it or not. Some people even create personal branding deliberately for certain purposes. Instagram, a social media platform, allows its users to display photos or videos as they please. Considered as personal branding, the photos or videos that are broadcast represent the essence of a person. Personal branding is a person's attempt to appear different, unique and have distinctive

characteristics. The modern world is facing challenges because everyone has the opportunity to use certain social media to carry out personal branding campaigns. Many social media platforms allow you to organize without holding a business meeting. This allows one to create a more organized image that fits the desired branding.

Managing instagram content is an important part of personal branding. According to Peter Montoya (2002), there are several aspects that must be considered when branding one's actions. Trait specialization refers to a person's strengths, strengths, and best skills (which include the ability Instagram users must have strategic vision, understanding of first principles, and communication complexity, so that he is known as a superior individual), behaviors such as leadership skills, passion, or listening ability. Apart from displaying photos, videos or captions in the feed, you can also choose to like other people's posts and leave comments in the comments column. For example, the way you handle words is very important in this case: the lifestyle of traveling around the world, climbing mountains, living an eco-friendly love or life, drinking coffee in a cafe, doing yoga and other things that can be considered a lifestyle, mission to see in people more than they expect. Maybe just to give a little inspiration to others to change their ways. or simply provide memories to others by sharing quotes, futurist products that create beautiful workplaces. Changing instagram to be more attractive, such as changing the color composition, images, etc. so it doesn't look boring and gives a professional impression. Dental students who like korean boybands or aspiring singers, and lecturers who love nature make people happy to visit our account, like every positive comment, provide feedback if needed, and answer questions.

The fact that people want to be influenced and need to find ways out of the way has long been known to leadership. In the modern era, people usually search for information on the internet, such as Instagram. Therefore, Instagram users can take advantage of this platform to gain many followers by uploading examples or life experiences that are useful for other people. The best policy is to be yourself. People don't like fake people; instead, they like real people. There's nothing wrong with being yourself, so be honest. According to Montoya, being human has four characteristics: relating to others, being fallible, being positive, and being authentic. Dare to be different. There are quite a few people who like music, cats, or mountain climbers. However, it is a challenge to make us stand out among them. One of the things that can improve a person's reputation is the courage to be different from others while maintaining equality. The Personal branding vision must be identified. After everything is planned well, of course the maximum that

is important is what we can see. We have to be seen by people. Therefore, we need to know how and when we can interact. There are several guidelines for determining when and where our instagram posts will get the most attention and likes. harmonization between the virtual world and the real world. Not two different characters. All instagram content must fit into your daily routine. Building a personal brand is a long process that must be maintained; it requires persistence and cannot be achieved in a short time. Because just one post requires a long and consistent process, someone is known as a lover. When something is done with good intentions, it will produce the best and most lasting results if others view it in a positive light. All uploaded content must be useful.

Researchers discuss personal branding on evy merdika's instagram account because she uses this account actively and consistently to share photos or videos about daily activities such as work, hobbies and business. This is evy merdika's way of building her personal branding value and disseminating information to others to build public perception. Public perception can foster trust and then provide value to evy merdika. Evy merdika is not only an active and tough worker and entrepreneur, but she is also a government representative to provide inspiration to the younger generation. Therefore, the author wants to discuss evy merdika through the personal branding she built to gain public perception.

METHOD

This study was conducted in october 2023. This research conducted qualitative research with a descriptive approach to obtain in depth information about the research subject. In this research, the subject used the instagram account @evymerdika. The aim of the research methodology is to concentrate on a particular aspect of the ongoing phenomenon, namely the use of instagram as a media for evy merdika's personal branding to create public perception. Evy merdika has a target audience of people aged 15 – 30 years on instagram. Primary and secondary data are used to collect data. Primary data was obtained from direct interviews with informant evy merdika, while secondary data was obtained from documentation, research documents, photos and articles in instagram account uploads. The author follows the instagram account @evymerdika as a partisan phenomenon. After the data is analyzed and explained, conclusions are then drawn based on the data findings.

RESULTS

Social media can help business growth and build new relationships. For those interested in online personal branding, continuing technological advances will open many new doors (Labreque et al., 2011). One of the cheapest and most effective ways to create a perception in a particular industry is to use Instagram to build and develop personal branding. Uploading photos or videos to get more followers is greatly influenced by the activeness of social media users. With many followers, one can reach a wider layer of society.

Evy merdika relies heavily on her communication skills to be successful at work as a freelance presenter at formal, semi-formal, casual events or seminars. Evy merdika is an employee at the kediri regency communication and information service. Evy merdika covers a lot of official events to provide information to the public. As a state television host, evy merdika made this her first experience in online communication. Effective and targeted communication according to market segmentation allows evy merdika to gain new knowledge, which allows her to continue to develop and strengthen relationships. To expand the potential for friendship, colleagues from the public and private sectors are building new relationships.

Evy merdika is also the owner of osaka wedding organizer. Evy merdika dared to open a wedding planning business after working in the event planning field for years. Because of the relationships he built while working as a host, this business continues to grow. She also organizes events such as weddings, concerts, exhibitions and shows. Evy merdika has done many things in her career, such as winning citilink goes to brawijaya 2016, becoming kediri city weaving ambassador 2019, becoming 2nd place winner in east java kpid presenter competition 2019, becoming madiun city tourism ambassador 2017, becoming 1st place winner in east java kpid presenter competition 2019, becoming kediri city police covid-19 protocol ambassador, 2nd place winner in anti-drug ambassador 2020, and won creative traffic content 2022.



Photo 1. Instagram Account Image @evymerdika. Source: Instagram @evymerdika

As of October 2023, there were 496 uploads on this account. In the biography, you will find information about evy merdika's work as the owner of an osaka wedding organizer, presenter, and employee of the kediri rency communication and information service. Instagram provides a lot of information to society, and users often cannot distinguish what is truly important to them. Evy merdika in providing stimulus perception to the community, the process of selecting stimuli in the form of good photo or video content that is shared with the public will produce responses from instagram users related to their situation, goals or personality (Schermerhorn, Hunt, and Osborn, 2005: 108).

Using social media, building good friendships, sharing information, and observing interactions with instagram users are great ways to build personal branding. Personal branding is an action that a person takes to make him unique and different from other people. The development of social media has become an easy-to-use platform for creating communities at an affordable cost, and has become a great way to maximize one's potential to achieve certain goals.

Strong personal branding can be used to build an effective online position, with many followers on Instagram, a person can control the information and activities that their followers like. Evy Merdika uses a consistent photo and video feed. The Instagram account @evymerdika is unique and different so that it is easy for people to recognize and remember. The uniqueness is shown in the form of photos and videos which focus on discussing Evy Merdika's daily activities, personal, business and work activities. The content she creates is quite interesting and educates the public with the information she conveys well. This is different from other Instagram accounts which also display daily activities. Focusing on certain fields and communities can be achieved by being active in the online world. For personal branding success, follower comments are always responded to and paid attention to quickly. Interacting with accounts that have lots of followers makes it very easy to get new followers. Cheap social media to promote personal branding (Kaplan & Haenlein, 2010). Posts contain information about various things, such as how to speak well as a presenter, managing events, especially weddings, information about culture, tourism and culinary delights, as well as information about cooperation between the Kediri police and the Kediri regency communication and information service, as well as the latest information about services provided by the agency.



Photo 2. Photo Uploaded by Evy Merdika. Source: Instagram @evymerdika

Evy Merdika is active in providing inspiration and outreach to others during the COVID-19 pandemic. She did this in collaboration with the Kediri police to inform people about the importance of using masks and vaccines. Evy Merdika uses Instagram to campaign for healthy and clean living and provide information about COVID-19 health services to the public. The use of photos and videos makes information easy to accept, especially for younger generation. Evy Merdika's role as Kediri city police ambassador is very effective in providing information to the younger generation. She is the right person to help related organizations spread information to the

public. Information is provided to the public through a simple process and clear data, so that people believe in the information provided by Evy Merdika. According to the Kediri police, Evy Merdika is a woman who has good speaking skills and has many followers on Instagram, so that when Evy Merdika becomes a liaison for information between the Kediri police and the community she can convey it well. Evy Merdika is an inspiration for the younger generation to campaign for healthy living through her Instagram account.

The Instagram feed functions as a representation of the personal branding that Evy Merdika created to showcase her work. Copywriting, hashtags, and photo or video selection are very important. To increase Evy Merdika's posts, the uploaded content is useful for attracting larger Instagram followers. By using eight elements (Mufid, 2012), Evy Merdika said that her focus in uploading Instagram accounts was public speaking content and organizing events. This is supported by the fact that Evy Merdika often appears as a presenter and wedding consultant. With a focus on one area, Evy Merdika is often asked to become an ambassador or speak at government and private institutions. Evy Merdika founded Osaka Wedding Organizer to have a leadership spirit to organize her employees while they work. She is positioned as a leader because of his experience and confidence. Evy Merdika's simple and straightforward figure makes her appear high quality.

Evy Merdika has a strong character that sets her apart from her friends her age. Organizational experience and various achievements also improve his quality. Evy Merdika regularly posts content on Instagram via stories, feeds and reels, which makes the account active and has a lot of interaction. With her Instagram account, Evy Merdika creates personal branding that is relevant to her life and work. Evy Merdika gets customers to be a presenter and she also gets customers for the Osaka Wedding Organizer through Instagram, so some of the existing content displays various themes about work and business. Evy Merdika has been building personal branding for several years to give a good perception to other people. She continues to do so to this day and humbly learns from more experienced people. During the process of building personal branding, she maintained his good name, which is the key to success and providing positive value to society.



Photo 3. Photo Uploaded by Evy Merdika. Source: Instagram @evymerdika

The benefit that can be obtained from evy merdika's instagram activities to build personal branding is that she has characteristics that make her easily recognized in society. The characteristic shown is a woman who is enthusiastic and hardworking to achieve success. Armed with experience in various matters, evy merdika has become an idol for several young generations, for them evy merdika has become an inspiration. This makes evy merdika in the right place to manage public perception. Public perception and trust will increase through good personal branding. Evy merdika helps people get information about the fields they master. Apart from being a speaker at various events, evy merdika also provides inspiration to the younger generation through her work as a wedding consultant and event organizer in everyday life. In the content on instagram, there is an explanation of how to make a good and smooth wedding so that the bride and groom feel safe and comfortable. Several posts collaborate with the kediri regency tourism and culture office to promote kadiri fashion.

For several years, evy merdika has created consistent and targeted personal branding for certain segmentations. Evy merdika has a strong and unique character, like a company or product that uses personal branding. Evy merdika has instilled personal branding on herself indirectly, and she always tries to present a good image so that other people see her in the same way when building personal branding on the internet. In research conducted by Febriani and Ahmad (2023), it was found that there was a significant influence between personal branding and perception, with personal branding contributing 69.6% to perception, with the specialization concept of ability indicators, visible concepts, leadership concepts, and concept of constancy.

CONCLUSIONS

Building a perception of the scope of work and building new relationships to enter a new work environment is an important part of personal branding. In giving an impression to the public, personal branding reflects evy's personality. Evy merdika has succeeded in using social media to build public perception through personal branding which she does through her instagram account. Evy merdika is active and regularly uploads content containing material about public speaking and organizing events. Evy merdika can give the perception that evy is a professional presenter and event organizer who thinks positively and always provides the latest information about her skills. The results of personal branding research conducted by evy merdika on her instagram account, @evymerdika, show that evy merdika builds a good public perception and provides inspiration for the younger generation to continue creating, working and getting a good education.

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