



Tasya Farasya's personal branding on social media instagram

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ABSTRACT

Tasya Farasya secara efektif menggunakan platform Instagram untuk memperkuat personal branding-nya yang selaras dengan prinsip-prinsip spesialisasi, kepemimpinan, dan kepribadian. Tasya Farasya, seorang influencer di bidang kecantikan dan mode, menunjukkan pendekatan multifaset terhadap personal branding melalui konten yang beragam, termasuk tutorial makeup, ide fesyen, dan promosi produk. Spesialisasinya terletak pada kemampuannya berdandan, mengulas produk kecantikan, dan mempromosikan mereknya sendiri, "Mother of Pearl" (MOP). Melalui tutorial yang menarik dan konten yang menghibur, ia mendapatkan keterlibatan dan pujian yang signifikan dari para pemirsa, sehingga menumbuhkan reputasi positif di bidangnya. Sebagai pemimpin dalam tren kecantikan dan mode, Tasya memandu para pengikutnya dengan rekomendasi produk dan memengaruhi keputusan pembelian, menjadikan dirinya sebagai sosok yang tepercaya. Yang terpenting, kepribadiannya yang otentik bersinar melalui kontennya, meningkatkan hubungan dengan audiens dan memperkuat merek pribadinya. Penggambaran Tasya yang konsisten tentang dirinya yang sebenarnya menumbuhkan pengikut setia dan memperkuat posisinya sebagai influencer terkemuka di Instagram.

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1. INTRODUCTION

The development of the digital era has made the need to communicate easier to fulfil. Digitalisation makes everything that is conventional quickly converted into a digital form that is practical to use through various devices (Pirhonen et al., 2020; Vrana & Singh, 2021). In this case, the use of social media plays an important role in the increasing development of information and communication technology. Social media is a medium on the internet that facilitates users to represent themselves as well as interact, cooperate, and communicate with other users and form virtual social ties (Agbo et al., 2020; Mulyana et al., 2020). Access to join social media is also increasingly open with the widespread use of smartphones as a device to accommodate these features (Gillespie et al., 2016; Salehan & Negahban, 2013).

We can easily find various types of social media on the internet. However, according to research conducted by "We Are Social", social media that are widely used by Indonesians

include Facebook, Youtube, Twitter, and Instagram. Indonesia has 45 million active Instagram users out of a total of 700 million users, making Indonesia the country with the most Instagram users in Asia Pacific (Qibtiyah & Beriansyah, 2019). Instagram itself is a social media platform that was launched in 2010 and has created a revolution in sharing images or photos and videos instantly. Along with its development, Instagram became the chosen platform to promote a product. The Instagram application makes many businesses develop due to the rapid spread of information about products in it (Aji et al., 2020). Besides being useful for promoting a product, Instagram is also a place to create an image. Instagram users not only consume the content on it, but also actively participate in the creation and dissemination of their own content. In this context, personal branding becomes a strategy to make a mark or uniqueness amidst the ever-increasing cacophony of information and trends.

The widespread use of social media has made the concept of personal branding increasingly important in social life. Personal branding is no longer only used for celebrities or business people, but also becomes relevant for individuals in various fields, especially in the world of social media such as Instagram. Personal branding is a perception that is consistently maintained and embedded in the minds of others with the main purpose of fostering positive views and perceptions, which ultimately leads to trust and favourable actions (Scheidt et al., 2020). In addition, personal branding is also related to disclosing identity and making a unique impression in order to strengthen the self-image that is built (Scheidt et al., 2020). Montoya and Vandehey in this case also stated that individuals who successfully build personal branding will be able to articulate and convey their core values consistently.

Tasya Farasya, an influencer or influencer in the field of beauty, as well as the owner of one of the beauty brands that has a lot of activity on social media, especially Instagram. With more than six million followers, Tasya Farasya's Instagram account is not only a place to share content about beauty, but also a place where she shapes and manages her self-image. It is important to examine Tasya Farasya's use of Instagram as a platform to build personal branding, as it reflects the dynamic development of social media and its important role in shaping public perception of certain individuals. Tasya Farasya is known for her glamorous makeup looks and luxurious style of dress. In addition, Tasya Farasya's review content about a product also appears to consistently have a large audience. Moreover, Tasya Farasya's content is also well packaged by her production team so that it does not seem boring and tends to have a humorous side that can be enjoyed. Personal branding that has a person's personality, abilities, values and is used as a marketing tool is what influences people's positive perspectives.

Similar research with the title "Personal Branding Ria Ricis in Instagram Social Media" by Fatimah, An Nisa Nur, and Nur Hidayah Al Amin in (2024) discusses how to build the right personal branding on social media with a case study analysis of someone the author considers successful in building his personal branding, namely Ria Ricis. This study found that to build personal branding, it is necessary to map and determine the target audience, mapping social media as a communication channel used and building personal branding in social media consistently. Researchers analysed the personal branding built by Ria Ricis using Instagram from 2015. The use of Instagram is in accordance with the concept of marketing communication, namely engagement between the account owner and the audience because Ria Ricis wants an intense and close engagement between herself and the audience. The type of content uploaded is text, photos and short videos. The research was conducted in 28 days from 14 February to 14 March. The result of this research is that the personal branding that Ria Ricis has built is a humorous and contemporary Muslimah teenager in accordance with the theory of strong personal branding characteristics, namely distinctive, relevant, and consistent.

Similar research was also conducted by Soraya in 2017 with the title "Personal branding of Laudya Cynthia Bella Through Instagram (Qualitative Descriptive Study on

Instagram Account (@Bandungmakuta). This research discusses the personal branding and forming process of Laudya Cynthia Bella through Instagram social media accounts. The result of this research is that Bella forms personal branding using the features on Instagram. To find out the form of personal branding, research through 8 concepts from Montoya, namely: Followers or Instagram followers, photo uploads, cameras, photo effects, photo titles, aroba (@), geotagging, social networks, likes or likes, and popular features (Explore). The results of the study were revealed by describing the concept of formation using data collection techniques and by documenting the Bandung Makuta Instagram account.

Tasya Farasya has a massive movement in social media such as Instagram, TikTok, and Youtube and managed to have a number of followers that touched millions. Tasya Farasya also reaps various responses to the content that has been uploaded and the number of viewers who continue to be consistent in large numbers. Based on this background and reasons, the author wants to examine the personal branding built by Tasya Farasya on Instagram.

Based on the background above, this research aims to find out how to build personal branding through Instagram social media carried out by Tasya Farasya. And the benefits of this research academically are to find out the implementation of personal branding theory on new media communication channels, namely Instagram.

Marketing is a social and managerial process where individuals and groups get what they need and want through the creation and exchange of products and values (Kotler in Sanyoto, 2022). In doing marketing, communication is needed between one party and another for the continuity of activities. Marketing communication itself is a marketing activity that seeks to disseminate information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned (Tjiptono in Toruan, 2018). If marketing communication is well established, it will create satisfaction for the parties carrying out these marketing activities. The centre of marketing activities is not only concentrated on improving the product, but also on the image or image of a product. The image of a product will stimulate interest and desire which will then lead to purchases. This is because in the modern era, people tend to prioritise wants over needs. This marketing communication activity plays an important role in building the image of a product (Yulianita in Panuju, 2019).

Personal branding can be interpreted as an activity of forming public perceptions and images that utilise crucial aspects by a person that are carried out continuously in the form of uniqueness, personality, style of dress, way of communicating, or unique behaviour in order to foster a positive impression from the perspective of people (Vițelar, 2019). Strong personal branding has three characteristics namely distinctiveness, relevance, and consistency (Gorbatov et al., 2019): Distinctive, Relevant, Consistent. There are eight conceptual rules in personal branding (Mukhlisiana, 2019): Specialisation, Leadership, Personality, Distinctiveness, Visibility, Unity, Persistence, Good Deeds.

Instagram is an application used to share photos and videos. Instagram users can access this social media service through an app or web with limited features and can edit content with various effects, or what is often referred to as filters. Instagram is one of the social networking media that can be utilised as a direct marketing medium. Through Instagram, goods or services are offered by uploading photos or short videos, so that potential customers can see the types of goods or services offered. Instagram has several features including: Followers, Upload photos, Camera, Photo effects, Photo title.

2. RESEARCH METHOD

In this study, the authors used a descriptive qualitative research method that aims to explore in depth a phenomenon under study. Qualitative research methods are methods

used to investigate, describe, find, and explain the features or qualities of social influences that cannot be explained, described, or measured through quantitative approaches (Saryono dalam Nasution, 2023). Then, qualitative research is an approach to exploring and understanding the meaning ascribed to a social or humanitarian problem by individuals or groups. The research process involves emerging questions and procedures, data that is usually collected in the participant's environment, data analysis that inductively builds from specific themes to general themes, and researchers make interpretations of the meaning of the data, and the final report has a flexible structure (Creswell, 2014). In summary, descriptive qualitative is a research method that moves on a simple qualitative approach with an inductive flow, starting with events that are concluded (Yuliani, 2018).

This qualitative research contains a literature review, findings of theoretical concepts related to the research, namely the problem and use of social media in building personal branding, and continued with observation and discourse analysis. Meta analysis in the literature review is a special technique used in making an integrative review or methodological review. Meta analysis involves collecting details in previous research and bringing together the results in the following steps (Neuman dalam Sintesa & Astuti, 2022) namely: (1) Search for potential research on a particular statement or research topic; (2) develop consistency criteria and study layers for relevance and screen research to obtain relevance and / or quality; (3) identify and record information which then becomes broad findings; (4) then draw conclusions based on these findings.

This research applied the documentation method as a data collection method. Documentation is an activity that involves documents, such as books, journals, newspapers, magazines, files, photos, videos or sound recordings as a form of direct communication (Soraya, 2017). In this research, documentation is used to obtain information that supports data analysis and interpretation. Documents in this study are in the form of data related to personal branding in the form of Instagram content.

The data of this research were then analysed using descriptive analysis and discourse analysis to then draw a connection with the three points of the concept of rules for building personal branding according to Montoya, namely The Law of Specialisation, The Law of Leadership, and The Law of Personality. Then discourse analysis is a study that examines and analyses language used naturally, either spoken or written, such as language use in everyday communication (Stubbs dalam Silaswati, 2019). Norman Fairclough in his theory describes three dimensions of discourse analysis, namely the text dimension (looking at vocabulary, semantics, and syntax), the discourse practice dimension (the process of text production and consumption), and the sociocultural dimension. These three dimensions are then analysed, namely (1) description to analyse the text, including cohesion and coherence, diction, and grammar (2) interpretation to analyse the interpretation of the text, including the production, dissemination, and consumption of the text, and (3) explanation to analyse sociocultural practices. (Cenderamata & Darmayanti, 2019). The language that will be analysed in this study includes the use of language spoken verbally in the content as well as comments and writings that accompany photos on Instagram.

The author selected the content in Tasya Farasya's Instagram account as a sample using purposive sampling method. The criteria for the content on Tasya Farasya's Instagram account chosen are uploads during January 2024 only. With more than six million followers, researchers believe that Tasya Farasya's Instagram has content that represents personal branding. The author has several steps in conducting this research, these steps include:

1. Identifying Relevant Articles

First, we started by identifying articles with topics related to marketing communication, personal branding, and social media published in the period 2015 to 2019 as up-to-date theories. We searched for journals and books on the internet to understand

the definitions of marketing communication, personal branding, and social media. The researcher then examined the articles as references to identify other relevant articles published in this journal during the same time period. After that, the researcher continued the snowball procedure in searching the literature by looking for the expansion of more specific keyword terms (for example: online personal branding, instagram personal branding, social media personal branding). The researcher repeated the process of reviewing the reference list to identify additional articles for inclusion.

2. Classifying Articles and Data Collection

From the collected articles, researchers categorised the published keywords from the table of contents for the book or keywords for each journal.

3. Collecting Data Based on Sorted Keyword Classification.

Researchers compiled a collection of data based on keywords in accordance with systematics to answer the problems in this study.

4. Conducting Documentation

Documentation was conducted for one month, namely during January 2024 by observing Tasya Farasya's image and video upload activities and documenting the uploaded content to be used as research data.

5. Data Analysis

From the data found, the researcher analyses how the shared content consistently reflects personal branding in accordance with the first three points of the concept of rules for building personal branding according to Montoya using descriptive analysis and discourse analysis. The first three points of the concept of personal branding rules are used as a knife to analyse the data obtained from observations and previous literature, then researchers draw conclusions.

3. RESULTS AND DISCUSSIONS

During the month of January 2024, Tasya Farasya uploaded 33 posts and included three stories features in the highlights of her Instagram account. The variety of content uploaded includes beauty product reviews and promotions, personal experiences, video trends that are currently busy on other social media, dress-up tutorials, fashion ideas, and the release of her own beauty brand products. Some aspects of Tasya Farasya's personal branding rules discussed are Law of Specialisation, Law of Leadership, and Law of Personality.

Law of Specialisation

To strengthen personal branding, it is necessary to develop in several aspects, namely ability, behaviour, lifestyle, mission, product or creation, profession, and service (Montoya in Lambe et al., 2021). In the concept of specialisation, Tasya Farasya's personal branding includes all the aspects mentioned above, but the most striking are abilities, lifestyle, and products or creations. Despite this, the author still explains all aspects of Tasya Farasya's specialisation.

Tasya Farasya does her personal branding on Instagram by showing her ability to dress up. This ability is expressed in tutorial content or teaching to make certain makeup looks. Furthermore, she also reviews and promotes beauty products according to her personal usage experience, so that she is able to find the advantages and disadvantages of the product. In addition, Tasya Farasya has her own beauty brand which was released in 2022 under the name "Mother of Pearl" or commonly referred to by the abbreviation MOP.

On 18 January 2024, Tasya uploaded a video tutorial to make makeup as worn by the bride of Prince Mateen Bolkihah of Brunei Darussalam, Anisha Rosnah binti Adam. This upload managed to get 95,186 likes, as of 17 February 2024 and can still increase over time.



Figure 1. Instagram account @tasyafarasya

Before making a makeup tutorial, Tasya Farasya analyses the type of makeup to be imitated. Her ability to analyse the type of makeup helps her to improve the suitability of her makeup. Furthermore, Tasya shows how to make her makeup step by step, interspersed with entertainment so that the video does not seem boring.



Figure 2. Makeup tutorial on Instagram account @tasyafarasya

Tasya Farasya's interesting and entertaining makeup tutorials have been praised in the comments feature. Instagram user @nunet__ said in one of Tasya Farasya's uploaded video comments, "You raise the editor's salary, I love watching the video, it's not boring 🥰". A similar expression towards Tasya Farasya's editor was also made by Instagram user @poetrygladies, "🥰🥰🥰🥰🥰🥰 TETEEEP NGAKAAAKKKKK EDITOR EDYAN 🤪🤪🤪 TOLOOONG SAKIIT PERUUT." In addition, many Instagram users also specifically praised Tasya Farasya's makeup skills and beauty brand, as conveyed by @velfada, "MaasyaaAllah... Ka Tasya's skill to recreate makeup is no doubt.. cool bgt memong 🥰🔥" and @lianty31 "Roseate is also really good as eyeshadow, blush and lip 🥰🥰🥰 sungkem!!! @tasyafarasya loves her creamblush @mop.beauty 🥰🥰🥰". Comments made by the audience can be considered as compliments. Compliments often use adjectives and adjectival phrases and can be given in casual, formal, familiar, and consultative settings (Nisaa & Arimi, 2016). The compliment was directly given to Tasya Farasya and her team in a casual manner, seen from the use of adjectives and adjectival phrases such as "cool", "really saucy", and "edan" or "crazy" which are interpreted as positive expressions.

In addition to grooming content, Tasya Farasya also carries out personal branding as an influencer in the beauty field through fashion idea content. Like her upload on 23 January 2024 with the title "POV: You're in a K-Drama Movie" or describing clothing as if it were in a Korean drama entitled "Penthouse". Tasya Farasya showed that she liked the Korean drama through her caption "guess what my name would be if I was in the drakor?"

kim her mes times yes WKWKKWKWK. which look is the most penthouseeee (still crazy penthouse) ?!?!?!?!". The phrase "still crazy about Penthouse" shows that she is crazy about the drama..



Figure 3. Fashion ideas on Instagram account @tasyafarasya

Korean Style is characterised by bright colours and is easy to combine with any fashion clothing and is suitable for Indonesia's tropical climate and fashion sense (Muhaditia dkk., 2022). Tasya Farasya's post received 47,693 likes and 621 comments, proving that the content was quite popular. The post matches the well-known Korean pop phenomenon, where Indonesia ranks third after Thailand and South Korea as the biggest fan of Korean pop culture (Won, 2020).

Tasya Farasya's other content that is considered unique is a video she uploaded on 13 January 2024 in the form of a half-face makeup tutorial. The uniqueness of the content makes the audience not bored watching her uploads. In this upload, Tasya used products from various brands, including her own beauty product brand, "Mother of Pearl" or MOP. Even so, Tasya still clearly mentions the product series name of products that are not her own brand. In addition to promoting her own beauty brand, this is due to Tasya Farasya's personal interest in beauty products from other brands that she uses.

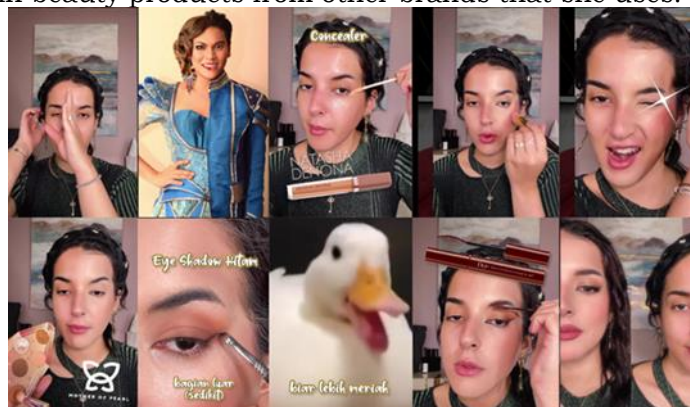


Figure 4. Makeup tutorial on Instagram account @tasyafarasya

Tasya Farasya's ability to promote products can be seen from the way she packaged the promotion in a video tutorial, which as usual got the attention of many audiences. Tasya mentioned in the description of one of her video uploads that she only uses products

from the "Somethinc" brand, which is not her personal brand. In addition to the description, Tasya also mentions all the product series she uses explicitly in her video.



Figure 5. Promotion of certain makeup brands in @tasyafarasya's tutorials

The ability to find opportunities to promote a brand makes Tasya Farasya's personal branding also attracts beauty product companies to continue working with her.

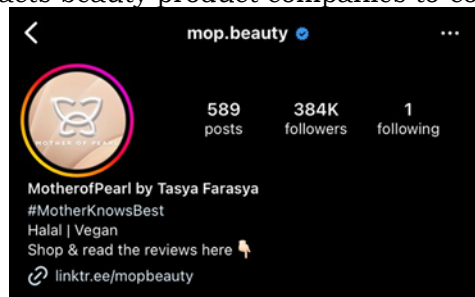


Figure 6. Instagram account of Tasya Farasya's brand Mother of Pearl

Aside from her profession as an influencer, Tasya Farasya also gives a portion to promote or release a product series from her personal brand, "Mother of Pearl" or MOP, in between her Instagram posts. "Mother of Pearl" itself has a business Instagram account with the username @mop.beauty where all information about its product series is displayed. Even so, Tasya Farasya also often features her products in Instagram posts and even creates special content for product releases. Tasya released two products in a video uploaded on 11 January 2024, namely blush products in the form of cream and powder or sprinkle. In the video, Tasya promotes her product claims, displays the number of colours she has, and provides information on how to apply the product in a way that is best and most comfortable for her. In addition, Tasya also shows the end result of using the product to prove that her product lives up to its claims. As an online celebrity, Tasya Farasya already has a target market ranging from her followers on social media to people who watch her content either intentionally or through social media algorithms. By seeing promotions and product reviews that are thorough and include the practice of using the product, the purchase interest increases. This is in line with Soklovia and Kefi's research in 2019, that there is a psychological relationship between potential consumers and product marketing by online celebrities and has a significant impact on purchase intention (Mumtaz & Saino, 2021).



Figure 7. Private brand product release on Instagram @tasyafarasya

Law of Leadership

As an influencer, Tasya Farasya plays an important role in leading those who follow her, especially in beauty and fashion trends. Based on the trust in Tasya Farasya as a person who understands fashion and beauty trends, it is not uncommon for people to ask Tasya directly through the message feature on Instagram about the products she uses. This shows that Tasya is someone who is used as an example by the people who follow her. Tasya uploaded a story on 8 January 2024 which was then included in her highlights entitled "SPILL2". Spill in English means to leak, or in this context Tasya leaks the products she uses and thinks are good to be imitated by people who see and need similar products. The post contains a snippet of someone's message asking Tasya to "spill" the clothes she wears, then Tasya puts a link that leads directly to the menu for purchasing the clothes through the store that sells them.



Figure 8. Highlights on @tasyafarasya's instagram account

An influencer like Tasya Farasya can easily lead the people who follow her through the influence she brings. An influencer can be an opinion leader, where an opinion leader can be defined as an individual who has a major influence on the decision-making of

others. Opinion leadership is related to the extent to which a person is perceived as a role model for others, the extent to which the information provided is considered interesting, and the level of persuasiveness (Casaló dkk., 2020). In addition to the one post discussed above, there were many similar posts starting from 2022. The overwhelming amount of similar content required Tasya to create two highlights with the same title "SPILL2" on her Instagram account. This shows that Tasya is considered a role model and a trustworthy person for people to follow.

Law of Personality

The personality displayed when building a good personal branding is a personality that is in accordance with the original or not made up (Lambe dkk., 2021).. Tasya Farasya is trusted by the public because as an influencer, she always shows her true personality starting from the content of her content to when interacting with her followers. On Instagram, Tasya often displays her funny and frontal personality when speaking which is then supported by the editor team's ability to convey it to the audience by inserting pieces of images and joke videos or changing the sound of the video. This is Tasya Farasya's quality because many of the audience feel that Tasya's style keeps them entertained and not bored when watching her content.



Figure 9. Instagram account @tasyafarasya

One of Tasya's posts on January, 8 2024 has the style of a comedy Instagram account upload. The post contains the words "one minute I feel like shit, next minute I'm the shit" and underneath are two photos of Tasya when she is crying and when she is fully dressed. The words describe the mood swings found in the two pictures underneath, namely "one minute I feel like shit, the next minute I'm the best". The word "shit" in English is a swear word when used as an evaluator, but it can also have a positive meaning indicating something extraordinary and can also mean "thing" (Lutzky & Kehoe, 2016). The mood swings supported by this funny photo are considered interesting by Tasya's followers, which can be seen from the comments column, user @bella.nhalim said, "I thought it was a dagelan account. It turned out to be a real account" as an expression that Tasya's uploads are the type of uploads usually displayed by comedy accounts. The personality displayed by Tasya Farasya reaps positive results and supports her personal branding on Instagram.

4. CONCLUSION

Tasya Farasya effectively utilizes her Instagram platform to strengthen her personal branding in alignment with the principles of specialization, leadership, and personality. Through a diverse range of content, including makeup tutorials, fashion ideas, and product

promotions, she showcases her abilities, lifestyle, and creations, particularly highlighting her own beauty brand, "Mother of Pearl" (MOP). Tasya's engaging and entertaining personality, combined with her expertise in the beauty and fashion industry, positions her as a trusted influencer and opinion leader among her followers. However, this study is limited by its focus solely on Tasya Farasya's Instagram account, and future research could explore her presence on other social media platforms or investigate the impact of her personal branding strategies on consumer behavior and brand engagement across various demographics. Additionally, longitudinal studies could provide insights into the evolution of Tasya's personal branding strategies over time and their effectiveness in maintaining audience engagement and brand loyalty.

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