

DAFTAR PUSTAKA

- Asur, S. , & H. B. A. (2010). *Predicting the future with sosial media. 1*, 492–499.
- Avicenna, F., & Budisuwita, T. Z. (2022). PERSONAL BRANDING TRAVEL BLOGGER MELALUI MEDIA SOSIAL INSTAGRAM (Analisis Isi Pesan pada akun @her_journeys). *Jurnal Netnografi Komunikasi*, 1(1).
- Carr, C. T. , & H. R. A. (2021). sosial media in political communication: A comparative study. *Journal of Digital Politics*, 9(2), 123–135.
- DANNA, S. (2021). *Pemanfaatan Aplikasi TikTok Sebagai Media Personal Branding Content*. <https://lib.mercubuana.ac.id>
- Djafarova, E. , & T. O. (2019). ‘Instafamous’–credibility and self-presentation of micro-celebrities on sosial media. *Information, Communication & Society*, 22(10), 1432–1446.
- Jamil, H., Hamad, I., & Sari, Y. (2023). Personal Branding Puan Maharani Pada Akun Instagram @Puanmaharaniri Menuju Pemilihan Presiden 2024. *Jurnal Pustaka Komunikasi*, 6(2), 205–217. <https://doi.org/10.32509/pustakom.v6i2.2631>
- Kadek Artana, I., Made Ariasa Giri, I., Tinggi Agama Hindu Dharma Nusantara Jakarta, S., & Tinggi Agama Hindu Negeri Mpu Kuturan Singaraja, S. (2024). Personal Branding Dharma Acarya Melalui Media Sosial YouTube. In *Jayapangus Press Metta: Jurnal Ilmu Multidisiplin* (Vol. 4). <https://jayapanguspress.penerbit.org/index.php/metta111>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of sosial Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Khedher, M. (2020). *Personal branding phenomena in the sosial media era: Self-presentation, trust and authenticity. International Journal of Business and sosial Research*. 10(4), 11–23.
- Kietzmann, J. H. , H. K. , M. I. P. , & S. B. S. (2020). sosial media? Get serious! Understanding the functional building blocks of sosial media. *Business Horizons*, 63(3), 275–284.

- Latifah, U. , & I. A. M. (2022). Analisis strategi impression management dalam membentuk personal branding selebgram melalui Instagram. *Jurnal Pendidikan Tambusai*, . *Jurnal Pendidikan Tambusai*, , 6(2), 15765–15777.
- Montoya, P. , & V. T. (2002a). *The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace*.
- Montoya, P. , & V. T. (2002b). *The personal branding phenomenon: realize greater influence, explosive income growth and rapid career advancement by applying the branding techniques of Michael, Martha & Oprah*.
- Montoya, P. , & V. T. (2021). *The brand called you: Make your business stand out in a crowded marketplace (Revised ed.)*. McGraw-Hill Education.
- Payanti, N. D. , P. W. D. , & N. E. (2021). Analisis kalimat imperatif video Dr. Richard Lee di Youtube dalam pembentukan personal branding dan dimanfaatkan sebagai bahan ajar teks prosedur. *EDUKATIF. Jurnal Ilmu Pendidikan*, 3(6), 4007–4013.
- Peters, T. J. , & W. R. H. (2020). *In search of excellence: Lessons from America's best-run companies*. HarperBusiness.
- Rahmah, S. (2021). Personal Branding Ganjar Pranowo untuk Membangun Komunikasi Politik di Media Sosial Instagram. *Jurnal Interaksi : Jurnal Ilmu Komunikasi*, 5(1).
<https://doi.org/10.30596/interaksi.v5i1.5584>
- Rampersad, H. K. (2008). *A new blueprint for powerful and authentic personal branding*. *Performance Improvement*. 47(6), 34–37.
- Sheldon, P., & Bryant, K. (2019). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, 89–97. <https://doi.org/10.1016/j.chb.2015.12.059>
- Sibona, C. , & W. S. (2019). *social media use in local government leadership*. *Journal of Public Affairs*, 19(3).
- Taylor, S. E. (1975). On inferring one's attitudes from one's behavior: Some delimiting conditions. *Journal of Personality and sosial Psychology*. *Journal of Personality and sosial Psychology*, 31(1), 126.

Thomson, M. (2021). Exploring personal branding strategies and personality styles in political marketing. *Journal of Political Marketing*, 9(2), 284–302.

Tuten, T. L. , & S. M. R. (2020). sosial media marketing (4th ed.). *SAGE Publications*.

