

DAFTAR PUSTAKA

BUKU

- Abidin, C. (2018). *Internet Celebrity: Understanding Fame Online*. United Kingdom: Emerald Publishing.
- Chayko, M. (2016). *Superconnected: The Internet, Digital Media, and Techno-Social Life*. Los Angeles: SAGE Publications.
- Creswell, J. W., & Creswell, J. D. (2017). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. California: SAGE Publications.
- Denzin, N. K., & Lincoln, Y. S. (2017). *The SAGE Handbook of Qualitative Research (Fifth Edition)*. California: SAGE Publications.
- Haroen, D. (2014). *Personal branding*. Jakarta: PT Gramedia Pustaka Utama.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2019). *Qualitative Data Analysis: A Methods Sourcebook (Fourth Edition)*. California: SAGE Publications
- Montoya, P., & Vandehey, T. (2008). *The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace*. New York: McGraw-Hill Publishing.
- Schaffer, N. (2020). *The Age of Influence: The Power of Influencers to Elevate Your Brand*. New York: HarperCollins Leadership.
- Shimp, T. A. (2000). *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*. Orlando: Dryden.

JURNAL

- Afriluyanto, T. R. (2018). Fenomena Remaja Menggunakan Media Sosial dalam Membentuk Identitas. *KOMUNIKA: Jurnal Dakwah Dan Komunikasi*, 11(2), 184-197. doi:<https://doi.org/10.24090/komunika.v11i2.1365>
- Alassani, R., Göretz, J. (2019). Product Placements by Micro and Macro Influencers on Instagram. In: Meiselwitz, G. (eds) *Social Computing and Social Media. Communication and Social Communities*. HCII 2019. Lecture Notes in Computer Science(), vol 11579. Springer, Cham. https://doi.org/10.1007/978-3-030-21905-5_20.

- Girsang, C. N. (2020). The Use of Micro-Influencer on Social Media as Public Relations Strategy in Digital Era. *Ultimacomm: Jurnal Ilmu Komunikasi*, 12(2), 206-225. doi:<https://doi.org/10.31937/ultimacomm.v12i2.1299>
- Kádeková, Z., & Holienčinová, M. (2018). Influencer Marketing as a Modern Phenomenon Creating a New Frontier of Virtual Opportunities. *Communication Today*, 9(2), 90-104.
- Kaplan, A., & Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59-68. doi:<https://doi.org/10.1016/j.bushor.2009.09.003>
- Lois, D., & Candraningrum, D. A. (2021). *Personal branding* Content Creator di Media Sosial Instagram. *KONEKSI*, 5(2), 329-337. doi:<https://doi.org/10.24912/kn.v5i2.10331>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 1-16. doi:<https://doi.org/10.1080/15252019.2018.1533501>.
- Mita, T. (2022). Strategi Selebgram dalam Membangun *Personal branding* Melalui Pengelolaan Akun Instagram. *Jurnal PIKMA: Publikasi Media Dan Cinema*, 4(2), 130-140. doi:<https://doi.org/10.24076/pikma.v4i2.594>.
- Putri, K. Y., & Bimantoro, A. A. (2020). ANALISIS *PERSONAL BRANDING* RUBEN ONSU MELALUI INSTAGRAM (Studi Deskriptif Pada Akun Instagram @GeprekBensu). *JIKE: Jurnal Ilmu Komunikasi Efek*, 4(1), 31-34. doi:<https://doi.org/10.32534/jike.v4i01>
- Samatan, N., Prakosa, A., Robingah, & Napisah. (2024). *Personal branding* on Social Media Through Peter Montoya. *IJAM: International Journal of Advanced Multidisciplinary*, 3(1), 55-73. doi:<https://doi.org/10.38035/ijam.v3i1>
- Setiawan, R., & Audie, N. (2020). MEDIA SOSIAL INSTAGRAM SEBAGAI PRESENTASI DIRI MAHASISWI PENDIDIKAN SOSIOLOGI UNTIRTA. *Community: Pengawas Dinamika Sosial*, 6(1), 10-20. doi:<http://dx.doi.org/10.35308/jcpds.v6i1.1792>

Yovelin, V., & Paramita, S. (2023). Digital *Personal branding* dalam Membentuk Kredibilitas Content Creator. *KONEKSI*, 7(1), 231-239. doi:<https://doi.org/10.24912/kn.v7i1.21330>

SKRIPSI

Agustina, K. (2017). Analisis Strategi *Personal branding* Melalui Media Sosial Instagram. *Fakultas Komunikasi dan Bisnis. Skripsi*. Bandung: Universitas Telkom.

Ryansyah, M. (2023). *Personal branding* Zelfy Arifiany di Instagram: Analisis Deskriptif Pada Akun Instagram @zelfyarifiany. *Fakultas Dakwah dan Komunikasi. Skripsi*. Bandung: Universitas Islam Negeri Sunan Gunung Djati.

Shofa, S. D. (2023). Analisis *Personal branding* Ayana Moon di Instagram. *Fakultas Komunikasi dan Informatika. Skripsi*. Surakarta: Universitas Muhammadiyah Surakarta.

Widyastuti, D. A. (2017). Analisis *Personal branding* di Media Sosial (Studi Kasus *Personal branding* Sha'an D'anthes di Instagram). *Fakultas Ilmu Sosial dan Ilmu Komunikasi. Skripsi*. Salatiga: Universitas Kristen Satya Wacana.