

Analysis of Personal Branding Content Creators on @vinamuliana's Instagram Account

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Abstract. Advances in communication technology have given rise to social media platforms such as Instagram, which are now used for personal branding, one of which is Vina Muliana. Vina, a professional in the HR field at BUMN, is also successful as a content creator. With the Instagram account @vinamuliana which is followed by 1.4 million people, Vina actively shares educational content related to careers, including tips for applying for jobs, making CVs and job interviews. This research aims to analyze Vina Muliana's personal branding through her Instagram using the eight main concepts of personal branding according to Montoya. This research uses a qualitative descriptive method, focusing on personal branding analysis and the research object is the Instagram account @vinamuliana. Data was collected through observation and interviews, which was then analyzed using a classification based on the theory of eight personal branding concepts. The results show that Vina Muliana succeeded in implementing these concepts well through her content. Vina stands out in career discussions, showing strong leadership, a friendly and energetic personality, and distinguishing herself from other content creators with a focus on education. Consistency and determination in maintaining her personal branding, coupled with the ethics and good intentions that Vina shows, make her content very useful for her followers.

Keywords: Instagram, Content creator, Personal branding

INTRODUCTION

Over time, social media is now more focused on social networks. Social media refers to technology that connects individuals for collaboration, information exchange, and interaction through web content. Technological advances make it easier to access social media as a communication tool.

Social media is now easily accessible via applications on smartphones, allowing users to communicate anytime and anywhere. Smartphones provide various communication facilities such as SMS, email, and browsing, as well as access to social media. Therefore, expertise in communication technology is essential to understanding how to communicate effectively, making learning communication an urgent need. (Haryanto, 2021).

Instagram is a social media platform that is growing rapidly at the moment, which was first released by Kevin Systrom and Mike. The main feature they launched was the ability to share photos and videos easily, quickly and powerfully. Instagram has become one of the most popular and popular platforms among people. The origin of the name Instagram comes from combining the words "instant" and "gram" which was inspired by the word "telegram". This reflects the hope that the application can provide information quickly and instantly, as Telegram does (Pratama, 2018).

The social media platform Instagram focuses on visual content such as images and videos (Tamimy, 2017). With its various interactive features such as likes, comments, and direct messages, Instagram creates a dynamic social environment, allowing users to connect, interact, and share experiences creatively.

According to the latest report from Napoleoncat, in February 2024, the number of Instagram users will reach 88,861,000 users in Indonesia, which is equivalent to 31.6% of the total population. The majority of Instagram users in Indonesia are women, reaching a proportion of 54.8%, with the majority in the age range of 25 to 34 years, reaching 35,400,000 people. Apart from that, there are differences in the number of users based on gender in the 18 to 24 year age range, where women are

more dominant with a number reaching 12,300,000 people. Previous researchers argue that Instagram acts as an interesting and informative communication medium, which can have a positive impact on its users (Pratiwi & Hariyanto, 2022).

Currently, the profession as a content creator has become increasingly popular. This profession is tasked with producing content in various forms, including writing, images, sound, video, or a combination of several of these elements. This content is intended for the media, especially in the form of digital media such as YouTube, Instagram, Blogger, and various other social media platforms (Sayugi, 2018). A content creator no longer has to be a public figure or celebrity who is already famous. Those who achieve fame through their skill and creativity in creating content can also be recognized as content creators.

The duties of a content creator include collecting ideas and data, as well as conducting research to design concepts that will be used as content. After that, they will create content that matches the desired identity and branding, with the aim of meeting the agreed targets. The knowledge required in this profession includes an understanding of media production, communication, and distribution techniques and methods. It also includes the option to provide information and entertainment to audiences through writing, oral presentations, and visual media.

Knowledge of techniques, tools, and design principles is an integral part of the process of creating accurate technical plans, blueprints, drawings, and models required in this profession. Apart from that, a content creator is also expected to have broad multitasking abilities, both in soft skills and hard skills. They must be able to write in an attractive style for marketing purposes, and have the ability to collaborate because the success of a content creator does not only depend on the individual. They build networks with fellow content creators to create content that their audience can enjoy. For example, on the YouTube platform today, many content creators collaborate to increase the number of their subscribers, while learning from the success of each content.

Vina Andhiani Muliana, SP, MIK, or better known as Vina Muliana, is a professional in the field of Human Resources (HR) at a State-Owned Enterprise (BUMN) who has achieved success as a content creator. Vina started her career in the world of creative content in February 2021. Vina Muliana, known by her Instagram account @vinamuliana, has attracted attention with 1.4 million followers and has been verified. Where Vina actively shares her daily moments by uploading photos and videos on the platform. As an influencer, the main focus of his content is education, especially in terms of career-related tips, the job application process, CV preparation and job interviews. All this information is conveyed in detail via the social media platform Instagram. His educational background at Padjadjaran University in 2014, as well as the communication science study program at the London School of Public Relations, has made a major contribution to the success of his content in providing benefits to many people.

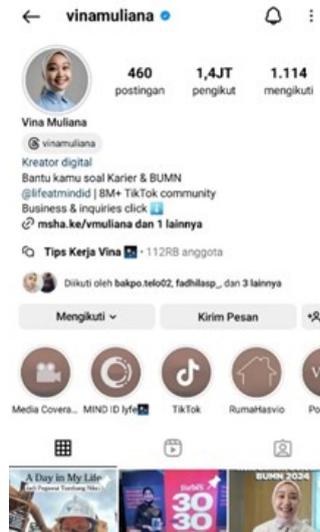


Figure 1

Source: Vina A. Muliana's Instagram account @vinamuliana (visited April 4, 2024)

Vina Muliana's name has gone viral on various social media platforms because she often produces content that provides assistance to people who are having difficulty finding work, especially for those who have minimal knowledge in this matter. To date, Vina has succeeded in achieving success as an influencer and content creator, even receiving the 2021 Indonesia Awards in the Best of Learning and Education category which was held on February 25 2022. In the same year, Vina Muliana was also listed in the 20 Under edition 30th annual Forbes Indonesia in the fields of Media, Marketing and Advertising.

Previous research entitled "The Role of Vina Muliana's TikTok Content in Career Education for Surabaya Teenagers" concluded that Vina Muliana played an important role in career education and had a significant positive impact. Through her content, Vina provides inspiration, practical information about the world of work, and explains the skills needed. The content is easy to understand and structured, accessible to many people, making it easy to share information about the world of careers. Vina Muliana also helps overcome the lack of formal education by providing access to information sources for those who do not receive formal career education. (Ningtyas, Zafira, & Zahria, 2023).

The background of this research is based on a phenomenon that has experienced rapid development in the use of social media, especially Instagram. Currently, Instagram is used as a platform for personal branding, including by content creators. This is because Instagram is not only a platform for sharing moments, but also a place where personal branding can be developed and introduced to the public. In building personal branding, you need a tool to express your thoughts, ideas, activities or skills, and the internet is a very useful tool for this purpose (Erik Deckers, 2012). This statement supports Schawbel's view which states that everyone can easily develop and promote their personal branding through their own website (Schawbel, 2015). The internet provides the opportunity for anyone to share information with other internet users through various forms, such as writing, images or videos, as well as creating platforms such as blogs which become a forum for online discussions and creative writing (Erik Deckers, 2012).

In the Indonesian context, brand is defined as a brand. A brand can be a brand stamp, symbol or logo that is used as an identifying identity (Silaban et al., 2019). However, nowadays, the concept of branding is no longer limited to just products or institutions. Individuals can also carry out personal branding, which is an effort to build their own image. Currently, personal branding has a bigger and more significant impact than a company brand. This is because in general people tend to trust individuals more than companies, and people tend to choose to interact or do business with someone they feel comfortable with (Peter Montoya, 2008).

Personal branding is a strategy often used by individuals to shape their image in the eyes of the public through various social media platforms, with the aim of increasing their influence and reputation in a specific field. The personal branding process involves using oneself or one's career as a brand, which is done regularly to introduce oneself to others and increase public awareness (Johnson, 2017). Individuals who manage personal branding wisely have the opportunity to achieve the level of popularity they expect. Personal branding is also the key to increasing the value of an individual's character, thereby creating an identity that differentiates them from others. The personal branding process forms social perceptions about the values possessed by individuals, such as skills, personality, or other values, and creates a positive view of society which is used as a tool to build market share (Lois & Candraningrum, 2021). Through personal branding, individuals become the first people that other people think of when they are looking for or need certain potential, qualities or values possessed by that individual (Hood, 2006; William Arruda, 2010).

According to Montoya (2002), there are 8 concepts for forming a person's personal branding, namely:

1) Specialization (*The Law of Specialization*)

The main characteristic of strong personal branding is precision in specialization, focusing on one particular strength, skill, or achievement. Specialization can be done in several ways, namely:

- a. *Abilities*, for example having a strategic vision and good starting principles.
- b. *Behaviour*, for example having the ability to lead, generosity, or the ability to listen.
- c. *Lifestyle*, for example living on a boat (not at home like most people), taking long trips by bicycle.
- d. *Missions*, for example helping others beyond their perception of themselves.
- e. *Products*, for example a futurist who can create an innovative workplace.
- f. *Profession (niche within niche)*, for example a leadership coach who is also a psychotherapist.
- g. *Service*, for example a consultant who works as a non-executive director.

2) Leadership (*The Law of Leadership*).

Basically, people want someone who influences them. They look for a leader who can reduce feelings of uncertainty and provide clarity. Forming leadership elements does not require individuals to be the best in every field. Leadership can be established through excellence (being recognized as an expert in a particular field), position (holding an important position), or recognition (such as awards for special achievements).

3) Personality (*The Law of Personality*)

Effective personal branding displays an individual's personality in all its aspects, including strengths and imperfections, because other people tend to prefer the authenticity of individuals

who show weaknesses like real humans. This concept is in contrast to the concept of leadership which emphasizes the importance of having an excellent personality.

4) Difference (The Law of Distinctiveness)

To build a successful personal brand, it is important to make a standout impression by differentiating yourself from others in the same field or business.

5) Appearance (The Law of Visibility)

To achieve success, personal branding must be consistent and continuously visible until it reaches the desired level of recognition. This consistency is considered more significant than simply having certain skills. Although many people have similar skills, what is key is how individuals can make themselves stand out from others.

6) Unity (*The Law of Unity*)

A person's personal life must be in harmony with the values and behavior that have been explained through the personal branding that has been created.

7) Persistence (The Law of Persistence)

Developing a personal brand is a time-consuming effort, so it is important for individuals to maintain consistency with the initial personal brand that has been formed, without hesitation or desire to change it.

8) Good Intentions (The Law of Goodwill)

The influence of personal branding will be more significant if the individual is viewed in a positive light.

Personal branding being effective requires undeniable authenticity, including the ability to admit weakness in public. However, unfortunately, many individuals tend to attempt to hide their weaknesses or even worse, they may resort to attacking, denying, or even ignoring those weaknesses, rather than focusing on developing their strengths. Personal branding emphasizes the need for each individual to be prepared to undertake challenging and honest self-evaluations (Montoya, 2002).

According to Haroen (2014), building personal branding has a number of advantages, including:

1. Create uniqueness

Building differentiation is a crucial aspect for personal brand success.

2. Establish position

In any competitive environment, placement is critical to achieving success. The brand that is prepared through the branding process will determine the position of the personal branding actor among other competitors.

3. Strengthening public perception of the brand being conveyed

A brand is not only about reality, but also about perception that must be built from scratch.

4. Build trust

Trust is a key factor. If someone likes us, they might just approach us, but if they trust us, they will choose us.

5. Conveying a message to the public that our existence (brand) is a solution to their problems or needs, so that personal branding practitioners can persuade people to support and choose them.

Several previous studies became references in this research. One of them is a journal entitled "Personal Branding Content Creator on Instagram Social Media", which examines the personal

branding of a content creator named Titan Tyra. The findings of this research conclude that by applying the right concept of forming personal branding, a person can build a strong self-image, consistent, and influential on social media platforms such as Instagram (Lois & Candraningrum, 2021). Another journal is "Analysis of Celebrity Personal Branding on Instagram Social Media (Qualitative Descriptive Study of the Instagram Account @dindamauliana)", which aims to analyze the personal branding carried out by Dinda Maulina via her Instagram media account (Karina, 2020). Apart from that, there is a journal with the title "Analysis of Personal Branding of Celebrity Vincent Raditya on Instagram", which concludes that through personal branding it includes achievements and excellence in the world of aviation as well as its social spirit in the world. community, Vincent Raditya succeeded in building a strong image in the minds and hearts of the community and the audience who saw it (Melisa, 2020). The final journal that is used as a reference is "Instagram as a Personal Branding Tool in Shaping Self-Image (Study on the Bara Pattiradjawane Account)", which concludes how important it is to apply the 8 concepts of forming personal branding optimally so that the personal branding you want to create can be achieved in accordance with the goals.

Based on the background above, this prompted the researcher to take the following title "Analysis of Personal Branding Content Creator on Instagram Account @vinamuliana". This research aims to find out and analyze personal branding carried out by a content creator named Vina Muliana through Instagram social media which is based on 8 main concepts for the formation of personal branding (the eight laws of personal branding).

RESEARCH METHODS

The method used in this research is a qualitative method descriptive. The subject of this research is Personal Branding Content Creator Analysis, while the research object is the Instagram account @vinamuliana". The objects analyzed in this research are photos and videos published on the Instagram account @vinamuliana. The selection of objects is based on initial observations which show that Vina Muliana's Instagram account has started to receive attention since 2021 and continues until now.

Data collection was obtained through observation and interviews. Observation is a process that begins with observation and is followed by systematic, logical, objective and rational recording of various phenomena in real or created situations (Kristanto, 2018). Data collection through observation was carried out through direct observation by researchers of photo and video content uploaded on Instagram @vinamuliana as well as other publications containing interviews with Vina Muliana. Meanwhile, interviews were conducted in-depth with sources, namely several followers of the Instagram account @vinamuliana. To analyze the data, a series of classification processes were carried out by developing codes to describe the information obtained. Next, the researcher created several categories that facilitate data analysis based on a theoretical framework, namely the eight main concepts for the formation of personal branding (the eight laws of personal branding) proposed by Montoya.

RESULTS AND DISCUSSION

From the photo and video material that Vina Muliana uploaded to her Instagram account @vinamuliana, researchers were able to evaluate her personal branding. Almost all of the material he

posts focuses on work aspects. Below is an analysis of the eight concepts for forming personal branding according to Montoya (2002) on the Instagram account @vinamuliana:

1) Specialization (The Law of Specialization)

Vina Muliana's Instagram contains almost all photos and video content about the world of work, for example tips and tricks when interviewing and how to make a curriculum vitae (CV).

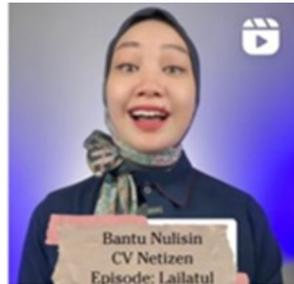


Figure 2

Source: Vina A. Muliana's Instagram account @vinamuliana

From the results of interviews with account owners @aqsalfruloh and @safirafrd, it was said that Vina Muliana often uploads video content containing education about work. Where this ability is a specialty in forming personal branding. Personal branding can be said to be successful if it is appropriate to a particular specialty, skill or achievement (Putri & Febriana, 2023). Thus, Vina Muliana's ability to upload educational video content about work is a specialty that has succeeded in forming appropriate and effective personal branding.

2) Leadership (The Law of Leadership)

A personal brand that has strength and self-confidence that allows someone to become a leader that is reflected in their individual excellence.



Figure 3

Source: Vina A. Muliana's Instagram account @vinamuliana

Based on interviews with account owners @vididwianasari and @oktha2610, Vina Muliana is very suitable to be a leader. This can be seen from some of her content which shows Vina's very responsible attitude, both at work and in creating content. Personal branding that has strength and credibility can make someone considered a leader who emerges from their own perfection (Putri & Febriana, 2023). In this way, Vina Muliana's personal branding shows strong and trustworthy leadership qualities, making her suitable as a leader who is formed from her own perfection.

3) Personality (The Law of Personality)

Personal branding which effectively reflects all aspects of an individual's personality, not only highlighting strengths or excellence, but also recognizing imperfections. As a content creator, Vina Muliana is not trapped in "star syndrome" behavior that glorifies herself.



Figure 4

Source: Vina A. Muliana's Instagram account @vinamuliana

From interviews with account owners @annisafebriani_ and @fadhilasp_, it was said that Vina Muliana is known as an energetic and humble person. Being a content creator does not make Vina Muliana a sufferer of star syndrome. It can be seen from the positive comments of her followers and it is not uncommon for Vina Muliana to reply to these comments. Strong personal branding is based on the presence of an authentic figure and accepting imperfections as part of oneself (Chania, 2023). Thus, Vina Muliana is known as an energetic and humble content creator based on the results of interviews and positive responses from her followers.

4) Difference (The Law of Distinctiveness)

To achieve success in personal branding, a person must be able to give a unique impression by differentiating himself from other people in a similar field or industry. The content uploaded to content creator Vina Muliana's Instagram account is very prominent because it is different from other content creator Instagram accounts. On the @vinamuliana Instagram account, there is content that provides useful information about the world of work for its followers.



Figure 5

Source: Vina A. Muliana's Instagram account @vinamuliana

Based on the results of interviews with the account owners @Faraadiilla and @dheaalinda, they said that the content uploaded by Vina Muliana on her Instagram was different from other content creators. This is how Vina Muliana introduces herself, thus making her personal branding stand out from the others. Vina chose career and BUMN as the theme of her content so that her work stands out or has distinctive characteristics compared to other educational content creators (Chania, 2023). Thus, the unique and different content uploaded by Vina Muliana on her Instagram account is the main key in making her personal branding more prominent and effective compared to other content creators.

5) Appearance (The Law of Visibility)

One strategy for building effective personal branding is to be consistent and sustainable, so that the individual's personal branding can be widely known.



Figure 6

Source: Vina A. Muliana's Instagram account @vinamuliana

From the results of interviews with the account owners @safirafrd and @dheaalinda, it was said that Vina Muliana published herself via social media Instagram and did so consistently. In every content upload, Vina always wears casual clothes but remains elegant and polite. One strategy for creating effective personal branding is to do it consistently or continuously so that one's personal branding is known (Putri & Febriana, 2023). Thus, Vina Muliana publishes herself consistently on Instagram by wearing casual but still elegant and polite clothing, which is an effective strategy in forming a prominent personal brand.

6) Unity (The Law of Unity)

A person's daily life must be in line with the principles and behavior that have been realized through the personal branding that has been built. The personal branding created by Vina Muliana through Instagram does not conflict with her real life.



Figure 7

Source: Vina A. Muliana's Instagram account @vinamuliana

From interviews with account owners @vividwianasari and @safirafrd, it was stated that the personal branding that Vina Muliana built through Instagram does not conflict with her real life. This can be seen from the content videos which show a neat appearance and good public speaking. The personal branding that Vina Muliana built through her video content is in line with her real life (Putri & Febriana, 2023). Thus, Vina Muliana's personal branding on Instagram does not conflict with real life.

7) Persistence (The Law of Persistence)

Because building a personal brand takes a long time, individuals need to be consistent with the self-image they have formed without hesitation or desire to change it. In this case, Vina Muliana has had a career as an influencer and content creator for approximately 3 years.

From interviews with account owners @Faraadiilla and @aqsalfruloh, Vina is trying to maintain what she has built and achieved during her life's journey. Apart from that, Vina always follows trends and is always up to date to maintain personal branding through her Instagram. And not once or twice, the content uploaded by Vina Muliana on the Instagram account @vinamuliana has been liked by many viewers, including her followers. Vina's long process requires persistence in personal branding that was built from the start without any hesitation in changing it. Vina maintains her personal brand as an educational content creator, and in accordance with the duties of educational content creators, namely collecting ideas, data, conducting research and creating concepts for content (Chania, 2023). In this way, Vina Muliana has succeeded in maintaining and developing personal branding through her Instagram account with consistency in following trends and always being updated.

8) Good Intentions (The Law of Goodwill)

The influence of personal branding will be greater if the individual is perceived positively. On the Instagram platform @vinamuliana, Vina consistently displays a good attitude and positive behavior. He maintains his reputation by sharing content that he hopes will benefit everyone who watches his content.



Figure 6

Source: Vina A. Muliana's Instagram account @vinamuliana

Based on the results of interviews with the account owners @dheaalinda and @safirafrd, they said that the content of Vina's content uploaded to the Instagram account @vinamuliana really helps viewers of her content who are struggling to find work. Apart from that, Vina Muliana always shows good ethics and behaves positively. Vina Muliana always gets positive comments, because apart from being entertaining, her content also has good values so that it has a positive influence on netizens (Chania, 2023). Thus, the content uploaded by Vina Muliana on the Instagram account @vinamuliana has a positive impact by helping her audience in finding work, while Vina also shows good ethics and positive behavior, maintaining her image and good name.

CONCLUSION

From the results of the analysis of eight concepts for forming personal branding according to Montoya, it can be concluded that Vina Muliana has succeeded in building a strong and consistent self-image through educational content about the world of work on her Instagram account. His focus on specialization, leadership, humble personality, as well as unique and different content, makes him a prominent content creator in the career and BUMN fields. Her expertise in creating content that is useful and relevant to trends proves Vina's determination and commitment to the personal branding that she has built over three years.

Apart from that, Vina's personal branding also reflects her real life, which is demonstrated through a positive attitude and consistency in maintaining a good reputation on social media. His content is not only entertaining, but also helps his followers, especially in finding work. By following the latest trends and always updating its content, Vina Muliana has succeeded in maintaining a positive image that has a good influence on its viewers.

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understanding and development of personal branding in the era of social media such as Instagram. We hope that this research can provide benefits for the development of communication science and practice.

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