

# Qualitative content analysis of Instagram social media @Perhumasmudayk as a form of Corporate Branding

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## ABSTRACT

### Keywords

Public Relations  
Corporate Branding  
Instagram  
PMY  
Image

Corporate Branding has become one of the most important aspects of introducing an institution to the public. However, over time, corporate branding has become easier to develop through social media platforms such as Instagram. Instagram is currently one of the most popular social media platforms in the world, with over one billion active users every month. It can also be used as a social media platform to develop branding and enhance the image of a company or institution. PERHUMAS Muda Yogyakarta is one institution that uses Instagram as a means to establish corporate branding. This research discusses the content analysis of the Instagram account @perhumasmudayk as a form of corporate branding. The research adopts a qualitative research method and utilizes Krippendorff's content analysis theory. Based on the content analysis of the Instagram account @perhumasmudayk, it is evident that PERHUMAS Muda Yogyakarta has successfully implemented its corporate branding through Instagram. The brand identity of PERHUMAS Muda Yogyakarta is strengthened through consistent use of keywords and hashtags in their Instagram posts, interaction with followers through informative posts, consistent visual design in terms of writing style and color selection, as well as the accuracy in forming post categories that facilitate followers in remembering PERHUMAS Muda Yogyakarta, thus building a stronger image and identity.

## 1. Introduction

Instagram is a social media platform that was acquired by Facebook in 2012 (Susilo et al., 2019). One of the media used to build an organizational image is an Instagram account (Hadit Prasetyo & Purnamasari, 2021). Instagram is a highly popular social media platform, especially among the younger generation, and it has become one of the most popular media platforms in the world, with over one billion active users every month (Helianthusonfri, 2020).

The large number of Instagram users has led to its adoption not only by individuals but also by companies, businesses, and organizations to promote their instances and enhance their branding image. Social media can be used as a tool to provide information to the public (Fitria Avicenna & Theresia Zabrina Budisuwita, 2022). One such example is the public relations organization based in Yogyakarta, known as PERHUMAS Muda Yogyakarta.

PERHUMAS Muda Yogyakarta is an organization engaged in public relations. As a young organization, PERHUMAS Muda Yogyakarta needs to develop its branding to establish a positive organizational image, making it recognizable and respected as a professional and competent entity (Tikka Muslimah, Sussane Dida, 2021). Instagram, as a social media platform with the function of building corporate branding, is also utilized by PERHUMAS Muda Yogyakarta to shape and establish its image within corporate branding (Butar Butar & Fithrah Ali, 2018).

According to De Chernatory (Tarisha et al., 2023), corporate branding is defined as a brand that represents a company, where corporate values are extended to various categories of products or

services (Acuti et al., 2018). The presence of internet technology and social media also aids individuals, institutions, and organizations in branding themselves and serves as an easily accessible platform for global promotion due to the widespread use of social media through the internet (Rico Muhamad Zen & Ani Yuningsih, 2022). Social media is used as a tool for self-expression and self-presentation, utilizing various formats such as news (information), images (photos), or even videos (Susilowati, 2018).

The advancement of information technology has contributed to the progress of communication technology, making it easier for individuals to communicate despite long distances. The development of communication and information technology has become central to various human activities worldwide (Arindita, 2019). With technology enabling communication over long distances, there are now numerous ways of promotion to further support the development of technology and information, such as marketing (Keller, 2016).

Social media has become a dynamic force in society, rapidly evolving in accordance with current technological developments, thereby influencing media text. It is not just a place for sharing information but also for communication and forming imitative behavior, as presented in media messages, including the language style used in the media (Tarisha Desmora Mahpudin, Siti Nur Santi, 2023). The use of the Instagram social media platform needs to pay attention to the characteristics so that it can reach the desired target, especially to reach a wider target. (Rico Muhamad Zen & Ani Yuningsih, 2022).

Instagram @perhumasmudayk if you pay attention to the visuals, it uses a color tone that is characteristic of PERHUMAS Indonesia. Instagram @perhumasmudayk uses the dominant colors red and white. Keeping up with current design trends, Instagram @perhumasmudayk uses a fairly clean and simple design style. The use of existing image assets always uses original images, not in the form of vectors. The font used is always the same in all posts, namely using a montserrat type font.

The ease of communication through Instagram has made social media easily accessible for sharing and receiving photos, videos, and text, all through internet technology. Internet and social media facilitate users in creating and disseminating their own content. The function of this media as a communication channel is of course needed by all elements of society (Marissa et al., 2022). According to (Richardson et al., 2018), social media is a suitable digital social reality for research. Some of the popular social media platforms being used today include Instagram, Tik-Tok, Twitter, Facebook, and others.

Therefore, the researcher aims to investigate the Instagram account @perhumasmudayk to understand the types of content posted by PERHUMAS Muda Yogyakarta on their Instagram account and how they shape corporate branding to project their organizational image through this media. In this study, qualitative content analysis will be employed to analyze the content posted on the Instagram account of PERHUMAS Muda Yogyakarta.

## 2. Method

This study employs a qualitative descriptive analysis method. Qualitative research still requires a theoretical framework but is not aimed at testing theories (Lexy J. Moleong, 2018) (Mulyana, 2013). The subject of this research is the Instagram account @perhumasmudayk, while the object of the research is the form of corporate branding in the posts on the Instagram account @perhumasmudayk. Content analysis theory according to (Krippendorff, 2018) which explains that content analysis becomes a research technique to provide inferences about the meaning of texts or through reliable procedures, can be applied to different domains (replicable), and is valid (Panjaitan & Harahap, 2021).

Data collection techniques using observation techniques, documentation and literature study. The researcher observed using Krippendorff's content analysis theory by analyzing the content and results of content that had been uploaded to the feeds of the Instagram account @perhumasmuday in forming a corporate branding. The data collected using Krippendorff's content analysis theory is organized by the researcher, who then categorizes the acquired data. Afterward, the researcher correlates the data with six indicators of corporate branding, including: (1) People, (2) Values &

Priorities, (3) Innovation, (4) Perceived Quality, (5) Concern for Customers (Klaus Krippendorff, 1993).

### 3. Result and Discussion

PERHUMAS Muda Yogyakarta is making efforts to build branding for their organization by leveraging a popular digital media among young people, Instagram. The Instagram account @perhumasmudayk is currently managed by the Creative Strategist Department. Instagram is used as a platform for branding, gaining brand awareness, and shaping the organization's image in society (Benedek, 2018). At present, the Instagram account @perhumasmudayk has 939 posts, 2,466 followers, and follows 189 accounts. The content presented on this Instagram account is appealing to the target audience, especially students in the Yogyakarta Special Region, as it pertains to the field of public relations for beginners.



Figure 1. Instagram profile @perhumasmudayk

source : Instagram @perhumasmudayk

Throughout this research, the researcher followed six stages of Krippendorff's content analysis theory, which were applied during the study, and the following outcomes were obtained: (1) Unitizing, (2) Sampling, (3) Recording or coding, (4) Reducing, (5) Abductively Inferring, and (6) Narrating. After successfully analyzing the data in-depth, the research questions were answered, and the findings provided information about the utilization of Instagram as a social media platform for branding by PERHUMAS Muda Yogyakarta, presenting results and conclusions.

The focus of the categories of posts in this research, after going through the Krippendorff content analysis process, were identified as "Humas Bisa Apa?," "Kamis Kamus PR," and "Pena Digital Humas." These categories were then associated with the five indicators of corporate branding. In this study, these three categories of posts were elaborated upon in-depth with respect to the indicators. Overall, the research results indicate that PERHUMAS Muda Yogyakarta has created innovations in using Instagram as a tool to establish a corporate branding presence.

#### 3.1. Presenting the Results

In this study, the six stages of Krippendorff's content analysis will be elaborated in descriptive form, from unitization to narration. Subsequently, the researcher will associate the corporate branding process conducted by PERHUMAS Muda Yogyakarta during the latest period based on the identified categories with corporate branding indicators. Two examples for each category will be provided in this analysis.

##### A. Humas Bisa Apa (What Can Public Relations Do?)

In shaping a branding, a company or organization needs to consider what elements can enhance its image. This category aims to provide information related to the world of public relations so that its followers understand the world of public relations better.

The Corporate Branding PMY formation process in the post titled "What Can Public Relations Do - Types of Activities to Maximize PR Performance" on the Instagram account @perhumasmudayk provides information about activities that can improve public relations performance. When analyzed through the indicators of Corporate Branding, the form of corporate branding in the post titled "Types of Activities to Maximize PR Performance" is as follows.



Figure 2. Humas Bisa Apa? #2

Source: Screenshot of Instagram content @Perhumasmudayk

Retrieved August 3, 2023 at 20.05

**People** - In this post, @perhumasmudayk explains that in their work, public relations professionals need to engage in various types of activities. These activities are articulated by PERHUMAS Muda Yogyakarta on the Instagram post "What Can Public Relations Do - Types of Activities to Maximize PR Performance." Some of these activities include publicity and media relations, special events, and advertising. Through this, PMY emphasizes the importance of teamwork and contributions from members in executing their tasks.

**Values dan priorities** - This post also addresses the needs of the followers on Instagram (@perhumasmudayk). The content in the post titled "What Can Public Relations Do - Types of Activities to Maximize PR Performance" exemplifies the priorities of PERHUMAS Muda Yogyakarta in optimizing their public relations performance. When PERHUMAS Muda Yogyakarta engages in activities such as publicity and media relations, special events, and advertising, it broadens the understanding of the various activities that public relations can undertake to achieve their goals and optimal results.

**Innovation** - Though not specifically focused on innovation, this post provides extensive information that encourages followers to think creatively when executing their public relations tasks. The information provided by PMY serves as an effort to promote innovation in public relations practices.

**Perceived Quality** - This post offers clear information about various types of activities that public relations can undertake, such as "publicity and media relations, special events, and advertising." It reflects the company's commitment to delivering high-quality content to their Instagram followers. The use of relevant hashtags and a left-aligned design also demonstrates the company's efforts to create an attractive and consistent brand image..

**Concern For Customers** - An institution will always pay attention to how to build a branding, and they also need to know what their customers need. In the post "What Can Public Relations Do - Types of Activities to Maximize PR Performance," this still relates to public relations, where Instagram followers (@perhumasmudayk) continuously gain additional knowledge and skills through each post.

The process of PMY's corporate branding form in the post entitled "HumasBisaApa - "Public Relations Must be able to Maintain Internal Balance" in this post, the Instagram account @perhumasmudayk provides information about the activities that public relations does not only to maintain the company's image with the public and stakeholders but also to maintain its internal balance. If analyzed through the indicators of the form of corporate branding so that the form of corporate branding in the post entitled "PR must be able to maintain internal balance", 5 indicators of corporate branding are used, namely:



Figure 3. Humas Bisa Apa #3

Source: screenshot of Instagram content @Perhumasmudayk

Retrieved August 3, 2023 at 20.10

**People** - In this post, there is no direct information relating to existing group members. However, the theme of "internal balance" may reflect attention to the relationships between team members within the organization. An organization that cares about the well-being of its group and promotes teamwork can build a positive image of their attention to "people" in their branding strategy.

**Values and Priorities** - This post implies that maintaining internal balance is important, and not just about maintaining the company's image with the public and stakeholders. It could illustrate the company's prioritization of internal harmony and collaboration as part of their values. While this post does not specifically mention the company's values, the emphasis on internal balance could indicate the importance of values such as cooperation, communication, and positive reciprocity.

**Innovation** - This post is not directly related to innovation. However, as the content is more focused on internal balance, information relevant to innovation may not be disclosed in this post.

**Perceived Quality** - In this post, the use of a hashtag with an easy-to-remember design illustrates that PERHUMAS Muda Yogyakarta is trying to create a consistent and attractive image. In terms of the number of likes, the number of 102 likes shows that this post has received a positive response from the audience. Although the number of likes is not a direct indicator of the company's branding strategy, the positive response can reflect that the content of the post has managed to attract attention and gain support from the audience.

**Concern for Customers** - Although this post does not specifically mention customers, emphasizing the importance of maintaining internal balance in relationships with society and stakeholders shows concern for customer needs and satisfaction. Through internal balance, companies can create an environment conducive to providing good service to customers.



## B. Kamis Kamus PR (Thursday Dictionary Homework)

In forming a branding, a company or organization needs to think about what things can make its image good. This category focuses on providing explanations and definitions of terms and concepts in the field of public relations. Posts in this category aim to provide followers with a deeper understanding of PR topics.

The process of PMY's corporate branding form in a post entitled "KamisKamusPR - "Types of PR" in this post, the @perhumasmudayk Instagram account provides information about various types of public relations. If analyzed through the indicators of the form of corporate branding so that the form of corporate branding in a post entitled "types of public relations" uses indicators of corporate branding, namely.



Figure 4. Kamis Kamus PR #2

Source: screenshot of Instagram content @Perhumasmudayk

Retrieved August 3, 2023 at 09.15

**People** - In this post entitled "KamisKamusPR - "Types of PR", there is no direct information related to people in the company. However, the emphasis on the importance of maintaining relationships with various parties in the world of Public Relations shows attention to interpersonal relationships and collaboration between the company and external parties. This may reflect the company's appreciation of the importance of relationships with "people" in its branding strategy.

**Values and Priorities** - This post conveys information about the kinds of relationships in the world of public relations, such as employee relations, government relations, customer relations, media relations, and community relations. It shows the company's attention to the importance of relationships and interactions with various parties in carrying out the PR function. It can reflect the company's prioritization of mutually beneficial relationships, transparency, and effective communication as part of their values.

**Innovation** - This post in the "KamisKamusPR" category is not directly related to innovation. However, the information conveyed about the types of relationships in PR can reflect the company's efforts to provide current and relevant knowledge to its followers. In this case, PERHUMAS Muda Yogyakarta can adopt innovations in information delivery or interesting approaches to explain the types of PR relationships.

**Perceived Quality** - This post provides clear and structured information about the kinds of relationships in PR. This can reflect the company's attention to delivering high-quality content to their audience. Posts that present informative and relevant content can help reinforce the company's image as a trusted source of knowledge in the PR industry. In addition, the high number of likes on

this category of posts indicates that this content has managed to capture the attention and gain the support of the audience. This positive response may reflect that the posts provide value and useful information to their audience.

**Concern for Customers** - Although this post does not specifically mention customers, the information presented about customer relations shows the company's concern for customer relationships and the importance of building and maintaining good relationships with them. This reflects the company's focus on customer satisfaction and efforts to provide good service within the scope of customer relations.

The process of PMY's corporate branding form in a post entitled "KamisKamusPR - "Like Post Random on Social Media? Get to know Personal Branding First" in this post the Instagram account @perhumasmudayk provides information about the kinds of Personal Branding If analyzed through the indicators of the form of Corporate branding so that the form of corporate branding in the post entitled "Lobbying in the world of Public Relations" uses indicators of corporate branding, namely.



Figure 5. Kamis Kamus PR #5

Source: screenshot of Instagram content @Perhumasmudayk

Retrieved August 3, 2023 at 20.20

**People** - In this post, there is a quote from celebrity Aldi Taher that shows how personal branding can influence the way a person is recognized and liked by society. This reflects the company's attention to people in their branding strategy. The post also highlights the importance of building a personal brand that matches an individual's personality and values.

**Values and Priorities** - This post provides information on personal branding, including the definition, purpose, and strategies of personal branding. It shows PMY's attention to values such as authenticity, consistency, and relevance in building a strong personal brand. PERHUMAS Muda Yogyakarta can uphold these values in their branding strategy and provide guidance for their audience to develop personal branding accordingly.

**Innovation** - This post is not directly related to innovation. However, the information conveyed about personal branding can reflect PERHUMAS Muda Yogyakarta's efforts to provide the audience with current and relevant knowledge in developing their personal branding. In this case, PMY can adopt innovations in the delivery of information or interesting approaches to assist audiences in building unique and effective personal branding.

**Perceived Quality** - This post provides clear and structured information about personal branding. This may reflect PERHUMAS Muda Yogyakarta's attention towards delivering high-quality content to their audience. In addition, the recommendation of books related to personal branding shows PERHUMAS Muda Yogyakarta's attention towards providing high-quality resources and insights for their audience in learning more about personal branding.

Concern for Customers - While this post does not specifically mention customers, the emphasis on the importance of personal branding and its impact on how one is recognized and liked by society shows the company's concern for their readers and audience. Companies can assist their audiences in building favorable and relevant personal branding, and improve their satisfaction and relationships with stakeholders, including customers.

### C. Pena Digital Humas (Public Relations Digital Pen)

In forming a branding, a company or organization needs to think about what things can make its image good. This category highlights the new innovation used by Perhumas Muda Yogyakarta to develop the writing skills of their members, this activity also increases the brand awareness of PERHUMAS Muda Yogyakarta.

The process of PMY's *corporate branding* form in the post entitled "What the hell is pen digital PR" in this post, the @perhumasmudayk Instagram account provides information about new activities and new innovations carried out by PERHUMAS Muda Yogyakarta in creating content categories. If analyzed through the indicators of the form of *corporate branding* so that the form of *corporate branding* in the post entitled "What the hell is a public relations digital pen" uses indicators of *corporate branding*, namely



Figure 6. what is a "Pena Digital Humas"

Source: screenshot of Instagram content @Perhumasmudayk

Retrieved August 3, 2023 at 20.25

People - This post is about the innovations made by the research and development department of Perhumas Muda Yogyakarta. It reflects PMY's attention to the development of Perhumas Muda members and provides opportunities for them to improve their internal writing skills. It shows that the company values and cares about the needs of its members and provides support for individual development.

Values and Priorities - The establishment of "Public Relations Digital Pen" aims to build awareness, improve insights, and abilities of Perhumas members in writing. This reflects values such as effective communication, transparency, and concern for individual development. The company places priority on improving the writing skills of their members, which can help strengthen the image of Perhumas Muda Yogyakarta as an organization that cares about and is committed to good writing skills.

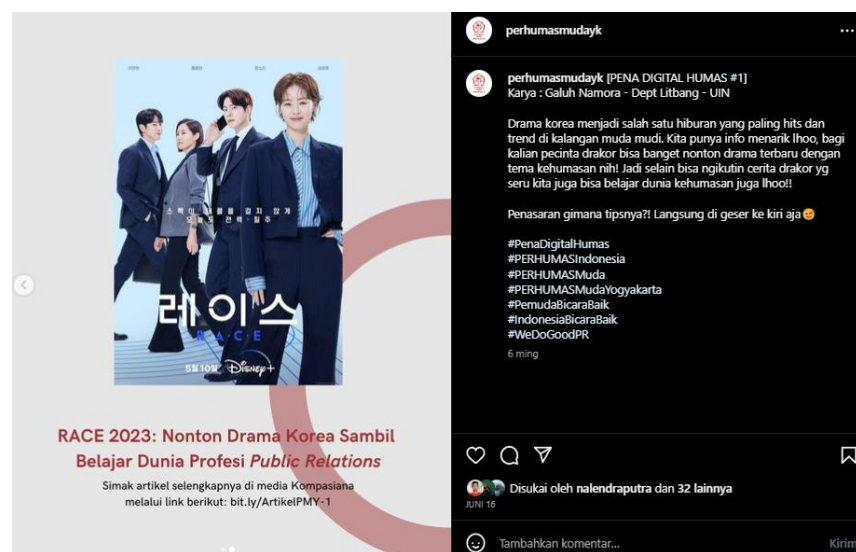
Innovation - The innovation of "Pena Digital Humas" as a platform to develop internal writing skills shows the company's attention to progress and development in the PR industry. PERHUMAS Muda Yogyakarta strives to innovate by providing relevant solutions and tools for their members to improve their writing skills. The innovation reflects the company's efforts to stay relevant and at the forefront of the PR world.



**Perceived Quality** - This post provides clear and structured information about the "PR Digital Pen" innovation and its purpose. It reflects PMY's attention to delivering high-quality content to their Instagram followers. The consistent use of fonts and background colors also reflects an effort to maintain a consistent and professional brand image.

**Concern for Customers** - This post does not specifically mention customers, but the focus is on the development of Perhumas Muda Yogyakarta members. However, by improving members' writing skills, the company can provide better service to its followers. By providing tools and platforms to improve writing skills, companies show their concern for the needs of clients and customers in terms of good communication.

The process of PMY's corporate branding form in a post entitled "penadigitalhumas#1" in this post, the @perhumasmudayk Instagram account provides information about posts about public relations digital pens, which in this post category is the latest post category from PERHUMAS Muda Yogyakarta. If analyzed through indicators of the form of corporate branding so that the form of corporate branding in a post entitled "penadigitalhumas" uses indicators of corporate branding, namely



**Figure 7. Pena Digital Humas #1**

Source: screenshot of Instagram content @Perhumasmudayk

Retrieved August 3, 2023 at 09.30

**People** - This post shows the attention of PERHUMAS Muda Yogyakarta to the people who are fans of Korean dramas and especially the youth. In the caption, PMY invites Korean drama lovers to watch the latest drama with a public relations theme and learn about the world of public relations. This reflects the attention of public relations to the interests and preferences of their audience, in this case Korean drama lovers.

**Values and Priorities** - In this post, @perhumasmudayk points out values such as the importance of education and learning. They highlight that watching a Korean drama with a public relations theme is not only entertaining, but also provides an opportunity to learn about the world of public relations. This reflects PMY's priority of adding value to their audience and educating them through the content delivered.

**Innovation** - PR Digital Pen as a new innovation used to develop the writing skills of Perhumas Muda Yogyakarta members shows the organization's attention to innovation and progress in the field of public relations. In this case, the company tried to connect popular interests such as Korean dramas with the world of public relations to create an interesting way for their members to learn and develop their writing skills.

**Perceived Quality** - This post provides clear and specific information about Korean dramas with a public relations theme, and offers interesting information that can be accessed through their

website. Although the full article is not available directly on Instagram, users are advised to visit the website for more information. This reflects PERHUMAS Muda Yogyakarta's attention to quality content and providing complete resources to their audience.

Concern for Customers - This post shows the PR firm's concern for their audience's interests and preferences. By presenting content that is relevant to the interests of Korean drama lovers, PMY tries to fulfill the needs and desires of their audience. In this case, they present a Korean drama with a public relations theme as an interesting and educational entertainment option.

### 3.2. Create a Discussion

Based on the content analysis, it can be concluded that Perhumas Muda Yogyakarta has successfully utilized Instagram social media well as a tool to build their corporate branding. In the People category, the company is able to attract attention and build good relationships with its followers through relevant and interesting content, as well as providing opportunities for followers to interact and participate in discussions on public relations topics. The use of recognizable hashtags such as #PERHUMASIndonesia and #WeDoGoodPR also helps to create a strong identity and increase brand awareness of Perhumas Muda Yogyakarta.

The Values and Priorities category shows that companies are consistent in conveying their values and priorities in public relations practice. In every post, Perhumas Muda Yogyakarta always presents relevant and useful information about public relations, demonstrating their commitment to values and ethics in public relations practice. In this way, the company reflects their alignment with the interests of stakeholders and society and affirms their integrity as a professional and trusted public relations organization.

The analysis also shows that Perhumas Muda Yogyakarta has successfully created innovations in the use of Instagram social media. In the Innovation category, the company actively presents interesting and diverse content, such as information on types of public relations, issues and crises in public relations, and examples of effective lobbying strategies. This helps build a positive perception of their ability to provide high-value and relevant information to their followers. By innovating in presenting interesting content, Perhumas Muda Yogyakarta reflects their dedication in communicating creatively and effectively in the world of public relations.

In addition, Perceived Quality is an important aspect in efforts to build corporate branding. Perhumas Muda Yogyakarta managed to create a professional and trusted image in their communication through Instagram social media. By being consistent in presenting relevant information, using a striking red design and color theme, and providing information on popular public relations topics, the company creates a positive perception of their quality and integrity in public relations practice.

Lastly, the Concern for Customers category shows that Perhumas Muda Yogyakarta shows high concern for stakeholders and society as the main target in their public relations practices. By presenting relevant and useful information, interacting with followers, and discussing issues relevant to their stakeholders, the company seeks to ensure that they stay connected to society and maintain good relationships with their stakeholders. Through these efforts, Perhumas Muda Yogyakarta reflects their commitment in providing the best services and information for their stakeholders and the public, thus strengthening their brand image as a trusted and professional public relations organization.

## 4. Conclusion

This research aims to conduct a qualitative content analysis of Instagram social media @Perhumasmudayk as a form of corporate branding using corporate branding indicators, namely People, Values and Priorities, Innovation, Perceived Quality, and Concern for Customers. This research also adopts the content analysis method by Krippendorff which involves six stages, namely unitizing, sampling, recording or coding, reducing, abductively, and narrating. The results of this study provide a deep insight into how Perhumas Muda Yogyakarta uses Instagram social media to build their brand image in public relations practice.

Overall, the results show that Perhumas Muda Yogyakarta shows high attention to stakeholders and society as the main target in its public relations practices. By presenting relevant and useful information, interacting with followers, and discussing issues relevant to their stakeholders, the company seeks to ensure that they stay connected to society and maintain good relationships with their stakeholders. Through these efforts, Perhumas Muda Yogyakarta reflects their commitment in providing the best services and information for their stakeholders and the public, thus strengthening their brand image as a trusted and professional public relations organization. Overall, the results of this study show that the Instagram social media @Perhumasmudayk has become an effective tool in building corporate branding for Perhumas Muda Yogyakarta.

## 5. Acknowledgement

The researcher expresses his highest gratitude to Allah SWT. who has provided smoothness for researchers in doing this research. We would also like to thank the related parties, especially PERHUMAS Muda Yogyakarta, which has given space to researchers in analyzing data from its Instagram account. Thank you also to the Communication Studies Program for supporting this research. Not to forget, the researcher would like to thank himself for completing this research in a short time.

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