



Personal branding analysis of tiktok @iniganta

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ABSTRACT

Keywords:

Personal Branding
Tiktok
Montoya Theory

This research aims to analyze the personal branding carried out by @iniganta on the TikTok platform. And to dig deeper into the phenomenon of personal branding on social media, especially in the context of TikTok, using the Ganta case study as the focus. By using the eight models of personal branding formation theory from Peter Montoya to find out the personal characteristics that shape interests to form positive perceptions in the form of interesting content as an entertainment medium for today's trends. The method used is descriptive qualitative by observing and analyzing the content uploaded by Ganta. The results showed that Ganta succeeded in building a strong personal branding through creative and consistent content that attracted the attention of TikTok users. Factors such as the law of specialization, the law of distinctiveness, and the law of visibility are key to the success of @iniganta personal branding. This research provides insight into effective strategies in building personal branding on social media, especially TikTok.

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1. Introduction

Personal branding is a person's skill, personality and character into an identity that has an advantage over others. Personal branding can simply be interpreted as building a brand over a person. Just like public relations activities carried out by a public relations person for a corporate branding company, personal branding aims to control the way other people see or perceive a person. In 2024, personal branding is becoming increasingly important as a strategy to build a good reputation, increase self-confidence, expand professional networks, open career opportunities, and manage digital images. Through personal branding, a person can take control of how others judge them (Yunizha Vindiasari, 2023). Social media is one of the most effective platforms for building and managing personal branding. By utilizing social media, individuals can strengthen their reputation, increase self-confidence, expand social networks, and beautify their digital image (Edra Rabia 2024). In the context of the world of work, personal branding can be the key to building a solid reputation, increasing self-confidence, expanding professional networks (Finneman, 2019), and capitalizing on career opportunities. The use of social media can also enhance an individual's credibility and open doors to new career opportunities. In addition, personal branding also plays a role in expanding social networks, beautifying self-image in the digital world, activating social interactions, and becoming a tool to influence others (Puspita Della, 2023).

In previous research by Saskia Nurul Fadhillah and Zon Vanel explained about the personal branding analysis of Gibran Rakabuming Raka in the formation of political image on social media x. By using the theory of Montoya & Vandehey, namely the eight laws of personal branding in the book the personal branding phenomenon. With the results of the discussion, namely based on this research, it can be concluded that Gibran Rakabuming Raka, as the mayor of solo, actively utilizes social media

x to build his personal branding. This strategy not only affects his personal image, but also affects his political image. This research aims to explore and describe Gibran's personal branding strategy in shaping his political image in social media x (Fadhilah & Vanel, 2024).

A descriptive qualitative method was used to analyze Gibran's personal branding data on social media x with the help of peter Montoya's theory. Montoya's theory identifies eight concepts, including specialization, leadership, personality, difference, appearance, unity, constancy, and good intentions, which are relevant in the formation of personal branding (Fadhilah & Vanel, 2024). This research shows that Gibran has successfully applied all these concepts in his activities on x social media. He can show himself as a leader who is relaxed but responsive to public input. Despite having a relaxed leadership style (Fadillah & Zhenglin, 2020), Gibran still shows resilience in the face of criticism and conveys his good intentions through his social media. Overall, this research provides a deep insight into how Gibran builds his political image through social media x each social media platform has its own characteristics, both in its characteristics and user criteria. TikTok was created to collect moments that are shared in the form of videos to followers or can be referred to as followers. The presence of the TikTok social media platform has created a new phenomenon among the younger generation (Firmansyah & Wijayani, 2023).

Influencers, often referred to as individuals who can influence the purchasing decisions of others, are increasingly found on TikTok. TikTok influencers are known for their high popularity, mainly indicated by the number of followers reaching tens to hundreds of thousands. Many people consider them to be influencers because of their large following and because of their engaging video content, which is favored by other TikTok users (Firmansyah & Wijayani, 2023). Based on the we are social report, the number of TikTok users in Indonesia in October 2023 was around 106.51 million people (Annur Mutia Cindy, 2023). Personal branding activities through the internet have succeeded in giving birth to many idols, influencers, or endorsers in Indonesia (Imawati et al., 2016).

Ganta is a popular tiktoker in Indonesia. Known as an entertaining content creator with a dramatic singing style. His unique style has made social media users feel entertained and interested. Ganta is a man whose real name is aganta ramadaanu, who was born on January 28, 1999, and is the first of three children. He is enrolled as a student of bogor agricultural university (IPB) and started using the TikTok platform since 2018 (Khotimah Nur, 2023). With a total of 6.4 million followers and 322.5 million likes as of March 2024. Ganta (Fattah Nasution Abdul, 2023)ta has managed to establish a strong presence on the tiktok platform. Aganta, whose tiktok account is @iniganta, is an Indonesian content creator who started his personal branding journey on the platform in 2020. Her skills in producing creative and engaging content have allowed her to quickly catch the attention of TikTok users. In addition, her dedication to consistency and innovation in the content she shares helps ganta expand her reach and audience on the platform. With a focus on positive messaging and a funny and authentic style, Ganta has managed to build a strong personal brand identity on TikTok, known for its unique creativity and entertaining and inspiring content.

This research aims to dig deeper into the phenomenon of personal branding on social media, particularly in the context of TikTok, using the case study of Ganta as the focus. By understanding how Ganta has successfully built his personal brand identity on TikTok, the research will help provide better insights into the strategies and factors that contribute to personal branding success on the platform. Academically, this research will provide insight into the application of personal branding theory in the context of new social media, particularly TikTok, as an increasingly dominant communication channel today.

According to Montoya & Vandehey (2002) there are eight laws of personal branding, or which means eight laws in personal branding in the book the personal branding phenomenon, namely. The law of specialization: Distinctiveness in personal branding is characterized by a purposeful focus on specialization, which refers to an emphasis on a particular ability, strength, skill, or achievement. The talents that an individual possesses can be a major foothold in establishing this advantage. This specialization can be achieved through various means, including but not limited to Ability, which is a vision that can shape new and purposeful things. Behavior, which is the habit of managing oneself with others. Lifestyle, which is the lifestyle that a person uses that is rarely found in other people. Mission, which is to see other people beyond their own perceptions. Product, which is the soul of the

future that creates something new and extraordinary. Profession, which is having 2 or more similar professions.

The law of leadership: An association needs a wise decision-maker. Therefore, the presence of a leader is essential to provide appropriate direction, as well as fulfill existing needs. Personal branding based on an individual's credibility and capability is key in placing someone in that leadership role. The law of personality: Being able to express oneself clearly is one of the key strategies in building a strong personal brand. This approach reduces the emphasis commonly found in the concept of the law of leadership, where a person is considered to have a perfect personality to be recognized as a leader. However, this does not always reflect an accurate assessment by others. The law of distinctiveness: Many individuals deliberately create their brands by adopting similar concepts to other brands, with the aim of avoiding problems. However, this is a mistake as it leads to a lack of brand prominence due to the similarities. Something that is unique and different will attract the attention of more people than things that are common and ordinary.

The law of visibility: By making continuous efforts, personal branding will reach an optimal level of visibility. This is because each individual will observe and find distinctive characteristics in his or her personal brand. Presence and visibility take precedence over intrinsic ability. Hence, to achieve the desired level of visibility, consistent self-marketing efforts are essential in forming a long-lasting impression on individuals who see the brand. The law of unity: The process of developing personal branding should be rooted in the ethical and moral principles established by the brand. This reflects the desired representation in the creation of the personal branding image. The law of persistence: The formation of personal branding involves a process that involves growth and development, with attention to each phase that goes over time. It is important for individuals to remain consistent with the personal branding image that has been built since the beginning, without having the desire to change it. The law of goodwill: Personal branding will achieve optimal results when perceived positively. This will contribute to increasing the value and staying power of the brand. Every aspect presented should be in line with the general view of good and positive values (Montoya & Vandehey, 2002).

2. Method

This research uses a qualitative descriptive method that aims to conduct an in-depth investigation of a phenomenon under study (Mantik et al., 2024). Qualitative research methods were chosen because they are suitable for exploring, explaining, and understanding the characteristics or qualities of social influences that cannot be explained, described, or measured quantitatively. This method allows researchers to gain a deeper understanding of the complexity of the phenomenon being observed (Muurlink and Thomsen 2024).

The data collection technique used is unstructured observation. Unstructured observation is an observation by simply making a note of the observed behavior (Waldner et al. 2021). Researchers will conduct unstructured observations of the video content uploaded by Ganta on TikTok. This observation aims to observe and understand the elements that form personal branding used, such as communication style, visual appearance, content delivered, and interaction with the audience. In addition, researchers will also conduct a content analysis of the videos uploaded by Ganta on TikTok. This content analysis will focus on identifying and interpreting the symbols, messages, and values conveyed through the content. This will help researchers understand the personal branding strategy used by Ganta (Fattah Nasution Abdul, 2023).

This type of research is a case study conducted on TikTok social media with the object of research @iniganta. The research time was carried out in the period March 5 - June 5, 2024. The data collection technique used is literature study, while the data analysis technique used is data reduction. To ensure the validity of the data, researchers will also conduct a validation test.

3. Result and Discussion

In this study, the data used came from 31 videos uploaded by a content creator named ganta during the march period. The videos have various types and content. Before conducting the analysis using Montoya's theory, researchers first selected and sorted the videos based on several criteria, including

the highest number of viewers, the highest number of likes, the highest number of comments, the highest number of saves, and the highest number of shares. From this process, we found 5 videos that met these criteria, namely: (1) Videos with the most viewers: video 16 with 26.6 million viewers. (2) Video with the most likes: video 13 with 2.3 million likes. (3) Video with the most comments: video 17 with 20.9 thousand comments. (4) Videos with the most saves: video 29 with 21.5k saves. (5) Videos with the most shares: video 27 with 47.1k shares. These five videos will then be analysed using Montoya's personal branding theory framework to find out which video dominates the most from the eight characters mentioned in the theory.

3.1. Presenting The Results

1. Video with the most viewers, video 16 with 26.6 million viewers



Figure 1. 16 videos with the most viewers

Source: Tiktok @iniganta

In the video, Ganta appears in a very prominent cosplay. He wears a full costume, including a striking wig, sharply arched painted eyebrows, striking red lips, and a distinctive mole on the left side of his face to create a unique and entertaining character. His look is completely different from everyday life, showing his dedication to the art of cosplay. During the video, ganta independently reviews filters from a well-known brand. He tries out various filters while giving his comments and reactions. Ganta's facial expressions are very expressive and energetic, adding an element of entertainment to the review. This super active facial expression gives the video its charm, making viewers laugh and be entertained.

The law of specialization: The video does not show any specialization. If this video belonged to a larger series, then specialization would be more visible, but in the context of this video, specialization is not very prominent. The law of leadership: While these videos are popular, there is no direct indication that content creators hold leadership roles within a particular community. Leadership is usually more visible when content creators are key movers or trend-setters within a community. The law of personality: The use of humor in the video shows Ganta's personality, which is an important part of personal branding. The video has a clearly visible personality, helping to attract viewers and make the content memorable. The law of distinctiveness: The video has an unexpected punchline and twist, which sets it apart from other content on TikTok. This uniqueness is important to grab the viewer's attention and make the video stand out on a highly competitive platform.

The law of visibility: The number of likes received by this video shows that the content has managed to achieve a high level of visibility. The content creator has managed to get his video seen and recognized by many people, which is very important in building personal branding on social media. The law of unity: In such videos, clear moral or ethical values may not be the focus. This does not mean that the video is not ethical, just that this unitary element may not be the focus of the content.

The law of persistence: Persistence in personal branding is usually seen in the consistency of content creation over the long term. If you only see this video without seeing his previous work, this element of constancy may not be clearly measurable. The law of goodwill: Positive responses from the audience, such as likes and comments, show that the video is well received and has a positive impact. This helps build a good reputation in content creation which is important in building personal branding.

2. Video with the most shares, video 27 with 47.1k shares

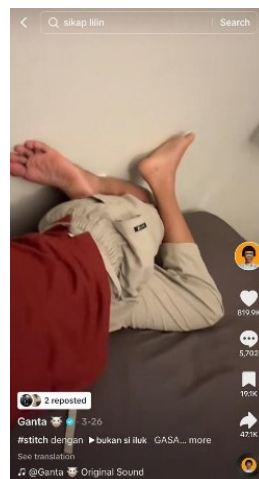


Figure 2. 27 videos with the most shares
Source: Tiktok @iniganta

The video depicts a trend or challenge on TikTok where people show unique or funny lying positions while following a song or audio called “nobody” while showing their legs. Then, Ganta stitches (cuts and merges other people's videos with his own) in a funny and entertaining way, adding his own creative touch. This is an example of how TikTok users often interact and collaborate with each other to create entertaining content.

The law of specialization: Ganta is famous for its creative and humorous content. Ganta shows his skills in combining creativity and humor by stitching on trends that are currently popular on TikTok. This shows that he is known for his skill in creating funny and entertaining content, especially by capitalizing on existing trends. The law of leadership: Ganta shows initiative and leadership, he not only follows trends, but also adds something new and different, which may encourage others to follow or adopt his style. This shows that ganta has influence within the TikTok community, although perhaps not as a formal leader. The law of personality: In this video, Ganta shows a clear and fun personality. The use of humor and creativity in the stitches shows a strong personal side, which is important for building rapport with the audience.

The law of distinctiveness: This video is different from the others because Ganta adds a more intimate element that is not present in other people's videos. He not only follows the trend, but also does it in a different way. This helps the video stand out from the many other videos that use the same trends and reinforces his reputation as someone who is always coming up with something new and innovative and creative.

The law of visibility: Ganta ensures that his videos get a lot of attention by following viral trends and stitching. Using popular trends is an effective way to increase the visibility of content on TikTok and strengthen its presence on the innovative platform. The law of unity: This video does not explicitly demonstrate the unity of certain ethical or moral values with its content. While not contradicting these principles, the element of unity may not be the focus in this video.

The law of persistence: Although this video is part of a larger content strategy, in analyzing this one video, the element of constancy in personal branding is not very visible. However, if Ganta consistently produces similar content, then constancy will become more relevant. The law of goodwill:

From the many shares in the video, it shows that Ganta gets a positive reaction from its audience. Showing that the content fosters the trust needed in building personal branding.

3. Video with the most likes, video 13 with 2.3 million likes

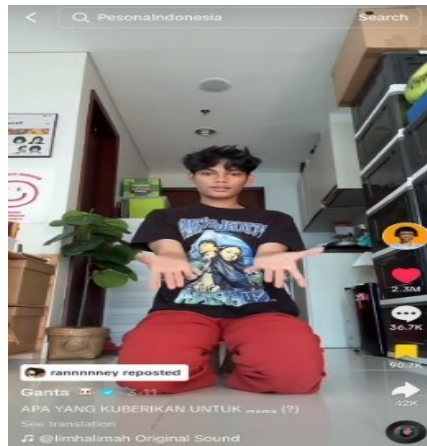


Figure 3. Video 13 with the most likes
Source: Tiktok @iniganta

In the video, Ganta is seen cosplaying while demonstrating the moves from the song “what i gave to mama”. Ganta doesn't sing in the video instead, he mimics the moves in a surprising style. With a pillow face and a black t-shirt, and hair slicked back, creating the impression as if he had just woken up. Ganta's movements are unique and shocking, with back and forth actions that trigger a jump scare sensation. Despite not making a sound, ganta manages to communicate humor and silliness through his facial expressions and body movements. His performance creates a funny and entertaining atmosphere for the audience.

The law of specialization: Ganta shows his specialization in humor and cosplay content. This video showcases Ganta's ability to create humor with unique styles and movements. The law of leadership: The video does not show any direct leadership aspects, such as leading or directing trends, although Ganta shows initiative in creating unique content. The law of personality: The Ganta's facial expressions and body movements reflect a cheerful and playful personality, in line with the image it wants to build. The law of distinctiveness: This video stands out for its unusual style, with a look and movement that is different from other similar content.

The law of visibility: Ganta's appearance with a pillow face and a black t-shirt, as well as his surprising moves, make this video interesting and different from others. The law of unity: Although this video is surprising, the theme of humor and cosplay remains consistent with Ganta's personal brand. The law of persistence: Consistency in Ganta's style and approach shows constancy in its branding, even though not everyone may like it. The law of goodwill: Although Ganta is trying to build a good name with entertaining content, this video focuses more on entertainment than building reputation directly.

4. Video with the most comments, video 17 with 20.9 thousand comments



Figure 4. Video 17 with the most comment
Source: Tiktok @iniganta

The video, Ganta parodies one of the viral videos featuring a child with the song 'hayang jajan.' in his parody, ganta stitches the video, where he meticulously mimics the style, movements, and clothing of the child. However, ganta doesn't just copy; he adapts each element with his own personal touch. With a unique and humorous style, he adds funny movements and entertaining facial expressions. This makes his parodies not just imitations, but also new creations that bring a fresh and fun feel to the audience.

The law of specialization. Ganta specializes in creating creative and humorous parodies. By parodying viral videos, Ganta strengthens its position as a content creator that focuses on entertainment and comedy. The law of leadership. This video does not show leadership, such as initiating a trend or leading a particular community. However, Ganta may inspire other creators with his unique approach. The law of personality. Ganta's humorous and entertaining style and expressions strongly reflect his cheerful personality. This personality becomes a trademark in each of his works, making him recognizable to audiences.

The law of distinctiveness; Although Ganta mimics the style, movements, and clothing of the original video, it gives it a unique personal touch. This creates a clear distinction from the original video, while adding a distinctive humor value. The law of visibility: The appearance of the Ganta in this video, with its funny movements and entertaining facial expressions, ensures that this content stands out among other videos. This increases the Ganta's appeal and visibility on social media platforms. The law of unity: Ganta maintains consistency by continuing to create content that lives up to his image as a comedian and parody creator. Although each video has a different theme, the element of humor is always a common thread. The law of persistence: Ganta menunjukkan keteguhan dalam mempertahankan gaya dan pendekatannya yang humoris. Ia tetap konsisten dalam menyajikan konten yang lucu dan menghibur, membangun identitas yang solid. The law of goodwill: The focus of these videos is entertainment, so there is less emphasis on the direct reputation-building aspect. However, by continuously producing quality content, Ganta can indirectly build a positive reputation.

5. Video with the most saves, video 29 with 21.5 thousand saves

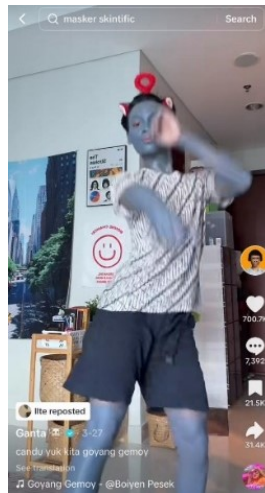


Figure 5. Video 29 with the most saves
Source: TikTok @iniganta

In the video, Ganta creates content that uses the song 'goyang gemoy' as a background. With his signature style, Ganta performs unique and funny moves, successfully creating an entertaining atmosphere for his viewers. He also adds a creative touch by wearing a face mask that is evenly applied all over the body, which gives a surprising visual comedy effect. In addition, Ganta wore a Lala po character headband, which further added to the hilarious feel and reinforced the parody feel of his performance. This combination of movement, costume and comedic elements makes Ganta's video a fresh and fun watch.

The law of specialization: Ganta shows his specialty in creating humorous and creative content. Using the song “goyang gemoy” and combining it with funny moves, Ganta shows his skill in combining music with visual comedy. The law of leadership: While these videos are creative, there is no direct indication of leadership in the content. Ganta is not explicitly leading or directing a new trend, although his unique approach might inspire other creators. The law of personality: Ganta's playful and humorous personality is clearly reflected in this video. The full-body face mask and Lala po character headband shows the creative and hilarious side of his personality, which characterizes his content.

The law of distinctiveness: Ganta manages to set himself apart from other creators by adding unusual elements, such as the use of face masks and Lala po headbands. This gives it a unique feel and differentiates its content from similar videos. The law of visibility: Ganta's eccentric and comical appearance in this video ensures that he is seen and remembered by his audience. Attributes like the face mask and Lala po's headband add strong visual appeal, making him stand out from the rest of the content. The law of unity: While the video is full of surprising elements, everything remains consistent with Ganta's brand identity as a funny and innovative content creator. Each element works together to create a video that is in line with its personal image. The law of persistence: Ganta has shown resilience in maintaining his style and creative approach. By continuing to showcase funny and entertaining content, he builds a strong brand identity that his followers can rely on. The law of goodwill: These videos focus more on entertainment rather than building a good name or reputation directly. However, consistency in producing quality content can still help build an overall good name.

3.2. Create a Discussion

Table 1. Teori Montoya

NO	VIDIO CATEG ORY	TEORI MONTOYA							
		SPECIALIZ ATION	LEADER SHIP	PERSON ALITY	DISTINCTIV ENESS	VISIBI LITY	UNI TY	PERSIST ENCE	GOOD WILL
1.	LIKE THE MOST	✓		✓	✓	✓	✓	✓	
2.	MOST VIEWRS			✓	✓	✓			✓
3.	MOST COMME NTS	✓		✓	✓	✓	✓		
4.	SHARE THE MOST	✓	✓	✓	✓	✓			✓
5.	SAVE THE MOST	✓		✓	✓	✓	✓	✓	
AMOUNT		4	1	5	5	5	3	2	2

Not all elements of Montoya's personal branding theory are met in each video. Some concepts such as leadership, specialization, unity, constancy, and good name require further evidence through other content or long-term consistency that cannot be evaluated from just one video. Ganta has managed to build a strong and consistent personal brand on the TikTok platform through elements such as personality, distinctiveness and being visible, based on the results of the research (Justine and Yeodtadi 2023) that personal branding is important for an influencer to maintain a good name. Ganta still demonstrates the ability to create engaging and entertaining content, which helps him stand out among other content creators. This research shows the importance of creativity, consistency, and uniqueness in building effective personal branding on social media. The specialization came about because Ganta demonstrated special abilities in cosplay, funny characters, and creating entertaining content. This is in line with the law of specialization which emphasizes focusing on special skills and talents as the basis of personal branding. Distinction comes from the unique style, surprising appearance, and creativity that make Ganta different from others. This is in line with the law of distinctiveness which emphasizes uniqueness to be different. Visibility comes from Ganta's consistency in producing interesting content that increases his visibility on TikTok. This is in line with the law of visibility which emphasizes consistent self-marketing efforts. The law of leadership is less present as the videos focus more on entertainment rather than demonstrating the ability to lead or make wise decisions as mentioned in the law of leadership. The law of personality is lacking because it emphasizes funny characters rather than expressing Ganta's true personality, whereas the law of personality emphasizes the importance of expressing one's true personality. The law of unity is lacking because there is no information regarding the ethical/moral principles held by Ganta, as all five videos are entertainment in nature. The law of persistence is lacking because the assessment requires an analysis of long-term consistency, whereas constancy emphasizes the importance of individuals to remain consistent in the personal branding that has been built (Chen 2010). The law of goodwill is lacking because the videos only focus on entertainment, whereas building a good reputation takes time and long-term consistency.

4. Conclusion

The results concluded that Ganta succeeded in building strong personal branding through creative and consistent content that attracted the attention of TikTok users. The key factors in Ganta's personal branding success are the law of specialization, the law of distinctiveness, and the law of visibility as stated in the results and discussion. Ganta has a certain focus in his content that makes him different from other creators. He also stands out because he has unique elements in his content that set him apart from others. In addition, Ganta can attract attention and remain visible among the mass of content on TikTok, thanks to his entertaining content style and unique presentation. Other factors such as demonstrating the law of leadership, the law of personality, the law of unity, or the law of persistence are less prominent due to the more entertainment nature of Ganta's content.

5. Acknowledgement

All praise be to Allah SWT for all the blessings and ease so that this TikTok @iniganta personal branding analysis can be completed. Thanks are conveyed to the related parties, especially the data from TikTok @iniganta which supports this analysis, as well as the Communication Science Study Program of Ahmad Dahlan University for its support. Thanks, are also conveyed to both parents, family, and friends who have provided moral support during this research. Finally, thanks are conveyed to myself for my perseverance and commitment in completing this analysis.

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