

Utilization of Renewable Technology for Gen Z Personal Branding

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ABSTRACT

This article discusses the use of renewable technology in building personal branding for generation Z. Generation Z are people who were born in the internet era and have enjoyed the wonders of technology after the birth of the internet. In general, generation Z often uses social media for various purposes, including building personal branding. Therefore, ethnographic public relations studies are used as a research method to understand how generation Z utilizes renewable technology in building their personal branding. This journal article aims to provide an understanding of how generation Z builds their personal branding using renewable technology and the benefits that can be obtained from using renewable technology to build personal branding. This journal article was researched using descriptive qualitative methods by looking for primary data from public relations and renewable technology practitioners with supporting data originating from previous journal article literature. This article can be a reference for public relations and marketing practitioners to understand how to utilize renewable technology in building personal branding for generation Z.

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1. INTRODUCTION

Personal branding is becoming increasingly important in the current digital era, especially for the younger generation such as Gen Z. A name can become a high-value asset if utilized properly and optimally, providing various benefits to its owner. Therefore, one should no longer consider their name as just a name, but rather as something that needs to be built and maintained as a brand (Rc & Dharmasetiawan, 2018). In the competitive era, more and more individuals possess the same skills. Therefore, it is necessary to build personal branding to introduce one's skills so that they stand out from others (Mettasatya Afrilia, 2018). Social media platforms such as Instagram and TikTok have become popular tools for building personal branding. The use of renewable technology for Gen Z personal branding is an interesting topic to research. Technological developments are accompanied by the flow of digitalization and the presence of social media which can be a means for someone to achieve efficiency (Safitri, Romli Arina, & Siregar, 2020).

Personal branding is the process of bringing one's skills, personality, and character to then wrap them into an identity that holds more power than others (Hendra et al., 2020). Personal branding is an activity where an individual creates an image of themselves to everyone or the media to introduce or promote themselves to others, either for career or social purposes (Yusanda et al., 2021). In forming self-image or personal branding through social media, it is not only for inspiration, but on the other hand, it can generate

or potentially become a side job for someone by creating creative content related to their passion (Angraeni et al., 2020).

The Internet is one of the new media that offers various platforms that can be chosen according to the needs and desires of its users. Social media, as one of the new media, has become a space that is freely interpreted by its users (Mettasatya Afrilia, 2018), especially on social media. With personal branding, whether they realize it or not, people sell themselves to the public through social media. As a result, with the ease of accessing the internet or social media now, the internet or social media is not only used for good things. It is not uncommon for people to abuse the use of the internet or social media. "Personal Branding is about taking control of how other people perceive you before they come into direct contact with you." (Montoya & Vandehey, 2008). Many people have succeeded in personal branding on social media, but there are also those who fail. Successful individuals have a strong personal brand, a strong brand that is not only adopted by products but also an identity that already exists and is attached to everyone (Anggarini, 2021).

In this digital era, Gen Z as a digital native generation has the advantage of understanding and adopting new technology quickly, so that they can take advantage of digital advances to develop skills, build connections and access information more efficiently. Therefore, we need to be aware that uniqueness should not only be a mere differentiator from others, but it should

be an outstanding achievement, especially considering the increasingly wide competition among individuals in this era (Mujianto et al., 2021). Social media is a media platform that focuses on the existence of users and facilitates them in activities and collaboration, therefore social media can be seen as an online facilitator that strengthens relationships between users as well as a social bond (Djik Van, 2006).

The use of social media for personal branding is not only limited to individuals, but also extends to companies and top management. Personal branding is a strategy to shape a person's image and reputation and is related to image and authenticity. Self-image in personal branding is the result of an individual's evaluation based on their perception and understanding of the image that has been processed, organized, and stored in their mind (Mujianto et al., 2021). Using social media for personal branding can be useful in expanding your network and providing benefits in project work. Apart from that, personal branding can also be used as a tool for public relations. Personal branding is becoming increasingly important in the current digital era, especially for the younger generation such as Gen Z. However, there is still little research that discusses the use of renewable technology for personal branding for Gen Z. Therefore, this research will discuss how Gen Z utilizes renewable technology to build their personal brandin

Several previous studies have discussed personal branding and the use of social media to build personal branding. Personal branding can be created offline. Personal branding is now widely done by Gen Z through the internet. Although initially, the internet was only a one-way, exclusive, and static communication medium. But right now, because of new breakthroughs, the internet is now more dynamic and interactive. This supports the occurrence of two-way communication between internet users (Arini et al., 2017). People are interested in doing personal branding via the internet. In the era of globalization, social media is considered an effective mass communication tool through a mass communication process that requires computer technology and the internet (Mujianto et al., 2021).

Research also shows that personal branding can be used as a tool for public relations. Apart from that, the use of renewable technology for personal branding is also an interesting topic to research. Therefore, this research will combine several of these concepts to discuss the use of renewable technology for Gen Z personal branding using qualitative methods and an ethnographic public relations approach. This method will allow researchers to understand in depth how Gen Z utilizes renewable technology for their personal branding. This research will be carried out by conducting observations, interviews and analyzing social media content. The goal is to detail the role of technology in shaping young people's identities, how

2. LITERATURE REVIEW

technology influences their social interactions, and its impact on the way they view the world. Additionally, this research will open a window into the world of young people inside and outside the online environment, exploring how technology is changing the way they communicate with their friends, family, colleagues and communities.

3. METHOD, DATA, AND ANALYSIS

This research uses a qualitative research method, which is a research method that aims to understand social phenomena by collecting in-depth and contextual data. In addition, this research uses an ethnographic public relations approach which is used to understand social behavior and interactions in the context of public relations. This method involves in-depth observations and interviews to understand how individuals or groups interact with the public and how they build their image and reputation through social media. In this research, data collection methods used interviews, literature review and observation which makes it possible to quickly adapt to certain conditions to produce in-depth data in formal standardization (Babbie, 2013).

In this research we used primary data as our main data obtained through in-depth interview techniques, as well as secondary data through observation techniques supported by previous research analysis. The primary data collection method used in this research is in-depth interviews. In-depth interviews are a very important data collection technique in qualitative

research that involves humans as subjects (actors/actors) in relation to the reality or symptoms chosen to be studied. The purpose of interviews is to check, test, or complete data obtained through other measuring instruments. In-depth interviews are data collection techniques that are carried out face to face with informants to obtain complete and in-depth data. Interviews were conducted intensively with high frequency (Ardiyanto, 2010). Apart from that, collecting secondary data through direct observation (observation) is an activity carried out by humans using the five senses, so this observation technique is a person's ability to use their observations through the work of the five senses of the eye and assisted by other five senses (Burhan, 2006).

Apart from techniques for collecting research data, to test the validity of the data we have obtained, we use the triangulation technique, which is a data validity checking technique that utilizes something other than the data. This technique is carried out by comparing the results of interviews with research objects with other data sources. Triangulation is divided into four types of examination techniques that utilize sources, methods, investigators and theories (Hariwijaya, 2007). The triangulation method is carried out by comparing information or data in different ways. Inter-researcher triangulation was carried out by using more than one person in data collection and analysis. Triangulation of data sources is carried out using data from different times, spaces and people. Finally, theoretical triangulation was carried out using various

theoretical perspectives in the research. Triangulation techniques are used to ensure the validity of the data obtained in qualitative research.

4. RESULT AND DISCUSSION

In the discussion chapter, the researcher explores the aspects of utilizing the latest technology in the context of personal branding which has become increasingly significant for Gen Z. The researcher begins the discussion by reviewing the concept of personal branding in detail, explaining the essence of this concept, and identifying the reasons that are specific to Gen Z. Personal branding has taken center stage in today's digital culture, and Gen Z is one of the groups most affected by this phenomenon.

The discussion chapter also outlines the role of ethnography in Public Relations studies, explaining the essence of this method and the reasons why it is relevant in this context. Researchers explain how ethnography is used to dig deeper into understanding how Gen Z specifically utilizes renewable technology in their personal branding efforts.

Researchers explore the implications and relevance of the findings of this research in the

context of Public Relations practice. In this chapter, the researcher discusses why this research has important value in understanding Gen Z and identifies how renewable technology can be a helpful factor in a more effective Public Relations strategy. The findings from this research reveal the unique dynamics involved in Gen Z's interactions with today's technology, which can provide useful insights for Public Relations practitioners. We highlight that the new knowledge generated from this research provides the basis for the development of Public Relations strategies that are more targeted and relevant to Gen Z in today's technology-dominated environment.

The research was conducted using interviews and analysis methods with sources related to the research being conducted. Through interviews conducted, researchers gained very valuable insight into the use of technology in terms of personal branding by Gen Z interviewees. Researchers explored the interviewees' personal experiences in utilizing social media and digital platforms to build personal identity.

Table 1. List of Research Informants

Informant's Name	Age	Gender	Education	Work	Technology Experience	Personal Branding Activities	Preference Social media
Diva Rheva Deianeira	21	Woman	Student	Student	High	Instagram, LinkedIn, Online Portfolio	Instagram, Journo Portfolio

Rahma Azzahra	21	Woman	Student	Student	High	Instagram, Blogging, LinkedIn	Instagram, TikTok, X (twitter)
Vieri firmansyah	21	Man	Student	Student	currently	Instagram, TikTok, Adobe	Instagram, YouTube, TikTok
Achmad Farhan Hakim	21	Man	Student	Student	Currently	Instagram, TikTok	Instagram, TikTok
Muhammad Ilham Ramadhan	21	Man	Student	Student	High	Instagram, TikTok, LinkedIn, Adobe	Instagram, TikTok
Muhammad Azel	20	Man	Student	Student	High	Adobe, Instagram, LinkedIn, Content Creator	Instagram, YouTube, Linked In

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Based on the results of interviews conducted with informants, researchers found out how renewable technology is used in Gen Z's personal branding. The results of the interviews show that there are factors that encourage Gen Z to build an effective self-identity, utilize technology as a means of creative expression, and see existing business opportunities in digital technology such as social media now.

Factors that Encourage Gen Z to Use Technology for Personal Branding.

The use of social media in the aspect of renewable technology has also influenced Gen Z, also influenced by most public figures who use renewable technology to build their personal branding. According to Vieri,

"One thing that drives Gen Z is that nowadays the majority of Gen Z are influenced by public figures who operate on their respective platforms."

This is proof that the influence of public figures is a factor and even something that encourages Gen Z to find use and manage their content in their personal branding efforts.

According to Ahmad Farhan Hakim,

"Personal branding is to build one's self-image as a form of one's own characteristics," this can be a starting point for increasing self-confidence.

According to Muhammad Ilham Ramadhan,

"We know that if technology is increasingly developing, it feels like a waste if we don't use existing technology for something useful, especially social media. Currently, who doesn't have social media? In my opinion, social media itself is useful for displaying the characteristics and personality that we want to show to the public. Like the previous point, I want to use social media technology to create personal branding about my journey, achievements and knowledge that I have achieved and share on social media so that I am not passive in using social media, but with my participation I can inspire many people. This can make personal branding important in the era of digital modernization".

Facing the risks associated with personal branding carried out online through renewable technology

In the challenges of renewable technology, of course there are risks that are commonplace faced by every individual who uses it. In the case of personal branding, there are also risks such as positive or negative comments, this can also

damage the image of personal branding and have an impact on the mental health of the individuals involved.

According to Vieri,

"Gen z needs to understand and apply the importance of digital literacy, so that we can be wiser in using our own social media. What we display on our social media will shape a perception of people's views of us, so we must sort and protect every content that we distribute on social media. Set privacy to not share personal content and be careful to avoid and invite cybercrime."

The importance of understanding negative impacts, informants suggested that users must address risks and negative impacts. The results of research on informants show that Gen Z must identify this risk and act in managing content that refers to privacy to overcome the damage to their image due to this risk.

According to Ahmad Farhan Hakim,

"The risk in this case is that the most scathing comments from netizens are related to those of us who they don't like. In dealing with this, it also depends on everyone. Most of all, this criticism becomes input so that I can be better." This has a positive impact; it will make us become better people than before, and the negative impact is that we cannot accept it. what people say to us.

According to Muhammad Ilham Ramadhan.

"Perhaps Gen Z's limitations are facing risks related to personal branding, they are many and very willing to do things that can develop them but perhaps because of limited tools which ultimately delays them or maybe they are just lazy or lack the motivation to just get started it. From my experience, maybe TikTok or Instagram, because of the easy use of social media which can finally be reached by all groups". This can create enthusiasm in building personal branding

Social Media in Building Personal Branding for Gen Z

Each platform has characteristics and uses in terms of building personal branding. When choosing a social media platform, of course you must consider the target audience. For example, if the audience consists of teenagers, social media platforms that are more popular among teenagers such as TikTok or Instagram. Selecting audience demographics and target audience preferences in content consumption should also be important factors in social media platform selection decisions.

According to Diva,

"The social media I use to build personal branding is Instagram. First, Instagram is a simple social media because by uploading photos or videos and including captions, we can build personal branding. Second, Instagram is the most

accessed social media in Indonesia. I assume that I can reach more people on Instagram than other social media."

As the researcher discussed in the first paragraph, the informant explained about one of the social media platforms, Instagram, where this platform is included in the target audience. This can refer to the success of personal branding carried out by the informant.

According to Muhammad Ilham Ramadhan,

"From the videos or photos that we have shared, we usually do engagement research from what we have posted. We can evaluate the results of the data provided by the social media that we use. In engagement itself we can see how much our content is reached and how many people interact with it. This can be a benchmark for us to learn to improve where we are lacking to become better".

Strategies for Using Social Media by Gen Z for Personal Branding Purposes

The selection of social media platforms discussed previously is a strategy that is in accordance with the first step in achieving Gen Z's personal branding goals. The strategy of using social media in personal branding efforts is the main key in successful efforts and aims to attract audiences, build strong connections, and maintain consistency in personal branding image. In this case, it is key that the goal of success in personal branding must also be to recognize the audience

and convey personal identity with the content shared.

According to Diva,

"What I do is post things according to the personal branding I want to build. "I want to build my personal branding as a beauty enthusiast, so I often upload content when using make up or content that discusses skincare and so on." The informant creates content in accordance with the branding, that is the goal. Indirectly, the target audience recognizes the informant with the content they bring.

According to Muhammad Ilham Ramadhan,

"of course, there is a lot of resetting and watching content preferences based on what we want to build on our social media. Usually, this method is known as ATM, so we look and observe and then innovate and update from the ideas we see and find. This can make us more creative and invasive in building personal branding".

Content Management for Gen Z Personal Branding

Effective content management sets the stage for the success of Gen Z's personal branding towards its audience. Things that are done in managing content on social media include creating a content creation calendar that suits the type of content that will be shared.

According to Vieri,
"Understand the algorithms of the social media used. Manage the right engagement when you want to upload content to improve your personal branding strategy. Create interesting content by understanding the target audience for the content, following trends using creative content concepts while still bringing character to increase personal branding." Understanding analytical algorithms on specific social media platforms to measure content performance is another key aspect of Gen Z content management. Informants utilize data and metrics such as engagement rates, audience demographics, and trends.

According to Ahmad Farhan Hakim,
"Determine what our strengths are, for example, you can cook and draw, then from there you create your own branding, but so that it doesn't get stale, you can add spices to your characteristics. So, from there the audience will know you from your characteristics. Of course, to build a unique self-branding, you need to find strengths and characteristics that differentiate yourself from others: 1. Multifunctional Capability, 2. Complete Knowledge 3. Accuracy and Consistency 4. Security and Privacy".

Thus, according to Rahma,

"I always carefully plan my content, produce various types of content (photos, videos, articles), and use analytics tools to measure content performance."

Determining Effective Content for Personal Branding by Gen Z

Of course, by recognizing and presenting your identity in the personal branding stage, your audience will understand who you are. The next stage after getting to know the audience about the content you bring will be to assess the effectiveness of the content, and this can involve measuring audience responses to understand trends and preferences of their audience better.

According to Diva,

"The way I do this is to know my audience. My Instagram audience is my own friends. After sharing about the products I use, I usually ask my followers or followers, so they feel involved. Sometimes, I also repost the advice they give by discussing the product if I really understand the product they mentioned. This is my way of convincing my followers that I understand the world of beauty."

According to the informant, the informant also involved the audience to provide suggestions and develop their products. Gen Z's determination of effective content is in accordance with the basic concept that measuring audience response is important. This supports the

hypothesis that Gen Z will use effective content evaluation methods.

According to Muhammad Ilham Ramadhan,

"Perhaps from my own experience, based on the experiences I have had, I usually share them on my social media. From that experience I can give tips, for example, after I did my internship, I analyzed what my mistakes were at that time, from there I shared them on my social media so that they could learn from what I had experienced".

This can make personal branding better because we provide information to others about the advantages and dis-advantages we provide on social media

The Negative Impact of Social Media on Gen Z's Personal Branding

The use of social media also has negative impacts, of course in dealing with this, users must identify the risks that may arise along with their existence on digital platforms. Apart from that, in terms of content, negative comments and unethical treatment on social media can also damage the reputation of personal branding and have a negative impact on mental well-being.

According to Vieri,

"By providing limits and privacy on personal social media. Maintain strict security on our social media, by using strong passwords. Manage your time well when using social media to maintain

mental stability when you receive negative comments or criticism."

According to informants, limiting individual privacy can minimize the negative impact of social media on mental health. The results of this research on informants show that it confirms the hypothesis that Gen Z will try to deal with this negative impact.

According to Rahma,

"I realize that social media can have negative impacts, including mental stress, feelings of lack of privacy, and negative comments. To deal with these impacts, I am used to using stress management techniques and talking to people who support us."

Thus, social media also has a bad impact on Gen Z's mentality due to the lack of privacy so that netizens or other people can easily access and comment on social media users.

Lack of renewable technology in Gen Z's Personal Branding efforts

The use of renewable technology, in this case social media, also has shortcomings in carrying out social branding for Gen Z, according to Rahma

"In my opinion, the weakness in current technology is that Gen Z will be good at personal branding on social media, but personal branding in real life according to I went down a little."

Thus, the need for social life outside of social media is crucial for Gen Z, who is currently using

it extensively, because personal branding is not just in the virtual world. Personal branding of Gen Z in the real world also needs to be improved and considered to support their future. In addition, personal branding can help Gen Z distinguish themselves from their peers and build credibility in their field of interest. Personal branding is an important skill for young people to have, especially in the competitive job market.

The advantages of renewable technology in Gen Z's Personal Branding efforts

The advantages of renewable technology in terms of Gen Z personal branding are in accordance with the basic concept that renewable technology can provide wider access and analytical tools that help in measuring performance. This supports the hypothesis that renewable technology will give Gen Z an edge in their personal branding.

According to Muhammad Ilham Ramadhan,

"The advantages of the latest technology, perhaps we know "AI", "AI" itself can help all forms of work, especially personal branding. We can look for personal branding content ideas if we are stuck on an idea or concept. From there is no reason for us not to do useful things, especially personal branding".

This could be one of the impacts of technological developments that can help your personal branding become better. Azel explained that the advantages of renewable technology in enhancing Gen Z's personal branding are, first, it makes it

easier for Gen Z to do personal branding through various features. Second, social media has a very large market and a huge number of users, so if Gen Z does personal branding on social media, it will easily spread on social media. Third, social media in this renewable technology has no limits of space and time, so the information we spread will be conveyed well through this technology.

Efficiency of Renewable Technology in Gen Z Personal Branding

Efficiency in using renewable technology in personal branding is in accordance with the basic concept that technology can increase efficiency in achieving goals. The results of this research support the hypothesis that renewable technology provides efficiency in Gen Z's personal branding efforts.

According to Ahmad Farhan Hakim,

"Of course, from this technology we can explore further about ourselves, so that from there we can create branding from what we have explored, and it can be useful for many people. This makes it easier for us to prepare personal branding more thoroughly and be more prepared because technology is increasingly developing and makes it easier in everyday life to carry out personal branding".

According to Muhammad Azel, he said that renewable technology provides great efficiency for Gen Z to build their personal branding if they can utilize the features provided properly and

correctly. Therefore, we can conclude that the positive impact of renewable technology, especially social media, depends heavily on the ability of Gen Z to access and see opportunities to develop their personal branding

5. CONCLUSION AND SUGGESTION

In the research conducted, researchers conducted an ethnographic study to explore the use of renewable technology by Gen Z to build personal branding on social media platforms. Through interviews conducted with informants from Gen Z, we collected data and information regarding the factors that encourage them to utilize renewable technology.

The results of this research reveal that Gen Z is encouraged to build a strong digital identity by public figures, use technology as a creative tool, and see the business potential in the digital world in reaching its audience connections. Several informants have identified risks associated with personal branding, including mental stress and negative comments, and have adopted stress management and social support strategies to deal with these risks.

When it comes to using social media platforms, Gen Z wisely chooses platforms that suit their audience. They plan their content efficiently, manage different types of content, and utilize analytical tools to measure performance and understand trends. In determining effective content, they assess audience response and conduct research to understand trends and preferences of their audience.

With the research that has been conducted, researchers conclude that Gen Z is an active, wise and risk-aware group in their efforts to build their personal branding in the digital era. The results of this research have confirmed that Gen Z is utilizing renewable technology effectively to achieve their personal branding goals. However, keep in mind that personal branding efforts on social media also carry certain risks and be careful in maintaining privacy. In this discussion, Gen Z has great potential to build a strong image and effective use of renewable technology with social media platforms that continue to develop.

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