

The Influence of Personal Branding on Business Communications in the Digital Era

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Abstract

The rapid advancement of digital technology has reshaped communication practices in the business sector, making personal branding an essential strategy for effective business communication on social media. This study examines the influence of personal branding on business communication in the digital era, focusing on students who actively use TikTok and Instagram. Using a quantitative approach, data were collected through an online questionnaire from students of the Islamic Communication and Broadcasting Study Program at Muhammadiyah University of Yogyakarta (academic years 2023–2024). Data were analyzed using simple linear regression with SPSS. The results indicate that personal branding has a significant effect on business communication ($p = 0.020$; $R^2 = 0.179$), explaining 17.9% of communication effectiveness, while the remainder is influenced by other factors. The findings highlight that uniqueness, relevance, and consistency in personal branding enhance credibility, audience trust, and business competitiveness in digital environments. Despite being limited to students and two social media platforms, this study emphasizes personal branding as a strategic communication tool for building effective and sustainable digital business relationships.

Keywords

personal branding, business communication, social media, TikTok, Instagram

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INTRODUCTION

The development of digital technology has brought about fundamental changes in the way humans communicate and interact, including in the business realm. This digital transformation has given rise to various new media and communication platforms that enable companies and individuals to build broader and more intense relationships with their audiences (Barus et al., 2024). Social media platforms like TikTok and Instagram, as part of the digital ecosystem, play a central role in contemporary business communication processes. In this context, personal branding has become a crucial strategy in shaping the image, reputation, and appeal of effective business communication in the digital era (Salam, 2020).

Amidst the increasingly powerful tide of digitalization, an individual's online presence has become part of their professional and social identity (Raju & Fadhillah, 2024). Social media user behavior not only reflects personal interests but also shapes a public image that can indirectly influence business relationships. Therefore, building a self-image, or personal branding, has become a strategic necessity, especially for the younger generation who want to exist and compete in the world of work and digital entrepreneurship (Salsaminia & Santosa, 2025).

Personal branding is a strategic process for shaping public perception of an individual, packaged like a brand. In the competitive digital business world, personal branding is a crucial tool for self-differentiation. A positive, unique, and consistent self-image can build trust, credibility, and loyalty from consumers and business partners (Lupşa-Tătaru, 2020). When an individual or organization successfully builds a strong personal identity in the digital realm, their business communications will be more effective in conveying messages, shaping perceptions, and guiding audience decisions (Suprimansyah & Yusuf, 2023).

A strong personal brand not only shows who someone is, but also represents their values, uniqueness, and expertise. In the digital age, this process is often carried out consciously and systematically through social media platforms. For students, especially those involved in the creative and communications fields, a personal branding strategy is a crucial bridge in building credibility, expanding networks, and increasing job opportunities or business collaborations (Yusanda et al., 2021).

One factor driving the importance of personal branding is increasing competition in the global marketplace. With so many choices available to consumers, they tend to choose products or services offered by individuals or companies with a strong and trusted image. Effective personal branding can help businesses stand out from the crowd and attract a wider audience. This demonstrates that personal branding is not just a marketing tool, but an integral part of a business's communication strategy (Alfaridzi, 2023).

The role of social media platforms such as TikTok and Instagram in shaping personal branding is becoming more significant. These platforms enable individuals to express their identity through the sharing of diverse visual and audio-visual content. Through open engagement and creative content curation, individuals can enhance the personal branding messages they wish to communicate to the public. However, the main challenge in this approach is maintaining a consistent, authentic, and relevant image that resonates with the target audience amid the fast-paced digital information landscape (Efrida & Diniati, 2020).

Furthermore, the dynamics of communication on platforms like TikTok and Instagram demonstrate that visual-based interactions and personal narratives are more readily accepted by audiences. This opens up space for every individual to emerge as an influential figure, provided they manage their self-image appropriately. In this context, personal branding is not only a tool for self-promotion, but also part of a strategic communication process capable of creating tangible social and economic impact (Rizaldi, 2024).

Furthermore, personal branding plays a crucial role in building trust and credibility. In the digital age, consumers are increasingly discerning and critical in choosing products or services. They tend to seek out more information about an individual or company before making a purchasing decision. Therefore, strong personal branding can help create a positive perception in the eyes of consumers, which in turn can increase the chances of business transactions (Sutoyo, 2020).

Business communication in the digital age now relies not only on the speed of information but also on the depth of the relationship built between the sender and recipient. In this regard, personal branding is not merely a complementary element but an integral part of the business communication strategy itself. When a businessperson or professional successfully builds a positive reputation through strong personal branding, every communication they deliver will have a greater impact. This applies to promotions, negotiations, collaborations, and even customer service (Manzoor et al., 2024).

In a competitive market, a strong personal branding strategy can provide a significant competitive advantage. Many public figures, entrepreneurs, and digital influencers have successfully leveraged the power of personal branding to expand their business reach. Gary Vaynerchuk, for example, is widely known not only for his products but also for his distinctive and consistent communication style. This proves that personal branding has a direct impact on communication and digital marketing strategies.

Study Lailatul Khurnia et al. (2025) shows that personal branding contributes 25% to the growth of SME businesses, emphasizing the importance of digital image in achieving competitive advantage. Study (Suryatmaja & Astawa, 2022) also found that consistency of personal branding style and content is an effective strategy in winning the digital market.. Add more,(hutaauruk et

al., 2024) shows that personal branding through online marketing and social media can significantly increase visibility and audience interaction.. Even in the fashion industry, (Puji Lestari et al., 2025) found a positive influence of personal branding on consumer loyalty

In a local context, personal branding strategies can also serve as a medium for preaching and promoting Islamic values in the digital space. As in the story of the Prophet Joseph (peace be upon him), who openly conveyed his competence to the ruler of Egypt ("Make me the treasurer of the state... indeed, I am a man of skill and knowledge"), this demonstrates that introducing oneself well and elegantly is part of strategic communication for the greater good. Personal branding, carried out with the right intentions and values, can be a relevant means of preaching in the digital age.

With effective personal branding, an entrepreneur can attract the attention of relevant people in their industry. A broad network is crucial for business growth. Personal branding not only helps build connections but also opens up opportunities for new collaborations and partnerships. Amalia & Satvikadewi (2020) note that information about a person's reputation can spread quickly in the digital age, making expanding a business network easier (Amalia & Satvikadewi, 2020).

This research is motivated by the importance of understanding how personal branding can influence business communications, particularly on social media platforms like TikTok and Instagram, which are now widely used by various groups, including students. These two platforms are not only entertainment but also tools for promotion, education, and self-expression. Therefore, it is crucial to explore how personal branding elements such as distinctiveness, relevance, and consistency can shape effective and influential business communication patterns in the digital ecosystem.

Based on this background, this study aims to determine the extent of personal branding's influence on business communications in the digital era, focusing on the platforms TikTok and Instagram. This research is expected to provide theoretical contributions to the study of digital communications and offer practical insights for business practitioners, content creators, and academics in designing personal branding strategies that align with their desired business communication goals.

Based on this background, this research aims to determine the extent to which personal branding influences business communication in the digital era, with a focus on the TikTok and Instagram platforms. This research is expected to provide a theoretical contribution to the development of digital communication studies and offer practical insights for business practitioners, content creators, and academics in designing personal branding strategies that align with desired business communication goals. Based on the description above, the research

question in this study is: How does personal branding influence business communication in the digital era on the TikTok and Instagram platforms?

The research hypotheses are as follows: (a) H_1 Personal branding significantly influences business communication in the digital age on the TikTok and Instagram platforms; and (b) H_0 Personal branding does not significantly influence business communication in the digital age on the TikTok and Instagram platforms.

METHODS

This study uses a quantitative approach with an associative approach. It aims to determine the influence of personal branding on business communication in the digital era, particularly through the platforms TikTok and Instagram. This quantitative approach was chosen because it provides an objective picture of the relationships between variables through numerical data that can be analyzed statistically. This study is non-experimental in nature, as there is no special treatment for the subjects; instead, it simply observes and analyzes the relationships between variables as they exist in the field.

The population in this study were students of Muhammadiyah University of Yogyakarta (UMY), with a focus on students of the Islamic Communication and Broadcasting (KPI) Study Program, intakes of 2023 and 2024. The sampling technique used was purposive sampling, which involves deliberately selecting subjects based on specific criteria. The sample criteria used in this study were students who actively use TikTok and Instagram for communication and self-expression. This group was selected based on the relevance of social media use as a space for personal branding and digital business communication.

The research instrument was a questionnaire compiled based on indicators for each research variable. The independent variable in this study was personal branding, which was measured based on three main aspects: distinctiveness, relevance, and consistency. Meanwhile, the dependent variable was business communication, which was measured through six aspects: communication channels, perception, technology use, language and culture, trust, and organizational context. Each aspect was broken down into several statement indicators which were then presented in the form of a closed-ended questionnaire with a five-point Likert scale, ranging from strongly disagree to strongly agree.

Before data collection, the research instrument was validated through expert judgment involving two communication research lecturers to ensure content validity. A pilot test was conducted among 30 students outside the main sample to test the clarity of items. The reliability of the questionnaire was tested using Cronbach's Alpha to measure internal consistency, following the minimum threshold of 0.7 as recommended by Nunnally (1978). The test results indicated that the instrument met the reliability criteria. The total number of respondents in this

study was 30 students from the Islamic Communication and Broadcasting Program at Muhammadiyah University of Yogyakarta, who were selected using purposive sampling. Data were analyzed using descriptive statistics and simple linear regression to test the hypothesis with a 95% confidence level ($\alpha = 0.05$) (Pacheco-castillo, 2024).

Data collection was conducted online by distributing questionnaires to respondents through digital platforms such as class groups and social media. The collected data were then analyzed using simple linear regression techniques with the help of SPSS software. This analysis was used to determine the extent of the influence of personal branding on business communication. Hypothesis testing was conducted using a significance test (p-value) at a 95% confidence level ($\alpha = 0.05$). If the significance value is less than 0.05, it can be concluded that there is a significant influence between personal branding and business communication.

RESULTS AND DISCUSSION

This study was conducted to determine the extent of personal branding's influence on business communication in the digital era, particularly through social media platforms like TikTok and Instagram. Data were obtained by distributing questionnaires to students of the Islamic Communication and Broadcasting Study Program in Muhammadiyah University of Yogyakarta, graduating in 2023 and 2024, who actively use both platforms.

Data analysis was performed using simple linear regression with the aid of SPSS software. The statistical test results are presented in two main tables: the Model Summary and the Coefficients Table, as follows:

Table 1. Model Summary of Simple Linear Regression Between Personal Branding and Business Communication

Model	R	R Square	Adjust R Square	Standard Error of the Estimate
1	0.423 ^a	0.179	0.149	8.51835

Note: ^a Predictors: (Constant), Personal Branding

Table 1 indicates that the R Square value is 0.179, implying that personal branding accounts for 17.9% of the variation in the business communication variable. Therefore, personal branding is able to explain 17.9% of the changes in business communication as reported by respondents, while the remaining 82.1% is attributed to other factors not explored in this study. Additionally, the coefficient test results show a p-value of 0.020, which is less than the 0.05 threshold. This leads to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_1), indicating a significant relationship between personal branding and business communication. The regression coefficient of 1.017 suggests that a one-unit increase in

personal branding results in a 1.017 unit increase in business communication, assuming all other variables remain constant.

Table 2. Coefficients of Simple Linear Regression Between Personal Branding and Business Communication

Model	Unstandardized Coefficient		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	23.712	8.737		2.714	0.011
VAR00001	1.017	0.412	0.423	2.468	0.020

Note: Dependent Variable: Business Communication

Table 2 shows that the significance value (p-value = 0.020) is smaller than the significance level of 0.05. This means that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Thus, it can be concluded that there is a significant influence between personal branding and business communication. In addition, the regression coefficient value of 1.017 indicates that every one unit increase in personal branding will increase business communication by 1.017 units, if other variables are held constant.

Hypothesis Testing

To test the significance of the influence of personal branding on business communication, an F test (simultaneous) and a t test (partial) were conducted.

Table 3. ANOVA (F-Test) of Simple Linear Regression Between Personal Branding and Business Communication

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	442.124	1	442.124	6.093	0.020 ^b
Residual	2031.743	28	72.562		
Total	2473.867	29			

Notes: ^b Predictors: Personal Branding; Dependent Variable: Business Communication

Table 3 ANOVA shows that the calculated F value is 6.093 with a significance value (p-value) of 0.020. Because this value is smaller than the significance level of 0.05, then H_0 rejected and H_1 accepted. This means that, simultaneously, personal branding has a significant influence on business communication.

The coefficients table indicates that the personal branding variable has a significance value of 0.020. It can be inferred that personal branding has a somewhat substantial impact on corporate communication because this value is less than 0.05. Assuming all other factors stay the

same, the coefficient value of 1.017 means that for every unit increase in personal branding, business communication will also grow by 1.017 units.

Table 4. t-test (Partial) Results for the Influence of Personal Branding on Business Communication

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	23.712	8.737		2.714	0.011
The influence of personal branding	1.017	0.412	0.423	2.468	0.020

Dependent Variable: Business Communication

These results support McNally and Speak's assertion that strong personal branding, through distinctiveness, relevance, and consistency, can shape positive perceptions that directly impact communication effectiveness. In the context of KPI students actively using TikTok and Instagram, these results demonstrate that digital expression, such as content style, visualization, and audience interaction, are crucial factors in building engaging and credible business communications.

DISCUSSION

Furthermore, these results are also in line with the findings Leticia & Rusdi, (2021), which concluded that personal branding through Instagram has an impact on Scarlett Whitening customer loyalty. Hafizha & Anggraini, (2023) also showed that personal branding had a 31.1% influence on the digitalization of Islamic banking services. While these studies are set in different contexts, the essence is similar: digital self-image plays a crucial role in shaping successful business communications.

These findings demonstrate that personal branding serves not only as a self-presentation tool but also as a bridge to build trust and quality interactions between businesses and their consumers. By building a distinctive, audience-relevant image and communicating it consistently, communicators can create more meaningful and impactful digital experiences.

The findings on the significance of personal branding for business communications provide empirical evidence that a strategically constructed personal image on social media can influence how audiences respond to business messages. This is particularly relevant in the context of college students, many of whom are starting small businesses or becoming digital content creators, relying on public trust as a communication resource. Visual consistency, authenticity of message, and a strong personal narrative have proven to be crucial factors in reaching and retaining audiences.

Although personal branding contributes only 17.9% to business communications, this figure reflects a significant role considering that only one variable is used. In the realm of digital communications, the effects of a single variable, such as personal branding, can have a far-reaching impact when integrated with other variables such as engagement, content quality, and communication frequency. Therefore, while its contribution is still moderate, these results are sufficient to demonstrate that personal branding is a crucial foundation in a digital communications strategy.

Based on respondents' observations, students who exhibit distinctive characteristics in conveying messages, such as consistent language use, color choices, and consistent communication styles, are more easily recognized and foster two-way interactions with their audience. This aligns with Peters' (1997) theory, which states that personal branding is about how individuals manage their inherent impressions to shape positive and sustainable public perception (Scheidt et al., 2020).

The questionnaire results show that consistency scored highest compared to distinctiveness and relevance. This indicates that audiences are more likely to respond positively to stable and predictable content or communications. In this context, consistency is a key element in building digital trust, where audiences feel comfortable and trust a provider who consistently maintains consistent message style and content.

These results reinforce the importance of a personal branding strategy, encompassing not only aesthetics or content presentation, but also values, goals, and recurring messages. Students, as digital natives, have a significant opportunity to develop credible business communications through this approach. Therefore, strengthening personal branding skills based on Islamic values, communication ethics, and honesty needs to be part of the curriculum or training in both academic and entrepreneurial contexts.

However, it's important to note that the contribution of personal branding to business communications in this study was still moderate (17.9%). This indicates that many other factors influence the effectiveness of digital communications, such as marketing strategy, product or service quality, user experience, and consumer psychology. Therefore, personal branding needs to be integrated with a broader and more comprehensive communications strategy.

Thus, it can be concluded that personal branding has a significant impact on business communications, particularly in the context of social media use. This influence demonstrates that a strong personal image can serve as a bridge to effective communication, build audience trust, and strengthen a strategic position within the digital business ecosystem.

The statistical results further confirm the significance of the relationship between personal branding and business communication. The regression analysis produced an R value of 0.423, an R Square value of 0.179, and a significance level of 0.020 (< 0.05). These figures indicate

that personal branding contributes 17.9% to the variation in business communication, while 82.1% is influenced by other factors. This result empirically demonstrates that the stronger one's personal branding reflected in distinctiveness, relevance, and consistency the more effective their business communication becomes.

Theoretically, this finding aligns with McNally and Speak's (2003) framework, which emphasizes that credibility and audience trust are shaped by a consistent and unique personal identity (Speak & Karl, 2003). It also supports Peters' (1997) view of personal branding as a form of impression management, where individuals strategically shape public perception. In real-world practice, this is reflected in how digital entrepreneurs and influencers build loyal audiences through consistent content style, authentic storytelling, and value-driven engagement on platforms like TikTok and Instagram.

However, this study has several limitations. The sample size was relatively small and limited to students of a single university, which may reduce the generalizability of the findings. Furthermore, the study only analyzed two platforms, TikTok and Instagram while other social media such as YouTube or LinkedIn may show different dynamics. Future research is encouraged to include larger and more diverse samples, employ comparative methods, and integrate additional variables such as engagement rate or content quality to provide a more comprehensive understanding of digital communication effectiveness.

CONCLUSION

This study concludes that personal branding significantly influences business communication in the digital era, particularly through TikTok and Instagram. Personal branding contributes 17.9% to communication effectiveness, with a significance value of 0.020. Strong personal branding built through uniqueness, relevance, and consistency enhances audience trust and strengthens communication impact.

Personal branding plays an important role for students and young entrepreneurs who rely on digital platforms. However, other variables also influence digital business communication, highlighting the need for a comprehensive communication strategy. This research is expected to contribute theoretically to digital communication studies and provide practical insights for professionals aiming to optimize personal branding strategies.

However, these findings also indicate that other factors beyond personal branding influence the success of digital business communications. Therefore, personal branding should be holistically integrated with a digital communications strategy that encompasses product quality, language style, technology utilization, and a deep understanding of audience behavior.

Thus, personal branding is not only relevant as a self-promotion tool but also a strategic part of modern business communications. This research is expected to contribute theoretically to

the development of digital communication studies and provide practical guidance for business people, professionals, and academics in designing more effective and sustainable personal branding-based communication strategies in the digital age.

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