

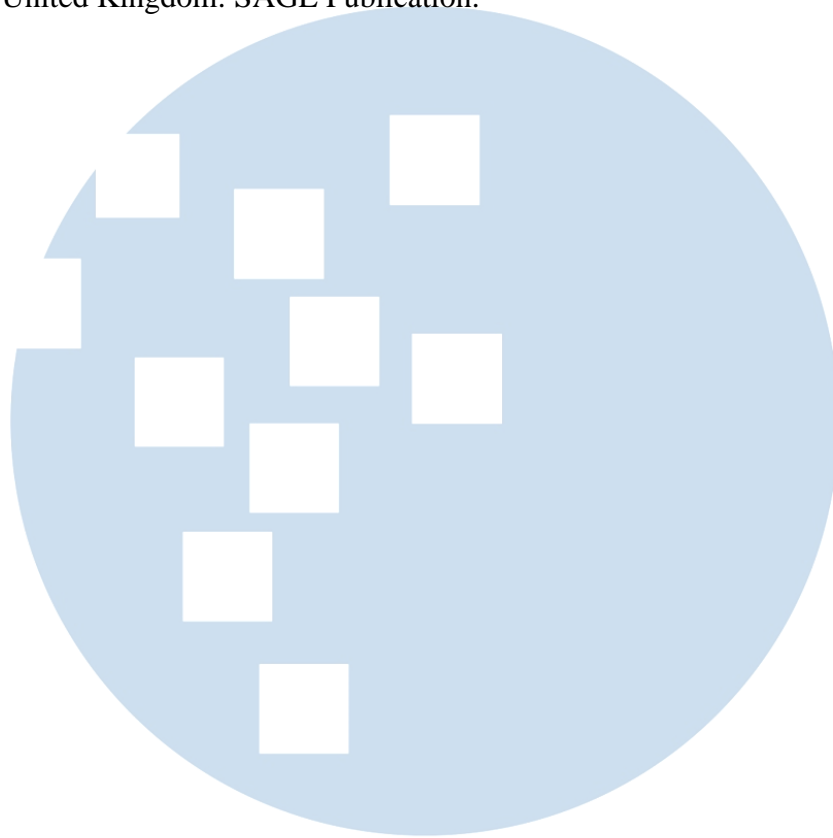
## DAFTAR PUSTAKA

- Arruda, W. (2019). *Digital You. Real Personal Branding in the Virtual Age*. United States of America: Association for Talent Development (ATD).
- Brown, R. (2016). *Build Your Reputation Grow Your Personal Brand for Career and Business Success*. United Kingdom: Wiley.
- Chritton, S. (2014). *Personal Branding For Dummies*. Canada: John Wiley & Sons, Inc.
- Clive, B. K. (2014). *REBRAND: The Ultimate Guide to Personal Branding*. US: #PrB.rating#4.55.
- Cohen, H. (2015). *Komunikasi Antarpersonal*. Jakarta: Prenada Media .
- Cresswell, J. W., & Cresswell, J. D. (2018). *Research Desgin: Qualitative, Quantitative, and Mix Methods Approaches*. Los Angeles: SAGE Publication.
- F. P., & Irwansyah. (2020). PERSONAL BRANDING RIA RICIS PADA MEDIA SOSIAL INSTAGRAM. *Jurnal Penelitian Komunikasi*, 15-30.
- Feldman, B., & Price, S. (2017). *The Road to Recognition: The A-to-Z Guide to Personal Branding for Accelerating Your Professional Success in The Age of Digital Media*. United States: Ideapress Publishing.
- Frischmann, R. M. (2014). *Online Personal Brand: Skill, Set, Aura, and Identity*. USA: USA: CreateSpace Independent Publishing Platform.
- Gratton, S. J. (2012). *Follow Me! Creating a Personal Brand with Twitter*. Canada: John Wiley & Sons, Inc.
- Haroen, D. (2014). *Personal branding : kunci kesuksesan anda berkiprah di dunia politik*. Jakarta: Gramedia Pustaka Utama.
- Hendrawan, V. (2021, June 19). *Dyah, seorang guru yang jadi talent Free Fire anyar Aura Esports*. Diambil kembali dari oneesports.id: <https://www.oneesports.id/free-fire/dyah-guru-aura-esports/>
- Hennessy, B. (2018). *Influencer Building Your Personal brand in the Age of Social Media* . New York: Kensington Publishing Corp.
- Ievansyah, & Sadono, T. P. (2018). PERSONAL BRANDING DALAM KOMUNIKASI SELEBRITIS (STUDI KASUS PERSONAL BRANDING ALUMNI ABANG NONE JAKARTA DI MEDIA SOSIAL “INSTAGRAM”). *Bricolage: Jurnal Magister Ilmu Komunikasi*, 149 - 209.
- Jemadu, L. (2021, Agustus 4). *Indonesia Pasar Game Terbesar Asean, Kemenperin: Bangun Ekosistem Terintegrasi*. Diambil kembali dari Suara.com: <https://www.suara.com/tekno/2021/08/04/012233/indonesia-pasar-game-terbesar-asean-kemenperin-bangun-ekosistem-terintegrasi?page=all>

- Johnson, C. (2019). *Platform: The Art and Science of Personal Branding*. United States: Lorena Jones Books.
- Jones, S. (2014). *Start you up: rock star secrets to unleash your personal brand & set your career on fire*. Austin, Texas: Greenleaf Book Group Press.
- Juliastuti, R., & Witarti, D. I. (2020). Personal Branding Psikolog Seto Mulyadi (Kak Seto) di Era Disrupsi Media. *CARAKA : Indonesian Journal of Communications*, vol. 1(1), 1-9.
- Kang, K. (2013). *Branding Pays The Five-Step System to Reinvent Your Personal brand*. UNITED STATES OF AMERICA: BrandingPays Media.
- Kaputa, C. (2012). *You Are A Brand, 2nd Edition: In Person and Online, How Smart People Brand Themselves For Business Success*. United States of America: Nicholas Brealey Publishing.
- Kietzmann, J. H., Silvestre, B. S., McCarthy, I. P., & Pitt, L. F. (2012). Unpacking the social media phenomenon: towards a research agenda. *Journal of Public Affairs*, 109-119.
- Long, S. (2016). *Linkedin for Personal Branding: The Ultimate Guide*. New York: Strauss Consultants - Hybrid Global Publishing.
- Marcoux, J. (2016). *BE THE BRAND: The Ultimate Guide to Building Your Personal Brand*. Jules Marcoux.
- Middleton, S. (2012). *Brand New You: Reinventing Work, Life & Self Through the Power of Personal Branding*. United Kingdom : Simon Middleton.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. United States of America: Pearson.
- Newzoo. (2019, Desember 20). *newzoo.com*. Diambil kembali dari Insights into the Indonesian Games Market: <https://newzoo.com/insights/infographics/insights-into-the-indonesian-games-market>
- Papakonstantinidis, S. (2019). *Tell Me About Yourself. Personal Branding and Social Media Recruiting in the Brave New Online World*. United States of America: Business Expert Press, LLC.
- Puspitarani, M. (2019, November 12). *ONIC Esports, Salah Satu Tim Esports Indonesia yang akan Berlaga di SEA Games 2019*. Diambil kembali dari [goodnewsfromindonesia.id](https://www.goodnewsfromindonesia.id): <https://www.goodnewsfromindonesia.id/2019/11/12/onic-esports-salah-satu-tim-esports-indonesia-yang-akan-berlaga-di-sea-games-2019>
- Putri, V. K. (2021, Oktober 15). *Contoh Perkembangan Teknologi yang Sering Digunakan Sehari-hari*. Diambil kembali dari [Kompas.com](https://www.kompas.com): <https://www.kompas.com/skola/read/2021/10/15/163032469/contoh-perkembangan-teknologi-yang-sering-digunakan-sehari-hari>

- Quesenberry, K. A. (2018). *Social Media Strategy : : marketing, advertising, and public relations in the consumer revolution*. United States of America: Rowman & Littlefield .
- R. J., & Witarti, D. I. (2020). Personal Branding Psikolog Seto Mulyadi (Kak Seto) di Era Disrupsi Media. *CARAKA : Indonesian Journal of Communications*, 1-9.
- Rahmatullah, R. (2022, March 16). *Onic Anisa Rahim, Talent Cantik ONIC Esport Kelahiran 1997*. Diambil kembali dari seputargame.com: <https://www.seputargame.com/news/onic-anisa-rahim-talent-onic-esports/#:~:text=Perjalanan%20Karir%20Sang%20Talent%20ONIC%20Anisa%20Rahim%20Anisa,dirinya%20diajaki%20oleh%20teman%20kulia hnya%20yang%20bernama%20Vela>.
- Rodricks, A. (2022). *Trigger Fingers: Personal Branding Through Storytelling*. Toronto: Iguana Books.
- Schaefer, M. W. (2017). *KNOWN: The Handbook for Building and Unleashing Your Personal Brand in the Digital Age*. New York: Library of Congress Cataloging-in-Publication Data.
- Schensul, J. J., & LeCompte, M. D. (2013). *Essential ethnographic methods : a mixed methods approach*. United Kingdom: AltaMira Press.
- Slayback, Z. (2019). *How to Get Ahead a Proven 6-Step System to Unleash Your Personal Brand and Build a World-Class Network so Opportunities Come to You*. United States: McGraw-Hill.
- Stevani , & Widayatmoko. (2017). Kepribadian Dan Komunikasi Susi Pudjiastuti Dalam Membentuk Personal Branding. *Jurnal Komunikasi Vol. 9, No. 1*, 65-73.
- Stevani, & Widayatmoko. (2017). Kepribadian Dan Komunikasi Susi Pudjiastuti Dalam Membentuk Personal Branding. *Jurnal Komunikasi*, 65-73.
- T. W. (2017). FORMING THE PERSONAL BRANDING OF SANDIAGA UNO AS A PUBLIC LEADER IN 2017 ON RHETORIC PERSPECTIVE . *Journal Communication Spectrum : Capturing New Perspectives in Communication*, 74-89.
- Trzeciak, S. (2016). *Personal Branding for Everyone: An Expert's Toolbox for Unleashing Your Inner Leader, a Successful Career, a Thriving Business and a Fulfilling Life*. New York: AmazonKindle.
- Waller, T. (2020). *Personal Brand Management (Marketing Human Value)*. Washington, DC, USA: Springer, Cham.
- Yee, N. (2017, Januari 19). *Beyond 50/50: Breaking Down The Percentage of Female Gamers by Genre*. Diambil kembali dari quanticfoundry.com: <https://quanticfoundry.com/2017/01/19/female-gamers-by-genre/>

Yin, R. K. (2018). *Case Study Research and Application Design and Methods*.  
United Kingdom: SAGE Publication.



UMMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA