

DAFTAR PUSTAKA

- Alfauzan, S., & Parsono, S. (2024). Personal Branding Ridwan Kamil Melalui Instagram @ridwankamil. *Indonesian Journal of Digital Public Relations (IJDPR)*, 2(2), 93–99.
- Anjani, S., & Irwansyah, I. (2020). Peranan Influencer dalam Mengkomunikasikan Pesan di Media Sosial Instagram. *Polyglot: Jurnal Ilmiah*, 16(2), 203–229. <https://doi.org/10.19166/pji.v16i2.1929>
- Arruda, W. (2019). *Digital You: Real Personal Branding in The Virtual Age*. USA: American Society for Training & Development.
- Arruda, W. (2022). *How To Build Your Personal Brand By Exhibiting The Crucial Three C's Of Branding*. Forbes.
- Agustin, L., Adhrianti, L., & Indiarma, V. (2024). *Strategi Personal Branding Content Creator Bengkulu (Studi Kasus pada Akun Media Sosial TikTok @cekelenehem)*. Jurnal Manajemen Pendidikan dan Ilmu Sosial. <https://doi.org/10.38035/jmpis.v6i1>
- Brown, R. (2016). *Build Your Reputation, Grow Your Personal Brand for Career and Business Success*. United Kingdom: Wiley.
- Bruns, I. (2018). *'Perceived Authenticity' and 'Trust' in Social Media Driven Influencer Marketing and Their Influence on Intentions-to-Buy of 18-24-Year-Olds in Ireland*. Dissertation. Dublin Business School.
- Budiarti, N. W., & Dewi, K. (2023). *Personal Branding di Media Digital pada Akun TikTok @dailyjour*. Jurnal Penelitian Inovatif (JUPIN). <https://doi.org/10.54082/jupin.207>
- Bur, R., Ayuningtyas, F., & Muqsith, M. A. (2023). Pemanfaatan TikTok sebagai Media Informasi Baru Generasi Z. *Jurnal Komunikasi Nusantara*, 5(2), 189–198.
- Collabstr. (2023). *2023 Influencer Marketing Report: Influencer Marketing Statistics, Trends, and Predictions*. Influencer Marketing Report. https://collabstr.svgdcnihri.in/2023_influencer_marketing_report/
- Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. London: Sage Publication.
- Dewi, R., Ishak, R. A., & Djakaria, M. R. (2023). *Strategi Personal Branding Melalui Sosial Media Tiktok Melinda Rohita*. Jurnal Bisnismen: Riset Bisnis dan Manajemen.
- Dimas, M. D. C. P., & Zakiah, K. (2023). Personal Branding Content Creator di Media Sosial Tiktok. *Bandung Conference Series: Public Relations*, 3(2), 387–393. <https://doi.org/10.29313/bcspr.v3i2.7463>
- Diniyah, N, & Hanum, F. (2023). Transformasi Nilai Maskulinitas Laki-Laki Pengguna Kosmetik. *Dimesia: Jurnal Kajian Sosiologi*.

- Dogra, K. (2019). *The Impact of Influencer Marketing on Brand Loyalty Towards Luxury Cosmetics Brands: Comparison of Generation Z and Millennial*. Thesis. Modul University Vienna.
- Fatika, R. A. (2024). 10 Negara dengan Pengguna TikTok Terbesar, Indonesia Urutan Berapa? Diambil 28 Mei 2025, dari <https://data.goodstats.id/statistic/10-negara-dengan-pengguna-tiktok-terbesar-indonesia-urutan-berapa-xFOgI>
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing sebagai Strategi Pemasaran Digital Era Modern (Sebuah Studi Literatur). *Jurnal Eksekutif*, 15(1), 133–146.
- Haroen, D. (2015). *Personal Branding: Kunci Kesuksesan Berkiprah di Dunia Politik*. Jakarta: Gramedia Pustaka Utama.
- Hennessy, B. (2018). *Influencer: Building your Personal Brand in the Age of Social Media*. Kolkata: Citadel.
- Hermawan, I. (2023). *Toxic masculinity dan tantangan kaum lelaki dalam masyarakat Indonesia modern*. Dimensia: Jurnal Kajian Sosiologi.
- Ilhami, M. Al, & Hendrastomo, G. (2020). Perawatan Kulit Wajah sebagai Gaya Hidup Laki-laki. *E-Societas: Jurnal Pendidikan Sosiologi*, 9(3), 1–17.
- Jenkins, L. (2021). *Branding Small Businesses in Small Communities*. Thesis. Eastern Illinois University.
- Liputan6. (2023). *Brand Kecantikan Lokal dan Personal Care Catat Pertumbuhan Positif Selama 2023 di Lazmall*. <https://www.liputan6.com/lifestyle/read/5391047/brand-kecantikan-lokal-dan-personal-care-catat-pertumbuhan-positif-selama-2023-di-lazmall>
- Lune, H., & Berg, B. L. (2017). *Qualitative Research Methods for The Social Sciences*. New York: Pearson.
- Nabilah, M. (2024). *Personal Branding: Panduan Komprehensif untuk Membangun Citra Diri yang Menginspirasi*. Yogyakarta: Anak Hebat Indonesia.
- Naszadayuna, Yanuar, D., & Rahmani, S. (2022). Strategi Personal Branding dalam Meningkatkan Reputasi Diri Selebgram. *Jurnal Ilmiah Mahasiswa FLSIP USK*, 7(1), 1–9.
- Nielsen. (2023). Annual Marketing Report. Diambil 28 Mei 2025, dari <https://www.nielsen.com/id/insights/2023/need-for-consistent-measurement-2023-nielsen-annual-marketing-report/>
- Nugroho, I. R. (2022). *Grow Your Personal Branding: Teknik Terkini Membangun Merek Diri, Bagaimana Membangun Merek Diri dengan Mudah dan Murah*. Yogyakarta: Psikologi Corner.
- McNally, D., & Speak, K. (2018). *Be Your Own Brand: A Breakthrough Formula for Standing Out from the Crowd*. https://www.bkconnection.com/static/Be_Your_Own_Brand_EXCERPT.pdf

- Phlanx. (2025). Influencer Engagement. Diambil 28 Mei 2025, dari <https://phlanx.com/>
- Purnamaningsih, P., & Rizkalla, N. (2020). *The Role of Parasocial Interaction on Consumers Intention to Purchase Beauty Products*. <https://ssrn.com/abstract=3701912>
- Raharjo, F. S. (2019). *The Master Book of Personal Branding: Seni Membangun Merek Diri dengan Teknik Berbicara*. Yogyakarta: Quadrant.
- Riyanto, A. D. (2024). Hootsuite (We are Social): Data Digital Indonesia 2024. Diambil 28 Mei 2025, dari <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Romeika, G., & Griesiene, I. (2022). Personal Brand Management using Conceptual Assessment Model. In *Innovations and Social Media Analytics in a Digital Society* (hal. 132–152). Florida: CRC Press. <https://doi.org/10.1201/9781003189848-7>
- 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: Pearson.
- Statista. (2025). *Products associated with influencers Indonesia 2022*. <https://www.statista.com/statistics/1318688/i>
- Statista. (2025). Countries with The Most TikTok users 2025. Retrieved 27 May 2025, from <https://www.statista.com/statistics/1299807/number-of-monthly-unique-tiktok-users/>
- Syahfitri, A. I. (2024). *Fenomena Toxic Masculinity di Masyarakat dari Persepsi Mahasiswa UIN Raden Fatah Palembang*. Indonesian Journal of Behavioral Studies.
- Utami, T. R., & Christin, M. (2023). Strategi Personal Branding Comedian Influencer di Media Sosial. *Jurnal Interaksi: Jurnal Ilmu Komunikasi*, 7(2), 146–164. <https://doi.org/10.30596/ji.v7i2.13678>
- Yin, R. (2018). *Case Study Research: Design and Methods*. Thousand Oaks, CA: Sage Publication.