



Youtuber Personal Branding Content Analysis. A study on Indonesian Youtuber “Atta Halilintar”

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ABSTRACT

Personal branding is a new phenomenon in Indonesia in order to promote oneself to be a celebrity. Social media gives the opportunity to ordinary people to be famous and as a brand in a relatively cheap and easy. YouTube channel is one of the platforms that makes someone famous, then called YouTuber. A YouTuber who has millions of subscribers is used by the company as a brand endorser and influencer. This research explored a famous YouTuber’s content creation in order to build his personal branding and as a brand endorser. This research used a quantitative content analysis method. The result showed that YouTuber Atta Halilintar builds personal branding with several content themes such as prank, lifestyle, life story and product endorsement that make it increasingly has many subscribers. The aspects raised by Atta in the video such as leadership, personality, self-promotion, and physical uniqueness.

Key words: Personal Branding, Influencer, Youtubers, Brand Endorsement, Social Media

1. INTRODUCTION

Throughout the twentieth century until the present time, it is known that celebrities do not only come from among film stars, singers and models. Social media opens new way for individuals to be able to develop themselves so that they can be known to the wider community. In this case, Anne Jerslev in Carolina & Toblas state that *YouTuber* is the most prominent phenomenon in three categories namely game players, lifestyle and beauty, and comedians. They compete to be able to create personal branding for themselves in order to catch the attention of the [1].

The Global Digital Report in 2018 conducted by WeAreSocial and Hootsuite, said that Indonesian internet users were in the fourth position in the world. The use of the internet is dominated by social media users, with a total of 3.196 billion users worldwide. The number of social media users in Indonesia has reached 49% of the population of internet users, almost half of internet users in Indonesia already have social media. Indonesia ranks third in the growth of social media usage, with internet usage reaching

24 million users in the past year [2]. Social media is more flexible and has a broad scope, effective and efficient, fast and interactive. So that at this time there has also been a shift in the function of social media as a platform for promotion and marketing of a product to help marketing communications [3].

As technology develops, everyone will do mediated self-representation. Moreover, if the opportunity to represent oneself is in the context of social media [4]. Social media allows the creation of an online identity that may not be entirely true for who he really is. Social media opens new horizons to branding activities. Because social media is one place for expression, therefore everyone is competing to create self-presentation and develop personal branding for themselves to be better known by the wider community.

One of the platforms where successful personal branding is Youtube is a video sharing site. The phenomenon of YouTube also raises new jobs as is commonly called YouTuber. YouTubers are the people who create content that is then served on YouTube [5]. The appearance of many YouTubers on the YouTube Channel is a huge online phenomenon. The term *YouTuber* refers to a video blogger who regularly posts videos on their personal *YouTube* channel. People nowadays can easily create their own content and participate in social networks like *YouTube*.

Some contents, for example, are about their life experiences, and their experiences and opinions about a product or known as product reviews. Through these activities, they can obtain customers in the form of subscribers. *YouTube* is a platform that can be used to share existing content. With one single video, it can make possible to reach millions of people[6].

It can be seen that the importance of social media today is considered as a place to promote various products. Successful creators can be persuasive influencers. The content they share has an influence on people who are looking for information about products to support their purchasing decisions [7]. Therefore, it is not surprising that why some companies are willing to spend enough money being able to undergo an agreement with influencers and *YouTubers* to market their products. The most appropriate answer is that they have an important role in the eyes of consumers.

The objective of this study is to provide an overview of personal branding of *YouTubers* namely Atta Haliliintar. This research focuses on the experience of *YouTube* and content analysis and combines the two results. This research goes through an interview process to find out whether *YouTubers'* life is extremely like in their video. Also, it is about how their process is in marketing products entrusted by a brand/company. Influencer is a new phenomenon that is trending in the millennial segment in Indonesia, and also influencer get positive responses because they have credibility[8]

2. REVIEW OF RELATED LITERATURE

In this study, the theoretical framework uses Personal Branding in 2.1 which to describe how *YouTubers* shape their self-image as figures better known to the wider community. In 2.2, it uses the Social Media framework to describe the rise of social media and also the speed of the content created by *YouTubers* can influence the audience.

2.1 Personal Branding

Generally, personal branding can be interpreted as something done to form a name or a self-image. It is not an exclusive that can only be done by the company but can also be done by every individual. O'Brien T believes that a personal brand is an individual's personal identity that is able to create an emotional response from others to the quality and value of the individual. More detailed, personal branding is to communicate and ensure that others accept and believe the values and qualities that belong to individuals [9].

According to Peter Montoya 2002, there are eight concepts of the formation of personal branding. The eight concepts are the foundation of a strong personal branding which are [10] :

1. *The Law of Specialization*

The special feature of a great personal branding is the accuracy of a specialization concentrated only on a certain strength, expertise or achievement.

2. *The Law of Leadership*

Personal branding is equipped with a leader who can decide something in an atmosphere with full of uncertainty and can provide a clear direction.

3. *The Law of Personality*

A great personal branding is based on a personality just the way he is and is present with imperfections. This concept eliminates some emphasis on the concept of leadership. One must have a good personality, but not necessarily must be perfect.

4. *The Law of Distinctiveness*

An effective personal branding must be displayed in a different way from the others. Differentiation is needed in order to distinguish between one another. In addition,

with differences, a person will be better known by the public.

5. *The Law of Visibility*

Personal branding means it should be seen consistently and continuously until someone is known. Thus, visibility is more important than ability. It is in order that someone can promote themselves with every opportunity available

6. *The Law of Unity*

The personal life behind the personal brand must be in line with the moral ethics and attitudes that have been determined from the brand. Personal life should be a reflection and image expected from the personal brand.

7. *The Law of Persistence*

Personal brand does not happen instantly; it needs time to grow. During the process, it is important to always pay attention to each phase that occurs.

8. *The Law of Goodwill*

A personal brand will give good results and last longer if someone behind it is perceived with a positive image. The person must be associated with a value or idea that is generally recognized as positive and useful.

It can be concluded that personal branding is a process of forming people's perceptions of aspects possessed by someone, including personalities, abilities, or values, and how these stimuli generate positive perceptions from the community which can ultimately be used as marketing tools [11].

Everyone can do personal branding, especially for celebrities who want to increase their popularity. Sushi Khamis in Self Branding, 'micro celebriti' and the rise of Social Media Influencers in 2016 in Australia said that "Self-branding through social media pivots on attention and narrative, yet significantly extends the potential for fame and celebrity." In his research, Khamis found that social media encourages existing self-branding practices [12].

The researcher also uses 6 concepts of brand elements from Keller K.L 2017, i.e. [13]

1. *Memorable*

A necessary condition for building brand equity is achieving a high level of brand awareness

2. *Meaningful*

Brand elements may take on all kinds of meaning, with either descriptive or persuasive content

3. *Likeable Fun and Interesting, Rich Visual and Verbal imagery,*

Brand elements can be rich in imagery and inherently fun and interesting, even if not always directly related to the product

4. *Transferable*

Transferability measure the extent to which the brand element adds to the brand equity for new products or in new markets for the brand

5. *Adaptable*

The more adaptable and flexible the brand elements the easier it is to update it

6. Protectable

The sixth and final considerations is the extent to which the brand elements is to protectable in a legal and a competitive sense.

The researcher then adapted the two concepts above into a number of categories to be measured using the coding sheet in the discussion in Chapter 4.

2.2 Social Media

Social media is an online media where users can easily participate, share and create content through blogs, social networks or others. In addition, online media are media that are designed to facilitate interactive social interaction with internet-based technology that changes information dissemination from previously being a monologue (one to many audiences) to being dialogue (many audiences to many audiences). Besides, Mayfield in 2008 defines social media as media where users easily participate in it, share and create messages [14]. In a study conducted by Jonathan in 2019, in Indonesia the phenomenon of social media became very interesting. Social media is one of the important and very influential marketing tools at the moment. Anyone can access social media easily because it can be accessed through the mobile application [15].

Social media is one of the media that allows a person to be able to perform personal branding quickly. In a study conducted by Gunawan Wang in 2019 said that social media is most easily understood as a link that connects the Internet with a fast communication channel, where everyone can express ideas, thoughts and share them together [16]. It is where people start to create their own image through content which then they share their personal profiles.

As a study conducted by Winci and Wardah in 2015 in Malaysia entitled Strategic Social Media for Personal Branding - A Case Study Malaysian Celebrities on Facebook that tells about how celebrities use social media such as Facebook, Twitter, Instagram to build their personal branding. Wardah said that "The celebrities' success has a relationship to the social media strategy which they used. These data signified the importance of social media strategy, content strategy, and communication with fans, and authenticity via personally managed, efficiency via mobile management and platform maximization. In this study Wardah concluded that the success of celebrities depends on strategy social media used. This journal concludes that the importance of strategy, content and communication is the key to personal branding.[17]

This means that social media is the right place to do personal branding. The intended social media can be in the form of platforms such as Facebook, Twitter, Instagram or even Youtube. When discussing social media, Youtube is a very large social media platform that can be used as one of the media in building personal branding. Youtube is the world's leading video sharing website that allows users to do things like watching, uploading videos, and sharing them. *YouTube* is also known as a video site that provides various information in form of "moving images" and reliable. This site is indeed provided for those who are willing to search for video information and watch it live. We can also participate in uploading videos to *YouTube's* servers and sharing them throughout the world [18].

Almost everyone spends billions of hours watching videos and even produces various kinds of works. Also, almost every minute, there are always videos uploaded to *YouTube*, and what makes it interesting is that some well-known *YouTube* Channels are not managed by celebrities or companies. *YouTube* site has several video categories in which each represents a featured video (Editor's Choice) for that category. The contents on *YouTube* are in the form of; daily *vlogs*, short films, video reviews, reactions, music videos and cover videos which can be used as a process of building personal branding.

To see how *YouTube* can work as a means of personal branding can be seen through a study entitled Successful Personal Branding on Social Media Building a Personal Brand through Content on *YouTube*, which was examined by Veronika Tarnovskaya in 2016 at Lund University. This research tells about how *YouTubers* can form an activity to attract the attention of the existing audience. In addition, this research also discusses how *YouTubers* seek and form a content that suits their audience, so that the message conveyed can also be received. Tarnovskaya said that "*YouTubers* are actively involved in personal branding and they undertake the steps similar to conventional product or service brands: establishing the brand, communicating the brand and developing relationships between the brand and its target audience" [19].

3. RESEARCH METHODOLOGY

The research that discusses about *YouTubers'* personal branding uses quantitative research method by using content analysis method. Content analysis is one of the main methods of communication science. This research studies the contents of the media (newspapers, radio, film and television) by using content analysis. Through content analysis, the researchers can learn the description of the content, the characteristics of the message, and the development (trends) of one of the contents [20]. The researchers will identify the manifest messages and the latent messages from a document that will be examined. Krippendorff (1980) emphasizes that content analysis is a research technique for making inferences that can be replicated and validated by observing the context of the data.

Content analysis is a scientific research technique aimed at knowing the characteristics of contents and attracting inference from content. To systematically identify the content of communication that appears (manifest) and carried out objectively, validly, reliably and can be replicated [20]. The researchers will summarize and analyze the collection of content from *YouTube*, and study the literature, and process it into a report. The researcher will conduct some basic procedures for content analysis 1. sampling the data source, 2. making categories in content analysis, 3. coding the data, 4. interpretation of data results.

To measure the frequency of existing categories, the researchers use coding sheets by taking a sample of 77 video samples from a timespan of 1 year, from September 23, 2018 to September 23, 2019 to be able to see the frequency in the existing videos. The researchers ask 1 person to become a coder. The coder is Mr. Duto Dwi Wicaksono. The researchers give coding sheets that provide an explanation of how to fill it. In this content analysis research, the measuring instrument used is the frequency of the categories that the researchers adapt from the

concept of the formation of personal branding according to Peter Montoya and also from the supporting concepts of Keller K.L regarding criteria of brand elements.

4. RESEARCH RESULT AND DISCUSSION

The findings of this research by using content analysis with reliability testing as shown in table 3.1 below.

Table 3.1 :Measuring Instruments

Category	Dimension
Personal Branding Aspect	Leadership
	Personality
	Self-promotion
	Physical Uniqueness
Tema/Konten Video Penunjang Personal Branding	Lifestyle
	Product Endorsement
	Life Story
	Prank

Source: Processed by the Researchers

The results of the categorization coding are presented in table 3.2 below

Table 3.2 : Frequency of Personal Branding Category

No	Category	Dimension	Coder 1	Coder 2
1	Personal Branding Aspect	Leadership	17	16
		Personality	74	74
		Self-Promtion	63	57
		Physical Uniqueness	77	77
2	Personal Branding Supporting Video Content /Theme	Lifestyle	58	60
		Product Endorsement	45	71
		Life Story	25	25
		Prank	16	13

Source: Processed by the Researchers

After obtaining the results of the frequency category of personal branding which is done by using coding sheets, the researchers then will do a reliability test. The reliability test is used to test the findings made by different people. It means that the results obtained by the researchers and the results obtained by the coder will be measured by using Holsti's reliability formula, namely by

$$\text{Holsti Formula } CR = \frac{2M}{N1+N2}$$

Information

CR: Coefficient reliability (reliability between coders)

M : Total of same coding (approved by the researchers and coder)

N1 : Total of coding made by the researchers

N2 : Total of coding made by the coder

Table 3.3 : Reliability Test of Inter-Coder Personal Branding Aspect Categories

Category	Dimension	Reliability Test $CR = \frac{2M}{N1+N2}$	Approval Percentage
Personal Branding Aspect	Leadership	$CR = \frac{2(16)}{17+16} = 0.96$	96%
	Personality	$CR = \frac{2(74)}{74+74} = 1$	100%
	Self-Promotion	$CR = \frac{2(57)}{63+57} = 0.95$	95%
	Physical Uniqueness	$CR = \frac{2(77)}{77+77} = 1$	100%
Personal Branding Supporting Video Content/ Theme	Lifestyle	$CR = \frac{2(58)}{58+60} = 0.98$	98%
	Product Endorsement	$CR = \frac{2(45)}{45+71} = 0.77$	77%
	Life Story	$CR = \frac{2(25)}{25+25} = 1$	100%
	Prank	$CR = \frac{2(13)}{16+13} = 0.89$	89%

Source: Processed by the Researchers

In using the formula from Holsti, the minimum tolerated figure is 0.7 or equal to 70%. Meaning that if the results of the calculation show the reliability number above 0.7, it means the measuring instrument used is highly reliable. However, if the results shown are inversely proportional to 0.7, the coding sheet measuring instrument is not a reliable measurement instrument [20].

Table 3.4: Personal Branding Aspect

No	Category	Total Scene
1	Leadership	16
2	Personality	74
3	Self Promotion	57
4	Physical Uniqeness	77

Source: Processed by the Researchers

Based on the data recapitulation between the researchers and the coder for the Personal Branding Aspect category, there are 16 scenes containing the content of the leadership category, then 74 scenes containing the content of the personality category, and 57 scenes containing the content of the self-promotion category and finally there are 77 scenes that show that physical uniqueness is the most powerful category in the formation of personal branding. The four categories are then tested by using reliability test with results are leadership of 96%, personality of 100%, self-promotion of 95%, and physical uniqueness of 100%. If it is seen from the minimum number of requirements that must be generated based on the Holsti Formula, the data are reliable because the CR or Coefficient Reliability is more than 0.7 or equal to 70%.

Table 3.5: Personal Branding Video Content Theme

No	Category	Total Scene
1	Lifestyle	45
2	Product Endorsement	45
3	Life Story	25
4	Prank	13

Source: Processed by the Researchers

In addition, for the second analysis unit, namely the theme or supporting content of personal branding, there are 45 scenes that are in line with the lifestyle category; there are 45 scenes that contain the product endorsement category, and there are 25 videos that contain life story category, and the last is 13 videos that contain prank category as the *YouTube* video theme of Atta Halilintar. These four categories are then tested by using reliability with results are Lifestyle of 98%, Product endorsement of 77%, Life story of 100%, and Prank of 89%. In accordance with the minimum requirements of the Holsti formula, the data are reliable because it is above 0.7 or 70%.

Discussion

If seen from the results of the research on the coding sheet above, most of the content contained in Atta Halilintar Youtube videos is dominated by content that contains lifestyle and product endorsement. The content includes how the lifestyle of an Atta Halilintar shows its glamorous lifestyle in its daily activities, Atta also displays how its friendship style, and also togetherness with the family. When viewed further, in some of Atta's videos also included several product endorsement video shows. An example of product endorsement shows in Atta's Youtube video is that Atta is promoting a product with an interesting storyline so that viewers can also enjoy the video. The endorsement video was made by involving friends and also the production team. In one video Atta Halilintar can bring up 2 personal branding categories, namely the lifestyle category and also the product endorsement category. So it can be concluded that the contents of the content contained in the Atta video contain overlapping categories.



Figure 3.1 :Example of Overlapping Category

Source : <https://www.youtube.com/watch?v=wTpXXvfoaLk>

For example, in the video above, in the video titled "Mandi Lucinta Luna?? + Beauty Tips Ala Lucinta Luna + Bagi duit cash 20 juta" illustrates the overlapping categories. The video, which received 9,079,071 viewers and 172 thousand Likes, illustrates the lifestyle content of Atta Halilintar with Lucinta Luna by bringing out their friendship style scenes that

are relaxed, cool and full of laughter. In the video, Atta also presented a product endorsement from one of Indonesia's beauty brands, Ever White. In the video, Atta and Lucinta Luna do scenes to promote products from everwhite, such as wearing masks while they tell stories and relax in a halalman home. From this video it is clear that Atta's content overlaps with each other by displaying lifestyle and product endorsement as video content.

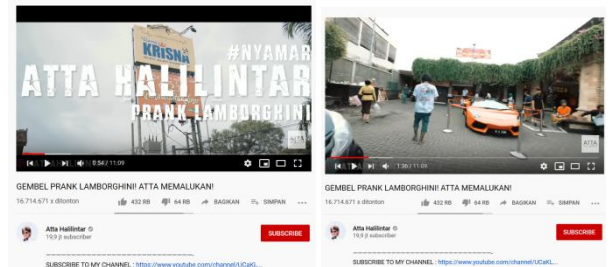


Figure 3.2 : Example of Overlapping Category

Source: <https://www.youtube.com/watch?v=NurtRSoLW8o&t=48s>

For an example of the next overlapping category can be explained through a video titled "Gembel Prank Lamborghini! Atta Memalukan! "Like in the picture 3.2. In the video that was watched by 16,714,671 viewers, Atta packed this content into a very interesting video so that it got approximately 432 thousand Likes. Like in picture 3.2 where at 0.54 seconds Atta displays a picture of one of the souvenir shops which is very famous in one of the cities in Indonesia, Bali. The scene is included in the product endorsement category because Atta through his video has done the store promotion. Then in the next minute Atta explained that he would do a prank by wrapping the Lamborghini car in the shop's parking lot with the appearance of a beggar. The scene is included in the prank category. At the end of the Atta video after performing the prank, Atta appears to apologize and it is known in the video that the person who owns the car is his best friend. After doing a prank, it can be seen that their style of friendship is a style of friendship that is close and full of laughter. The scene belongs to Atta's lifestyle category. Through this video, we can see how the video presented by Atta includes overlapping personal branding categories, which includes three categories in this study such as the product endorsement, prank and lifestyle categories.

In this discussion the researcher analyzes how personal branding is at the resource person Atta Halilintar in his YouTube account. Personal branding shown by Atta is more dominant in showing how his daily life and humble, relaxed and humorous personality. That makes Atta more likeable because it can bring an interesting and entertaining storyline. Besides the physical appearance that is with hair that always changes color to the appeal and characteristics of Atta Halilintar. Atta strives to continue to show self-promotion consistently so that he continues to get support in the form of subscribers on his YouTube account. And also the way he leads the team with team cohesiveness is the aspect shown in his YouTube account, even though the frequency displayed is not large.

Likewise with the categories in Atta content such as prank content, lifestyle, life stories and endorsement products. All of the content is packed by Atta with an interesting and rapid appearance that produces viewers and likes that are quite high.

In this research, the content with the Lifestyle theme is a high enough content and the most sought after by the audience where in this content Atta shows how everyday life with friends, family and also with his team. Even though the personal branding category displayed by Atta in one video can occur overlapping but it does not reduce the number of viewers in the video. The content is actually rich in aspects of personal branding that researchers have made based on the concept of personal branding miloh Montoya and also Keller in 2.1.

5. CONCLUSION

The main objective of this research is to see how personal branding created by a *YouTuber* namely Atta Halilintar is. In this research, the researchers use personal branding as one of the concepts to develop how a *YouTuber* like Atta Halilintar can attract the attention of the wider community and become a *YouTuber* with the highest subscribers in Asia. Through the existing personal branding process, it can be seen that the content that has been produced by Atta can trigger other people to continue watching the existing videos. Atta uses aspects of leadership, physical uniqueness, personality, and self-promotion as his aspects of personal branding. Likewise, the personal branding packaged by Atta Halilintar is through *YouTube* video content with themes such as lifestyle, prank, life story, and some videos about endorsement products.

From the analysis conducted, it can be seen that building personal branding is quite important at the present time especially for a content creator or *YouTuber*. With the emergence of *YouTuber*, everyone is increasingly competing to create interesting content on *YouTube* accounts. However, Atta Halilintar is not worried enough because he has his own characteristics that support his existence on *YouTube*.

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