



## Communication Strategy of Personal Branding of Instagram Celebrities in Building Credibility on Social Media

Dika<sup>1</sup>, Alem Febri Sonni<sup>2</sup>, Andi Vita Sukmarini<sup>3</sup>

<sup>1</sup>Program Magister Ilmu Komunikasi, Fakultas Pascasarjana, Universitas Fajar Makassar

\*Corresponding Author: Dika



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### Abstract

*This study aims to Describe the Personal Branding Communication strategy of Celebrity Rijal Djamel on Instagram social media. This study was conducted by observing the Instagram social media @Rijalsystem. Data collection was carried out through in-depth interviews, observation, and documentation, using qualitative methods with a descriptive qualitative approach. The results of this study indicate that the form of Rijal Djamel's Personal branding in his Instagram social media account @Rijalsystem has fulfilled the eight concepts of Personal branding according to Peter Montoyo, namely the first specialization, the form of specialization that Rijal Djamel emphasizes on his expertise in Content Creator and Public Speaking, the second leadership, Rijal Djamel shows himself as a figure who cares about the needs of his Followers in this case Rijal Djamel often shares educational posts such as sharing motivational posts in learning Public Speaking, the third personality, Rijal Djamel displays a Humanist, Humble, and communicative person. The fourth characteristic, building a competent personality, the fifth visibility, consistent and patterned from every content or photo shared on social media is always related to the tasks or achievements achieved. The sixth unity, Rijal Djamel forms his Personal branding in harmony or relevant to his personal life. Seventh, steadfastness, Rijal Djamel has consistently posted content from 2019, one content at a time, and eighth, good intentions, good intentions built by Rijal Djamel such as giving positive responses or appreciating through Instagram posts of people who are learning Public Speaking.*

## Introduction

The rapid development of information and communication technology has made the internet the main communication tool that is in great demand by the public. This is what then underlies the change in communication technology from what was initially conventional to modern and digital (Wang et al., 2020; Markard, 2020). The development of the use of internet media as a means of communication has also become increasingly rapid after the internet began to be accessible via mobile phones and even then, the term smart phone (smartphone) emerged (Liu, 2021). With the presence of smartphones, the facilities provided in communication are increasingly diverse, ranging from SMS, Chatting, email, and other social media facilities such as the presence of Instagram social media.

Instagram social media is a type of popular social media because the features contained in this social media tend to be more complete compared to other social media (Peng, 2021). Instagram not only gives us space to share photos or videos, but we can also add digital features so that the photos to be shared become more interesting. Usually, the photos shared in uploads are very diverse, such as sharing photos of yourself, sharing photos while working, or photos of other activities (Cino et al., 2020). Every photo or video that is uploaded interestingly can invite responses from other users in the form of Likes or comments. There are several factors that influence the number of Likes and comments in each upload (Doyle et al., 2020). One of them

is the large number of followers on Instagram (Followers). In Instagram users, the number of Likes and comments on each post has meaning for Instagram users. This is because each Like and comment shows the extent of other people's appreciation for the uploaded photo or video (Stsiampkouskaya et al., 2021). the more people respond through comments or likes given the more people feel that our uploads have meaning. the responses given by others to what is uploaded certainly vary, some respond because they like it or vice versa.

The 'we are Social' institution, which is a global creative agency led by the community based in New York City and Los Angeles, published the results of its research that internet and social media users in April in Indonesia were quite high. There are around 102.15 million and have succeeded in occupying the 4th position for the most Instagram social media users in the world. Amid the increasing use of Instagram social media in Indonesia, Instagram has become a necessity for everyone in carrying out their activities (Yuliati et al., 2023). The neat features and convenience packaged in it make Instagram social media no longer a medium for interaction and communication but more a medium for self-actualization of a person to display themselves in public spaces. This self-actualization will then form the Personal Branding that you want to display on social media. Self-Branding can be formed through posts in the form of photos, the number of Likes, and the number of followers that users have on their personal Instagram accounts. This phenomenon then gave birth to the term Selebgram (Instagram Celebrity). or a nickname given to someone who has a lot of Likes and active followers on their personal Instagram.

Another factor that is an indicator of someone being called an Instagram Celebrity besides having a lot of followers and the number of Likes on posts, the main indicator lies in the appearance of the Instagram feed (Ahmadi et al., 2022; Tahar et al., 2020). The Instagram feed is the main thing when this Instagram user forms his/her Persona Branding. Personal branding of a celebrity as a popular individual on social media makes a celebrity often trusted (Credibility) to promote (endorsement) various services or products through their personal Instagram account. From this promotional activity, an Instagram celebrity earns income (profit), Credibility can be described as a quality of a person who can be trusted. According to the theory of source credibility a person's credibility can be seen from trust (Trustwoerthiness), Expertise (Expertise) and Attractiveness (Attractiveness).

There are eight main concepts that are used as a reference in Personal Branding, namely: Specialist (The Law of Specialization), Leadership (The Law of Leadership), Personality (The Law of Personality), Difference (The Law of Distinctiveness), Visibility (The Law of Visibility), Unity (The Law of Unity), Persistence (The Law of Persistence), and Goodwill (The Law of Goodwill). The large number of Instagram social media users in Indonesia certainly raises the opportunity to optimize the presence of Instagram social media as a communication media in an effort to build good personal branding so as to gain Trust (Credibility).

Rijal Djamal is one of the Instagram social media users since July 20, 2016, currently Rijal Djamal has 167 thousand followers and his account has been verified (has a blue tick) this is what makes Rijal Djamal called Selebgram (Instagram Celebrity) this nickname is given to someone who has more than 10,000 active followers on an Instagram social media account and has been verified by Meta. Rijal Djamal started his career on the theater stage while studying at Hasanuddin University from 2008 to 2012. However, now Rijal Djamal is better known as a Content Creator & Public Speaking.

Rijal Djamal received appreciation from the Indonesian Ministry of Law and Human Rights when he was appointed as a Moderator at the Opinion event "Researcher's Chat" on April 21,

2022 at Graha Pengayoman, Rijal Djamel won the 2023 South Sulawesi Youth Award as Content Creator / Public Speaker / Young Creativepreneur of South Sulawesi from the Acting Governor of South Sulawesi at the 92nd Youth Pledge Ceremony on October 28, 2022. Rijal Djamel also founded the Institute of Skills called *Beda baik* since December 3, 2019. Where the purpose of *Beda baik* itself is to train someone to find skills in the field of Public Speaking. Under the auspices of Rijal Djamel, *Beda Baik* has been very successful, this can be seen from the success of the Public Speaking Workshop Batch 1-14, the tickets for which are always sold out.

Rijal Djamel's ability to train Public Speaking has been noticed by several Elected DPRD Members. located in several cities, namely South Sulawesi City, Central Sulawesi, Gorontalo, Southeast Sulawesi, West Sulawesi, and East Kalimantan. Therefore, this research is important to be studied further in order to describe and analyze the Personal Branding communication strategy of Celebrity Rijal Djamel in building Credibility on Instagram social media.

## **Method**

This study was conducted to provide knowledge in building Personal Branding of celebrity Rijal Djamel on Instagram social media. With the focus of research on the social media account of Makassar celebrity Rijal Djamel. The communication strategy can be carried out in preparing the communication steps that will be implemented to maintain Personal Branding. The communication strategy can be carried out in preparing planning. To build Personal Branding on Rijal Djamel's Instagram social media. This research was conducted through observation, interviews and analysis, documentation, which is expected to be useful in building Personal Branding on Instagram social media.

The type of research used in this study is a Qualitative Descriptive approach, where the author describes and observes a phenomenon that occurs in the field. This approach is used to obtain comprehensive data related to the Implementation of the Personal Branding Communication Strategy of Makassar Celebrity Rijal Djamel in building Credibility on Instagram social media. This qualitative research is supported by data collection techniques through interview techniques and direct observation of research subjects. The research location is via Rijal Djamel's personal Instagram social media as a celebrity in Makassar city.

In this study, the researcher plays a direct role in processing the data received. Through interviews, where the research conducted interviews with parties concerned with communication planning. The researcher directly observed the stages carried out by Rijal Djamel in building Personal Branding on Instagram social media. as well as conducting documentation taken directly, as well as other documentation regarding activities that have been carried out to strengthen the data needed. This implementation is fully known and carried out by the informant. In this study there are two types of data collected, namely primary and secondary data. Primary data is obtained directly from the research object through in-depth interviews directly to informants in the field. While secondary data is obtained from the field and references related to the research.

## **Result and Discussion**

### **Personal Branding Communication Strategy Planning**

To informant Rijal Djamel as a Creator and Public Speaker in Makassar, the researcher asked what strategy Rijal Djamel uses to attract the attention of Instagram users (followers) to visit his Instagram Feed? So, to attract the attention of Followers or Instagram social media users, the strategy is that we have to create content that is then posted consistently. Initially, the

content was created randomly to find suitable branding on social media, then create content specifically

Rijal Djamal answered that to get the attention of Instagram users (followers), of course, there are steps or strategies that must be taken, initially we have to determine what we want to display on social media (what we want to be known as, by Instagram social media users). Like we want to be known as a professional public speaker that we display on the Instagram Feed, namely activities related to public speaking consistently. Does the number of followers affect Personal Branding on Instagram social media?

Like it or not, like it or not, the number of followers certainly affects personal branding. Therefore, before we want to create content, we must fix our intentions. From the beginning until now I do not want to focus on the number of Followers, because without value we will not be Noticed on Instagram. The informant said that Followers are very important on Instagram social media, the number of followers determines how well known someone is on Instagram, but this is not a benchmark for Rijal Djamal's Personal branding. Because Rijal Djamal's focus is on his Branding Value. What Personal Branding does Rijal Djamal build on Instagram social media, which can differentiate Rijal Djamal from others?

The Personal Branding that I form is a critical, inspiring young person packaged in the form of Storytelling (content packaging in the form of stories), and pantun content. everyone can imitate the Personal Branding that I create, but what makes it different is in the way it is delivered, where I create content or videos on the Instagram feed with a more enthusiastic delivery (logical), playing narratives/more on art (creating aesthetic content), and also Ethical. The informant said that the Personal Branding that he wanted to form on Instagram social media was to create interesting, critical (logical) and ethical posts. Does the selection of Hashtags on Instagram affect Personal Branding? For some people, Hashtags affect but for me they don't. What is more influential at the moment is the Keywords that are written in posts or appear in videos. Some Personal Branding Strategy planning carried out by Rijal Djamal on Instagram social media include:

### ***The Law of Specialization***

Personal Branding can be said to be successful if it is accurate in a particular specialist, skill, or achievement (Gilch & Sieweke, 2021; Van et al., 2021; Lerner et al., 2021). Rijal Djamal is a Content Creator and Public Speaker from Makassar. On his Instagram social media account, Rijal Djamal often uploads content that shows his daily life as a Content Creator or moderator, speaker, and even a trainer (Coach) in the Beda Baik Institute of Skills training activities.

### ***The Law of Leadership***

Leadership is needed in personal branding to build the person's credibility (Scheidt et al., 2020; Mogaji et al., 2022; Farivar et al., 2021). Rijal Djamal provides effective ways to build someone's self-confidence in terms of communication. Rijal Djamal is known as a content creator who excels in the field of Public Speaker. In building Personal Branding, Rijal Djamal is able to appear different in conveying messages to his followers. Rijal Djamal's message delivery, with more enthusiasm, is good at playing narratives and is also known as a content creator who likes pantun. So that Rijal Djamal's leadership character can be seen from the delivery of the message.

### ***The Law of Personality***

As a famous Makassar city celebrity, Rijal Djamal does not become an arrogant person. This can be seen from the positive comments of his followers and Rijal Djamal often replies to these comments. Because of this, Rijal Djamal is known as a Humble (Friendly) person.

### ***The Law of Distinctiveness***

Personal Branding must be built in a unique way, different from others (Swaminathan et al., 2020; Leung et al., 2022). This is what Rijal Djamel then showed through his Instagram Post. Rijal Djamel's Instagram post contains information about Public Speaker activities that are carried out, sharing educational posts in terms of forming Branding, building self-confidence, and ways to train Public Speaking.

### ***The Law of Visibility***

Personal Branding that is built must be displayed repeatedly consistently. This must be done so that the Personal Branding that you want to show reaches the public. The life behind the Personal Brand must be in accordance with the personality that is displayed to the public.

After Personal Branding is well established, the next thing to do is to maintain the Personal Branding so that it remains the same as it was originally formed (Arriagada & Ibáñez, 2020). Rijal Djamel can be said to have succeeded in creating the Personal Branding that was formed because basically, Rijal Djamel was able to continue to be consistent in sharing content that always follows Trends and is Up to date. Through the @rijalsystem account, he shows good ethics and positive behavior. Rijal Djamel maintains his good name on Instagram by not uploading content that will damage his image.

### **Rijal Djamel's Credibility in Personal Branding**

Credibility can be described as a quality of a person who can be trusted. Based on the theory of source credibility according to Shimp, there are three components that can build a person's credibility, namely Trustworthiness, Expertise and Attractiveness.

Rijal Djamel applies this trust when promoting on Instagram social media (endorsement). For Rijal Djamel, being professional and honest is a self-value that cannot be ignored in maintaining public trust. This can be seen on Rijal Djamel's Instagram account, recorded in 2022, as many as 125 institutions invited to collaborate.

Rijal Djamel has the ability in the field of Content Creator and Public Speaking, through Rijal Djamel's abilities, many achievements have been achieved, including winning the 2023 South Sulawesi Youth Award, as a Content Creator / Public Speaking / Young Creativepreneur of South Sulawesi. The attractiveness displayed by Rijal Djamel on his Instagram social media account can be seen from how Rijal Djamel is able to create interesting content and follow the latest trends. Such as.

### **What is the inhibiting and supporting factors in implementing a Personal Branding communication strategy to build credibility on Instagram social media?**

In building Personal Branding on Instagram social media, there are factors that support and inhibit the formation of Personal Branding, namely:

#### ***Supporting factors***

Some things that are supporting factors for the formation of Personal Branding on Instagram social media, the first is preparation (Mind sent) if someone wants to form Personal branding, the first step is to determine the focus on what they want to build (Lo & Peng, 2022; Dašić et al., 2021; Warren et al., 2021). The second is knowledge, after knowing what Branding you want to build, then increase references or need to do research about what you want to become your own Branding and then you must have skills in the field you want to become Branding. Because with good and consistent skills, it will certainly produce credibility or trust.

if we talk about supporting factors, supporting factors are more about our own personality, if we want to be known as a Professional Public Speaker, of course we have to find out the direction, determine how to make ourselves attached to the Brand we want to form, so that we succeed in being known as the Personal Branding we want, we must have a strong foundation so that what we build can be trusted, this can be done by equipping ourselves with knowledge, knowledge is not enough if we are unable to convey it to the public if we do not have the skills.

### ***Inhibiting Factors***

The inhibiting factors in the formation of Personal Branding are: Procrastination (Like to Delay Something), Insecurities (Not confident), Fixed Mindset (a mindset that assumes that intelligence or talent is absolute and cannot be changed), and Unproductive (Activities that do not produce any positive impact),

When talking about inhibiting factors in the formation of Personal Branding, the most important thing is yourself, if we want to be known as a professional, we must avoid what are called Procrastination, Insecurities, Fixed Mindset, and Unproductive. Because some of these things are what inhibit the formation of our branding. My experience in forming Branding on social media, I once created content very neatly, in terms of concept, narrative and also aesthetics. However, my followers or followers on Instagram did not really like it. This is what also inhibits me, not being able to present content that always has a positive impact (liked), because people's perceptions are different.

Based on the results of research and interviews conducted by researchers, Rijal Djamel's efforts to build personal branding on Instagram social media require strong efforts to be used as a guideline in gaining credibility trust. With Instagram social media, it is easier for Rijal Djamel to provide information about the activities carried out.

One of Rijal Djamel's greatest achievements in the world of Content Creator and Public Speaking is receiving the 2023 South Sulawesi Youth Award as a Content Creator / Public Speaker / Young Creative preneur of South Sulawesi from the Acting Governor of South Sulawesi at the 92nd Youth Pledge Ceremony on October 28, 2022.

A series of successful presentations achieved by Rijal Djamel certainly cannot be separated from the planning to implementation of the Personal Branding Communication Strategy, where among Rijal Djamel as a Makassar City celebrity wants to convey useful information to the public in this case utilizing social media such as Instagram in forming Personal Branding. Personal branding communication strategy using the theory of The Eight Laws of Personal Branding According to (Montoyo, 2002). The theory divides 8 stages of planning in building Personal Branding, namely:

Specialization (The Law of Specialization). Specialization means concentrating on a particular skill or field. Usually, Personal branding focuses on a person's strengths, for example from talent or a skill that is owned. In this case, Rijal Djamel focuses on the fields of Content Creator and Public Speaking. This is based on his experience as a member of the Unhas theater.

Leadership (The Law of Leadership). Leadership is a person's ability to provide direction to others. The figure of a Leader (Leadership) according to (Montoyo, 2002) can be obtained from Excellence, namely a person's assessment seen from an expertise in a particular field, Position, namely a person has a position and authority directly or indirectly, position can be achieved through action, knowing ambition and publication and Recognition is someone who gets awards and praise. Rijal Djamel is a celebrity who is famous for his abilities in the fields of Public Speaking and Content Creator. The leadership built by Rijal Djamel on the @Rijalsystem account can be seen from his uploads, Rijal Djamel often provides educational

posts, starting from tips for overcoming nervousness and also how to build good personal branding. Personality (The Law of Personality), psychologically, a personality and social behavior that is built based on human goals.

According Mōttus et al. (2020) explains that personality and social behavior when combined will show how individual goals and concerns can shape thoughts, feelings and actions to influence an achievement, build social relationships and at the same time foster a sense of well-being. The personal form that is highlighted by Rijal Djamel is humanist, always building closeness with followers, especially for those who have attended different workshops, usually Rijal Djamel provides free coaching for one month, to train the knowledge that has been obtained during the training, Rijal Djamel has a humble nature, this can be seen from his posts, where Rijal Djamel often responds to comments written on his uploads, and Rijal Djamel is very communicative, in this case, Rijal Djamel continues to strive to maintain communication between himself and the public, not infrequently Rijal Djamel often invites his followers to work together in determining what content ideas he should discuss.

Difference (The Law of Distinctiveness), how to express a personal brand in a different way. In Rampersad's book, it is explained that to be different (Distinctiveness) from others, it is necessary to manage knowledge (Knowledge), expertise (Skill), and ability (Capabilitie), from all that is general (Generic), to become specific, both ideas and skills. Rijal Djamel always narrates in every post related to Public Speaking, and every Content creation always raises an inspiring theme, pros and cons, and is related to romance, skills, characteristics of Rijal Djamel's Personal Branding always building a Humble Personal side with the Community, working hard and easy to communicate with and always paying attention to how to dress. Like when Rijal Djamel was invited to be a Public Speaker, he always wore a suit, and when Rijal Djamel was Podcasting, he was identical to a bandana with a Lontara script pattern.

Visibility (The Law of Visibility), the visibility in question is that a personal branding must be formed continuously to be effective. Where the brand must be displayed continuously. In order to be visible, the efforts made are to carry out promotions, publications and marketing. Rijal Djamel on his Instagram account @Rijalsystem always promotes consistently. With experience and knowledge in Public Speaking. Rijal Djamel is able to utilize this knowledge to build a good personal branding. Every activity carried out by Rijal Djamel, whether with the community, while carrying out his duties as a Public Speaker, or on a Podcast. Rijal Djamel is able to narrate content well on his Instagram social media so that the public knows his daily activities. 6. Unity (The Law of Unity), the unity in question is where the personal life behind the personal brand must be in accordance with reality. Rijal Djamel's personal life is not much different from the personal branding built on social media. In the explanation of the research results, the researcher asked about the content uploaded on Instagram social media whether the posts on Instagram social media were relevant to the daily life that was carried out, Rijal Djamel said that what Rijal Djamel posted on the Instagram account @Rijalsysitem was in line with daily life.

Rijal Djamel often uploads content that contains his daily life as a Content Creator or is currently a Public Speaker at an event. From the description above, it can be concluded that Rijal Djamel is very attached to the nickname of a creative and inspiring young person. 7. Persistence (The Law of Persistence), in building a good Personal branding and having credibility in its field requires consistency in order to develop, this is because a personal brand does not grow instantly but requires a long process to remain consistent. Since deciding to become a Content Creator and professional Public Speaking Rijal Djamel on the Instagram social media account @Rijalsystem has succeeded in maintaining his reputation, this can be

seen from the uploads from 2019 to the present, which consistently share Content one day one Content.

Goodwill (The Law of Goodwill). A Personal Brand is said to be influential when built with good planning in the process of forming Personal branding. A Personal branding can have a positive impact if the application process is poured into positive things such as values and ideas.

Rijal Djamal as a celebrity as well as a Content Creator and Professional Public Speaking in his Instagram social media account uploads always provides a post that does not damage his image, such as providing positive posts, in this case appreciating someone who wants to learn to improve Public Speaking, accepting Content Suggestions given by his Followers, and responding to viral cases as a form of social concern.

Some things that are supporting and inhibiting factors in the formation of Personal Branding on Instagram social media, the first is preparation (Mind sent) if someone wants to form Personal branding, the first step is to determine the focus on what they want to build (Jacobson, 2020). Rijal Djamal at the beginning of his career was focused on the world of theater, but after completing his studies, Rijal Djamal began to feel the lack of artistic spaces, and then because he followed the development of the times, Rijal Djamal began to pioneer his career as a Content Creator in 2019, the first content released on social media was the Review Content of the 2019 presidential election debate, when posted on various social media platforms including Instagram, the content created was not in demand, no one gave a response in the form of Likes or Comments. However, Rijal Djamal did not stop there, Rijal Djamal then tried to create viral content in his time, and it turned out to get a lot of responses, after doing research, it turned out that Rijal Djamal's followers liked content Relate to their lives that contained emotion and sensation. His talent in the field of communication learned during his time as a theater student made it easy for Rijal Djamal to create narratives that were easy to understand and very critical of each of his Content.

## Conclusion

The form of Rijal Djamal's Personal Branding through social media has fulfilled the eight concepts of Personal Branding according to Peter Montoyo (2002) Rijal Djamal's Personal Branding can be said to be Credible, this is in accordance with the theory of Source Credibility by Shimp which is divided into three elements.

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