

The Influence Of Personal Branding On Instagram Followers' Loyalty: A Case Study Of Fadil Jaidi

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ABSTRACT

This quantitative study investigates the influence of personal branding on Instagram follower loyalty, specifically examining Fadil Jaidi's account (@fadiljaidi) with 13.7 million followers. Using purposive sampling, 278 respondents who met specific criteria (minimum 17 years old, following the account for at least 6 months, and actively engaging with content) participated in this research. Personal branding was measured through four dimensions: authenticity, visibility, distinctiveness, and consistency, while follower loyalty was assessed through behavioral loyalty, attitudinal loyalty, and advocacy loyalty. Data collection utilized online questionnaires with a 4-point Likert scale, analyzed using simple linear regression via SPSS. Results demonstrate a strong positive correlation ($r = 0.654$) between personal branding and follower loyalty, with the regression equation $Y = 12.02 + 0.54X$ indicating that each unit increase in personal branding results in a 0.538 unit increase in follower loyalty. The coefficient of determination ($R^2 = 0.427$) reveals that personal branding explains 42.7% of follower loyalty variance. Consistency emerged as the strongest personal branding dimension (971.25 index value), while attitudinal loyalty scored highest among loyalty dimensions (973.5 index value). These findings provide empirical evidence that authentic, consistent, and distinctive personal branding strategies significantly enhance follower commitment, particularly through family-centered content that creates unique positioning in competitive social media landscapes.



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INTRODUCTION

The advancement of information technology has fundamentally transformed patterns of human interaction. Social media has evolved beyond its initial function as a communication tool, becoming a space for entertainment, information exchange, and personal image construction. According to the We Are Social and Hootsuite report (2025), global social media users reached 5.24 billion, reflecting a 4% increase from the previous year. This figure highlights the profound integration of social media into contemporary life. Similar trends are observed in Indonesia, where DataReportal and Statcounter (2024) report that YouTube leads with 139 million users, followed by TikTok with 127 million, Facebook with 118 million, and Instagram with 101 million users. Among these platforms, Instagram holds a particularly strategic role, as it allows individuals and public figures to construct their identities through consistent and interactive visual content.

Within this digital ecosystem, personal branding has emerged as a crucial means for individuals to be recognized and trusted. Personal branding refers to the process of shaping and managing one's image in alignment with personality, values, or expertise intended for public recognition (Sundar & Noseworthy, 2024). Previous studies emphasize that the dimensions of authenticity, visibility, distinctiveness, and consistency are central to building trust and fostering long-term engagement. Nevertheless, most existing research tends to examine personal branding in general contexts, often employing qualitative approaches. Empirical studies that quantitatively measure the influence of personal branding on follower loyalty remain scarce. Furthermore, limited attention has been devoted

to examining specific mechanisms such as family-centered content that may uniquely strengthen follower loyalty, particularly within the Indonesian cultural context.

This phenomenon is exemplified by Fadil Jaidi, a prominent Indonesian content creator who has successfully built a distinctive personal brand through family-centered narratives, especially his interactions with his father, Pak Muh. His humorous, simple, and natural style creates content that feels authentic and sets him apart from other creators. By highlighting values of humor and familial closeness, Fadil not only provides entertainment but also fosters emotional attachment among more than 13 million followers on Instagram.

This study seeks to address the identified research gap by investigating the influence of Fadil Jaidi's personal branding on follower loyalty. The novelty of this research lies in its position as one of the first quantitative studies in Indonesia to examine the relationship between personal branding and follower loyalty in the context of family-centered content. By statistically analyzing the impact of personal branding dimensions on behavioral loyalty, attitudinal loyalty, and advocacy loyalty, this study contributes to the growing body of literature on digital communication and personal branding, while also offering practical insights for public figures and content creators seeking to strengthen audience relationships through authentic and culturally resonant strategies.

RESEARCH METHODS

This study employed a quantitative approach to analyze the influence of personal branding on Instagram follower loyalty of Fadil Jaidi. According to Sugiyono (2020:15), a quantitative approach utilizes numerical data and statistical analysis to understand phenomena and test predefined hypotheses. Consistent with Creswell (2023:45), this method emphasizes the collection of structured data through instruments such as questionnaires, with results analyzed using statistical tools to identify patterns and relationships between variables. Kasiran (2023:30) further highlights that statistical analysis enables researchers to discover clearer causal relationships between variables.

The research object focused on the Instagram account @fadiljaidi, with a population of 905 active followers who regularly interacted through comments on content. The sampling technique applied was purposive sampling, with criteria including respondents aged at least 17 years, having followed the account for a minimum of six months, and actively interacting through likes, comments, or content sharing. The sample size was determined using the Slovin formula, resulting in 278 respondents from a population of 905 with a 5% margin of error (Sugiyono, 2020:85). This number was deemed representative to capture the variations in follower behavior and loyalty.

The study variables consisted of personal branding as the independent variable with four dimensions authenticity, visibility, distinctiveness, and consistency and follower loyalty as the dependent variable with three dimensions behavioral loyalty, attitudinal loyalty, and advocacy loyalty. Indicators of both variables were measured using a 4-point Likert scale (Strongly Agree = 4 to Strongly Disagree = 1). Data were collected through online questionnaires (Google Forms). Validity testing was conducted through item-total correlation analysis using SPSS, with instruments deemed valid if r -calculated $>$ r -table (Ghozali, 2024:51). Reliability testing employed Cronbach's Alpha, with values above 0.60 indicating acceptable reliability (Sugiyono, 2020:121).

Data were analyzed using simple linear regression to examine the effect of personal branding on follower loyalty. Prior to regression, classical assumption tests were performed, including normality (Ghozali, 2024:105), linearity, and heteroscedasticity tests. Hypothesis testing employed the t-test with a 0.05 significance level (Ghozali, 2024:159), while the coefficient of determination (R^2) was used to evaluate the explanatory power of the independent variable on the dependent variable (Ghozali, 2024:95).

The limitations of this study include the use of online questionnaires that restricted the researcher's ability to supervise respondent completion, the focus solely on one Instagram account (@fadiljaidi), and the limitation to active followers as respondents. Consequently, the findings cannot be generalized to all social media users in Indonesia.

RESULTS AND DISCUSSION

Subject Profile

Fadil Muhammad Jaidi, born on October 17, 1994, in Bekasi, West Java, is an Indonesian content creator, actor, and public figure of Arab descent whose popularity is largely driven by social media, particularly Instagram. Actively using the platform since 2013, he has consistently built an authentic personal brand characterized by humor and close family ties.



Figure 1 Fadil Jaidi

By 2025, his Instagram account (@fadiljaidi) had reached 13.7 million followers, establishing him as one of Indonesia's most influential digital figures. A distinctive aspect of his content lies in his interactions with family members, especially his father, Muhammad Jaidi (popularly known as Pak Muh), whose spontaneous and natural presence has become a central element of Fadil's content and contributed significantly to his appeal.



Figure 2 Fadil Jaidi's Instagram Account

Respondent Characteristics

Age Distribution

The study classified respondents based on age groups: 17-20 years, 21-25 years, 26-30 years, and above 30 years.

Table 1 Respondent Characteristics by Age

Usia	Responden	Persentase
17 - 20 Tahun	85	30,58%
21 - 25 Tahun	98	35,25%
26 – 30 Tahun	61	21,94%
>30 Tahun	34	12,23%
Jumlah	278	100%

Based on the analysis of 278 respondents, the largest group consisted of respondents aged 21-25 years (35.25%), followed by those aged 17-20 years (30.58%), 26-30 years (21.94%), and above 30 years (12.23%). This distribution indicates that Fadil Jaidi's content primarily attracts younger demographics, particularly those in their early twenties.

Following Duration

Respondents were classified based on how long they had been following Fadil Jaidi's Instagram account, categorized into two groups: 6 months to 1 year and more than 1 year.

Table 2 Respondent Characteristics by Following Duration

Lama Mengikuti Instagram Fadil Jaidi	Responden	Persentase
6 Bulan – 1 Tahun	91	32,73%
>1 Tahun	187	67,27%
Jumlah	278	100%

The majority of respondents (67.27% or 187 respondents) had been following Fadil Jaidi's account for more than one year, while 32.73% had been following for 6 months to 1 year. This distribution suggests strong follower retention and sustained interest in Fadil's content.

Validity and Reliability Testing

Validity Testing

Validity testing compared r-calculated values with r-table values. With 278 respondents and 0.05 significance level, the r-table value was 0.118. All questionnaire items for both variables demonstrated r-calculated values greater than r-table (0.118), confirming that all statements were valid and suitable for research use.

Reliability Testing

Table 3 Reliability Test Results

Variabel	Cronbach's Alpha	Batas Kritis	Keterangan
X	0,749	0,60	Reliabel
Y	0,756	0,60	Reliabel

Both variables achieved Cronbach's Alpha values above 0.60 (Personal Branding: 0.749; Follower Loyalty: 0.756), confirming instrument reliability and data consistency.

Classical Assumption Testing

Normality Testing

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
X	0,119	278	0,000	0,968	278	0,000
Y	0,113	278	0,000	0,957	278	0,000
a. Lilliefors Significance Correction						

Figure 3 Kolmogorov-Smirnov Normality Test Results

The Kolmogorov-Smirnov test yielded a significance value of 0.000 (< 0.05), initially suggesting non-normal distribution. However, visual inspection using Q-Q plots and subsequent non-parametric testing confirmed data normality.

Correlations				
		X	Y	
Spearman's rho X	Correlation Coefficient	1,000	,611**	
	Sig. (2-tailed)		0,000	
	N	278	278	
Y	Correlation Coefficient	,611**	1,000	
	Sig. (2-tailed)	0,000		
	N	278	278	
**. Correlation is significant at the 0.01 level (2-tailed).				

Figure 4 Non-Parametric Test Results

The non-parametric test showed significance value of $0.000 < 0.05$, confirming a significant relationship between personal branding and follower loyalty, with a correlation coefficient of 0.611 indicating a strong positive relationship.

Linearity Testing

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas Followers * Personal Branding	Between Groups	(Combined)	1631,290	18	90,627	13,150	0,000
		Linearity	1458,958	1	1458,958	211,697	0,000
		Deviation from Linearity	172,332	17	10,137	1,471	0,105
	Within Groups		1784,955	259	6,892		
	Total		3416,245	277			

Figure 5 Linearity Test Results

Linearity testing revealed a significance value of $0.000 < 0.05$ for linearity and $0.105 > 0.05$ for deviation from linearity, confirming a linear relationship between personal branding and follower loyalty variables.

Heteroscedasticity Testing

Coefficients ^a						
Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	9,936E-16	2,087		0,000	1,000
	Personal Branding	0,000	0,038	0,000	0,000	1,000
a. Dependent Variable: Unstandardized Residual						

Figure 6 Heteroscedasticity Test Results using Glejser Test

The Glejser test showed significance value of $1.000 > 0.05$, indicating absence of heteroscedasticity in the regression model.

Simple Linear Regression Analysis

Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
Loyalitas Followers	41,8561	3,51184	278
Personal Branding	55,4604	4,26516	278

Figure 7 Descriptive Statistics for Regression Test

The analysis included 278 respondents, with follower loyalty showing a mean of 41.8561 (SD = 3.51184) and personal branding demonstrating a mean of 55.4604 (SD = 4.26516).

Correlation Analysis

Correlations			
		Loyalitas Followers	Personal Branding
Pearson Correlation	Loyalitas Followers	1,000	0,654
	Personal Branding	0,654	1,000
Sig. (1-tailed)	Loyalitas Followers		0,000
	Personal Branding	0,000	
N	Loyalitas Followers	278	278
	Personal Branding	278	278

Figure 8 Correlation Test Results

The Pearson correlation coefficient of 0.654 indicated a strong positive relationship between personal branding and follower loyalty.

Regression Equation

Coefficients ^a							
Model					Standardized Coefficients	t	Sig.
					Beta		
1	(Constant)	12,014	2,087			5,757	0.000
	Personal Branding	0.538	0,038		0,654	14,343	0.000
a. Dependent Variable: Loyalitas Followers							

Figure 9 Simple Linear Regression Results

The regression analysis yielded the equation: $Y = 12.02 + 0.54X$ This indicates that each unit increase in personal branding results in a 0.538 unit increase in follower loyalty.

Hypothesis Testing

Coefficients ^a						
Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	12,014	2,087		5,757	0,000
	Personal Branding	0,538	0,038	0,654	14,343	0,000
a. Dependent Variable: Loyalitas Followers						

Figure 10 Partial Test (t-test) Results

The t-test results showed $t\text{-calculated} > t\text{-table}$ ($14.343 > 1.967$) with significance level ($0.000 < 0.05$), leading to rejection of H_0 and acceptance of H_1 . This confirms that personal branding significantly influences Instagram follower loyalty for Fadil Jaidi.

Coefficient of Determination

Model Summary ^a									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.654 ^a	0.427	0.425	2.66301	0.427	205.730	1	276	0.000
a. Predictors: (Constant), Personal Branding									
b. Dependent Variable: Loyalitas Followers									

Figure 11 Coefficient of Determination Results

The R^2 value of 0.427 (42.7%) indicates that personal branding explains 42.7% of the variance in follower loyalty, while the remaining 57.3% is influenced by other factors such as credibility and trust, content consistency, authenticity, as well as interaction and adjustment, which may serve as references for future research.

Discussion

Personal Branding Dimensions Analysis

Authenticity Dimension

The authenticity dimension achieved an average index score of 968.5, confirming that followers strongly perceive Fadil as genuine and unpretentious in his online persona. His spontaneous and warm interactions with his father, Pak Muh, in particular, reinforce this perception, as followers interpret these exchanges as authentic rather than staged. In line with Montoya's theory, authenticity is fundamental because audiences place trust in individuals who appear true to themselves. Within Oliver's loyalty framework, authenticity enhances behavioral loyalty as followers continue to engage with content from someone they perceive as honest. It strengthens attitudinal loyalty by fostering positive perceptions and emotional closeness, even in the absence of direct interaction. Furthermore, authenticity drives advocacy loyalty, as followers feel comfortable recommending someone they consider trustworthy and relatable. Importantly, the implications of authenticity extend beyond surface-level trust. The results suggest that authenticity facilitates the formation of parasocial relationships, in which followers feel as though they personally know Fadil despite their relationship being mediated through digital platforms. This sense of intimacy creates durable emotional bonds that extend beyond content consumption and positions authenticity as the cornerstone of sustainable loyalty in the social media environment.

Visibility Dimension

The visibility dimension scored 955.5, showing that Fadil's content is highly accessible across Instagram's features such as feeds, reels, and explore pages. Montoya highlights visibility as crucial for maintaining brand salience, ensuring that audiences are consistently exposed to a personal brand. Fadil's effective use of platform algorithms enhances his digital presence, making his content a regular part of followers' online routines. In Oliver's terms, visibility supports behavioral loyalty by ensuring constant exposure to content and attitudinal loyalty by reinforcing perceptions of Fadil's activity and relevance. It also contributes to advocacy loyalty, as greater visibility increases opportunities for followers to share or recommend content. However, the relatively lower score compared to other dimensions suggests that visibility alone is insufficient. Followers expressed a desire for deeper interaction through direct engagement such as comments, replies, and live sessions. This highlights the importance of complementing visibility with authentic interaction to strengthen advocacy and maintain long-term loyalty. In other words, being visible sustains awareness, but building meaningful connections requires engagement that goes beyond passive exposure.

Distinctiveness Dimension

The distinctiveness dimension achieved an average index score of 959.25, highlighting Fadil's success in differentiating himself from other influencers. Unlike many content creators who focus primarily on lifestyle or personal achievements, Fadil emphasizes family-centered content, particularly his humorous and affectionate interactions with Pak Muh. This strategy creates a brand identity that is easily recognizable, memorable, and difficult to replicate, aligning with Montoya's emphasis on distinctiveness as a defining feature of successful personal branding. In Oliver's loyalty framework, distinctiveness generates behavioral loyalty by motivating followers to remain engaged with content they cannot find elsewhere. It also fosters attitudinal loyalty by evoking feelings of pride and emotional resonance with values that followers consider important. Finally, distinctiveness strengthens advocacy loyalty as followers enthusiastically recommend Fadil's account, not only for entertainment value but also because it represents something meaningful. The implications extend further when considering the cultural context. Family-centered content fosters a sense of social identity, wherein followers who value family connections identify with Fadil's persona. This creates a shared cultural bond that goes beyond entertainment and taps into deeply rooted values in Indonesian society. Such alignment transforms loyalty from an individual preference into a collective identification, reinforcing the idea that effective personal branding must resonate with the cultural and social fabric of its audience.

Consistency Dimension

The consistency dimension recorded the highest average index score of 971.25, underscoring followers' appreciation of Fadil's ability to maintain a coherent identity over time. Since the beginning of his Instagram presence, Fadil has consistently presented himself as humorous, simple, and family-oriented. This stability is not only evident in his feed but also across reels, stories, and live content, demonstrating his capacity to adapt to platform changes without losing his core brand identity. Montoya identifies consistency as essential to personal branding because it ensures recognizability and reliability. From Oliver's perspective, consistency supports behavioral loyalty by encouraging followers to repeatedly consume content with predictable quality. It reinforces attitudinal loyalty by cultivating trust, as audiences perceive Fadil as reliable and authentic to his brand. Finally, it strengthens advocacy loyalty, as followers are more confident recommending an influencer whose image remains steady. When paired with authenticity, consistency deepens the parasocial bond. Followers do not merely recognize Fadil's image but also feel personally connected to him as someone familiar and reliable. This interaction between authenticity and consistency demonstrates that emotional loyalty emerges not only from initial impressions but also from the long-term stability of a personal brand.

CONCLUSION

This study demonstrates that personal branding plays a significant role in shaping follower loyalty on Instagram, specifically in the case of Indonesian content creator Fadil Jaidi. The correlation analysis ($r = 0.654$) confirms a strong positive relationship, while the regression coefficient ($\beta = 0.538$) indicates that every unit increase in personal branding leads to a 0.538 increase in follower loyalty. The coefficient of determination ($R^2 = 42.7\%$) further suggests that personal branding accounts for nearly half of the variance in follower loyalty. Among Montoya's four personal branding dimensions, consistency emerges as the most influential with an index value of 971.25, followed by authenticity (968.5), distinctiveness (959.25), and visibility (955.5). Together, these dimensions construct a strong and authentic digital identity, largely built through family-centered content that highlights Fadil's natural interactions with his father, Pak Muh. This unique strategy differentiates him from other creators in a saturated digital environment. Follower loyalty is also shown to be exceptionally high, with an overall score of 969.67. Within Oliver's framework, attitudinal loyalty holds the highest value (973.5), followed by behavioral loyalty (968) and advocacy loyalty (967.5). These results indicate that followers do not merely engage with Fadil's content at a behavioral level but also form emotional attachments and actively advocate for his account.

The findings provide valuable insights for content creators, influencers, and marketers. First, building loyalty requires more than visibility or trend-driven content; authenticity and consistency are crucial for sustaining long-term relationships. Second, differentiation through culturally resonant narratives in this case, family-centered content offers a unique identity that fosters not only engagement but also social identification among audiences. Third, creators should balance visibility with meaningful interaction, such as direct responses or live sessions, to further strengthen advocacy. For marketers, these insights highlight the importance of aligning influencer partnerships with individuals who possess not only wide reach but also authentic and consistent personal brands that resonate with the target audience's values.

LIMITATIONS AND FUTURE RESEARCH

Despite its contributions, this study has several limitations. First, the quantitative approach captures the strength of the relationship between personal branding and follower loyalty but does not fully explore the underlying motivations behind follower behavior. Future research could adopt qualitative methods, such as in-depth interviews or focus groups with followers, to uncover the psychological mechanisms that drive loyalty. Second, this study focuses on a single influencer Fadil Jaidi whose branding strategy is heavily family-centered. While this provides a strong case study, the findings may not be generalizable across different niches. Comparative research involving influencers from other categories (e.g., fashion, education, or gaming) would provide valuable insights into whether the same dimensions operate similarly in varying contexts. Finally, longitudinal studies are recommended to examine how personal branding and follower loyalty evolve over time, particularly as digital platforms and audience behaviors continue to change. This would offer deeper understanding of the sustainability of personal branding strategies in the long run.

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