

DAFTAR PUSTAKA

- Abdul, A. (2020). Teknik Analisis Data. In *Universitas Negeri Makassar*.
- Alfiyani, N. (2018). Media Sosial Sebagai Strategi Komunikasi Politik. *Potret Pemikiran*, 22(1), 58. <https://doi.org/10.30984/pp.v22i1.762>
- Atanesyan, E. (2019). The Power of Personal Branding as part of a Political Marketing Strategy in Armenia By.
- Asmarianaki, M. (2017). Personal Branding by Politicians: Investigating The Effect Of Personalized Communication As A Personal Branding Strategy Used By Politicians To Influence Individuals 'Intention To Vote. (Master's thesis, Tilburg University, Tilburg, 2017). Tilburg. Retrieved November 21, 2023, from <http://arno.uvt.nl/show.cgi?fid=143237>
- Burhan, B. (2003). Analisis Data Penelitian Kualitatif: Pemahaman Filosofis dan Metodologis ke Arah Penguasaan Model Aplikasi. Jakarta: Raja Grafindo Persada.
- Collins, B. (2012). The Importance of Personal Branding: Uses of Personal Branding for Career Development and Success [Scholarly project]. In Digital Commons. Retrieved November 23, 2023, from <https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?referer=https://www.google.am/&httpsr edir=1&article=1048&context=joursp>
- Dr. Juliansyah Noor, S.E., M.M., *Metodologi Penelitian: Skripsi, Tesis, Disertasi dan Karya Ilmiah*, (Jakarta: Kencana Prenada Media Group, 2011), h. 32.
- Eryanda Ayat Anugrah, *Bentuk Personal Branding Melalui Media Sosial*, SKRIPSI, (Sumatera Utara: Universitas Sumatera Utara, 2019) Hal 31
- Hong, S., & Nadler, D. (2011). Does the early bird move the polls? The use of the social media tool 'Twitter' by U.S. politicians and its impact on public opinion. In dg.o 2011 - Proceedings of the 12th Annual International Digital

Government Research Conference: Digital Government Innovation in Challenging Times (pp. 182-186) <https://doi.org/10.1145/2037556.2037583>

Hughes, A. (2011). Personal (Brand) is the Political (Brand): A model of cohesive personalpolitical branding. Retrieved November 23, 2023, from https://marketing.conferenceservices.net/resources/327/2342/pdf/AM2011_0311.pdf

Imam Gunawan, SP.d M.Pd, Metode Penelitian Kualitatif Teori & Praktik, (Jakarta: PT Bumi Aksara, 2013). h. 49.

Indika, D. R., & Jovita, C. (2017). Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan*, 1(01), 25–32. <https://doi.org/10.24123/jbt.v1i01.296>

Istiani, N., & Islamy, A. (2020). Fikih Media Sosial Di Indonesia. *Asy Syar'Iyyah: Jurnal Ilmu Syari'Ah Dan Perbankan Islam*, 5(2), 202–225. <https://doi.org/10.32923/asy.v5i2.1586>

Jackson, Eko Harry Susanto, N. P. (2021). Analisis Key Opinion Leaders di Media Sosial dalam Membentuk Opini Khalayak. *Journal untar*, 5(1), 93. <https://doi.org/10.1200/JCO.2015.63.1275>

Khazaeli, Susan & Stockemer, Daniel. (2013). The Internet: A new route to good governance. *International Political Science Review*. 34. 463-482. [10.1177/0192512113494728](https://doi.org/10.1177/0192512113494728).

Marcus, G. E., Neuman, W. R., & MacKuen, M. (2000). Affective intelligence and political judgment. Chicago: University of Chicago Press.

Mohammed, E. & Steyn, R., (2016), 'Personal branding: A systematic review of the research and design strategies used reported in journal articles relating to critical elements of personal branding', in M. Twum-Darko (ed.), Proceedings of the International Conference on Business and Management Dynamics 2016: Sustainable economies in the information economy, pp.

2735, AOSIS, Cape Town. <https://doi.org/10.4102/aosis.2016>. Icbmd 10.04

Montoya, P. (2002). The personal branding phenomenon. *Personal Branding Press, 2002*, 1–6.

Mukhyi, M. A. (2004). *Dimensi Manajemen Strategi*.

Nainggolan, V., Randonuwu, S. A., & Waleleng, G. J. (2018). Peranan Media Sosial Instagram dalam Interaksi Sosial Antar Mahasiswa Fakultas Ilmu Sosial dan Politik Unsrat Manado. *Jurnal Acta Diurna*, 7(4), 1–15. <https://ejournal.unsrat.ac.id/index.php/actadiurnakomunikasi/article/view/22022>

Nur Indriantoro, B. S. (2016). *Metodologi Penelitian Bisnis : Untuk Akuntansi Dan Manajemen* (1 ed.). BPFPE.

Parker, C., Saundage, D., & Lee, C. Y. (2011). Can qualitative content analysis be adapted for use by social informaticians to study social media discourse? A position paper.

Putri, S. D., & Azeharie, S. (2021). Strategi Pengelolaan Komunikasi dalam Membentuk Personal Branding di Media Sosial Tiktok. *Koneksi*, 5(2), 280. <https://doi.org/10.24912/kn.v5i2.10300>

Rachmat, K. (2006). Teknik praktis riset komunikasi. Jakarta, PT Kencana Prenada Media Group.

Rahmah, S. (2021). Personal Branding Ganjar Pranowo untuk Membangun Komunikasi Politik di Media Sosial Instagram. *Jurnal Interaksi : Jurnal Ilmu Komunikasi*, 5(1), 94–101. <https://doi.org/10.30596/interaksi.v5i1.5584>

Sari, D. N., & Basit, A. (2020). Media Sosial Instagram Sebagai Media Informasi Edukasi. *Persepsi: Communication Journal*, 3(1), 25. <https://doi.org/10.30596/persepsi.v3i1.4428>

Soraya, I. (2017). Personal Branding Laudya Cynthia Bella Melalui Instagram

- (Studi Deskriptif Kualitatif Pada Akun Instagram @Bandungmakuta). *Jurnal Komunikasi*, 8(2), 30–38.
<http://ejournal.bsi.ac.id/ejurnal/index.php/jkom/article/view/2654>
- Sugiono, S., & Irwansyah. (2019). Vlog Sebagai Media Storytelling Digital Bagi Tokoh Publik Pemerintahan Vlog As Government Public Figure'S Media for Digital Storytelling. *Jurnal Studi Komunikasi dan Media*, 115–134.
- Smith, G., & French, A. (2009). The political brand: A consumer perspective. *Marketing Theory*, 9(2), 209–226.
<https://doi.org/10.1177/1470593109103068>
- Syarbaini, S., Nur, S. M., & Anom, E. (2021). *Teori , Media dan Strategi Komunikasi Politik*.
- Triwicaksono, Y. D. B. B., & Nugroho, A. (2021). Strategi Komunikasi Politik Pemenangan Kepala Daerah. *Jurnal Lensa Mutiara Komunikasi*, 5(1), 133–145. <https://doi.org/10.51544/jlmk.v5i1.2037>
- Van Santen, R., & Van Zoonen, L. (2010) The personal in political television biographies. *Biography* 33(1): 46–67.
- Wirawan. (2003). *Kapita Selekta Teori Kepemimpinan I*. Jakarta: Yayasan Bangun Indonesia.
- Yunitasari, C., & Japarianto, E. (2013). Analisa Faktor-Faktor Pembentuk Personal Branding dari C.Y.N. *Jurnal Manajemen Pemasaran Petra*, 1(1), 1–8.

