

DAFTAR PUSTAKA

Jurnal Online

William, Graham. 2002, *The Personal Branding Phenomenon* by Peter Montoya, Personal Branding Press.

Buku

Haroen, Dewi. 2014, *Personal Branding Kunci Kesuksesan Anda Berkiprah di Dunia Politik*, Jakarta: Gramedia.

Puntoadi, Danis. 2011, *Menciptakan Penjualan Melalui Media Sosial*, Jakarta: PT Elex Komputindo.

Raharjo, Farco Siswiyanto. 2019, *The Master Book of Personal Branding*, Yogyakarta: Quadrant.

Sugiyono. 2008, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, Bandung : ALFABETA.

Tamimy, Muhamad Fadhol. 2017. *Sharing-mu Personal Branding-mu*, Jakarta: Visimedia.

E-Book

Chriton, Susan. 2014, *Personal Branding For Dummies, 2nd Edition*, For Dummies, 2014.

Dijk, Jan Van. 2003, *The Network Society: Social Aspects of New Media*, Sage Publications Ltd.

Johnson, Cynthia. 2019, *Platform: The Art and Science of Personal Branding*, Lorena Jones Books: Illustrated Editions.

Kaplan, Andreas M.; Haenlein, Michael. 2010, *Users of the world, united The challenges and opportunities of Social Media. Business Horizons*.

L, Keller. 2001. *Conceptualizing, Measuring, and Managing Customer Based Brand Equity*, American Association.

McNally and Karl. 2011, *Be Your Own Brand 2nd Edition*, Berret-Koehler Publishers.

Miles dan Huberman. 1992, *Analisis Data Kualitatif*, Jakarta: Universitas Indonesia Press.

Website

10 Manfaat Sosial media di Berbagai Bidang dalam <https://manfaat.co.id/10-manfaat-sosial-media-di-berbagai-bidang> , (diakses pada tanggal 14 maret 2021).

Kupas Tuntas Instagram Insight dan Cara Membaca Datanya <https://bitlabs.id>. (diakses pada tanggal 04 mei 2021)