

**SOCIAL MEDIA, TEENAGERS, AND PERSONAL BRANDING: A  
STUDY OF DRAMATURGY THEORY**

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Disusun oleh:

Tiara Avianita

1906026120

**PRODI SOSIOLOGI**

**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**

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## NOTA PEMBIMBING

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Nama : Tiara Avianita

NIM : 1906026120

Jurusan : Sosiologi

Judul Skripsi : Social Media, Teenagers, and Personal Branding: a Study of  
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Dengan ini telah saya setuju dan mohon agar segera dapat diujikan. Demikian atas perhatiannya saya ucapkan terima kasih.

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Pembimbing,

Dr. Hj. Misbah  Zulfah E, M.Hum

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Disusun Oleh:

Tiara Avianita

1906026120

Telah dipertahankan di depan majelis penguji pada tanggal 12 Desember 2022 dan dinyatakan lulus  
Susunan Dewan Penguji

Ketua  
  
Dr. Thekhatul Khoir, M.Ag  
NIP. 197701202005011005

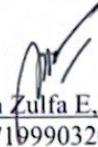
Sekretaris

  
Dr. Hj. Misbah Zulfa E, M.Hum  
NIP. 196201071999032001

Penguji

  
Akhriyadi Sofjan, M.A.  
NIP. 197910222016011901

Pembimbing

  
Dr. Hj. Misbah Zulfa E, M.Hum  
NIP. 196201071999032001

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Dengan ini saya Tiara Avianita menyatakan bahwa skripsi saya dengan judul "*Social Media, Teenagers, and Personal Branding: a Study of Dramaturgy Theory*" merupakan hasil karya penulisan saya sendiri dan di dalamnya tidak terdapat karya pihak lain yang pernah diajukan untuk memperoleh gelar sarjana di UIN Walisongo Semarang ataupun di lembaga pendidikan tinggi lainnya. Pengetahuan yang diperoleh dari hasil penerbitan dijelaskan di dalam tulisan dan daftar pustaka.

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Tiara Avianita

NIM 1906026120

# **Social Media, Teenagers, And Personal Branding: A Study of Dramaturgy Theory**

Tiara Avianita<sup>1\*</sup> & Misbah Zulfa Elizabeth<sup>2</sup>

<sup>1</sup>*Sociology Undergraduate Study Program at Walisongo State Islamic University,  
Semarang*

\*Corresponding author: Tiara\_1906026120@student.walisongo.ac.id

## **Abstract**

Personal branding is a person's activity in presenting himself through the advantages they have as a form of their identity with the aim of getting a good view of others. Currently doing personal branding can be done through social media, one of which is Instagram social media. The purpose of this paper is to determine the role of social media as a media for teenagers to do personal branding. This research method is using a qualitative method with a Descriptive approach. The result of this writing is that there are new benefits from social media for personal branding and there are many teenagers who use Instagram social media as a place to do personal branding. It turns out that Instagram is currently not only used as a media for seeking entertainment and information but is also used as a media to build personal branding. The impact of doing personal branding through social media is that there is a new job for those who are usually called Instagram Celebrities or Selebgram.

*Keywords:* **Social Media, Teenager, Personal Branding, Dramutrgi, Instagram**

## **1.0 Introduction**

The role of social media today continues to grow along with the times. Currently, social media itself is used as a media to develop a person's career and as a forum for self-branding or building one's image through social media to the wider community (Mujianto, 2021). In this increasingly developing era, social media is also one of the considerations for HR to select prospective employees. This is because to see how prospective workers use social media and how prospective workers use social media. With the role of social media that is growing at this time, the community must also be ready to take advantage of social media (Putri, 2020).

Personal branding or building a person's self-image through social media is one of the things that is very necessary in an era that is increasingly developing as it is today (Putri, 2020). This is because in building a self-image or personal branding that is done through social media is able to build a broad audience perspective to someone even though they do not meet in person and are able to inspire many people. In addition, doing personal branding on social media can also be a job for someone by creating creative content that is related to their abilities. Social media itself was chosen to be a place for someone to do personal branding because it has a wider reach and does not require a lot of money (Putri, 2020).

There are so many social media platforms used by teenagers in Indonesia to do personal branding, namely, Youtube, Facebook, Twitter, Instagram, etc. In writing this time the author focuses his writing on social media Instagram as a youth media in building personal branding. This social network is an application to share photos, videos, and daily activities with other users or commonly referred to as followers. Instagram social media is considered as a media in building personal branding that is easy to use with all the features that have been provided in it. Especially today, there are so many teenagers who are active in using Instagram social media, this is what makes it easy for someone to find targets in doing personal branding (Stephanie, 2021).

According to We Are Social, in January 2022 active social media users amounted to 191.4 million users and in January 2021 active social media users amounted to 170 million users. Where the use of social media itself has increased by 12.6% or equivalent to 21 million users from 2021. Judging from the total population in Indonesia, which is 274.9 million people, 61.8% of them are active media users. social. Meanwhile, according to data owned by Internetworldstats, active users of social media in Indonesia reached 212.35 million. Based on the data obtained, it can be ascertained that the use of social media among the community, especially teenagers, has become a familiar thing. One of the social media that is widely used by teenagers to improve personal branding is Instagram (Safiaji, 2020).

Instagram is one of the most popular social media for teenagers. As of 2012, Instagram's own social media users totaled 100 million users and in 2021 Instagram's social media users amounted to 91.01 million users. Meanwhile, in 2022 the number of Instagram users has increased to 99.15 million active users. Based on data presented by We Are Social, active users of Instagram social media are dominated by teenagers aged 18-24 years with a total of 33.90 million. The increasing number of Instagram users itself shows that Instagram is not only used for personal purposes, but is used for personal branding (Prastya, 2022).

Looking at the number of age-prone data of Instagram social media users, it can be said that Instagram social media is one of the social media favored by teenagers. For teenagers, social media Instagram is their place to express themselves. Apart from being used as a media for self-expression, Instagram is also used as a media for personal branding. The number of Instagram social media users who are quite a lot with a wide reach makes Instagram social media a suitable means for doing personal branding. Its wide reach makes it easier for teenagers to do personal branding without having to spend more energy.

According to Pipit Andriani as Public Speaking Coach & Stock Investor, building personal branding through Instagram social media has various goals. Starting from building a self-image to seeking profit. According to her, not a few think that building personal branding through social media is important, but in the digital era like today, building personal branding through social media is a very important thing to do. She also argues that the benefits of building personal branding through social media are to raise awareness from others regarding one's credibility in the appropriate field, to be proof of one's existence on social media, to expand connections with other people, and to be able to become a job for someone.

The role of social media Instagram according to Angraeni (2022) is as a forum to form personal branding. According to her, personal branding can be done by recognizing the capabilities that exist in us first in order to be able to produce or create interesting content that is able to enter the Instagram explore feature, reach a wider audience and be able to get wider relationships. In addition, according to Yusanda (2021), personal branding efforts through Instagram social media can be done in several ways, such as uploading achievements, uploading photo captions that can motivate. Besides that, it can also be done by giving rise to the characteristics that exist in us such as choosing clothes that suit us, choosing color tones on the Instagram display.

Forming personal branding according to Mujianto (2021) is a way to increase the value that exists in a person both from the ability, personality, and unique character that exists in a person. These values become more powerful than a person when compared to others. Building personal branding is currently also made easier by the existence of social media, one of which is Instagram social media. According to Yanuar (2022) the existence of personal branding will create a reputation for someone who has succeeded in building a brand from someone.

This paper aims to complete the various studies above and to find out the role of social media for adolescents in improving personal branding. This paper will also complement the lack of writing about personal branding conducted through social media Instagram which will be analyzed using a dramaturgical theory perspective that has not been explained by other authors. In line with that, three questions will be answered in this paper, namely, what are the forms of personal branding found on Instagram social media, how is one's process in improving personal branding by utilizing Instagram social media, what are the views of informants regarding the role of Instagram social media as a forum for personal branding. These three questions allow to understand the issue of the role of Instagram social media for adolescents in improving personal branding from the perspective of dramaturgy theory.

The author has a basic assumption that Instagram social media has a role in increasing personal branding, namely currently Instagram social media is also used by teenagers to improve their personal branding and personal branding that is done through social media is also one of the things that is considered in today's world of work. Where personal branding carried out by teenagers can be done with several processes, namely by identifying yourself first so that personal branding carried out through social media becomes more consistent. After getting to know yourself more, the next process is to create a social media account by showing your talents and abilities. In doing personal branding is not only done passively, but must continue to grow (Luky, 2022).

## **2.0 Literature Review**

### **2.1 Social Media**

Social media is a site where everyone can create a personal web page and can connect with everyone who uses social media. Social media itself is commonly used to provide information and communicate with everyone who is part of it (Safitri, 2021). In the study of social media is an online media where users can easily participate in it, such as giving opinions, sharing activities, and also creating their own stories. Where communication through social media knows no time and place, it cannot be denied that social media has a great influence on one's life (Nathania, 2020).

In addition, social media can be said as online media that supports social interaction by utilizing web-based technology that turns communication into interactive dialogue (Puspitarini, 2019). The social media that are currently very popular and widely used are Whatsapp, BBM, Facebook, Youtube, Twitter, Wikipedia, and Blogs (Rafiq, 2020). For the Indonesian people, especially for teenagers, social media seems to have become a close friend to them, because almost every time they are able to open their social media. Teenagers who use social media are usually used to share photos, videos, and activities they do. They also use social media as a place to provide information and use it as a place to do personal branding (Ainiyah, 2018).

### **2.2 Teenagers**

Adolescence is a period of transition from childhood to adulthood. Where teenagers can't be called children anymore, but still not mature enough to be said to be adults (Irwan, 2022). In the study of adolescence, it is a process of transition from childhood to adulthood which is characterized by biological, psychological, and socio-

emotional changes that occur gradually. The course of adolescence itself depends on its own internal and external factors (Susiati, 2020). Adolescence can also be said as the age at which individuals relate to adult society, the age at which children no longer feel they are below the level of those who are more mature than them and feel more at the same level in matters of rights (Hasanah, 2021).

Adolescence is marked by a developmental process that as a whole includes development both physically and spiritually. Where physical development can be marked by changes in body shape, while spiritually it can be marked by changes in the emotions and attitudes of the teenager (Rumambi, 2022). In the study of the characteristics of adolescents, adolescents themselves also have certain characteristics that can distinguish them from the times before and after. Where these characteristics are, adolescence is an important period because of the physical and psychological consequences, adolescence is a period of transition from one stage to the next, adolescence is a period of change, adolescence is a period where a person seeks self-identity, childhood Adolescence is the threshold of adolescence, and adolescence can be said to be a period of fear of cultural stereotypes (Angela, 2021).

### **2.3 Personal Branding**

Personal branding is an activity that someone does in creating a personal brand. He also defines personal branding as a view and emotion contained in a person who is used to interpret the overall experience in interpersonal relationships (Arini, 2019). In the study of personal branding is a person's activity in displaying or showing himself to others through the values or abilities and strengths he has as a form of identity that aims to increase the selling value that exists in each individual (Prawira, 2022). Doing your own personal branding is very important for someone to attract and increase other people's trust in someone (Yanuar, 2022).

In personal branding itself there are several main elements needed in building personal branding, where these elements must be interconnected and built simultaneously (Ishihara, 2021). The study of the main concept in building personal branding is in the uniqueness of a person. He also argues that personal branding is about how someone shows how someone shows himself to others, about how someone shows his uniqueness and strengths, and about how someone wants to be seen by others (Candraningrum, 2021). In an era that is completely digital as it is today, to form personal branding is not only done through direct interaction, but building personal branding can also be done through social media that is already available on smartphones (Setyanto, 2019).

### **3.0 Methodology**

Researchers see the phenomenon of personal branding today is very necessary for teenagers because social media currently has a strong influence on one's life. Teenagers who do personal branding will have an influence on themselves and the surrounding environment. What is known by the surrounding environment is in accordance with what he is branding by utilizing social media. Therefore, the field of study in this research is social media that involves the expression of teenagers in order to improve their personal branding. The social media in question here is Instagram social media. The focus of social media studies on Instagram social media is on three accounts, namely @syfnadheela, @yudaaaaaak, and @d.rhmwti.

These three accounts were studied with the reason that the researchers considered that these three accounts used Instagram social media as a place to carry out personal branding. Each of these accounts has a difference in doing personal branding. Where the personal branding they do is able to generate different perspectives that arise from people who know them. On the @syfnadheela account, she does personal branding herself by

showing that she is interested in modeling and hosting, so that she can be invited to work together as a model and host. On the @d.rhmwti account she shows herself as someone who likes to travel, this can be seen in his post who likes to travel. While on the @yudaaaaaaak account he shows himself as someone who has an interest in science and photography.

This research is qualitative research with a descriptive approach. Qualitative method is a type of research that produces new findings that cannot be met using statistical procedures or other quantitative methods (Firmansyah, 2021). As for the study of personal branding with a descriptive approach because the researcher tries to describe or interpret teenagers in using Instagram social media as a forum or media to do personal branding. The descriptive approach used in this study was carried out because it was considered capable of collecting data in accordance with the reality in the field so that it could be easily understood more deeply, so that the data findings were used in accordance with the research objectives.

The data source of this study is the observation of the virtual expression of accounts on Instagram, namely how each account carries out personal branding through its personal Instagram social media. Second, structured interviews were conducted online with account owners about how they view Instagram social media as a media for personal branding and how they do personal branding through their personal Instagram social media. To support data acquisition, data mining was also carried out through online libraries in the form of theories, opinions, and ideas of experts related to personal branding through social media Instagram. The online sources used in this paper are Kompas.com, liputan6.com, Suara.com,

The data obtained from account observations and interviews are then structured according to the research questions, while irrelevant data will be ignored. After the structured data were analyzed using the dramaturgical perspective proposed by Erving

Goffman. The dramaturgical perspective is used in analyzing the data in this study because research on personal branding conducted by adolescents through social media Instagram has relevance to the dramaturgical theory proposed by Erving Goffman. Dramaturgy theory has the perception that social interaction is a theatrical performance and makes humans as actors who will show their good behavior. This is in line with what teenagers do in doing personal branding on Instagram social media.

## **4.0 Findings**

### **4.1 What Forms of Personal Branding re Found on Instagram Social Media?**

The owner of the Instagram account @syfnadheela\_ did personal branding by showing that he had an interest in modeling and in the field of self-development. Se started her personal branding by uploading a photo showing that he was interested in the field. She always uploads content regarding things related to modeling, besides that she also likes to upload videos or photos of herself while participating in activities that are able to develop himself. Based on the personal branding built by him, she managed to attract the attentionof several photographers and invite them to collaborate.

Another form of personal branding through social media is also done by Dewi with the Instagram account @d.rhmwti. She uses Instagram as a media to do personal branding by introducing herself who has a hobby of traveling. Instagram account @d.rhmwti always shares interesting content related to the activities she does. She always shares photos with a description of the places she visited. Unlike the others, the owner of the Instagram account @d.rhmwti does personal branding by utilizing one of the featuresavailable on Instagram, namely "highlights".

Unlike the @d.rhmwti account which does personal branding through its traveling hobby. An Instagram account with the name @yudaaaaaaak who builds personal branding to a wide audience through his hobby of taking pictures. This can be seen from several posts in the form of portraits contained in his Instagram feeds. Instagram account @yudaaaaaaak is active in sharing his hobbies through his personal Instagram.

#### **4.2 How Someone Process Improve Personal Branding by Utilizing Instagram Social Media**

Based on the data obtained by the author through interviews with sources who have an Instagram account @syfnadheela, the steps that can be taken by someone in doing personal branding are, first, doing personal branding through Instagram social media itself can be started by looking at the capabilities possessed by oneself. Where a person must identify himself with the aim of supporting in creating personal branding and seeming purposeful. Second, tidying up or updating all social media owned, such as using the same name as all social media owned. Third, choosing targets in doing personal branding is also important. Fourth, make a strategy for each content that will be uploaded. Fifth, get closer or interact with the audience.

According to the Instagram account @d.rhmwti the steps that can be taken by someone in doing personal branding through social media are first, identify yourself first before doing personal branding. Second, determine the right social media to be used as a forum for personal branding. Third, determine what you like or are interested in that suit a person to start personal branding. Fourth, set a strategy regarding the concept of posts that will be uploaded and determine the target or goals to be addressed when doing personal branding on social media. Fifth, be active in interacting with followers.

Meanwhile, according to the owner of the Instagram account @yudaaaaaak, the steps that can be taken before doing personal branding through social media are first, prepare yourself before presenting it to others. Second, determine the interests that suit him to be displayed to a wide audience. Third, determine the activities carried out to explore interests that suit him. Fourth, determine to prepare a strategy in doing personal branding through social media such as determining what content to upload. Fifth, determine the target to be addressed in doing personal branding. Sixth, doing personal branding consistently is also one of the keys to the success of personal branding.

#### **4.3 Informants' views on the role of social media Instagram as a forum for personal branding**

According to the owner of the Instagram account @syfnadheela, that the role of Instagram social media is not only used as a media to find information, but can also be used especially for teenagers to develop themselves by doing personal branding. According to her, doing personal branding through Instagram social media is a fairly easy thing to do and does not need to spend too much energy. She said that he could easily tell a wide audience about the things she liked and was able to describe herself about what she liked. She also thinks that doing personal branding through social media Instagram is also an important thing to do, especially in the modern era like today.

In contrast to Syifa, the Instagram account with the name @d.rhmwti believes that doing personal branding through Instagram social media is something that teenagers must do today. According to her, Instagram is a social media that is suitable for personal branding, because it can determine content that is in accordance with one's own abilities and is able to determine the desired target. He also believes that Instagram social media has a very wide reach and can be accessed by anyone, so that the personal branding built by teenagers can be known by a wide audience. In addition, she also argues that by building personal branding through social media Instagram is able to bring job offers.

According to the Instagram account @yudaaaaaak, Instagram is a social media with a wide scope and has functions that can interact with other people either through videos, stories, likes, comments, and other features that have been provided. According to him, Instagram is a social media as a media for personal branding because some teenagers need space to express and brand themselves. He also argues that some teenagers do personal branding through Instagram social media because they are influenced by other teenagers who also do personal branding through Instagram social media. Instagram is a social media that is suitable for teenagers today to do personal branding. This is because they don't need to spend a lot of money and only need the internet.

## **5.0 Discussion**

### **5.1 Forms of Personal Branding on Social Media**

Seeing this data, the author can understand the diversity of forms of personal branding that is carried out through Instagram social media. In diversity, doing personal branding has its own differences and characteristics (al Rafi, 2022). These characteristics are a form of showing the self of everyone who will do personal branding through Instagram social media and become a differentiator with others (Yusanda, 2021). Through the characteristics that they have, it will be easier for the general public to remember them and not easily forget them, because of the characteristics that have been built since the beginning. Therefore, forming the characteristics of a person becomes one of the things that is quite important in doing personal branding through Instagram social media.

In the dramaturgical theory put forward by Goffman that Nadhin, Dewi, Yuda becomes an actor who shows themselves to other. They started their personal branding by uploading videos of themselves doing activities according to their respective hobbies. Goffman in his

assumption states that when someone interacts, they want to present a self-image that will be accepted by others (Kirana, 2021). Goffman's dramaturgical theory focuses on the view that when people interact, people want to manage messages that they expect to grow in others towards themselves (Yusanda, 2021). Of the three Instagram account owners, they succeeded in managing messages as they expected. On the @syfnadheela\_ account successfully recognized as someone who is an expert in the modeling field and on the @d.rhmwti account successfully recognized as someone who has a hobby of traveling, and on the @yudaaaaak account successfully known as someone who likes to take pictures.

## **5.2 A person's process of improving personal branding by utilizing social media Instagram**

Before doing personal branding to a wide audience through social media, you must first recognize your own abilities (Angraeni, 2022). To recognize your own abilities can be done by doing or exploring the things you like. After recognizing your own abilities, personal branding that will be carried out through social media in the future can run more directed and not out of the concept that has been prepared (Mita, 2022). Recognizing one's abilities first is also able to make it a characteristic possessed by a person, where it is able to make it easier for the wider audience to recognize someone with the characteristics they have built from the start (Candraningrum, 2021).

The perspective of social life according to dramaturgical theory is divided into two parts, namely the front stage and the back stage. From the process carried out by the Instagram account @syfnadheela\_, @d.rhmwti and @yudaaaaak became part of the backstage. Where he prepares roles and all events that can help someone in carrying out his role and show it to others. In the perspective of dramaturgical theory, Goffman divides the front stage into two parts, namely the personal front and the setting. The Instagram accounts @syfnadheela, @d.rhmwti, and @yudaaaaak use their personal social media Instagram as a setting. They also succeeded in bringing the equipment into

the setting as a private form, namely speaking politely and dressing modestly.

### **5.3 Informants' views on the role of social media Instagram as a forum for personal branding**

In building personal branding on social media itself, it is not only done to build other people's perspectives on oneself, but is able to provide benefits to someone who does personal branding (Lina, 2022). One of the benefits obtained is being able to make it a job by creating content that attracts the attention of a wide audience (Mujianto, 2021). By building a good self-image and having a characteristic, it will be able to attract the attention of big brands to cooperate by trusting the brand they have to be promoted through one's social media accounts (Mita, 2022). Where it can be used as a job that is quite profitable for someone, because they can work according to their abilities and things they like. Especially nowadays everyone relies on social media in doing their activities (Yanuar, 2022).

Goffman in his assumption refers to the front stage as a place where someone plays their predetermined role to a large audience (Luky, 2022). On the Instagram account @syfnadheela, he makes Instagram the front stage for personal branding because it is considered quite easy to use and does not require a lot of money. In contrast to Syifa, the Instagram account @d.rhmwti makes Instagram the front stage because she thinks that Instagram is the right social media to do personal branding because of its wide reach. The Instagram account @yudaaaaak makes Instagram the front stage to carry out personal branding and play its role because Instagram is a social media that has a wide reach with the features that have been provided.

## **6.0 Conclusion**

It turns out that social media that we know so far can not only be used to seek information or entertainment. In an era that is increasingly developing as it is today, the use of social media also continues to develop. Where currently social media can also be used as a media or a place to build personal branding or self-image. In building personal branding, it can also produce or can become someone's permanent job according to their abilities and what they like. The job is known as Instagram celebrity or abbreviated as selebgram. Where they are tasked with promoting brands that have collaborated with them through creative content that they upload on their social media.

Erving Goffman's perspective in dramaturgy theory can complement this paper. Where the dramaturgy theory put forward by Goffman is able to strengthen the discussion about personal branding through Instagram social media that personal branding carried out by teenagers can be analyzed using dramaturgy theory. In addition, the interaction made by someone is a drama. All behavior that will be addressed to a wide audience on social media Instagram is the best side of a person. The demonstration of good behavior to a wide audience aims to build good perspectives from other people, even from people who have never met each other. Therefore, Erving Goffman's dramaturgical theory is quite relevant to the above article.

In writing social media and personal branding in this dramaturgical theory study, it has limitations in this writing, namely the lack of information obtained directly through interviews conducted by more than one resource person. In this writing, the author only obtained information through interviews by one resource person, through observations of social media, online media and several literature studies. The author sees that there are many online media that discuss the use of social media in personal branding and some experts also express their opinions about it. Several literature studies have previously

discussed personal branding through social media, but not many have discussed this in the perspective of dramaturgical theory. So that this paper is able to create a new perspective that can be seen from dramaturgy theory.

Seeing the limitations in writing, the author recommends that it is necessary to extract information through interviews with several sources who can be said to have personal branding on Instagram social media. This was done in order to see several different views from the informants regarding building or shaping personal branding through the Instagram social media. In addition, by conducting direct interviews, you can also find out that you can strengthen this article to be able to find someone who already has personal branding by asking the person's journey from scratch to getting a lot of followers and how long it takes someone to have personal branding on social media Instagram.

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## DAFTAR RIWAYAT HIDUP



Nama : Tiara Avianita  
Tempat, Tanggal Lahir : Jakarta, 19 Januari 2001  
Alamat : Asrama Kebersihan RT.005/RW.003,  
Semper Barat, Jakarta Utara  
NIM : 1906026120  
Jurusan : Sosiologi  
Fakultas : Fakultas Ilmu Sosial dan Ilmu Politik  
IPK : 3.77  
Agama : Islam  
Email : [tiaraavianita3@gmail.com](mailto:tiaraavianita3@gmail.com)  
No. HP : 0895-0888-0381

### RIWAYAT PENDIDIKAN

SD Negeri Semper Barat 13 PG (2007-2013)  
SMP Negeri 231 Jakarta Utara (2013-2016)  
SMA Negeri 75 Jakarta Utara (2016-2019)

### RIWAYAT ORGANISASI

Anggota Departemen Sosial Masyarakat HMJ Sosiologi (2021)  
Bendahara Umum F-KJMU UIN Walisongo Semarang (2022)  
Bendahara Umum DEMA FISIP UIN Walisongo Semarang (2022)  
Kepala Departemen Beasiswa dan Prestasi DEMA FISIP UIN Walisongo Semarang (2022)

### RIWAYAT MAGANG

Pekerja Sosial, Kementerian Sosial Republik Indonesia (2021)