

Personal Branding Through Two Channels: Content Analysis of Finance Minister Purbaya Yudhi Sadewa on Private (@purbayayudhis) and Official (@menkeuri) Tiktok Accounts

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ABSTRACT

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This study analyzes the personal branding of Indonesia's Finance Minister, Purbaya Yudhi Sadewa, across two distinct TikTok channels: his private account (@purbayayudhis) and the official Ministry account (@menkeuri). Utilizing a qualitative descriptive approach with content analysis, the research examines 28 video posts using Peter Montoya's *8 Laws of Personal Branding* and Labrecque's *Digital Personal Branding* framework. The findings reveal that while both accounts represent the same figure, they employ different communication strategies that complement each other. The private account frames the Minister as humanistic, humorous, and approachable, whereas the official account emphasizes professionalism, competence, and institutional authority. A key finding is the consistent use of the "thumb gesture" (gaya jempol) as a powerful visual identity marker across both platforms, fulfilling the law of distinctiveness. This study demonstrates how public officials can successfully manage dual digital identities to build both emotional proximity and professional credibility

INTRODUCTION

In contemporary society, the way individuals present and interpret themselves plays an important role in shaping public perception. In the digital era, self-image is no longer constructed solely through face-to-face interactions but also through online platforms, particularly social media. Through content creation, audience interaction, and continuous online engagement, individuals can shape how they are perceived by others and communicate the values, identities, and roles they represent (Devito, 2016) (Muharromah & Yunita, 2023).

The rapid growth of internet technology has transformed social media into a significant communication channel. Social media not only facilitates information exchange but also enables users

to create and distribute content independently through user-generated content features (Agustina, 2020). In Indonesia, social media usage continues to increase, with 143 million active users recorded in January 2025, representing approximately 50.2% of the country's population (Haryanto, 2025). This development has encouraged various public figures, including government officials, to utilize social media as a strategic tool for communication and image management.

For public officials, social media has become more than a medium for disseminating information. It serves as a platform for building personal branding, fostering political communication, and strengthening relationships with citizens (Islamiyah & Rachman, 2018). Through social media, public officials can communicate directly with audiences, present their

professional and personal identities, and influence public opinion more effectively (Alam, 2021). Among various platforms, TikTok has emerged as one of the most influential social media applications due to its ability to deliver information through short-form videos that are interactive, accessible, and engaging (Aji.W.N & Setiyadi D.BP, 2020).

The increasing adoption of TikTok among government officials reflects a shift in public communication practices. Communication that was once formal and one-directional has become more interactive and audience-oriented (Widyanto et al., 2022). Previous studies have demonstrated the effectiveness of TikTok in supporting personal branding and public image formation (Muttaqin et al., 2024). However, most existing studies focus on personal branding through a single social media account. Limited attention has been given to public officials who simultaneously manage personal and institutional accounts, despite the possibility that these accounts may represent different communication styles, audiences, and branding strategies. Furthermore, existing studies have not sufficiently explained how personal branding is constructed and maintained across these two different account types within the same public figure. This limitation creates a research gap in understanding how personal and institutional identities are strategically communicated through multiple digital platforms.

One public official who presents an interesting case is Purbaya Yudhi Sadewa, Indonesia's Minister of Finance. In addition to his official responsibilities, Purbaya actively utilizes TikTok through two different accounts: his personal account (@purbayayudhis) and the official ministerial account (@menkeuri). Although both accounts represent the same individual, they display different communication approaches and content characteristics. The personal account tends to feature informal activities, personal interactions, and educational content delivered in a more relaxed manner. In contrast, the official account emphasizes government programs, institutional activities, policy communication, and professional responsibilities.

The existence of these two TikTok accounts creates an interesting opportunity to examine how personal branding is constructed across different digital communication channels. This phenomenon becomes increasingly relevant within the framework of digital personal branding, which refers to the deliberate process of managing self-image and identity through digital platforms (Labrecque, 2011). Effective digital personal branding requires the management of three interconnected elements: digital footprint, narrative coherence, and alignment. These elements are particularly important in understanding how a public official maintains a consistent identity while

communicating through both personal and institutional channels.

Therefore, this study aims to analyze the personal branding of Purbaya Yudhi Sadewa through his personal TikTok account (@purbayayudhis) and the official account (@menkeuri). Specifically, this study seeks to compare the content presented on both accounts to examine how personal branding is constructed, maintained, and communicated across two distinct digital spaces representing both personal and institutional identities.

LITEARATURE REVIEW

Personal Branding

Personal branding refers to a deliberate process through which individuals create and communicate a unique identity to differentiate themselves from others in the public sphere. According to Montoya (2002), personal branding is the strategic effort to shape public perceptions by highlighting an individual's values, expertise, personality, and distinctive characteristics. In the digital era, personal branding has become increasingly important because social media enables individuals to continuously present themselves to wider audiences and actively manage how they are perceived by the public.

Montoya (2002) proposes the Eight Laws of Personal Branding as the fundamental principles for building a strong and sustainable personal brand. The first principle is Specialization, which emphasizes the importance of focusing on a specific area of expertise or competence that distinguishes an individual from others. The second principle is Leadership, referring to the ability to influence, inspire, and gain recognition from audiences within a particular field. The third principle, Personality, highlights the importance of displaying authentic personal characteristics rather than constructing an artificial image.

The fourth principle is Distinctiveness, which requires individuals to possess unique attributes that make them easily recognizable. The fifth principle, Visibility, stresses the need for continuous exposure and consistent communication to maintain public awareness. The sixth principle is Unity, which refers to the consistency between an individual's public image and actual behavior, ensuring that the personal brand remains credible and trustworthy.

The seventh principle, Persistence, emphasizes the importance of maintaining and developing a personal brand over time despite challenges or changes in circumstances. Finally, the eighth principle is Goodwill (Reputation), which concerns the development of a positive reputation through ethical behavior, credibility, and meaningful contributions to society. Together, these eight principles provide a comprehensive framework for understanding how

individuals establish, maintain, and strengthen their personal brands in both offline and digital environments (Montoya, 2002).

For public officials, personal branding functions as a strategic communication tool that helps shape public perceptions, strengthen credibility, and build closer relationships with citizens. Through social media platforms, public figures can consistently communicate their expertise, leadership qualities, personal values, and unique characteristics to diverse audiences. Therefore, Montoya's Eight Laws of Personal Branding provide a relevant framework for analyzing how public officials construct and maintain their public image through digital communication channels.

While Montoya's theory explains the fundamental principles of developing a strong personal brand, it does not specifically address how these principles are implemented within digital environments. Therefore, the concept of digital personal branding proposed by Labrecque (2011) complements Montoya's framework by explaining how personal branding is strategically communicated through digital platforms, particularly through digital footprint, narrative coherence, and alignment. Together, these two theoretical perspectives provide a comprehensive framework for understanding both the core principles of personal branding and their implementation in social media contexts.

Digital Personal Branding

The concept of personal branding has evolved alongside the development of digital communication technologies. Labrecque (2011) introduced the concept of digital personal branding, which refers to the process of building and managing self-image through digital platforms, particularly social media. Digital personal branding extends beyond simply presenting oneself online; it involves strategic interactions, content creation, and audience engagement to influence public perceptions.

According to Labrecque (2011), effective digital personal branding is built upon three interconnected elements: digital footprint, narrative coherence, and alignment. Digital footprint refers to the traces of online activities that contribute to an individual's public image. Narrative coherence concerns the consistency of messages and stories communicated across digital content, while alignment refers to the congruence between an individual's online identity and real-life characteristics. The absence of consistency among these elements may weaken the credibility of a personal brand.

Recent studies have further highlighted the growing relevance of digital personal branding in public communication. Social media platforms are increasingly utilized not only by influencers and

content creators but also by government officials and political figures to strengthen public trust, increase accessibility, and enhance leadership legitimacy (Fitriyani & Rusdiana, 2023) (Nadia & Muyasaroh, 2024). Consequently, digital personal branding has become an important framework for understanding how public figures manage multiple identities within online environments.

TikTok as a Platform for Personal Branding

TikTok has emerged as one of the most influential social media platforms for personal branding in the digital era. Unlike many other social networking sites, TikTok allows users to communicate through short-form videos that combine visual, verbal, and interactive elements. This format enables individuals to present their identities in creative and engaging ways while reaching large audiences (Ardiansyah & Sinduwiatmo, 2023).

One of TikTok's distinctive features is the For You Page (FYP) algorithm, which enables content to reach users beyond an account's existing followers. As a result, visibility on TikTok is not solely determined by audience size but also by content quality, consistency, and audience engagement. Previous studies have shown that authenticity, creativity, and consistent communication are important factors in establishing a strong personal brand on TikTok (Malahayati et al., 2024).

Furthermore, TikTok has increasingly been adopted by public officials and political actors as a communication channel. Through interactive content and direct engagement with audiences, public figures can develop emotional connections with citizens while simultaneously communicating policies and professional competencies. This capability makes TikTok a strategic platform for constructing personal branding and strengthening relationships between public officials and the public (Putri et al., 2026).

METHOD

Research Design

This study employed a qualitative approach to gain an in-depth understanding of the communication phenomenon related to the self-presentation of Purbaya Yudhi Sadewa on TikTok through two different accounts: the personal account (@purbayayudhis) and the official account managed by the Ministry of Finance (@menkeuri). Qualitative research aims to explore and understand social phenomena by examining individuals' behaviors, perceptions, motivations, and actions holistically through descriptive data in the form of words and language (Nasution, 2023). This approach was selected because it allows the researcher to examine how

personal branding is constructed and communicated through digital media, particularly TikTok.

This research was conducted within a constructivist paradigm, which assumes that reality is not singular and objective but is socially constructed through individuals' experiences and interpretations (Ashari et al., 2023). Therefore, the study seeks to understand how Purbaya Yudhi Sadewa's personal branding is represented through content published on two different TikTok accounts and how these representations contribute to the formation of his digital identity.

The study utilized a qualitative descriptive method with content analysis as the primary research strategy. This method enabled the researcher to systematically analyze the content uploaded on both TikTok accounts and identify the communication patterns, values, and branding elements embedded within the videos. The analysis focused on various aspects of the content, including communication style, visual presentation, messages conveyed, and audience engagement. Through this approach, the study aimed to provide a comprehensive understanding of how personal branding is constructed through two different digital communication channels and how these channels contribute to the public representation of Purbaya Yudhi Sadewa.

Data Collection

The data analyzed in this study were obtained from two TikTok accounts associated with Purbaya Yudhi Sadewa: the personal account (@purbayayudhis) and the official account managed by the Ministry of Finance (@menkeuri). The data consisted of TikTok video content that was purposively selected based on its relevance to the construction of Purbaya Yudhi Sadewa's personal branding as Indonesia's Minister of Finance.

The primary data source of this research was a corpus of TikTok videos. A corpus refers to a collection of data that serves as the main object of analysis in a study, which may include texts, images, videos, or other forms of communication relevant to the research focus (Prasetya et al., 2018). In this study, the corpus consisted of video content uploaded on both TikTok accounts that represented similar activities and events involving Purbaya Yudhi Sadewa.

The corpus was selected using purposive sampling based on two criteria. First, the selected videos had to depict the same or closely related activities appearing on both the personal and official TikTok accounts, allowing for a comparative analysis of personal branding across different communication channels. Second, the videos had to be uploaded within one month following Purbaya Yudhi Sadewa's inauguration as Minister of Finance, including the

earliest content that portrayed his role as a government official.

The selected content primarily consisted of videos that reflected Purbaya Yudhi Sadewa's self-presentation and public image as Minister of Finance. By comparing content from the personal and official accounts, this study aimed to identify similarities and differences in communication styles, branding strategies, and identity representations across the two digital platforms

Data Analysis

The collected data were analyzed using a qualitative descriptive approach through content analysis. Content analysis was employed to identify patterns, themes, meanings, and communication elements embedded in TikTok content uploaded by Purbaya Yudhi Sadewa on two different accounts, namely the personal account (@purbayayudhis) and the official Ministry of Finance account (@menkeuri). This method enables researchers to systematically examine communication messages and interpret their meanings within a particular social context (Parker et al., 2011).

The unit of analysis consisted of TikTok videos that met the predetermined corpus criteria. The selected videos were analyzed by comparing content representing similar activities across both accounts. The analysis focused on various communication elements, including communication style, message delivery, visual presentation, symbolic representations, audience engagement, and identity construction. Through this process, the study examined how personal branding was communicated and represented through two different digital channels.

The analytical framework was based on Peter Montoya's Eight Laws of Personal Branding, consisting of specialization, leadership, personality, distinctiveness, visibility, unity, persistence, and goodwill (Montoya, 2002). These dimensions were used to identify and categorize personal branding characteristics reflected in the content. To strengthen the analysis, the study also incorporated Labrecque's concept of digital personal branding, particularly the dimensions of digital footprint, narrative coherence, and alignment, which provide insights into how individuals construct and maintain their identities in digital environments (Labrecque, 2011).

The data analysis process followed five stages of content analysis proposed by (Parker et al., 2011): defining the research objectives and unit of analysis, selecting relevant content, analyzing the selected content, interpreting the findings, and drawing conclusions. Before interpreting the findings, the selected videos were coded according to the dimensions of Montoya's Eight Laws of Personal

Branding and Labrecque's digital personal branding framework. Similar content characteristics, communication patterns, visual elements, and branding indicators were grouped into relevant categories to facilitate systematic analysis. During the interpretation stage, the identified content elements were connected to the theoretical framework to understand how Purbaya Yudhi Sadewa's personal branding was constructed and communicated through both TikTok accounts. The findings were then synthesized to reveal similarities and differences in branding strategies between the personal and institutional communication channels.

Through this analytical process, the study aimed to provide a comprehensive understanding of how a public official manages personal branding across multiple digital platforms while balancing personal identity and institutional representation in the context of contemporary political communication.

RESULT

Analysis of Content from TikTok @purbayayudhis

Table 1. Analysis TikTok @purbayayudhis

Content Screenshot	Content Theme	Communication Characteristics
	Distribution of IDR 200 Trillion to State-Owned Banks	Informal explanation, interaction with journalists, humorous responses

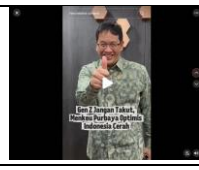
The first content analyzed on the personal TikTok account @purbayayudhis was related to Purbaya Yudhi Sadewa's statement regarding the distribution of IDR 200 trillion to five state-owned banks. The video showed Purbaya interacting directly with journalists after attending an official agenda. Rather than focusing solely on policy explanations, the content emphasized his communication style during the interview process. Purbaya appeared confident when answering questions while occasionally incorporating humor into his responses. The video also displayed spontaneous interactions with people around him, creating a more relaxed atmosphere compared to formal government communications. Through this content, audiences were able to observe not only the information being conveyed but also the personal characteristics displayed by Purbaya in public interactions.

Table 2. Analysis TikTok @purbayayudhis

Content Screenshot	Content Theme	Communication Characteristics
	Meeting with DPR RI	Direct interaction with officials and staff

The second content documented Purbaya's attendance at a meeting with members of the DPR RI. Unlike official government publications, the personal account highlighted activities before and after the meeting itself. The content showed Purbaya greeting people around him, interacting with staff members, and consistently displaying his signature thumbs-up gesture. The atmosphere presented in the video was relatively informal despite taking place within a governmental setting. The focus of the content was not solely on the institutional agenda but also on Purbaya's behavior and interactions during the event.

Table 3. Analysis TikTok @purbayayudhis

Content Screenshot	Content Theme	Communication Characteristics
	Responding to Generation Z Concerns	Casual language, audience engagement

Another content analyzed was Purbaya's response to concerns raised by Generation Z regarding Indonesia's future. The video was delivered in a conversational format, allowing Purbaya to directly address issues relevant to younger audiences. During the interaction, he utilized simple language and inserted humorous remarks, making the discussion more engaging and accessible. The content reflected an effort to communicate complex economic issues through a more relatable approach. The use of casual language and audience-oriented communication distinguished this content from conventional governmental communication practices.

Table 4. Analysis TikTok @purbayayudhis

Content Screenshot	Content Theme	Communication Characteristics
	FLPP Housing Program	Community interaction and public presence

The fourth content showed Purbaya accompanying President Prabowo Subianto during the implementation of the FLPP housing program. The video documented various moments, including interactions with citizens and observations of the housing project. In addition to official activities, the content highlighted personal moments in which Purbaya smiled, greeted members of the public, and posed with his signature gesture. The presentation style emphasized his presence among the community rather than focusing exclusively on policy implementation.

Analysis of Content from TikTok @menkeuri

Table 4. Analysis TikTok @menkeuri

Content Screenshot	Content Theme	Communication Characteristics
	Distribution of IDR 200 Trillion to State-Owned Banks	Policy-oriented communication

The official TikTok account @menkeuri also published content regarding the distribution of IDR 200 trillion to state-owned banks. Unlike the personal account, the video focused on explaining the policy and its significance for national economic development. The content utilized a more structured narrative and highlighted institutional objectives rather than personal interactions. Information regarding the purpose of the policy and its expected impact was presented clearly to support public understanding of government programs.

Table 5. Analysis TikTok @menkeuri

Content Screenshot	Content Theme	Communication Characteristics
	Meeting with DPR RI	Formal governmental communication

Content regarding the DPR RI meeting was also uploaded on the official account. The video emphasized the formal aspects of the event, including discussions, meetings, and official governmental activities. Compared to the personal account, fewer informal interactions were shown. The content primarily aimed to communicate institutional accountability and demonstrate the Ministry of Finance's active involvement in policymaking

processes. Visual elements such as meeting documentation and official captions reinforced the formal nature of the communication.

Table 5. Analysis TikTok @menkeuri

Content Screenshot	Content Theme	Communication Characteristics
	Responding to Generation Z Concerns	Informative public communication

The official account addressed the same topic regarding Generation Z's concerns about Indonesia's future. However, the content was presented using a more structured and informative format. The video focused on explaining government efforts, economic policies, and future development strategies. The communication style was more formal and emphasized factual information rather than humor or personal interaction. The content reflected the role of the Ministry of Finance as an institution responsible for communicating public policies.

Table 6. Analysis TikTok @menkeuri

Content Screenshot	Content Theme	Communication Characteristics
	FLPP Housing Program	Program dissemination

The official account also documented Purbaya's participation in the FLPP housing assistance program. In contrast to the personal account, the content concentrated on the objectives, implementation, and beneficiaries of the program. The video highlighted official ceremonies, interactions among government officials, and the broader impact of the initiative on society. Institutional achievements and policy outcomes received greater emphasis than individual characteristics. As a result, the content functioned primarily as a form of governmental communication aimed at informing the public about ongoing programs and achievements.

CONCLUSION

This study found that Purbaya Yudhi Sadewa's personal branding on TikTok is constructed through two different communication channels, namely the personal account @purbayayudhis and the official government account @menkeuri. Although both accounts represent the same individual, each account performs a different communication function. The personal account tends to present a more informal,

humanistic, and relatable side of Purbaya through casual interactions, everyday activities, and a more conversational communication style. In contrast, the official account emphasizes his professional role as Indonesia's Minister of Finance by focusing on policy communication, institutional activities, and government programs.

The findings indicate that the personal branding displayed across both accounts reflects several elements of Peter Montoya's Eight Laws of Personal Branding, particularly specialization, leadership, personality, distinctiveness, visibility, and goodwill. These elements are communicated through consistent content themes, communication styles, visual appearances, and interactions with audiences. At the same time, the official account also functions as a representation of corporate branding by communicating institutional values, credibility, professionalism, and the identity of the Ministry of Finance through structured and policy-oriented content.

Furthermore, the study reveals that personal branding and corporate branding do not operate separately but instead complement one another. The personal account strengthens public perceptions of Purbaya as an approachable and relatable public figure, while the official account reinforces his credibility and authority as a state official. The combination of these two communication channels creates a more comprehensive public image, demonstrating how public officials can strategically utilize social media to balance personal authenticity and institutional representation in the digital era.

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