

# Instagram @ariamphibia Social Media Content Management in Building Personal Branding (January - December 2023)

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## ABSTRACT

**Keywords**  
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Ari Amphibia  
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Indonesia is a country with abundant natural wealth and scenery. The richness and abundance of scenery is an attraction for landscape photographers. One of the many landscape photographers is Ari Amphibia. Ari Amphibia has routinely built personal branding as a landscape photographer through Instagram social media. With proper Instagram social media content management, it will result in strong personal branding. The results of Ari Amphibia's published work have made him a brand ambassador for Fujifilm X Photographer Indonesia, Lowerpro Bag and Haida Filter Photographer. This research aims to find out the content management of @ariamphibia's Instagram social media in building personal branding. This research uses descriptive qualitative by involving three stages, namely data presentation, data reduction, conclusion drawing. The data collection techniques used include interviews and documentation. Data validity uses source triangulation. This technique is a testing process that aims to test the credibility of data by checking data that has been obtained through several data sources. The findings used four stages of content management, namely (1) Share; (2) Optimize; (3) Manage; (4) Engage. Then the next stage is using personal branding, namely (1) Think; (2) Brand Assessment; (3) Focus; (4) Publish. The results of this study Ari Amphibia has carried out content management in building his personal branding on Instagram. However, this is still not enough, there is some content uploaded via Instagram outside of landscape photography. As a result, the personal branding created is not optimal and does not utilize the bio link feature on Instagram properly.

## 1. Introduction

Indonesia, renowned for its natural magnificence spanning from Sabang to Merauke, harbors captivating underwater ecosystems that serve as a notable attraction in their own right (Ihsana, 2023). The country's abundant natural resources have spurred a burgeoning interest among photographers, particularly those specializing in landscape photography. Derived from the Greek terms "photos" (light) and "Grafos" (painting/writing), photography entails the acquisition of skills in capturing compelling imagery, orchestrating lighting arrangements, and refining post-processing techniques to accentuate scenic elements and unique compositional arrangements (Gani & Kusumalestari, in Pramiswara, 2021; Suryawan & Wibowo, 2020). Landscape photography, as delineated by Suwardi et al. (2021), encompasses four primary categories: landscape, seascape, skyscape, and cityscape. The intricacy of landscape photography lies in the meticulous selection of perspective, angle, camera settings, and methodologies to elicit attention and reveal the innate beauty of nature (Purba, 2022). Moreover, the merits of landscape photography extend beyond aesthetic appreciation; they serve as poignant conduits for conveying messages aimed at fostering environmental awareness and instigating action to safeguard and cherish natural ecosystems (Shandy, 2023).

Social media, an internet-based platform, facilitates interpersonal interactions, self-presentation, and the formation of virtual social networks (Puspitarini & Nuraeni, 2019). The evolution of platforms such as Instagram has revolutionized user engagement, offering features encompassing content sharing, commentary, and direct messaging, thereby engendering user satisfaction through the accrual of likes, shares, and comments (Prajarini, 2020). By leveraging social media, individuals can shape perceptions and cultivate personal brands through the strategic dissemination of visual content, contributing to enhanced credibility, interest, and trustworthiness, particularly in the context of product endorsements (Ikhsan, 2022; Sallam & Wahid, 2012). Notably, personal branding via traditional media avenues, such as publishing, public speaking, and media contributions, remains a viable strategy (Efrida & Diniati, 2020). However, the advent of platforms like Instagram has expanded opportunities for personal brand reinforcement through image-centric storytelling, as exemplified by Ari Riyanto's journey to becoming a brand ambassador within the photography domain (Amalia Probosini et al., 2021). Ari Riyanto's adept management of content on Instagram underscores the critical role of content management in nurturing follower engagement and sustaining brand loyalty (Haq & Sukmono, 2022; Ramadhan & Dharmawan, 2023).

Ari Riyanto, operating under the username @ariamphibia, leverages Instagram as a conduit for showcasing his visual landscape photography portfolio. The distinct characteristics of his photographic oeuvre reflect his individuality, setting him apart within the realm of landscape photography (Haq & Sukmono, 2022). The compelling impact of his Instagram content has garnered the attention of photography brands, culminating in his designation as a brand ambassador. Through strategic personal branding efforts on Instagram, Ari Amphibia has carved a niche for himself within the photography community, augmenting his stature as a distinguished landscape photographer, and setting him apart from his contemporaries.

Uniqueness holds significant importance in cultivating personal branding via social media platforms such as Instagram. A photographer aspiring to establish a serious presence in their field must exhibit and nurture the distinctive characteristics of their photographic work to captivate the attention of both the public and potential brand collaborators. Failure to do so may result in a gradual decline in followers and a diminished appeal to brands seeking partnerships. Therefore, photographers are compelled to enhance their creativity and identify unique elements within their work to foster an engaging personal brand. This dynamic renders the study of personal branding through social media platforms, particularly intriguing for photographers generating positive content, as their accounts serve as exemplars for fellow photographers and followers alike. The @ariamphibia Instagram account serves as an exemplar in this context, showcasing consistent landscape photography with a distinct color palette. Consequently, this account was selected as the focus of the present research.

Research conducted by Firmansyah et al. (2023) elucidates the pivotal role of personal branding in advancing one's career trajectory, emphasizing its significance for photographers. Furthermore, findings by Widyastuti et al. (2017) underscore the comprehensive nature of effective personal branding, as exemplified by Sha'an d'Anthes on Instagram, encompassing key facets such as specialization, leadership, personality, distinctiveness, appearance, coherence, constancy, and reputation. Subsequent research by Widjanarko delves into the realm of content management on Instagram, elucidating its role in capturing the attention of the platform's user community, particularly concerning the promotion of regional tourism potential in Banyumas Regency, Central Java Province.

Aspiring to establish a robust personal brand as a landscape photographer, the subject of this research aims to analyze the content management strategies employed by @ariamphibia on Instagram in fostering personal branding.

## 2. Method

The type of research utilized in this study employs qualitative descriptive research. Qualitative descriptive research involves procedures for collecting descriptive data in the form of written or oral

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words from individuals and observable behaviors (Haryoko et al., 2020). The research method employed in this study is the case study method. A case study is an intensive research effort that utilizes various sources of evidence concerning a single entity limited by space and time (Haryoko et al., 2020). In case study research, the emphasis is placed on aspects that are specific and unique to the object of study. Data collection techniques include interviews and documentation. The validity test in this research utilizes source triangulation. Triangulation in testing the credibility of data is interpreted as cross-checking data from multiple sources using various methods and at different times (Haryoko et al., 2020).

### 3. Result and Discussion

#### 3.1. Personal Branding

Personal branding is the process of shaping people's perceptions of aspects of a person, these aspects include personality, values, or abilities and these aspects can have a positive influence on society so that they can be utilized as a marketing tool (Haroen, 2014). According to the book *The Brand Call You* written by Montoya and Tim Vandehey (in Srihasnita & Dharmasetiawan, 2018) there are several stages to build personal branding, namely:

- a. **Think**, think and perceive yourself differently from others by putting aside attributes such as title, position, or institution where you work. What must be done is to focus on a combination of competency factors owned, style (style) of dressing or communicating, and setting standards for yourself.

- 1.) **Competent**, being competent means having to (within a certain level) fulfill the requirements to do something for someone (Silaban et al., 2019).



Figure 1. instagram view @ariamphibia and Figure 1.2 landscape photo post @ariamphibia instagram account.

Ari Amphibia, in constructing his personal brand on Instagram, aims to establish himself as a landscape photographer. To achieve this, Ari Amphibia concentrates on shaping his personal brand identity within the realm of landscape photography. However, it is noted that some of the content uploaded by Ari Amphibia on Instagram deviates from landscape photography, encompassing model photos and human-interest imagery.

**2.) Dress Style**, these personal branding standards greatly influence how others perceive you. Standards will define and give meaning to the power of personal branding. But no matter what other people predict about us, we must remain consistent in our standards because the standards we have affect how others perceive us (Yusanda et al., 2021).

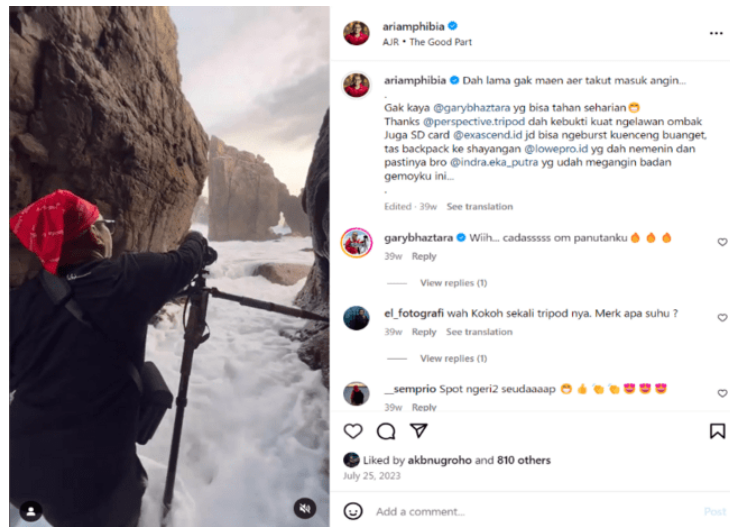


Figure 2. Ari Amphibia using a buff.

Ari Amphibia always uses buffs to build his personal branding. Ari Amphibia wants to be known as a landscape photographer who always uses buffs to build his personal branding. The strategy carried out by Ari Amphibia in building his personal branding by using buffs to be recognized by his followers.

**3.) Self-standard**, these personal branding standards greatly influence how others perceive you. Standards will define and give meaning to the power of personal branding. But no matter what other people predict of oneself, we must remain consistent in our standards because the standards we have affect how others perceive us (Nurjuman et al., 2022).

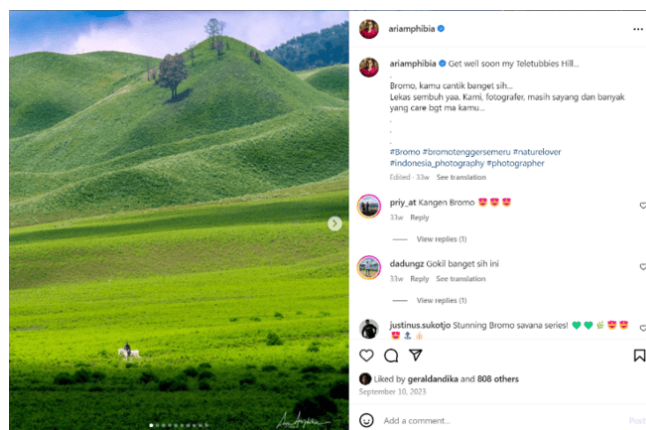


Figure 3. Landscape photo postings on @ariamphibia's Instagram account.

Ari Amphibia aims to establish himself as a photographer renowned for consistently capturing natural colors in his photographs. Through his uploads of landscape photography on Instagram, Ari Amphibia endeavors to be recognized for his ability to produce images with authentic and harmonious color palettes. He adheres to a standard of authenticity by ensuring that his photos exhibit natural hues, thereby showcasing the inherent beauty of Indonesia's landscapes.

- b. **Brand Assement**, by continuously conducting brand assessments, including comparative analyses with competitors, individuals can identify the strengths and weaknesses of their personal branding efforts. This ongoing evaluation allows for the anticipation of potential challenges and the development of strategic measures. The ultimate objective is to maintain a superior position in personal branding relative to competitors.

1.) **Competitor**, the law of personality says that a personal brand will be effective if it is expressed in a way that is different from competitors (Witanti et al., 2022).

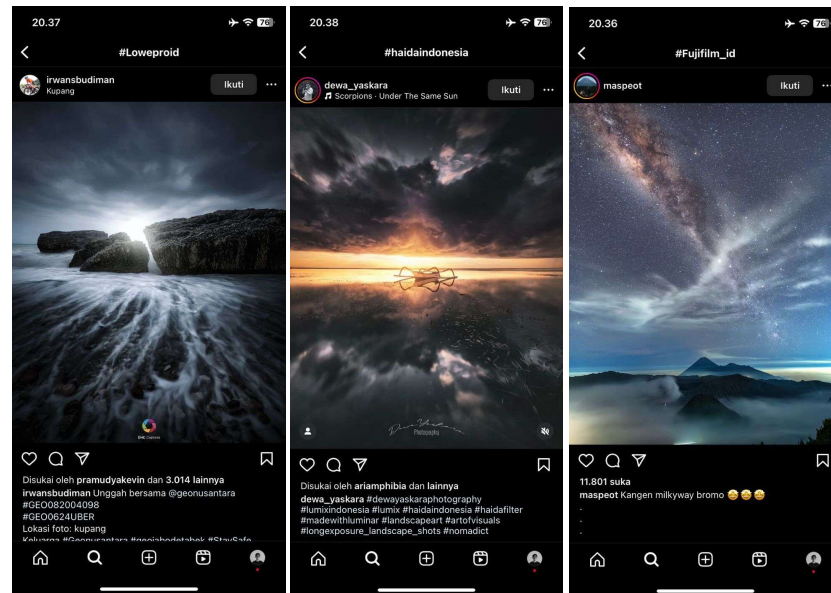


Figure 4. Competitor @ariamphibia's landscape photo post.

Ari Amphibia wants to build personal branding as a landscape photographer with natural color tones. Ari Amphibia has competitors, but some of his competitors produce work that is not natural. Ari Amphibia while building his personal branding as a landscape photographer wants to display photos with natural colors compared to competitors based on the use of hashtag in each of Ari Amphibia's posts such as #Fujifilm\_id, #lowerproid, and #haidaindonesia.

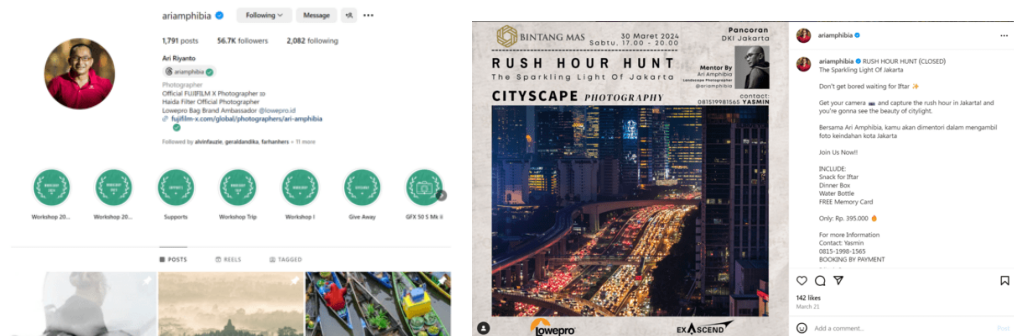
- 2.) **Pros**, personal branding describes an individual's personality that covers many aspects, not only on the strengths but also on the weaknesses or negative sides (Ardiansyah & Sinduwiatmo, 2023).



Figure 5. Landscape photo posts and comments on @ariamphibia account.

Ari Amphibia wants to exhibit captivating and authentic landscape photography while simultaneously cultivating a favorable persona among his followers. The analysis suggests that Ari Amphibia's Instagram uploads captivate his audience due to their natural appearance, with an added emphasis on the significance of fundamental etiquette in photography. In establishing his personal branding as a landscape photographer, Ari Amphibia prioritizes the presentation of natural imagery in his uploads and consistently engages with comments on his posts with a courteous demeanor.

- 3.) **Disadvantages**, personal branding describes an individual's personality that covers many aspects, not only on the strengths but also on the weaknesses or negative sides (Ardiansyah & Sinduwiatmo, 2023).



Gambar 6. Profile of Instagram @ariamphibia and Gambar 1.7 photographer workshop

Ari Amphibia faces challenges in effectively utilizing the Instagram social media platform. One notable disadvantage is the improper utilization of the Instagram bio feature. Ari Amphibia neglects to include essential details, such as a registration link for landscape photography workshops, in the Instagram bio. Instead, registration information is primarily conveyed through feed posts, which may inconvenience followers seeking direct access to workshop registration. This oversight hampers the optimization of the Instagram bio feature, limiting its potential in facilitating seamless registration for interested followers.

- 4.) **Positioning**, in this case, personal branding means that it must be clear where a person's positioning in his image will be directed, there must be a reason why the brand was born, and determine the target market to be achieved (Widiastuti, 2017)



Figure 7. Postings of moving visual photos on @ariamphibia's Instagram account

To strengthen its positioning as a landscape photographer, Ari Amphibia tries to post moving images because Instagram appreciates moving images more. Ari Amphibia has observed the Instagram algorithm that appreciates moving photos more, therefore the content uploaded by the photo depicts visuals that are like moving. Ari Amphibia

strengthens its positioning as a landscape photographer by uploading moving photos on its Instagram account. The moving photo in question is a visual photo with clouds that appear to be moving.

- c. **Focus**, in this case there are several points that must be met to build personal branding, namely:

1.) **How to display**, Personal branding through traditional media can be done by publishing books, writing articles in magazines or newspapers, speaking at public events, and other methods. (Efrida & Diniati, 2020).

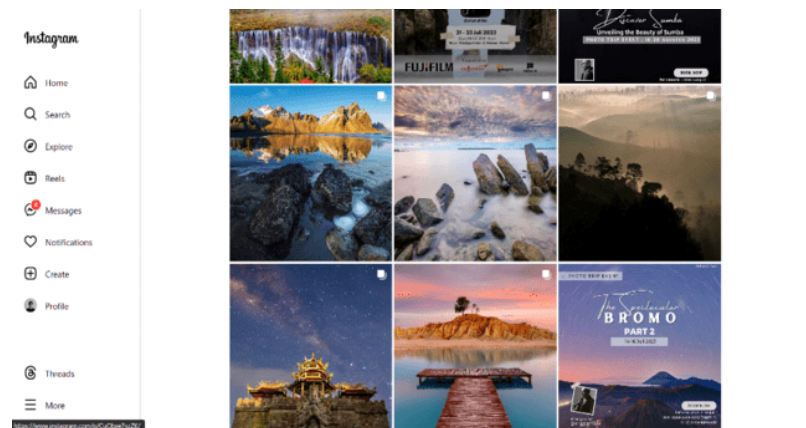


Figure 8. Landscape photography posts on @ariamphibia's Instagram account.

Ari Amphibia uses landscape photography as his medium of expression to showcase the natural beauty of Indonesia. Ari Amphibia displays his media expression by using landscape photography media to display the natural beauty of Indonesia. Ari Amphibia in building personal branding uses landscape photography media with the aim of displaying the natural beauty of Indonesia.

- 2.) **How to be consistent**, consistency is the hallmark of all strong brands. As a 'brand', one only gets 'credit' (recognition, acceptance, or acknowledgement by others) for what one does consistently (Kasela et al., n.d.).

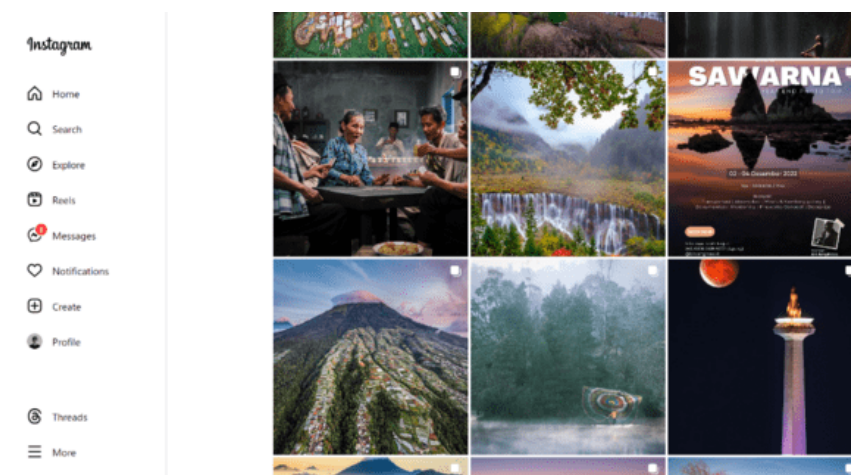


Figure 9. Posts of photography works on @ariamphibia's Instagram account.

Ari Amphibia to be consistent uses a way to maximize passion and utilize the Instagram platform by uploading landscape photography. Ari Amphibia wants to be consistent in uploading landscape photography works but some content still exists outside the landscape photography genre. Ari Amphibia has not maximized in building consistency on his Instagram account as there are still uploads outside landscape photography such as human interest and cityscape.

- d. **Publish**, in this case there are several points that must be met to build personal branding, namely:
- 1.) **Media used**, social media is a platform on the internet that allows individuals to introduce themselves, send messages, share and communicate with other users, and form virtual social bonds. (Puspitarini & Nuraeni, 2019).

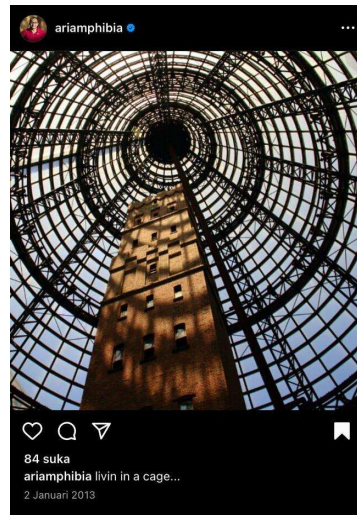


Figure 10. The first post on @ariamphibia's Instagram account.

Ari Amphibia has only used the Instagram social media platform to disseminate his photographic content since 2013. Ari Amphibia has been building personal branding as a landscape photographer since 2013 using only Instagram. ri Amphibia used Instagram social media to upload his work starting on January 2, 2013 and until now still regularly uses Instagram as a medium for publishing his landscape photography work.

- 2.) **Content**, content is the subject, type, or unit of digital information. Content can be text, images, graphics, video, sound, documents, reports, and others. In other words, content is anything that can be managed in electronic format (Mahmudah & Rahayu, 2020).

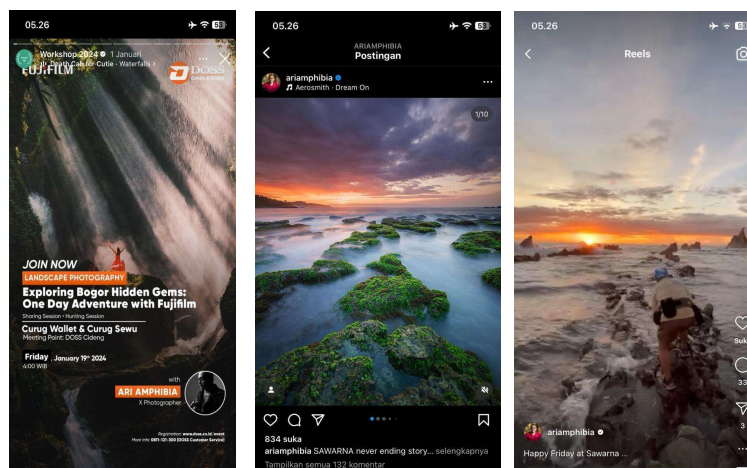


Figure 10. @ariamphibia account story posts Figure 1.9 @ariamphibia account feed posts Figure 2.0 @ariamphibia account reels posts

The types of content uploaded by Ari Amphibia on his account are stories, feeds, and reels. Ari Amphibia has utilized several Instagram features such as feeds, reels, and ig stories to upload his work as a landscape photographer. Ari Amphibia has used

Instagram features and maximized them to build personal branding through the content created.

3.) **Achievements**, the brand owned by this individual is called personal branding. By building a name, achievements, and reputation, someone is basically creating personal branding (Pertiwi & Irwansyah, 2020).

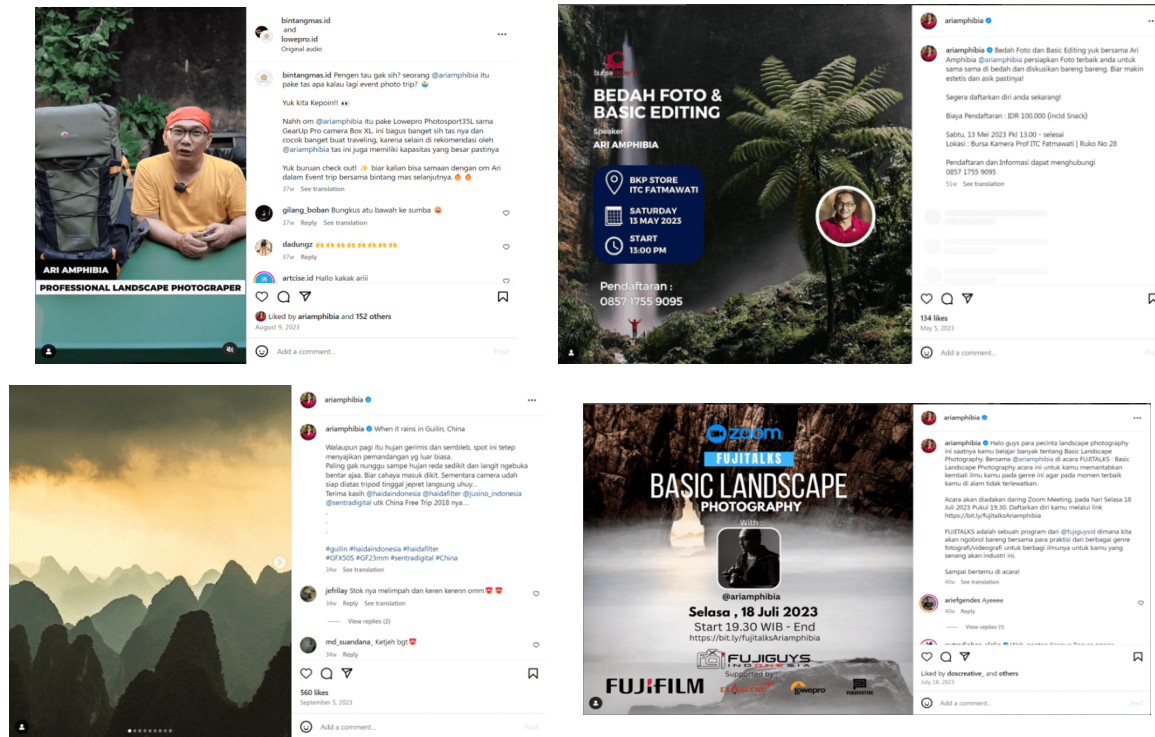


Figure 11. reels post with @lowerpro.id brand on @ariamphibia account, Figure 2.2 feed post of Photo Surgery & Basic Editing workshop on @ariamphibia account, Figure 2.3 feed post of @ariamphibia account with hashtag brand ambassador Ari Amphibia, and Figure 2.4 feed post of Basic Landscape Photography workshop on @ariamphibia account.

Ari Amphibia has garnered notable achievements within the realm of landscape photography, including serving as a presenter in landscape photography workshops and assuming the role of a brand ambassador for esteemed entities like Fujifilm Indonesia, Haida Filter Indonesia, and Lower Pro. Specifically, Ari Amphibia's accomplishments as a landscape photographer encompass presenting at various workshops, such as Fujifilm's "Fujitalks," Fujiguys, and sessions on photo surgery and basic editing. These achievements not only enhance Ari Amphibia's personal branding but also solidify his stature within the landscape photography community.

### 3.2. Content Management

In creating content management, there are several stages that must be carried out. According to Regina Lutterel in the theory of The Circular Model of Some (Junaedi & Sukmono, 2021). The theory explains that there are 4 stages that need to be considered to create content management, namely:

- a. **Share**, in this case there are several points that must be met to fulfill content management, namely:
  - 1.) **Participate**, This is the implementation stage in the utilization of new media, where managers can be directly involved to foster effective communication with followers on social media platforms.



Figure 12. Ari Amphibia replies to comments on his posts

Ari Amphibia is directly involved without the help of others in this case not using the admin. Ari Amphibia in media utilization manages directly without the help of the admin such as replying to comments on the posts he uploads. Ari Amphibia has carried out the stages in media utilization as evidenced by participating directly when replying to comments on posts he uploaded on his Instagram account.

- 2.) **Connect**, The “connect” stage is the time when the company or organization sets its goals, so that communication can be carried out to achieve the desired target accurately.



Figure 13. Ari Amphibia replies to comments in a non-romal style on his posts

Ari Amphibia wants to communicate informally but at all ages. Ari Amphibia sets its target to followers who like photos, especially landscape photos, and communicates by adjusting to all ages of its followers. ri Amphibia has set its target as a form of content management and communicates with its followers regardless of the age of its followers.

- 3.) **Build Trust**, At this stage, companies, organizations, or institutions try to find methods to form trust among their followers.



Figure 14. Ari Amphibia uploads a photography workshop information post.

Besides uploading landscape photography works, Ari Amphibia is also a speaker at workshop events uploaded on his Instagram account. Ari Amphibia tries to build trust with his followers by using Instagram social media regularly and as a workshop speaker. Ari Amphibia builds trust among his followers by not only uploading landscape photography works but also uploading posts on his Instagram in the form of information containing being a presenter at landscape photography workshops.

**b. Optimize**, in this case there are several points that must be met to fulfill content management, namely:

**1.) Listen and learn**, At the stage of “Listen and Learn,” organizations can observe the ongoing conversations on social media by their audience. This allows organizations to gain an understanding and consider the topic in the creation of content on their new media platforms. Thus, the messages delivered can be optimally enhanced.

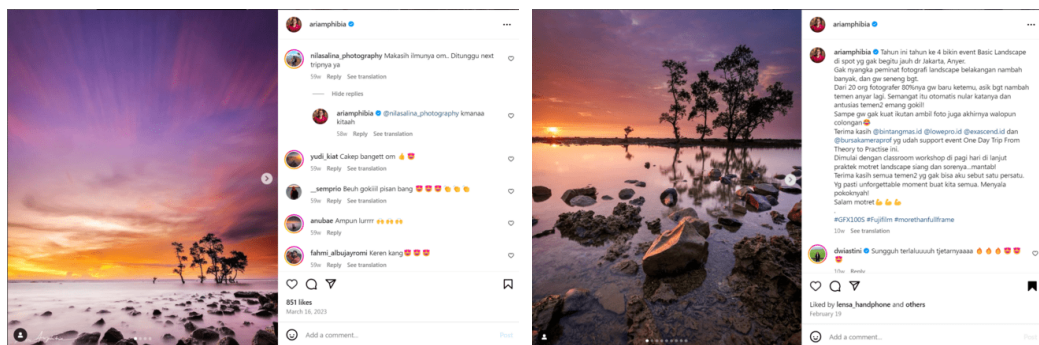


Figure 15. Ari Amphibia replies to comments on Instagram posts and Figure 2.7 Ari Amphibia replies to comments on Instagram posts

Ari Amphibia directly observes comments on Instagram posts. Ari Amphibia observes the audience conversation in the comment section directly and considers the wishes of its audience. Ari Amphibia organizes an agenda for hunting together following the wishes of its audience.

**2.) Take part in authentic communication**, It is a phase where an organization can convey information and carry out authentic communication with its followers through holding open discussions that are accessible to many people.



Figure 16. Ari Amphibia replies to comments on Instagram posts

Ari Amphibia in this case is directly involved in an open discussion. Ari Amphibia carries out communication with his followers through the comments column on the Instagram posts he uploads. Ari Amphibia after uploading his work on Instagram still responds well to comments given through open discussions.

- c. **Manage**, in this case there are several points that must be met to fulfill content management, namely:
- 1.) **Media monitoring**, A process required to identify the next steps that a company or organization can take with regard to their media holdings.



Figure 17. Ari Amphibia replies to comments on Instagram posts

Ari Amphibia regularly monitors Instagram for up to 1-2 hours a day using Instagram. Ari Amphibia monitors regularly by replying to comments on his Instagram posts. Ari Amphibia routing to monitor to reply to comments on his Instagram posts directly.

- 2.) **Quick Response**, Refers to how to respond quickly to interactions received on social media platforms. Rapid response is crucial in strengthening the emotional engagement

of followers, and its implementation will vary according to the characteristics or identity of the company.



Figure 18. Ari Amphibia replies to comments on Instagram posts

Ari Amphibia always responds quickly to comments on posts. Ari Amphibia responds to comments in an effort to increase the interest of his followers in the content shared. Ari Amphibia interacts with its followers as a form of being responsive and active towards its community. This is done by Ari Amphibia because of the collaboration with certain brands such as Fujifilm X Photographer Indonesia, Lowerpro Bag and Haida Filter Photographer as brand ambassadors.

- 3.) **Real Time**, Subjects will engage directly through social media platforms, such as providing responses to questions and interacting with audiences to increase consumer interest. This is so that the shared content can reappear on the timelines of their followers.



Figure 19. Ari Amphibia replies to comments on Instagram posts in real time.

Ari Amphibia always responds to comments in posts in real time. Ari Amphibia engages directly through his Instagram to respond to his Instagram posts. Ari Amphibia responds well to comments for the purpose of increasing interest, especially followers

of his Instagram account in the hope that the shared content can reappear on his followers' Instagram account feeds.

- d. **Manage**, Managing an engagement strategy can be a difficult task, however, when companies realize the benefits of building authentic relationships, the right strategy can be developed. In social media management, engaging audiences and influencers is one of the key aspects of social media strategy. Organizations engage audiences by reaching as many people as possible through the creation of engaging content, with the aim of providing entertainment and positive interaction with their followers.



Figure 20. Photography workshop post utilizing the collaboration feature

Ari Amphibia sometimes engages with photographer influencers to promote workshops by utilizing the Instagram collaboration feature. Ari Amphibia in her Instagram content management to increase promotion uses the Instagram collaboration feature to increase engagement on her personal account. Ari Amphibia utilizes the collaboration feature on Instagram to increase the engagement of some of her content and personal accounts.

#### 4. Conclusion

After conducting a thorough analysis and discussion, this study examines the content management of the Instagram account @ariamphibia in the context of building personal branding. Ari Amphibia effectively utilizes Instagram as a platform for content management and personal branding. The content management strategy employed by Ari Amphibia encompasses stages such as sharing, optimizing, managing, and engaging with followers. However, the study reveals certain shortcomings, including the occasional inclusion of cityscape photos and model imagery in the Instagram feed, as well as underutilization of the bio feature. To address these deficiencies, it is recommended that Ari Amphibia focuses on maintaining consistency in uploading landscape photography works exclusively, thereby reinforcing his personal branding as a landscape photographer. Additionally, optimizing the bio link feature could streamline the registration process for followers interested in participating in landscape photography workshops.

#### 5. Acknowledgement

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