

## Daftar Pustaka

- Afrilia, A. M. (2018). Personal Branding Remaja di Era Digital. *Mediator: Jurnal Komunikasi*, 11(1), 20-30.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2019). Laporan Survei: Penetrasi & Profil Pelaku Pengguna Internet Indonesia 2018. Asosiasi Penyedia Jasa Internet Indonesia (APJII): Jakarta.
- Asyraf, J. A. (2019). Pengelolaan pesan dalam pembentukan personal branding selebgram remaja di media instagram.
- Bestari, N. P. (2022). 76,8% Warga RI sudah Pakai Internet, Tapi banyak PR-nya. Retrieved from <https://www.cnbcindonesia.com/tech/20220120142249-37-309046/768-warga-ri-sudah-pakai-internet-tapi-banyak-pr-nya#:~:text=Jakarta%2C%20CNBC%20Indonesia%20%2D%20Pada%20Januari,pengguna%20atau%2076%2C8%25>
- Bolino, M.C., & Turnley, W.H. (1999). Measuring Impression Management in Organizations: A Sale Development Based on the Jones and Pittman Taxonomy. *Organizational Research Methods*, 2, 187 –206.
- Cederberg, C. D. (2017). Personal branding for psychologists: ethically navigating an emerging vocational trend. *Prof. Psychol. Res. Pract.* 48, 183–190. doi: 10.1037/pro0000129.
- Chaplin, J. P. (2002). Kamus Lengkap Psikologi, Cetak Keenam. *Penerjemah: Kartiko., K., Jakarta: PT. Raja Grafiika Persada.*
- Cooper, B., & Naatus, M. K. (2014). LinkedIn as a learning tool in business education. *American Journal of Business Education (AJBE)*, 7(4), 299-306.
- Creswell, J. W. (2012). Educational research: Planning conducting and evaluating quantitative and qualitative research (4th ad.).
- Damnjanovic, V. (2011), Marketing in practice – applying the case study mm method, FON, Beograd.
- Damnjanović, V., Matović, V., Cicvarić Kostić, S., & Okanović, M. (2012). The role of the LinkedIn social media in building the personal image. *Journal for Theory and Practice Management*, 65, 15-23.
- De Jager-van S. A., Jorgensen, L., Hill, C., & Nel, J. A. (2016). Personal growth initiative among Industrial Psychology students in a higher education institution in South Africa. *SA Journal of Industrial Psychology*, 42(1), 1-11.
- Efstathiou, G. (2019). Translation, adaptation and validation process of research instruments. In *Individualized Care* (pp. 65-78). Springer, Cham.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American journal of theoretical and applied statistics*, 5(1), 1-4.
- García, M. E., De la Morena Taboada, M., & Presol, H. Á. (2014). Aplicación del autoconcepto al desarrollo de la marca personal. *Análisis comparativo entre estudiantes internacionales. Hist. Comun. Soc.* 19, 819–833. doi: 10.5209/rev\_HICS.2014.v19.46561.
- Goffman, E. (1959). The presentation of self in everyday life. New York, NY: Penguin books.
- Gorbatov, S., Khapova, S. N., & Lysova, E. I. (2018). Personal branding: interdisciplinary systematic review and research agenda. *Frontiers in psychology*, 9, 2238.
- Grasz, J. (2016). Number of employers using social media to screen candidates has increased 500 percent over the last decade. *Career Builder*. Retrieved from <http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?ed=12/31/2016&id=pr945&sd=4/28/2016>



- Gravetter, F. J., & Forzano, L. A. B. (2012). *Research Methods for the Behavioral Sciences, 4th ed.* Belmont, CA: Wadsworth, Cengage Learning.
- Harris, L., & Rae, A. (2011). Building a personal brand through social networking. *Journal of Business Strategy*, 32(5). 14-21. doi: 10.1108/02756661111165435.
- Imawati, A. V., Solihah, A. W., & Shihab, M. (2016). Analisis personal branding fashion blogger Diana Rikasari. *JISIP: Jurnal Ilmu Sosial Dan Ilmu Politik*, 5(3).
- Johnson, K. M. (2017). The importance of personal branding in social media: educating students to create and manage their personal brand. *International journal of education and social science*, 4(1), 21-27.
- Jones, E. E., & Pittman, T. S. (1982). Toward a general theory of strategic self-presentation. *Psychological perspectives on the self*, 1(1), 231-262. Hillsdale, NJ: Erlbaum.
- Jones, E.E. (1990). *Interpersonal Perception*. New York: W.H. Freeman and Company.
- Kang, K. (2013). *Branding Pays*. Palo Alto: BrandingPays Media.
- Kurniasari, I. (2019). *Kesesuaian pilihan karir individu ditinjau dari adaptabilitas karir dan kemampuan personal branding* (Doctoral dissertation, Universitas Gadjah Mada).
- Labreque, L. I., Markos, E., & Milne, G. R. (2011). Online personal branding: Processes, challenges and implications. *Journal of Interactive Marketing*, 25(1) 37-50. doi: 10.1016/j.intmar.2010.09.002.
- Lupton, D. (2016). *The Quantified Self: A Sociology of Self-Tracking*. Cambridge: Polity.
- Manai, A., & Holmlund, M. (2015). Self-marketing brand skills for business students. *Mark. Intell. Plan.* 33, 749–762. doi: 10.1108/MIP-09-2013-0141.
- Marin, G. D., & Nilă, C. (2021). Branding in social media. Using LinkedIn in personal brand communication: A study on communications/marketing and recruitment/human resources specialists perception. *Social Sciences & Humanities Open*, 4(1), 100174.
- Marwick, A. (2013). *Status Update: Celebrity, Publicity, and Branding in the Social Media Age*. New Haven: Yale UP.
- Matsuo, M. (2019). Empowerment through self-improvement skills: The role of learning goals and personal growth initiative. *Journal of Vocational Behavior*, 115, 103311.
- Ogunyemi, A. O., & Mabekoje, S. O. (2007). Self-efficacy, risk-taking behavior and mental health as predictors of personal growth initiative among university undergraduates. *Electronic Journal of Research in Educational Psychology*, 5(12), 349–362.
- Philbrick, J. L., & Cleveland, A. D. (2015). Personal branding: building your pathway to professional success. *Med. Ref. Serv. Q.* 34, 181–189. doi: 10.1080/02763869.2015.1019324.
- Rettberg, J. W. (2014). *Blogging*. 2nd ed. Cambridge: Polity Press.
- Rizaty, M. A. (2021). 58,3% Pengguna LinkedIn di Indonesia Berumur 25-34 Tahun. Retrieved from <https://databoks.katadata.co.id/datapublish/2021/08/20/583-pengguna-linkedin-diindonesia-berumur-25-34-tahun>
- Robitschek, C. (1998). Personal growth initiative: The construct and its measure. *Measurement and Evaluation in Counseling and Development*, 30, 183–198.
- Robitschek, C. (2003). Validity of personal growth initiative scale scores with a Mexican American college student population. *Journal of Counseling Psychology*, 50(4), 496–502. doi:10.1037/0022-0167.50.4.496.
- Robitschek, C., & Cook, S. W. (1999). The influence of personal growth initiative and coping styles on career exploration and vocational identity. *Journal of Vocational Behavior*, 54, 127–141. doi:10.1006/jvbe.1998.1650.



- Robitschek, C., & Keyes, C. L. M. (2009). Keyes's model of mental health with personal growth initiative as a parsimonious predictor. *Journal of Counseling Psychology*, 56(2), 321–329. doi:10.1037/a0013954.
- Robitschek, C., Ashton, M. W., Spring, C. C., Geiger, N., Byers, D., Schotts, G. C., & Thoen, M. A. (2012). Development and psychometric evaluation of the Personal Growth Initiative Scale-II. *Journal of Counseling Psychology*, 59(2), 274–287. doi:10.1037/a0027310.
- Ryff, C. D. (1989). Happiness is everything or is it? Explorations on the meaning of psychological well-being. *Journal of Personality and Social Psychology*, 57, 1069–1081. doi:10.1037/0022-3514.57.6.1069.
- Ryff, C. D. (2014). Psychological Well-Being Revisited: Advances in The Science and Practice of Eudaimonia. *Psychother psychosom.* 83 : 10-28.
- Santrock, J. W. (2003). *Adolescence perkembangan remaja*. Jakarta: Erlangga.
- Saraswati, P. (2019). Goal Achievement as a Predictor of Personal Growth Initiative for Generation Z . 4th ASEAN Conference on Psychology, Counselling, and Humanities (ACPOCH 2018). <https://dx.doi.org/10.2991/acpoch-18.2019.80>.
- Schau, H. J., & Gilly, M.C. (2003). We are what we post? Self-presentation in personal web space. *Journal of Consumer Research*, 30(3) 385-404.
- Seaman, J., & Tinti-Kane, H. (2013). *Social media for teaching and learning*. London: Pearson Learning Systems.
- Shepherd, I. D. H. (2005). From Cattle to Coke to Charlie: Meeting the Challenge of Self Marketing and Personal Branding. *Journal of Marketing Management*.21(5), 589 – 606.
- Tufekci, Z. (2008, February). Can you see me now? Audience and disclosure regulation in online social network sites. *Journal of Advertising Education*, 28(1) 20-36.
- Vişlar, A. (2019). Like me: Generation Z and the use of social media for personal branding. *Management Dynamics in the Knowledge Economy*, 7(2), 257-268.
- Yang, C., Holden, S. M., & Carter, M. D. K. (2017). *Emerging adults' social media self-presentation and identity development at college transition: Mindfulness as a moderator*. *Journal of Applied Developmental Psychology*, 52, 212–221. doi:10.1016/j.appdev.2017.08.006.
- Zinko, R., & Rubin, M. (2015). Personal reputation and the organization. *J. Manage. Organ.* 21, 217–236. doi: 10.1017/jmo.2014.76.