

REFERENCES

- Arai, A., Ko, Y., & Kaplanidou, K. (2013). Athlete brand image: Scale development and model test. *European Sport Management Quarterly*, 13(4), 383–403. <https://doi.org/10.1080/16184742.2013.811609>
- Arai, A., Ko, Y. J., & Ross, S. (2014). Branding athletes: Exploration and conceptualization of athlete brand image. *Sport Management Review*, 17(2), 97–106. <https://doi.org/10.1016/j.smr.2013.04.003>
- Alapati, A., Bhukya, K. P., Mahender, C. D., Ramesh, G., & Madhavi, P. (2023). English proficiency and employability. *International Journal of Early Childhood Special Education (INT-JECSE)*, 15(5), 4007–4014.
- Allison, N. A., Blair, J. D., Jung, S. A., & Boutin, M. E. (2020). The impact and mediating role of personal brand authenticity on the self-actualization of university graduates entering the workforce. *Journal of Research in Marketing*, 13(1), 845–855.
- Bachman, L. F. (1990). *Fundamental Considerations in Language Testing*. Oxford University Press.
- Bachman, L. F. (1991). What Does Language Testing Have to Offer? *TESOL Quarterly*, 25(4), 671–704. <https://doi.org/10.2307/3587082>
- Bahl, S., & Milne, G. R. (2006). Mixed methods in interpretive research: An application to the study of the self-concept. In R. W. Belk (Ed.), *Handbook of qualitative research methods in marketing* (pp. 198–218). Edward Elgar.
- Bawa, A. C. (2020). Job Enabling English Proficiency (JEEP) Program. *International Journal of Research and Innovation in Social Science*, 4(9), 113–116.
- Bucholtz, M., & Hall, K. (2005). Identity and interaction: a sociocultural linguistic approach. *Discourse Studies*, 7(4-5), 585–614. <https://doi.org/10.1177/1461445605054407>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- Canale, M., & Swain, M. (1980). Theoretical bases of communicative approaches to second language teaching and testing. *Applied Linguistics*, 1(1), 1–47.
- Cederberg, C. D. (2017). Personal branding for psychologists: Ethically navigating an emerging vocational trend. *Professional Psychology: Research and Practice*, 48(3), 183–190. <https://doi.org/10.1037/pro0000129>
- Chuane, L. L., Karuppanapani, P., & Setati, L. (2023). Intrinsic motivation and English language performance among vocational college students. *International Journal of Academic Research and Development*, 8(1), 1–5.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches* (3rd ed.). Sage Publications.



Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications.

Djafri, F., & Hasanah, U. (2025). Developing intercultural communicative competence in vocational foreign language courses: Case study of Japanese and Korean learners. *Chi'e: Jurnal Pendidikan Bahasa Jepang*, 13(1), 63–72.

Frendika, R., Ernie, B., & Sule, T. (2018). The Power of Personal Values and Cultural Competence towards Personal Branding of Employees. *Academy of Strategic Management Journal* 17(1). <https://www.abacademies.org/articles/The-power-of-personal-values-and-cultural-competence-1939-6104-17-1-178.pdf>

Gee, J. P. (1999). *An Introduction to Discourse Analysis: Theory and Method*. Routledge.

Gorbatov, S., Khapova, S. N., & Lysova, E. I. (2018). Personal branding: Interdisciplinary systematic review and research agenda. *Frontiers in Psychology*, 9, Article 2238.

Gombert, J. (1992). *Metalinguistic Development*. University of Chicago University Press.

Guest, G., MacQueen, K. M., & Namey, E. E. (2014). *Applied thematic analysis*. Sage Publications.

Handayani, A., & Wienanda, W. K. (2020). International mobility programs to improve soft skills of vocational college students and alumni. *Journal of Education and Learning*, 14(3), 377–384. <https://doi.org/10.11591/edulearn.v14i3.14538>

Hasanah, U., Nugraheni, N. E., & Djafri, F. (2025). The influence of language and culture learning on students' perception of social issues in South Korea: Insights from Indonesian learners of Korean. *Journal of Asian Social Science Research*, 7(1), 121–148. <https://cassr.net/jassr/>

Hermans, R., Kyndt, E., Gijbels, D., & Baert, H. (2024). Work-based learning in vocational education: Towards a framework for integrating digital and communication competencies. *Vocational Education Review*, 39(1), 45–66.

Hood, K. M., Robles, M., & Hopkins, C. D. (2014). Personal branding and social media for students in today's competitive job market. *The Journal of Research in Business Education*, 56(2), 33–47.

Ivanič, R. (1998). *Writing and Identity: The Discoursal Construction of Identity in Academic Writing*. John Benjamins Publishing.

Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi. (n.d.). Retrieved December 8, 2023, from <https://www.kemdikbud.go.id/main/tentang-kemdikbud/struktur-organisasi>

Khedher, M. (2014). Personal branding phenomenon. *International Journal of Information, Business and Management*, 6(2), 29–40. <https://www.proquest.com/scholarly-journals/personal-branding-phenomenon/docview/1511120777/se-2>



- Krishnan, I. A., Maniam, M., & Mokhtar, M. B. M. (2024). An Appraisal Analysis of the Performance of Malaysian Fresh Graduates in a Job Interview. *Sage Open*, 14(1). <https://doi-org.ezproxy.ugm.ac.id/10.1177/21582440231214893>
- Labrecque, L., Markos, E., & Milne, G. (2011). Online personal branding: Processes, challenges, and implications. *Journal of Interactive Marketing*, 25, 37–50. <https://doi.org/10.1016/j.intmar.2010.09.002>
- Lapan, S. D., Quartaroli, M. T., & Riemer, F. J. (2012). *Qualitative research: An introduction to methods and designs*. Jossey-Bass.
- Leavy, P. (Ed.). (2014). *The Oxford handbook of qualitative research*. Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199811755.001.0001>
- Leavy, P. (2017). *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*. Guilford Press.
- Li, A. W. (2024). Bilingual returnee scholars' identity in academic writing. *Journal of Second Language Writing*, 64. <https://doi.org/10.1016/j.jslw.2024.101112>
- Literat, I., Boxman-Shabtai, L., & Kligler-Vilenchik, N. (2022). Protesting the protest paradigm: TikTok as a space for media criticism. *International Journal of Press/Politics*. <https://doi.org/10.1177/19401612221117481>
- Lorgnier, N., & O'Rourke, S. (2011). *Improving students' communication skills and awareness online: An opportunity to enhance learning and help personal branding*. Paper presented at the 5th International Technology, Education and Development Conference, Valencia.
- Martinaj, F. (2020). Foreign Languages: The Key Factor in Employability. *Management*, 15(3), 161–178. <https://doi.org/10.26493/1854-4231.15.161-178>
- Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative research: A guide to design and implementation* (4th ed.). Jossey-Bass.
- Parmentier, M. A., Fischer, E., & Reuber, R. (2013). Positioning person brands in established organizational fields. *Journal of the Academy of Marketing Science*, 41, 373–387. <https://doi.org/10.1007/s11747-012-0309-2>
- Patton, M. Q. (2015). *Qualitative Research Evaluation Methods Integrating Theory and Practice*. Sage Publications.
- Rintala, H., & Nokelainen, P. (2019). Vocational education and the employability of graduates: A study on industry expectations and learning outcomes. *Education + Training*, 61(1), 46–60.
- Roehr-Brackin, K. (2018). *Metalinguistic Awareness and Second Language Acquisition*. Routledge.



Ryan, G. W., & Bernard, H. R. (2003). Techniques to identify themes. *Field Methods*, 15(1), 85–109.

Saldaña, J. (2011). *Fundamentals of qualitative research*. Oxford University Press.

Schlosser, F., McPhee, D. M., & Forsyth, J. (2017). Chance events and executive career rebranding: Implications for career coaches and nonprofit HRM. *Human Resource Management*, 56(3), 571–591. <https://doi.org/10.1002/hrm.21789>

Sisavath, S. (2021). Benefits of studying abroad for graduate employability: Perspectives of exchange students from Lao universities. *Journal of International Students*, 11(3), 547–566.

Stake, R. E. (1995). *The art of case study research*. Sage Publications.

Taylor, S. J., Bogdan, R., & DeVault, M. L. (2016). *Introduction to qualitative research methods: A guidebook and resource* (4th ed.). John Wiley & Sons.

Vassilaki, E. (2017). Reflective writing, reflecting on identities: The construction of writer identity in student teachers' reflections. *Linguistics and Education*, 42, 43–52. <https://doi.org/10.1016/j.linged.2017.08.001>

Vițelar, 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.

Welcoming remarks – IISMA. (n.d.). Retrieved December 8, 2023, from <https://iisma.kemdikbud.go.id/info/welcoming-remarks/>

White, P. R. R. (2005). *Appraisal Theory*. <https://doi.org/10.1002/9781118611463/wbielsi041>

Zainuddin, S. S. B., Pillai, S., Dumanig, F. P., & Phillip, A. (2019). English language and graduate employability. *Education + Training*, 61(1), 79–93.

Zarkada, A. (2012). Concepts and constructs for personal branding: An exploratory literature review approach. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.1994522>