

## **Influencer Jejouw's Self-Presentation on Instagram Social Media in an Effort to Build Personal Branding**

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### **Abstract**

This research investigates the personal branding and impression management practices implemented by Jejouw influencers on the social media platform Instagram, using Erving Goffman's dramaturgical theory approach. Jejouw is used as a study subject to reveal how he builds and maintains a consistent personal image. The research method used is a descriptive qualitative approach, including in-depth interviews and analysis of Jejouw's Instagram content. The research results show that Jejouw succeeded in playing a complex role in public (front stage), by managing the desired impression through the content he published. Behind the scenes (backstage), Jejouw shows a more authentic and personal side to his followers. This study provides insight into how influencers use social media to build strong relationships with their audiences, influencing followers' opinions and behavior. With practical and theoretical implications, this research recommends further development of dramaturgical theory in a digital context, as well as the implementation of more structured impression management strategies for influencers and digital marketing practitioners. This is expected to increase understanding of the dynamics of social interaction and personal branding practices in the ever-growing social media era.

**Keywords:** *Personal Branding, Influencer, Instagram, Social Media.*

### **Introduction**

In the current digital era, social media has become the main platform for individuals to build and strengthen their online presence (Hidayah & Darmanto, 2020). One of the prominent phenomena in the social media ecosystem is the existence of influences, individuals who have a large influence in shaping the opinions and behavior of their followers (Chen et al., 2019). One of the most popular platforms used by influencers is Instagram, where visual and narrative content is used to attract followers' attention and build deep connections (Chen et al., 2019).

For example, Jejouw, an influencer who is widely known in Indonesia, has succeeded in building a strong presence on Instagram in a unique way (Hidayah & Darmanto, 2020). With a large following and high engagement, Jejouw has become a focus in research regarding how *influencers* use these platforms to build strong personal branding and influence the perceptions of their followers (Hidayah & Darmanto, 2020). Exploring this phenomenon raises important questions about how influencers utilize social media to strengthen their image, how they manage the impressions they project to their followers, and how followers respond and interact with the content they share (Chen et al., 2019).

One theory that is relevant in answering these questions is the dramaturgical theory by Erving Goffman. Goffman introduced the concepts of front stage and backstage to explain how

individuals play their roles in public and outside public view (Goffman, 1959). In the context of social media, this concept helps in understanding how influencers strategically build their image in front of their followers, while also showing a more personal or authentic side of themselves (Goffman, 1959).

Apart from that, personal branding is also the main focus in understanding influencer practices on social media. Personal branding involves the process of building a unique image and reputation for oneself, similar to a trademark in marketing (Hidayah & Darmanto, 2020). By identifying unique and prominent elements in themselves, influencers can attract attention and build loyal followers (Hidayah & Darmanto, 2020).

Previous studies have underscored the importance of consistency and variety in content, search *Unique Selling Point* (USP), as well as impression management in influencer personal branding practices (Hidayah & Darmanto, 2020). However, a deeper understanding of how these theories and concepts are applied in the context of influencer practices on the Instagram platform is still needed, especially in the case of Jejouw.

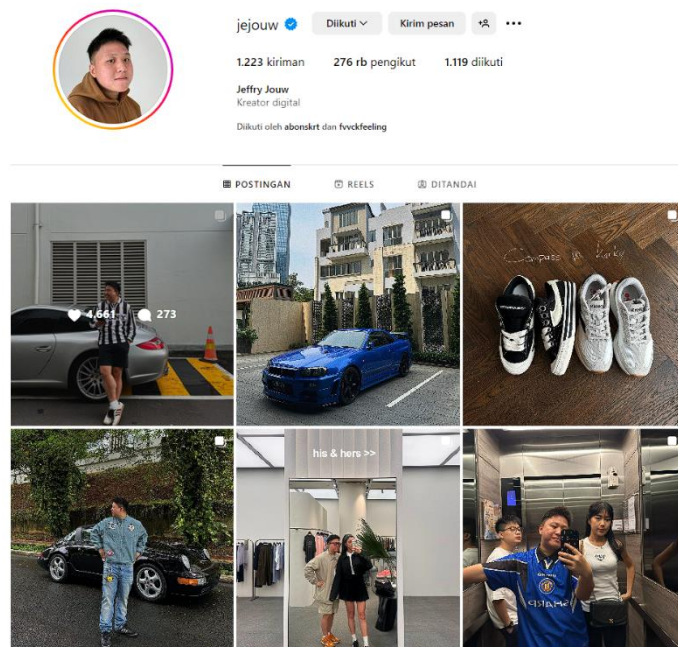


Figure 1. Instagram Account @Jejouw  
Source: <https://www.instagram.com/jejouw/>

Jejouw, a well-known influencer in Indonesia, is the object of this research because of his significant popularity and influence on the Instagram platform (Hidayah & Darmanto, 2020). Jejouw has succeeded in building a strong and consistent personal brand, making him one of the influencers in Indonesia. Jejouw's success in attracting the attention of a wide and diverse audience makes it an interesting subject to analyze in the context of Erving Goffman's dramaturgical theory.

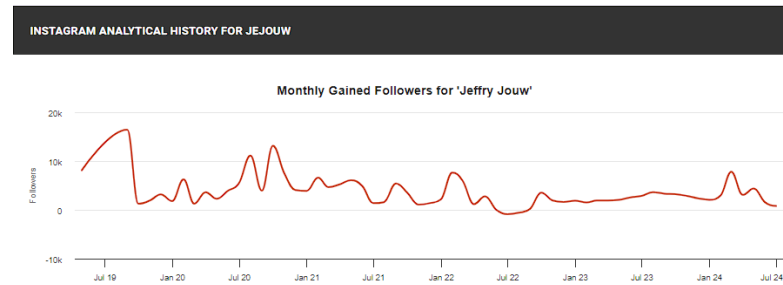


Figure 2. Data Social Blade Jejouw  
Source: <https://socialblade.com/instagram/user/jejouw>

Jejouw, whose real name is Jeffry Jouw, started his career as an influencer with a focus on lifestyle, fashion and business. He frequently shares content related to luxury lifestyle, business tips, and everyday inspiration. According to data from Social Blade, Jejouw's Instagram account has a high level of interaction, with an average of thousands of likes and hundreds of comments per post (Social Blade, n.d.). This shows that the content that Jejouw shares is able to attract the attention and involvement of his followers significantly.

The selection of Jejouw as the object of this research was based on several main factors. Firstly, Jejouw has a wide and diverse audience, making it representative in the context of this research (Chen et al., 2019). Second, the high level of interaction on Jejouw's Instagram account shows that the content he shares is able to influence and engage his followers effectively. Third, Jejouw has succeeded in building a strong and consistent personal brand, which reflects the application of dramaturgical theory in the practice of personal branding on social media.

By analyzing Jejouw, this research aims to reveal how impression management and personal branding strategies are applied in a digital context, as well as how influencers like Jejouw play their role on social media. Jejouw's selection also allows this research to explore more deeply the dynamics of social interaction and digital identity development in the ever-growing social media era.

This research is important because it provides deeper insight into the practice of personal branding and impression management in the context of social media influencers. By understanding the strategies used by influencers like Jejouw, we can identify the key factors that contribute to their success in building and maintaining a desired image. This research also contributes to the literature on dramaturgical theory and its relevance in digital contexts, as well as providing practical guidance for influencers and digital marketing practitioners on how to manage their image and interactions on social media.

*Personal branding* is a process that involves influencing public perception of a person's characteristics, such as personality, skills, or ideals, with the aim of building a favorable view of society and using it as a marketing strategy. This involves actively shaping public views to acquire and retain more customers, as well as creating differentiation, establishing positioning, enhancing public opinion, and acting as a link in the development of trust (Haroen, 2014).

*Influencers* are individuals who have great influence on social media and can influence the opinions, behavior and purchasing decisions of their followers. There are three types of influencers that are commonly found in the world of digital marketing, namely mega influencers, micro influencers, and macro influencers.

*Social media* is a platform that allows users to create and share content within social networks, including collaboration websites, *blog* and *microblog*, content sharing sites, social networks, virtual gaming worlds and virtual social worlds.

This research applies *Dramaturgical Theory* by Erving Goffman to evaluate the role of Jejouw influencers on the social media platform Instagram (Goffman, 1959). Goffman's Theory allows analysis of how Jejouw develops personal branding strategies and interacts with his followers. As a person *influencer*, Jejouw carefully manages impressions by selecting content, clothing style, and other actions to create the desired image. This theory highlights the differences between "*front stage*" where Jejouw interacts publicly with his followers on social media, and "*backstage*" where he shows a more personal or authentic side. Front stage analysis helps Jejouw maintain an image consistent with his personal branding, while in the backstage, he may show more personal aspects of himself. In conclusion, Dramaturgical Theory provides deep insight into how individuals construct identity social and interacting in everyday life. The following are several important concepts in Erving Goffman's Dramaturgical Theory:

- a) **Front stage and backstage:** *Front stage* is a place where individuals play public roles and interact with others directly, temporarily *backstage* is an area where individuals can act more casually and authentically, outside the public eye (Goffman, 1959).
- b) **Role:** Individuals play roles determined by social norms in society and try to fulfill the expectations associated with these roles (Goffman, 1959).
- c) **Impression management:** Individuals carry out impression management by controlling behavior, body language, and physical appearance to create the desired impression in the eyes of others (Goffman, 1959).
- d) **Audience (audience):** These are the people who are around the individual and pay attention to the role he plays. Individuals attempt to influence and manipulate the impression formed in the eyes of the audience (Goffman, 1959).

In comparing the results of this study with previous studies, several significant differences and similarities can be identified. This study provides new insights into self-presentation with constructive efforts *personal branding*, which has not been comprehensively discussed in previous literature. The difference in this research is that the influencer objects used and the social media platforms used are also different. In comparing the results of this study with five previous studies, several important similarities and differences can be identified. First, research by (Ishihara & Oktavianti, 2021) highlights the importance of various aspects in building effective personal branding through TikTok social media, with a focus on authenticity, specialization, authority, difference, visibility, persistence, goodness, and performance using qualitative methods. with a qualitative descriptive approach and referring to 11 personal branding criteria according to Rampersad. to understand the phenomenon of personal branding carried out by an influencer on TikTok named Dhea Dillah. The difference in this research is that the influencer objects used and the social media platforms used are also different.

Second, research (Kurniati et al., 2022) which analyzes the concept of personal branding from an influencer named Fadil Jaidi using a qualitative descriptive method with differences that occur in the case study on the social media platform used, if in this research the social media platform used are Instagram, TikTok and YouTube. Meanwhile, this research only focuses on one platform, namely Instagram, so it provides more specific results. Third, a study by (Fakih et al., 2021) which discusses focusing on the formation of Jharnabhagwani's personal branding as a beauty influencer through Tiktok, while this research looks at the review of the data analysis techniques used, where the research uses quantitative methods and uses semiotic methods and this research only focuses on the TikTok platform, while a person's personal branding may involve various other social media platforms. This can lead to imperfect understanding of personal branding.

Fourth, research by (Fitraiana et al., 2022) found a better understanding of the factors that support the success of lecturers' personal branding in the digital environment, as well as the identification of effective tools and platforms for building and maintaining lecturers' reputations. The difference between this research and the research conducted by researchers lies in the analysis review side, this is because the journal analyzes related to a lecturer who carries out personal branding. Finally, a study by (Rubiyanto & Fildyanti, 2021) highlighted that the content uploaded by Kumalasari meets the ten guidelines for forming a personal brand proposed by Keller, Parameswaran, and Jacob. Despite receiving positive and negative comments, Kumalasari was able to gain popularity and became known as the 'Queen of Halu' by identifying herself as the halu Barbie. *Personal branding* unique and different is recognized as an important factor in achieving Kumalasari's popularity. The difference between this research and the research carried out lies in the object side *influencer* used. Thus, this research not only confirms several previous findings but also provides significant new contributions to the topic of influencer personal branding.

## **Research Methods**

This research uses a qualitative approach by adopting a constructivist paradigm with data triangulation techniques, which focuses on understanding how influencer Jejouw builds and manages his personal brand image and identity on Instagram social media. Reputation construction is the result of social interaction *influencer* with followers, business partners, and other social elements. The research method used is a descriptive qualitative approach, which involves the use of in-depth interviews and Instagram content analysis. The object of the research is influencer Jejouw's self-presentation on Instagram social media in an effort to build personal branding, with research subjects including Jejouw's Instagram account, his followers, and other social elements involved in building his personal brand identity. The unit of analysis consists of four categories: goal, target audience, content consistency, and collaboration with other influencers. The research used three informant criteria: key informants (Fauzan Hanafi as *influencer*), expert informant (Mr. Ferry Arfiansyah as a lecturer at an Indonesian educational university), and additional informants (Jejouw's Instagram followers), this research was conducted in Bandung City on June 1. Data collection was carried out through primary techniques (in-depth interviews and observation of Jejouw's Instagram account) and secondary (use of existing data such as archives and documentation). Data analysis was carried out systematically to ensure the validity and reliability of the findings, with the application of data triangulation techniques for verification. By using detailed research approaches and methods, this research aims to provide a comprehensive understanding of self-presentation *influencer* Jejouw on Instagram social media in an effort to build personal branding.

## **Results and Discussion**

### ***Research result***

This research reveals findings that explore the depth of concepts in Erving Goffman's Dramaturgical Theory, highlighting the complex dynamics of social interaction in everyday life and on social media platforms such as Instagram, which will be listed in the table below.

**Table 1. Complex dynamics of social interactions in everyday life and on social media platforms such as Instagram**

<b>Draft</b>	<b>Description</b>	<b>Results</b>
<b><i>Front stage and backstage</i></b>	Jejouw manages his roles in public (front stage) and private (backstage) spaces carefully. On the front stage, Jejouw displays a consistent and professional image through content that is published openly. In an interview with Mr. Ferry Alfiansyah said, "Every influencer always tries to give their best and maintain consistency in every post, so that followers feel connected and inspired" (Hidayah & Darmanto, 2020). However, backstage, Jejouw shows a more personal and authentic side that is not always visible in public. His followers stated that they appreciated when Jejouw shared personal moments that showed that he was also human, like them (Chen et al., 2019).	On social media, front stage includes content that is published openly, while backstage may include aspects of life that are not shown publicly. Individuals actively manage how they are viewed by others.
<b>Role</b>	Jejouw plays various roles dictated by social norms, such as entrepreneur, influencer, and collector. In an interview, Fauzan Hanafi said, "As an influencer, I feel I have a responsibility to be a role model for my followers. However, I also want to show another side of myself that maybe not everyone knows" (Goffman, 1959). Followers respond positively to this diversity of roles (Hidayah & Darmanto, 2020). These roles are not just superficial but reflect Jejouw's responsibilities and commitment in various aspects of his professional and personal life.	Jeffry Jouw for example plays the roles of entrepreneur, influencer and collector, building a social identity through these roles.
<b><i>Impression Management</i></b>	Jejouw uses various strategies to manage the impression formed in the eyes of other people, both directly and indirectly. (Chen et al., 2019). Observation of Jejouw's Instagram account shows that he uses a consistent visual aesthetic and strong message in every content he uploads. His followers stated that they felt motivated and inspired by the content presented by Jejouw (Hidayah & Darmanto, 2020). This strategy includes detailed content planning and a deep understanding of the target audience.	In the digital era, this strategy is applied on social media to build strong personal branding and influence audience perceptions and reactions.
<b>Audience</b>	<i>Audience</i> is the main focus of Jejouw's efforts to create the desired impression. Interaction with the audience is carried out in various ways, including responding to comments and direct messages, as well as holding question and answer sessions. One follower stated, "I feel Jejouw is very close to his followers. He always responds quickly to comments and messages, and that makes me feel appreciated" (Chen et al., 2019). Observations show that the level of	Jeffry Jouw uses various strategies to interact with his followers on Instagram, creating relevant content and responding to interactions, reflecting the role of an "actor" trying to create the desired impression.

interaction and involvement of Jejouw's followers is very high, which shows the success of the impression management strategy implemented (Hidayah & Darmanto, 2020).

Based on the table above, the results obtained from this research provide in-depth insight into the complexity of social interaction and social identity development in dramaturgical theory, as well as its relevance in the rapidly developing digital context.

## ***Discussion***

The results of this research highlight the importance of personal branding and impression management in influencer practices on social media, especially Instagram. Personal branding allows influencers to differentiate themselves from other users by creating a consistent and convincing image (Hidayah & Darmanto, 2020). However, in this endeavor, it is important for influencers to maintain integrity and consistency in the messages they convey to build strong relationships with their audiences (Chen et al., 2019). The practice of personal branding also raises critical questions about authenticity and integrity, with the risk that influencers may present a filtered or idealistic version of themselves (Goffman, 1959).

Goffman's dramaturgical concept of front stage and backstage is used to understand how influencers play their roles on social media. In public (front stage), influencers openly build and maintain an image consistent with their personal branding, while behind the scenes (backstage), they can display a more personal or authentic side (Goffman, 1959). Understanding the dynamics between front stage and backstage helps influencers manage the impression they project to their followers more effectively (Hidayah & Darmanto, 2020).

Critical statements about authenticity and honesty in personal branding practices highlight the ethical dilemmas surrounding the use of social media as a personal marketing tool (Chen et al., 2019). Even in the process of curating content to meet aesthetic standards or brand messaging, influencers must consider the risk of damaging followers' trust and credibility if they take things too far in creating an image that does not correspond to reality (Hidayah & Darmanto, 2020). Therefore, both influencers and their followers need to adopt a critical attitude towards the content shared and understand the context behind the projected image to reduce the risk of manipulation or dishonesty in personal branding practices on social media (Goffman, 1959).

This research provides in-depth insight into the complexity of social interaction and social identity development in dramaturgical theory, as well as its relevance in a rapidly developing digital context (Hidayah & Darmanto, 2020). By highlighting Jejouw's case, this research adds an important contribution to the literature on personal branding and impression management in the era of social media (Chen et al., 2019; Goffman, 1959). This also opens up space for further research on how the role of technology and social media platform algorithms influences the way influencers manage their image and interactions with their audience (Hidayah & Darmanto, 2020).

This study also highlights how Jejouw uses various tools and techniques to ensure that the image he displays in public matches the audience's expectations (Chen et al., 2019). This includes the use of analytical tools to understand audience preferences, as well as adapting content based on trends and follower feedback (Hidayah & Darmanto, 2020). Jejouw's success in building a strong brand on social media depends not only on the quality of the content produced, but also on the ability to remain relevant and responsive to dynamic changes in audience preferences (Goffman, 1959).

In addition, this research also shows how the balance between front stage and backstage can contribute to the perception of influencer authenticity and integrity (Hidayah & Darmanto, 2020).

While it is important to maintain a positive and inspiring image in public, showing a more human and vulnerable side behind the scenes can increase the emotional connection with the audience, which in turn can increase follower loyalty and engagement (Chen et al., 2019).

Thus, this research not only provides a theoretical contribution to the understanding of personal branding and impression management in the context of social media, but also offers practical insights into influencers and digital marketing practitioners on how to build and maintain a strong and authentic brand in the digital era (Goffman, 1959). By considering these findings, influencers can develop more effective strategies to manage their image and build stronger relationships with their audiences, while maintaining integrity and authenticity in every interaction they engage in (Hidayah & Darmanto, 2020).

## Conclusion

Conclusions from the study "Self-Presentation *Influencer* Jejouw on Instagram Social Media in Efforts to Build *Personal Branding*" describes several important aspects found. First, research confirms that personal branding is the main foundation for *influencer* like Jejouw in differentiating themselves on social media platforms. Identification *Unique Selling Point* (USP) and consistency in delivering content are the keys to building a strong personal brand.

Second, the concept of impression management from Erving Goffman's dramaturgical theory has proven to be an effective tool for *influencer* in managing their image on social media. Strategy *front stage* and *backstage* helps them influence followers' perceptions directly while maintaining an aspect of authenticity.

Furthermore, active interaction with the audience has proven to be an important part of practice *personal branding influencer*. Responses to comments, creating relevant content, and building strong relationships help strengthen their personal branding image and positively influence followers' perceptions.

Finally, the importance of considering ethical aspects in personal branding practices is also emphasized. *Influencer* need to ensure that the projected image remains authentic and honest, while still attracting attention and influencing their followers.

Based on the findings in this research, several recommendations can be put forward for future research development as well as practical implementation in influencer and digital marketing practice:

1. **Further development of Dramaturgical Theory:** Further research could dig deeper into Goffman's dramaturgical concepts in a digital context, including how front stage and backstage roles develop along with the evolution of social media.
2. **Implementation of a More Structured Conclusion Management Strategy:** Influencers and digital marketing practitioners can leverage the findings from this research to develop more structured and sustainable impression management strategies, taking into account aspects such as brand consistency, interaction with followers, and overall image management.
3. **Deeper Understanding of Audience and Engagement:** Studying audiences and their interaction patterns with influencers can provide additional insight into how to build closer, more meaningful relationships and increase engagement levels on social media platforms.
4. **Further Exploration of Ethics and Integrity in Personal Branding:** Discussions about ethics in personal branding practices need to be deepened, including how influencers can maintain credibility and honesty in presenting themselves on social media.



By implementing these recommendations, it is hoped that this research can make a valuable contribution to science and practice, as well as provide useful guidance for influencers and digital marketing practitioners in managing and utilizing social media effectively.

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