



Design and Implementation of Project Management for Self-Branding Website Using Rapid Application Development

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Submitted: 06/04/2024; Accepted: 30/04/2024; Published: 30/04/2024

Abstract—This research investigates the implementation of the Rapid Application Development (RAD) methodology in the context of website management for personal branding. The background of the study elucidates the increasing importance of personal branding in the digital age and the role of websites as crucial platforms for individuals to showcase their expertise and establish their online presence. Against this backdrop, the research explores how the RAD methodology is applied to streamline the development and management of personal branding websites, emphasizing its iterative, collaborative, and time-efficient approach. The study delves into the principles and phases of RAD, highlighting its suitability for website development projects characterized by evolving requirements and tight timelines. By employing a qualitative research approach, including interviews, surveys, and case studies, the research examines the experiences and perspectives of individuals and organizations utilizing RAD in their website management endeavors for personal branding purposes. The findings reveal several critical insights into implementing RAD in website management for personal branding. Firstly, RAD enables rapid prototyping and iteration, facilitating the timely development and deployment of websites tailored to individual branding needs. Secondly, RAD promotes collaboration and user involvement, ensuring that websites effectively meet user requirements and preferences. Thirdly, RAD's iterative nature allows for flexibility and adaptability, enabling individuals to respond promptly to changes in branding strategies and market dynamics. Overall, the research underscores the significance of RAD as a valuable methodology for developing and managing personal branding websites. By leveraging RAD's iterative, collaborative, and time-efficient approach, individuals create dynamic and engaging online platforms that effectively communicate their expertise, values, and unique brand identity. The findings offer valuable insights and recommendations for practitioners, researchers, and organizations seeking to enhance their branding efforts through effective website management strategies.

Keywords: RAD; Personal Branding; Website Management; Project Management; Self-Branding

1. INTRODUCTION

Self-branding through a personal website is a commendable communication strategy for showcasing a professional portfolio. By curating an online platform dedicated to one's expertise and achievements, individuals effectively present their professional performance to a broader audience [1]–[3]. This method offers a structured and easily accessible avenue for potential employers or collaborators to assess the individual's skills and accomplishments [4]–[6]. Moreover, it allows for integrating multimedia elements such as videos, images, and interactive content, enhancing the engagement and comprehensiveness of the portfolio presentation [7], [8]. Consequently, a well-designed personal website serves as a dynamic tool for self-promotion and networking, facilitating opportunities for career advancement and professional recognition in today's digital landscape.

Interactive content integration is a pivotal characteristic of effective personal branding in communication. Interactive elements such as quizzes, polls, and infographics capture the audience's attention and foster active engagement and participation [9], [10]. By providing interactive experiences, individuals create memorable encounters that leave a lasting impression on their audience, reinforcing their brand [11]. Additionally, interactive content allows for personalized interactions, enabling individuals to tailor their messaging to specific target demographics and enhancing relevance and resonance [12]. Consequently, leveraging interactive content in personal branding strategies amplifies communication effectiveness and cultivates deeper connections with the audience, ultimately strengthening the individual's brand identity and influence in their respective field.

Implementing personal branding through social media platforms and dedicated websites featuring pertinent information aligned with one's professional portfolio emerges as a strategic approach to contemporary career advancement. By leveraging the pervasive reach and accessibility of social media channels, individuals establish an authoritative online presence, showcasing their expertise, achievements, and industry insights to a vast audience [13]–[15]. Furthermore, a well-crafted website is a centralized hub for curating a comprehensive portfolio tailored to specific career fields, allowing for in-depth exploration of qualifications and accomplishments [16]–[18]. As the digital landscape continues to evolve, the adept utilization of social media and personal websites enhances visibility and credibility. It fosters meaningful connections with potential employers, collaborators, and clients [19]. Consequently, integrating personal branding efforts across these digital platforms facilitates professional growth and positioning in today's competitive job market.

This research aims to design a project monitoring system for personal branding, explicitly focusing on content management for personal websites. By implementing such a system, individuals streamline the process of

curating and updating content on their websites, ensuring alignment with their personal branding goals and strategies [20]. Through systematic monitoring and management of website content, users maintain relevance, consistency, and quality in their online presence, thereby enhancing the effectiveness of their branding efforts [21]. Consequently, developing a monitoring system tailored to personal branding initiatives offers a structured approach to optimizing online visibility and reputation management in the digital sphere. The method adopted for designing the project monitoring system for personal branding is Rapid Application Development (RAD). RAD offers a systematic and iterative approach to software development, emphasizing rapid prototyping and continuous feedback loops [22]. By utilizing RAD, the development swiftly creates and refines the monitoring system according to evolving requirements and user feedback [23]. This methodology enables faster deployment of essential features while maintaining flexibility for future enhancements or adjustments [24]. Consequently, leveraging RAD in the design process ensures efficiency and adaptability, facilitating the timely implementation of an effective monitoring system tailored to the dynamic needs of personal branding initiatives.

The urgency of this research lies in the increasing significance of personal branding in the contemporary professional landscape. With the rise of digital platforms and the proliferation of online interactions, individuals face heightened competition and scrutiny in establishing and maintaining their brands. Moreover, as organizations increasingly prioritize online presence and reputation, effective personal branding strategies become imperative for career advancement and success. Therefore, researching and developing comprehensive monitoring systems tailored to personal branding initiatives is essential in addressing individuals' evolving needs and challenges in managing their online identities. This research's theoretical and empirical contributions are paramount in advancing understanding and practices related to personal branding management. The research elucidates the underlying principles and dynamics shaping effective personal branding strategies through theoretical frameworks drawn from marketing, communication, and information systems.

Additionally, empirical insights derived from developing and applying the monitoring system offer practical guidance and validation for individuals seeking to enhance their online presence and reputation. Consequently, this research bridges the gap between theory and practice, enriching scholarly discourse while providing actionable insights to inform and optimize personal branding endeavors. The limitation of this research lies in the sole reliance on the Rapid Application Development (RAD) methodology for designing the personal branding website management monitoring system. While RAD is acknowledged for its effectiveness and efficiency in system design, its exclusive application may overlook alternative methodologies that could offer complementary benefits or address specific limitations.

2. RESEARCH METHODOLOGY

2.1 Gap Analysis

Gap analysis concerning self-branding and personal websites is conducted to identify relevant and interconnected topics within the domain. Through meticulous examination, this process aims to discern existing research gaps and areas requiring further exploration or refinement. By scrutinizing the current literature and practices in self-branding and personal website management, this research pinpoints areas of divergence or omission, thereby facilitating the formulation of research questions and hypotheses that address unexplored facets or unresolved issues. Consequently, conducting a comprehensive gap analysis is foundational in advancing knowledge and understanding of self-branding and personal website development. In conclusion, this analytical approach lays the groundwork for future research endeavors to address identified gaps and enrich scholarly discourse within the domain.

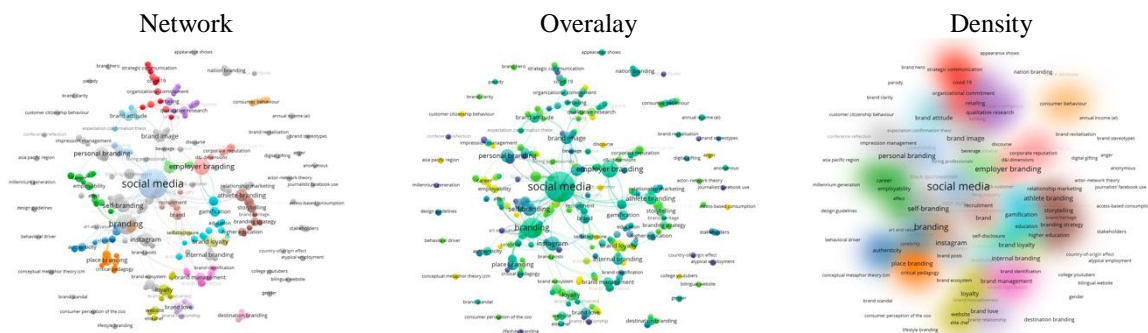


Figure 1. Gap Analysis using VosViewer

Figure 1 shows the gap analysis using Vosviewer. Gap analysis indicates that personal branding is intricately connected with various domains such as social media, employer branding, self-branding, athlete branding, and brand loyalty. By meticulously examining existing literature and practices, it becomes evident that personal branding transcends individual boundaries and intersects with broader concepts and phenomena within

marketing, human resources, and consumer behavior. This interconnectedness underscores the multifaceted nature of personal branding and highlights the need for holistic approaches in research and practice to comprehend its dynamics and implications fully. Consequently, recognizing the interplay between personal branding and related concepts enriches our understanding and informs strategic interventions to optimize personal branding efforts in diverse contexts. In conclusion, integrating various domains into the discourse on personal branding fosters a comprehensive perspective that enables more effective strategies and interventions in today's dynamic and interconnected landscape.

2.2 Rapid Application Development

The system design method utilizing Rapid Application Development (RAD) is characterized by its iterative and incremental approach, which emphasizes rapid prototyping and user feedback. Through RAD, the development process is divided into smaller, manageable modules, allowing for quicker deployment of essential features and functionalities. This methodology fosters collaboration between developers and end-users, facilitating continuous refinement and adaptation to evolving requirements. Consequently, RAD offers a flexible and efficient framework for designing systems responsive to user needs and dynamic environments. In conclusion, adopting RAD in system design promotes agility and responsiveness, enabling robust and user-centric solutions to be developed.

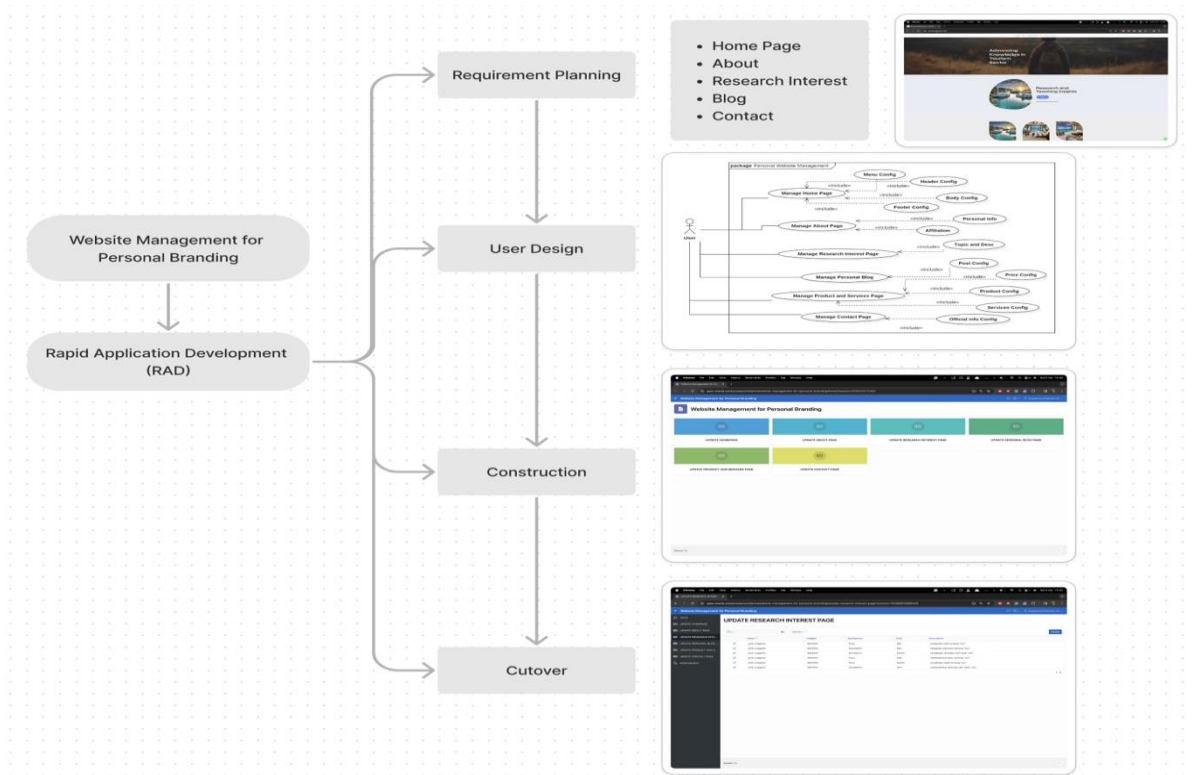


Figure 2. Rapid Application Development (RAD) in Website Management for Personal Branding

Figure 2 shows the implementation of RAD in website management for personal branding. The stages of the Rapid Application Development (RAD) methodology enable system designers to address more specific user needs effectively. Through iterative prototyping, feedback gathering, and refinement cycles, RAD allows for continuous adjustments based on user input, resulting in systems that closely align with user requirements. This iterative approach ensures that user needs are thoroughly understood and incorporated into the system design, leading to solutions that are not only functional but also user-friendly and intuitive. Consequently, by prioritizing user feedback and iterative development, RAD empowers system designers to create solutions that better serve the needs and preferences of end-users. In conclusion, the iterative nature of RAD facilitates a user-centric approach to system design, ultimately enhancing user satisfaction and system effectiveness.

2.2.1 Requirement Planning

Identifying user needs regarding personal branding and website management is crucial during the requirement planning stage. This phase involves discerning specific requirements essential for the effective functioning and presentation of the personal brand. Notable among these requirements is the necessity for structured content arrangement across crucial sections such as homepage, about, research interest, blog, product and services, and contact. By meticulously identifying these needs, system designers ensure that the resulting website aligns with the user's objectives and enhances their branding efforts. Consequently, thorough requirement planning facilitates the development of a tailored website management system that optimally supports the user's branding endeavors.

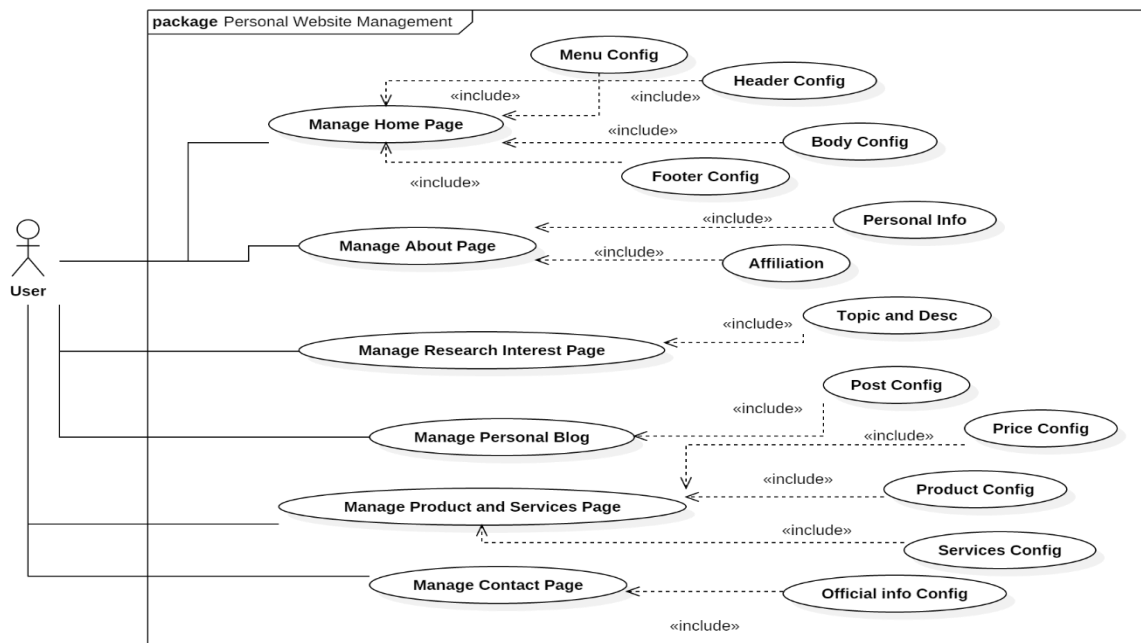


Figure 3. Use Case of Website Management for Personal Branding

Figure 3 shows the use case of website management for personal branding. Based on the outcomes of database design and information system planning via use case diagrams, it is evident that there exists a necessity for collaborative website management to optimize personal branding efforts. Therefore, the system is devised to accommodate team-based content management by assigning specific tasks to team members and facilitating the reporting of content alterations across critical pages, including the homepage, about, research interest, blog, services, and contact. This collaborative approach not only streamlines website management processes but also enhances the effectiveness of personal branding initiatives by ensuring consistency, coherence, and timely updates across all facets of the online presence. Thus, integrating team-based management into the system design bolsters the efficacy of personal branding strategies, fostering a cohesive and impactful online presence.

2.2.2 User Design

During the user design phase, the interface design of the project web management system for personal branding encompasses the creation of pages dedicated to updating various sections of the website. These include the homepage, about page, research interest page, blog page, services page, and contact page. By focusing on the user interface design for each page, the system ensures intuitive navigation and efficient content management, facilitating the seamless execution of personal branding strategies. This user-centric approach to interface design enhances user experience and empowers individuals to effectively showcase their expertise and achievements, ultimately strengthening their online presence and personal brand. Consequently, through meticulous attention to interface design, the system optimally supports users in pursuing personal branding excellence.

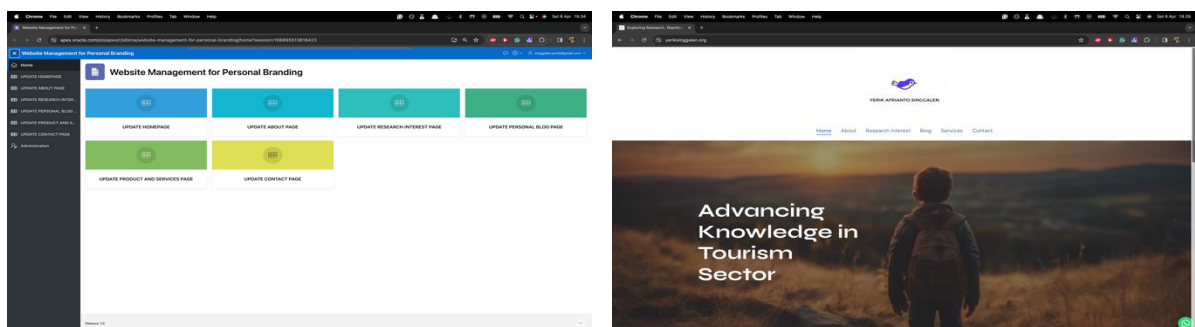


Figure 4. User Interface of Website Management for Personal Branding

Figure 4 shows the result of the user-interfaced design on Oracle Apex. Based on the interface design outcomes tailored to user needs utilizing Oracle APEX, each website management activity is meticulously logged to record all management endeavors to optimize personal branding through the website. This comprehensive logging system ensures the capture and documentation of every action taken within the website management process, facilitating accountability, traceability, and optimization of personal branding strategies. Consequently, leveraging Oracle APEX for interface design enhances user experience and bolsters the effectiveness of personal

branding efforts by providing insights and data-driven improvements. Thus, integrating Oracle APEX into the system design underscores a commitment to excellence in personal branding management through systematic tracking and analysis of website management activities.

2.2.3 Construction

During the construction phase, the configuration of each webpage is meticulously executed to ensure the display of data aligns with user preferences and data types. This stage involves fine-tuning the webpage elements and functionalities to effectively accommodate various data formats and user preferences. By customizing the configuration of each webpage, the system presents information in a clear, organized, and user-friendly manner, enhancing user experience and facilitating seamless interaction with the website. Consequently, through thorough configuration during the construction phase, the system effectively caters to user needs and preferences, thereby optimizing the functionality and usability of the personal branding website.

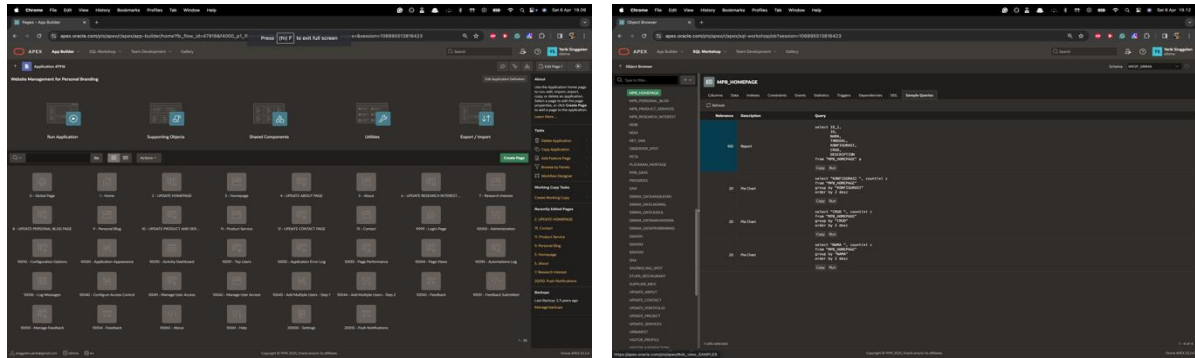


Figure 5. Configuration of the System using Oracle Apex

Figure 5 shows the configuration of the system in Oracle Apex. Based on the outcomes of the construction phase, it is evident that website management activities encompass adding, modifying, and deleting data, constituting fundamental monitoring components. Moreover, the configuration settings for each webpage vary significantly to accommodate diverse content and functionalities. For instance, the homepage entails menu, header, body, and footer configurations, while the About page includes personal information and affiliation settings. Similarly, the research interest page necessitates configurations for topics and descriptions, while the blog page requires post configurations. The product and services page also involves settings for products, services, and pricing, whereas the contact page entails configurations for official information. The system optimally supports website content management by customizing configurations based on specific webpage requirements, facilitating practical personal branding efforts. Thus, the diverse configurations tailored to individual webpage needs underscore a meticulous approach to website management, enhancing its functionality and usability for personal branding endeavors.

2.2.4 Cutover

During the cutover phase, system performance is evaluated by reviewing activity dashboards and error logs. This critical stage involves assessing the system's functionality, reliability, and responsiveness by examining key performance indicators and identifying potential issues or anomalies. By scrutinizing activity dashboards, stakeholders gain insights into the system's overall performance and user engagement metrics. At the same time, error logs detect and resolve technical glitches or operational inefficiencies. Consequently, the thorough evaluation conducted during the cutover phase ensures that the system meets performance expectations and operates seamlessly, laying the groundwork for successful implementation and utilization in optimizing personal branding efforts. Thus, the meticulous review of performance indicators and error logs underscores a proactive approach to system evaluation, enhancing its effectiveness and reliability for personal branding endeavors.

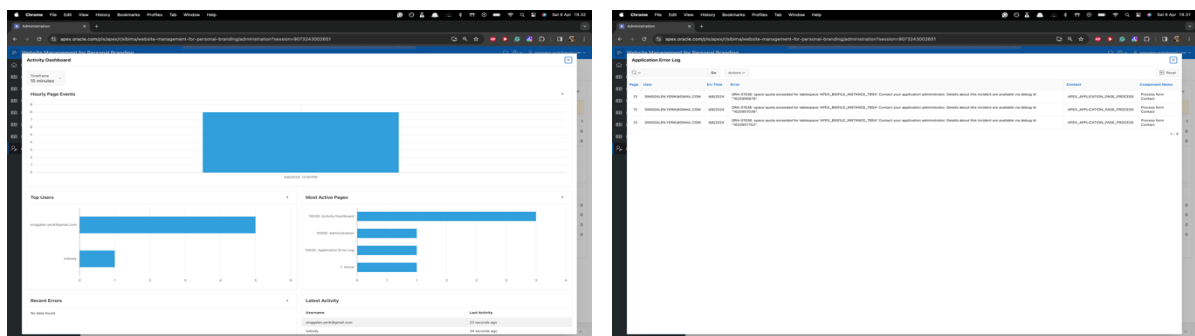


Figure 6. Activity Dashboard and Error Log of the System

Figure 6 shows the system's activity dashboard and error log. Based on the insights gleaned from activity dashboards and error logs, it is possible to identify issues and devise proactive solutions to optimize the system. However, during the cutover phase, it becomes evident that all CRUD (Create, Read, Update, Delete) functions operate smoothly without encountering any significant issues. This indicates that the system executes fundamental operations effectively, reflecting its readiness for deployment and utilization to enhance personal branding efforts. Consequently, the comprehensive assessment conducted during the cutover phase ensures the system's functionality and reliability, laying a solid foundation for its successful integration into personal branding strategies. Thus, the meticulous evaluation of system performance underscores a proactive approach to addressing potential challenges, ultimately bolstering the system's effectiveness in facilitating personal branding endeavors.

3. RESULT AND DISCUSSION

The discussion in this research is divided into two main topics: the design and implementation of website management for personal branding and personal branding through the website. The first topic delves into the conceptualization and execution of a system dedicated to managing online presence for personal branding purposes, focusing on user interface design, data management, and system functionality. On the other hand, the second topic explores the strategies and tactics employed in leveraging a personal website as a tool for branding and self-promotion, encompassing content creation, audience engagement, and reputation management. By addressing these dual facets, this research offers a comprehensive examination of the intersection between website management and personal branding, shedding light on practical approaches to optimizing one's online presence for professional and personal advancement. Thus, the nuanced discussion presented in this research contributes to a deeper understanding of the dynamics and implications of personal branding in the digital age.

3.1 Design and Implementation of Website Management for Personal Branding

Website management for personal branding is an intricately designed system within the project management framework to enable team-based management, providing an economically valuable service. This system entails coordinating various tasks and resources to ensure the effective management and optimization of an individual's online presence for branding purposes. By leveraging project management principles, such as task delegation, scheduling, and resource allocation, the website management system facilitates collaborative efforts among team members, resulting in streamlined operations and enhanced productivity. Consequently, integrating project management methodologies into website management for personal branding ensures efficient management and adds significant value by enabling individuals to position themselves strategically in the digital landscape. Thus, the amalgamation of project and website management principles underscores a holistic approach to personal branding that maximizes effectiveness and economic value.

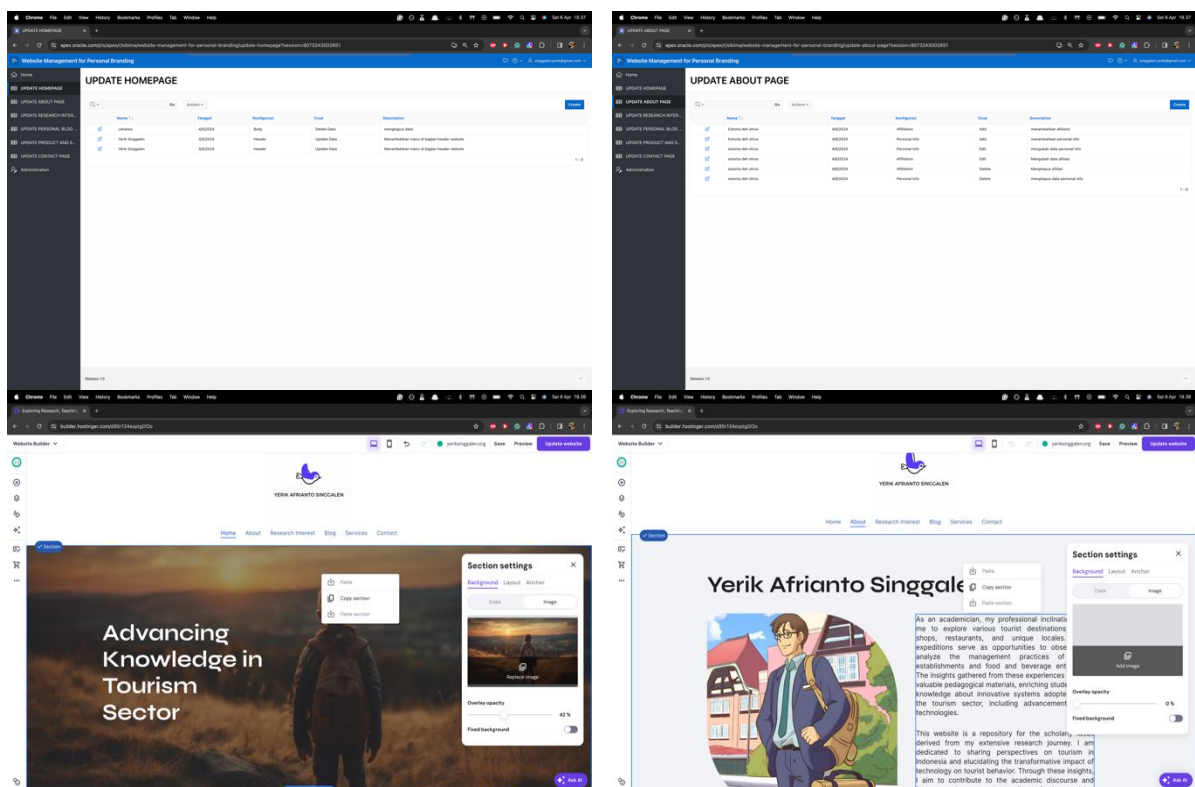
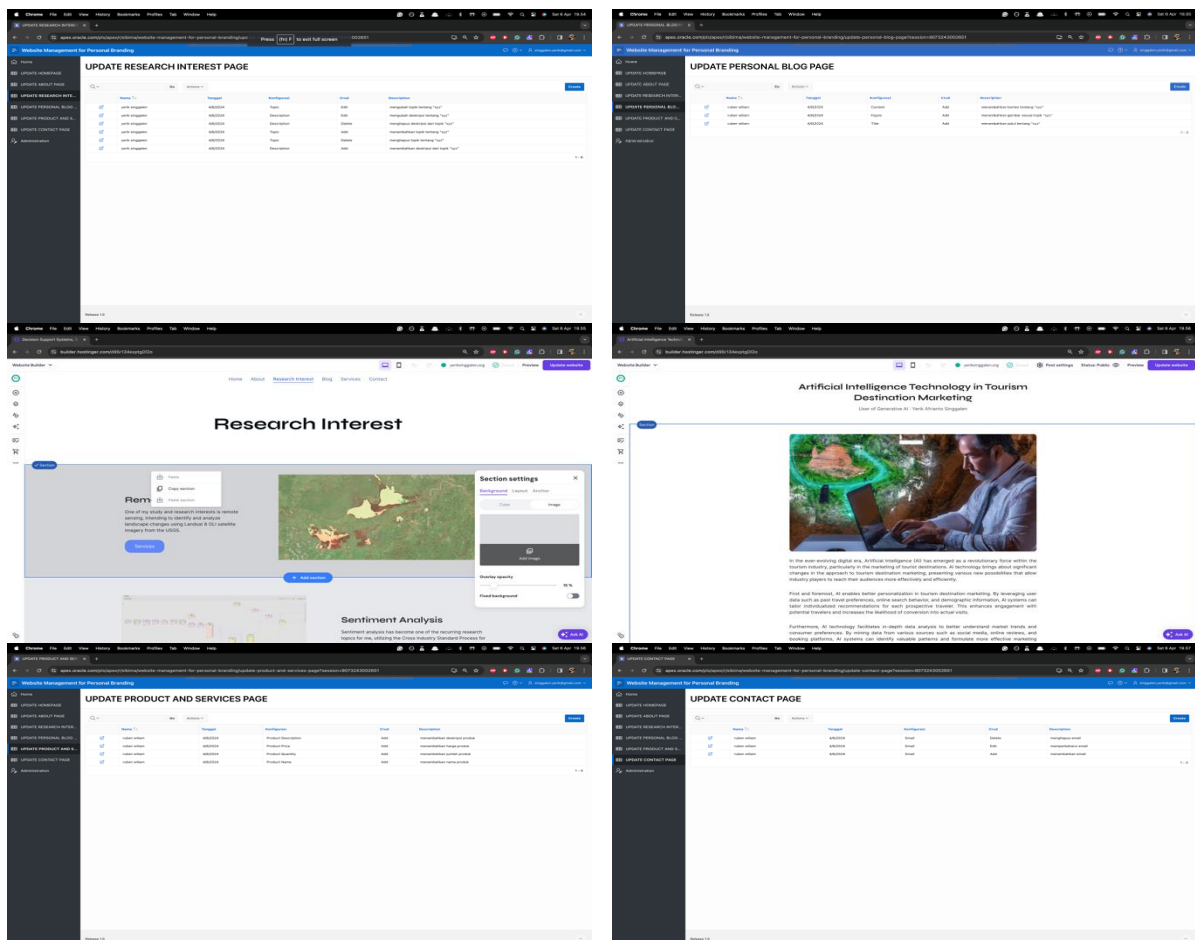


Figure 7. Homepage and About Page Configuration

Figure 7 shows the homepage and about-page configuration. On the homepage and about pages, team members tasked with adding, modifying, or removing data must input their activity data into the system to enable optimal monitoring. This practice ensures comprehensive tracking and oversight of all website management activities, fostering transparency and accountability within the team. By systematically recording activity data, the system facilitates efficient monitoring, enabling stakeholders to assess progress, identify potential issues, and make informed decisions to optimize personal branding efforts. Consequently, integrating activity input mechanisms on these critical pages enhances the effectiveness of website management for personal branding, contributing to the achievement of strategic objectives and fostering a cohesive team environment dedicated to online presence optimization. Thus, by implementing these measures, the homepage and about pages are integral to the broader website management system, ensuring its effectiveness and impact in facilitating personal branding endeavors.

On the homepage, system configuration is predetermined by the administrator, encompassing menu, header, body, and footer configurations, ensuring consistency and coherence across the page's layout and content. In contrast, on the About page, the system configuration includes personal information and affiliation settings tailored to present relevant details about the individual's background and professional affiliations. This systematic approach to system configuration ensures uniformity and relevance in content presentation across critical sections of the website, enhancing user experience and facilitating practical personal branding efforts. Consequently, by implementing predetermined configurations on the homepage and about pages, the website management system optimally supports the communication of crucial information and reinforces the individual's brand identity and credibility. Thus, the deliberate configuration of these pages underscores a strategic approach to website management for personal branding, contributing to the attainment of branding objectives and fostering positive user perceptions.

Team-based website management enhances website performance by facilitating the publication of creative content tailored to individual characteristics, thus becoming an effective personal branding strategy. Through collaborative efforts, team members leverage their diverse skills and perspectives to generate innovative and engaging content that resonates with the audience and effectively communicates the individual's unique personality and expertise. By harnessing team members' collective creativity and expertise, the website effectively showcases the individual's strengths and values, strengthening their brand and increasing audience engagement. Consequently, team-based website management emerges as a strategic approach to personal branding, fostering creativity, collaboration, and effectiveness in online content publication. Thus, by embracing this approach, individuals optimize their website's performance and enhance their personal branding efforts, ultimately advancing their professional objectives and reputations.



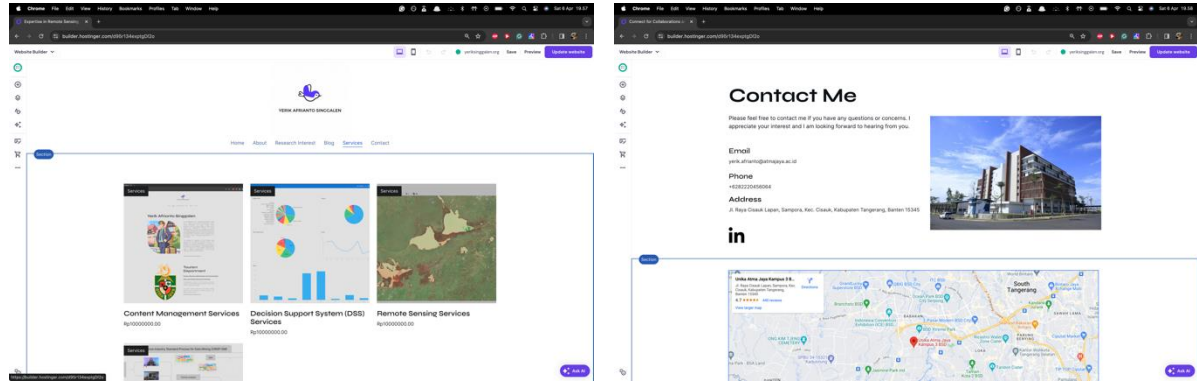


Figure 8. Research Interest, Personal Blog, Services, and Contact Page of the System

Figure 8 shows the database's research interest, personal blog, services, and contact page in Oracle Apex. The system configuration of topics and descriptions on the research interest page needs to be recorded, ensuring comprehensive documentation of content related to the individual's areas of expertise and research focus. Conversely, every modification on the blog page, including title changes, author identities, images, and textual content, necessitates recording within the system. This meticulous recording of system configurations and content changes ensures thorough monitoring and management of website content, facilitating effective communication of the individual's research interests and timely updates to blog posts. Consequently, by implementing these recording mechanisms on the research interest and blog pages, the website management system supports disseminating relevant information and fosters audience engagement, enhancing the individual's branding efforts. Thus, by incorporating these recording practices, the website effectively serves as a dynamic platform for showcasing expertise and facilitating meaningful interactions with the audience.

On the product and services page, the actor's distinctive products and services necessitate classification based on product names, prices, quantities, and descriptions, ensuring clarity and ease of navigation for website visitors. Similarly, services offered require categorization and description to convey the value proposition and relevance to the audience effectively. Furthermore, the contact page facilitates access to products and services, emphasizing the need for optimal management to streamline communication and transactions. The website management system enhances user experience and supports the actor's branding objectives by organizing product and service information and ensuring seamless contact functionality. Consequently, by prioritizing these elements, the website effectively serves as a platform for promoting products and services while facilitating user engagement and conversion.

Third-party services are seamlessly integrated within the managed website to facilitate direct communication with the actor through platforms such as WhatsApp. This integration enhances user engagement by providing a convenient and efficient way for visitors to initiate contact and inquiries, fostering a more interactive and responsive online presence. By leveraging third-party services like WhatsApp integration, the website effectively bridges the gap between the actor and the audience, facilitating real-time communication and potentially increasing conversion rates. Consequently, the strategic integration of such services enhances the website's functionality and user experience, ultimately contributing to the actor's branding efforts and overall online presence.

3.2 Personal Branding through Digital Communication Media

Personal branding through digital communication media, particularly websites, is paramount in today's interconnected world. As the digital landscape evolves, individuals increasingly rely on online platforms to shape their professional identities and showcase their expertise [25]. A well-crafted website serves as a dynamic tool for individuals to curate their brand, allowing them to control the narrative of their career journey, expertise, and achievements [26]. By leveraging the vast reach and accessibility of digital communication channels, individuals effectively amplify their brand message, engage with a global audience, and establish themselves as thought leaders in their respective fields. In conclusion, the strategic utilization of digital communication platforms, such as websites, is indispensable for individuals seeking to cultivate a strong personal brand and capitalize on opportunities in the digital era.

Effective website management is conducted individually or collaboratively as a team to serve profit-driven objectives. From a project management perspective, managing websites for personal branding presents a lucrative business opportunity [27]. Whether managed independently or through teamwork, a well-managed website promotes an individual's brand, attracts potential clients or customers, and generates revenue [28]. In project management, the systematic approach to website management ensures efficient allocation of resources, clear communication channels, and adherence to timelines, thereby maximizing the potential for success in leveraging personal branding for business purposes [29]–[31]. In conclusion, the convergence of effective website



management practices and project management principles underscores the viability and profitability of utilizing websites for personal branding endeavors.

Through the implementation of database and information systems governing website management for personal branding, services are extended to multiple individuals, enabling them to handle numerous websites with efficient configurations. This integration facilitates the centralized management of various websites, streamlining tasks such as content updates, design modifications, and audience engagement across multiple platforms [32], [33]. By leveraging robust databases and information systems, individuals scale their personal branding efforts, reaching broader audiences and maximizing their online presence [34]. Consequently, adopting such systems enhances operational efficiency and enables individuals to capitalize on the potential of digital platforms for personal branding purposes. In conclusion, utilizing databases and information systems for website management offers a scalable and efficient solution for individuals seeking to enhance their branding across multiple websites.

Thus, the outcomes of this research contribute theoretically and practically to the field. From a theoretical standpoint, the findings and insights gleaned from this study offer valuable contributions to existing knowledge, enriching the understanding of concepts, principles, and phenomena within the research domain. Additionally, from a practical perspective, this research's implications and recommendations provide actionable guidance for professionals, practitioners, and stakeholders, enabling them to make informed decisions and implement effective strategies in real-world settings. Consequently, this research's combined theoretical and practical contributions underscore its significance and relevance in advancing the field and addressing pertinent issues, fulfilling its overarching objectives and enriching the scholarly discourse.

4. CONCLUSION

Implementing the Rapid Application Development (RAD) methodology in website management for personal branding offers significant advantages and opportunities for individuals and organizations. RAD's iterative and collaborative approach allows for the rapid development and deployment of websites tailored to meet the unique branding needs of individuals. By breaking down the development process into smaller, manageable iterations, RAD enables quick feedback cycles, facilitating continuous improvement and adaptation to changing branding strategies and market demands. Furthermore, RAD's focus on user involvement and frequent prototyping ensures that the final website meets the specific requirements and preferences of the individual or team managing its branding. This iterative process allows for greater flexibility and responsiveness, as adjustments are made quickly based on user feedback and evolving branding goals. Moreover, RAD's emphasis on teamwork and collaboration fosters a conducive environment for creativity and innovation. By involving cross-functional teams in the development process, RAD promotes synergy and diversity of ideas, creating dynamic and engaging websites that effectively communicate the individual's unique brand identity. Additionally, RAD's time-efficient approach accelerates the time-to-market for personal branding websites, enabling individuals to establish their online presence and engage with their target audience more rapidly. This agility is advantageous in fast-paced environments where timely and relevant content is crucial for maintaining visibility and relevance. In conclusion, implementing RAD in website management for personal branding offers a strategic and practical approach to developing dynamic, user-centric websites that align with the individual's branding objectives. By leveraging RAD's iterative, collaborative, and time-efficient methodology, individuals create compelling online platforms that effectively showcase their expertise, values, and unique personality, ultimately enhancing their brand and competitive edge in the digital landscape.

ACKNOWLEDGMENT

I want to express my sincere gratitude to the Tourism Department, Faculty of Business Administration and Communication, Atma Jaya Catholic University of Indonesia, and the LPPM (Lembaga Penelitian dan Pengabdian kepada Masyarakat) for their invaluable support in the publication of this research.

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