

DAFTAR PUSTAKA

- Amelia, A. (2022). *Employer Branding: When HR is the New Marketing*. Penerbit Buku Kompas.
- American Marketing Association. (2017). *What is Marketing — The Definition of Marketing*. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Anderson, C. (2018). What Is Employee Vetting. *Chron.* <https://smallbusiness.chron.com/employee-vetting-17883.html>
- Arruda, W. (2019). *William Arruda - Digital You. Real Personal Branding in the Virtual Age Association for Talent Development*.
- Berger, J. L., Zickar, M., Chen, A. H., Anderson, R., & Brooks, M. (2015). *Cybervetting: A Common Antecedents Model*.
- Berkelaar, B. L. (2014). Cybervetting, Online Information, and Personnel Selection: New Transparency Expectations and the Emergence of a Digital Social Contract. *Management Communication Quarterly*, 28(4), 479–506. <https://doi.org/10.1177/0893318914541966>
- Berkelaar, B. L., & Harrison, M. A. (2016). Cybervetting. Dalam *The International Encyclopedia of Organizational Communication* (hlm. 1–7). Wiley. <https://doi.org/10.1002/9781118955567.wbieoc054>
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- CareerBuilder. (2018, Agustus 9). *More Than Half of Employers Have Found Content on Social Media That Caused Them NOT to Hire a Candidate, According to Recent CareerBuilder Survey*. More Than Half of Employers Have Found Content on Social Media That Caused Them NOT to Hire a Candidate, According to Recent CareerBuilder Survey
- Carol M. Kopp. (2023, Februari 27). *What Does Vetting Mean, and How Is It Done?* Investopedia. <https://www.investopedia.com/terms/v/vetting.asp#:~:text=Vetting%20is%20the%20process%20of,hiring%20decision%20can%20be%20made.>
- Child, J. T., & Starcher, S. C. (2016). Fuzzy Facebook privacy boundaries: Exploring mediated lurking, vague-booking, and Facebook privacy management. *Computers in Human Behavior*, 54, 483–490. <https://doi.org/10.1016/j.chb.2015.08.035>
- Dekay, S. (2009). Are business-oriented social networking web sites useful resources for locating passive jobseekers? Results of a recent study. *Business Communication Quarterly*, 72(1), 101–105. <https://doi.org/10.1177/1080569908330378>
- Fowler, B. (2022, Juli 14). *How to Make a Career Pivot*. Get Ahead by LinkedIn News. <https://www.linkedin.com/pulse/how-make-career-pivot-get-ahead-by-linkedin-news/>
- Haris Fitri Anto, A., Stanislaus, S., Hana Muhammad, A., & Ahda Soraya Rahma, C. (2020). Measuring The Effectiveness Of Online Personal Branding Program For

Job Seekers To Improve The Intention Of Developing Digital Reputation.
*INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY
RESEARCH*, 9, 1. www.ijstr.org

- Hindle, T. (2008). *Guide to Management Ideas and Gurus*. Profile Books Ltd.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Karaduman, İ. (2013). The Effect of Social Media on Personal Branding Efforts of Top Level Executives. *Procedia - Social and Behavioral Sciences*, 99, 465–473.
<https://doi.org/10.1016/j.sbspro.2013.10.515>
- Kluemper, D. H., Rosen, P. A., & Mossholder, K. W. (2012). Social Networking Websites, Personality Ratings, and the Organizational Context: More Than Meets the Eye? *Journal of Applied Social Psychology*, 42(5), 1143–1172.
<https://doi.org/10.1111/j.1559-1816.2011.00881.x>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (S. Yagan, E. Sevendsen, & M. Sabella, Ed.; 14 ed.). Prentice Hall.
- 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. <https://doi.org/10.1016/j.ssaho.2021.100174>
- McNally, D., & Speak, K. D. (2011). *Be Your Own Brand*.
- Miles, M. B., & Huberman, M. (1994). *Qualitative Data Analysis An Expanded Sourcebook* (2nd ed.). SAGE Publications.
- Montoya, Peter., & Vandehey, Tim. (2009). *The brand called you : create a personal brand that wins attention and grows your business*. McGraw-Hill.
- Mulyana, D. (2007). *Mulyana, Deddy*.
- Muslim. (2015). VARIAN-VARIAN PARADIGMA, PENDEKATAN, METODE, DAN JENIS PENELITIAN DALAM ILMU KOMUNIKASI. *Wahana*, 1(10), 77–85.
- Nasrullah, R. (2016). *Media Sosial, Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosa Rekatama Medika.
- Nolan, L. (2015). The impact of executive personal branding on non-profit perception and communications. *Public Relations Review*, 41(2), 288–292.
<https://doi.org/10.1016/j.pubrev.2014.11.001>
- Parengkuhan, E., & Tumewu, B. (2014). *Personal brand-INC : rahasia untuk sukses dan bertahan karir*. Gramedia Pustaka Utama.
- Puspitasari, D. R. (2019). *Strategi Branding Dalam Membangun Brand Sogan Batik Rejodani di Eblie Stock Indonesia* Yogyakarta.
<https://dspace.uii.ac.id/handle/123456789/16402>
- Rampersad, H. K. (2014). *Sukses Membangun Authentic Personal Branding*. PPM.
- Rizaty, M. A. (2022, Januari 18). *Pengguna Linkedin Indonesia Naik Jadi 20,46 Juta pada Akhir 2021*.
<https://databoks.katadata.co.id/datapublish/2022/01/18/pengguna-linkedin-indonesia-naik-jadi-2046-juta-pada-akhir-2021#:~:text=Jumlah%20Pengguna%20Linkedin%20Indonesia&text=Data%20Napoleon%20Cat%20menunjukkan%2C%20ada,sebesar%2020%2C06%20juta%20pengguna.>
- Rogers, E. M., & Kincaid, D. L. (1981). *Communication networks : toward a new paradigm for research*. Free Press.

- Rynne, A. (2016, Agustus 1). *5 Ways to Build Your Personal Brand on LinkedIn*.
<https://www.linkedin.com/business/marketing/blog/content-marketing/5-free-ways-to-build-your-personal-brand-on-linkedin>
- Schneiderman, K. (t.t.). *USING LINKEDIN TO CONNECT*.
- Shepherd, I. D. H. (2005). From Cattle and Coke to Charlie: Meeting the Challenge of Self Marketing and Personal Branding. *Journal of Marketing Management*, 21(5–6), 589–606. <https://doi.org/10.1362/0267257054307381>
- Smith, D. (2018). Social Media Networks for Personal Branding and Career Development. Dalam *Growing your Library Career with Social Media* (hlm. 47–90). Elsevier. <https://doi.org/10.1016/b978-0-08-102411-9.00004-2>
- Stoughton, J. W., Thompson, L. F., & Meade, A. W. (2015). Examining Applicant Reactions to the Use of Social Networking Websites in Pre-Employment Screening. *Journal of Business and Psychology*, 30(1), 73–88.
<https://doi.org/10.1007/s10869-013-9333-6>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Sy, L. (2021, Desember 2). *How Does Gen Z Use LinkedIn, and What Types of Content Resonate?* How Does Gen Z Use LinkedIn, and What Types of Content Resonate?
- Wheeler, A. (2018). *Designing Brand Identity*.
- Wood, J. T. (2009). *Communication in our lives*. Wadsworth Cengage Learning.