

An Exploration Balinese Culture of Personal Branding by Edwin Gustiana

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of
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Stating that the article with the title “An Exploration Balinese Culture of Personal Branding by Edwin Gustiana” contains no work that has ever been submitted for a bachelor’s degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions that have been written or published by other people, I am willing this journal manuscript is take downed.

Yogyakarta, 7th October 2023



Bkti Setyo Nurkholis

PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled An Exploration Balinese Culture of Personal Branding by Edwin Gustiana. This thesis was prepared to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public to choose a good news by knowing the aspect and also news not only give you information they rather causing an effect like action-reaction.

In addition, the author also wants to convey that in this era of digitalization, it is crucial to have personal branding. Personal branding can help us establish a distinctive identity, making us more recognizable and setting us apart from others. Personal branding is highly beneficial for those who want to be better known by others and build a public image to reach a wider audience. The completion of this thesis could not be separated from the guidance and support of various parties,; on this occasion, the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. My lovely parents, Mr. H. Priyanto Subekti and Mrs. Hj. Titi Lestari Setyowati have raised and educated me patiently with so much love.
3. Nur Sofyan, S.I.Kom, M.I.Kom. As the supervisor who patiently provided input and guidance during the process of completing this thesis
4. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of the study period.
5. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.
6. To my grandparents and my little brother, Alm. H. Abdul Gani ,Hj. Aminah Abdul Gani and Bekti Setyo Nurrosyid who always give me strength and supported me
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12. For myself, who has fought, persevered, and remained strong until today, thank you very much, and stay strong always, even if you are alone.

In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, criticism, suggestions, and further research development.

PREFACE

Bismillahirrahmanirrahim

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1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. ICOSST who held conference
3. Nur Sofyan, S.I.Kom, M.I.Kom., as the supervisor who patiently provided input and guidance during the process of completing this thesis
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6. To my grandparents and my little brother, Alm. H. Abdul Gani ,Hj. Aminah Abdul Gani and Bekti Setyo Nurrosyid who always give me strength and supported me
7. For the organization that raised and taught me many things, KOMAKOM & IKOM Radio
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