

The Effect of Personal Branding Instagram Account @tantrinamirah on The Confidence Level of Followers

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of
Strata I Communication Studies Program Faculty of Social and Political
Sciences University of Muhammadiyah Yogyakarta



Arranged By:
Tya Jussiva

20170530120

**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

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RESEARCH AUTHENTICITY STATEMENT PAGE

I made the statement below:

Name : Tya Jussiva
NIM : 20170530120
Concentration : Public Relations
Study Program : Communication Studies
Faculty : Faculty of Social and Political Science
Research Paper Title : The Effect of Personal Branding Instagram Account @tantrinamirah
on The Confidence Level of Followers

Stating that the article with the title “The Effect of Personal Branding Instagram Account @tantrinamirah on The Confidence Level of Followers” 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, 1st March 2023



Tya Jussiva

PREFACE


First of all, thanks to Allah SWT because of the help of Allah, the author finished writing the paper entitled “The Effect of Personal Branding Instagram Account @tantrinamirah on The Confidence Level of Followers” right in the calculated time.

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 with the hope that it can provide knowledge or information to academics or the general public that good personal branding can affect aspects of one's self-confidence personality.

In arranging this paper, the author trully get lots challenges and obstructions but with help of many individuals, those obstructions could passed. The author also realized there are still many mistakes in process of writing this paper.

Because of that, the author says thank you to all individuals who helps in the process of writing this paper. Hopefully Allah replies all helps and bless you all. The author realized this paper still imperfect in arrangment and the content. Then the author hope the criticism from the readers can help the author in perfecting the next paper. Last but not least, hopefully this paper can helps the readers to gain more knowledge about personal branding.

Yogyakarta, 1st March 2023



Tya Jussiva

PRESENTATION PAGE

Bismillahirrahmanirrahim

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled The Effect of Personal Branding Instagram Account @tantrinamirah on The Confidence Level of Followers can be completed. 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 completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

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7. All my close or not that close friends who cannot be mentioned one by one. Thank you for all support so I can finish this thesis.

MOTTO

“And seek help through patience and shalat.”

(Q.S Al-Baqarah: 45)

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