

PERSONAL BRANDING STRATEGY FOR CELEBRITY DOULA ON SOCIAL MEDIA

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ABSTRACT

Celebrities or politicians usually do personal branding, but now many people need personal branding, especially to stand out in a competitive job market. One profession needing personal branding is a doula, which is still unpopular in Indonesia. A doula service became a trend among Indonesian celebrities. Jamilatus Sa'diyah, or Mila, is a doula specializing in birth companions that successfully builds her branding on Instagram. Despite her young age and not having a doula certification, she could build trust from her clients, and many celebrities used her service as a birth companion. People need to do persuasive communication when building their branding. This research uses a concept of eight dimensions of personal branding concept by Montoya to get depth understanding of Mila's branding. This qualitative-descriptive study uses the post-positivism paradigm with the study case method. The data is gathered through in-depth interviews, online observation, and document studies. Data triangulation will be used, and the data will be analyzed through pattern making and explanation building. Among the eight dimensions, Mila leans towards two dimensions: specialization and personality.

Keywords: Personal Branding, Instagram, Jamilatus Sadiyah, and Celebrity Doula

INTRODUCTION

Social media contents are one of the prospective employees' efforts in shaping their branding. Unlike in the past, when branding terminology was used in business terms, now branding is also widely used by many individuals in social life and career world to describe their self-image (KumparanWOMAN, 2019).

The concept of shaping and presenting the best looks of one individual is called Personal Branding. Tamimy (2017) explains personal branding as an attempt to show other people the ability, uniqueness, specialization, and self-image of a person. Meanwhile, Kotler in Haroen (2014) defines personal branding as a name, symbol, term, sign, design, or a

combination of them which aims to identify and differentiate them from others. Further, personal branding is needed to differentiate oneself from colleagues or other business people in the same field. Personal branding makes individuals more prominent and recognized.

Personal branding was originally synonymous with celebrities and politicians. Fierce competition in entertainment requires a celebrity to have strong personal branding. As stated by Deddy Corbuzier, one of the senior celebrities in Indonesia, personal branding must be fresh in order to compete and get respect from people around (Hasibuan, 2019).

In politics, personal branding has become an important thing and has been done for a long time. A branding expert, Silih Agung, explained that implementing political campaign strategies and tactics cannot be carried out properly without good branding (Siswanto, 2019).

In the traditional personal branding model, television and other mass media such as newspapers and radio played a vital role. A person's personal branding depends on the frequency of a person's presence in the media (Grzesiak, 2018, p. 35).

Along with the times, the need for good personal branding, which was previously only crucial for celebrities and politicians, is now also essential for almost all individuals from any field of work. Good personal branding can help workers or professionals support their careers (Novianti, 2015).

Personal branding can provide a vital competitive advantage in today's world of work. Especially when the competition in finding suitable jobs is getting more challenging, the opportunities to make oneself stand out are also increasingly limited (Papakonstantinidis, 2018, p. 16).

According to Montoya in Haroen (2014, p.67-69), eight concepts become the main dimensions in building personal branding. These concepts can be used as individual references as the foundation for building a solid personal brand. The eight concepts are as follows. Firstly, the concept of

specialization. One of the hallmarks of great personal branding is the precision with which it specializes. Based on Montoya's explanation, personal branding must be concentrated on specialization in the form of particular strengths, skills, or achievements in a field that the individual has. Specialization can be shown through ability, behavior, lifestyle, mission, product, profession, and service.

Second, the concept of leadership. A person's credibility and power can complement a person's personal branding, which can position that person as someone with a good leadership spirit. Leadership here shows that the person can make decisions and give clear directions in a precarious atmosphere of uncertainty.

Third, the concept of personality. Great personal branding is not only a matter of perfection but also a willingness to show weaknesses. Moreover, personality also means to being human and to being authentic. Fourth, the concept of difference. The primary purpose of personal branding is to differentiate an individual from others. Therefore, to build effective personal branding, differentiation is needed to make the brand owner better known to the public.

Fifth, the concept of visible. In making a person's personal brand known, the personal brand must be seen repeatedly and consistently. One needs to use every

opportunity available to promote his personal brand to make himself visible.

Sixth, the concept of unity. A person's personal brand must align with the reality of the individual's life. What is displayed as a personal brand reflects their moral ethics and attitudes in the real world.

Seventh, the concept of persistence. Personal branding cannot be built instantly, so it takes determination, patience, and consistency. Paying attention to trends and every stage has become an obligation individuals must do to build personal branding.

Last, the concept of good name. Personal branding will have a more positive and practical impact if someone is perceived as associated with ideas or values considered excellent and valuable in society.

Professions outside celebrities and politicians also need personal branding, not to mention professionals who work in the health sector, such as doula who are still entirely foreign to society. This profession is still foreign because people have always been used to going through childbirth assisted by parents or relatives. The use of doula or birth attendant services began appearing in Indonesia in 2017. Then in 2019, many celebrities in Indonesia were delivered by doulas, starting to become a trend among celebrities (Ferdiaz, 2019)

The birth attendant profession is often referred to as a doula. Doula in Greek means a maidservant. The doula's task is to provide support for prospective mothers in terms of

emotional, physical, and education (Ariani, 2020). A doula is a professional who is trained and educated and has the certification. Doulas cannot perform medical procedures like a doctor or midwife. Doulas only focus on psychic ministry. Therefore, a doula must have a certification from a doula institution such as DONA International (DONA, 2022; KumparanWOMAN, 2019)

When referring to the definition of a doula, a birth attendant must be certified to be a doula. Nonetheless, the work that a doula does is the same as one of the roles of a midwife, namely providing continuity of care. In the world of midwifery, a midwife provides continuity of care, namely helping give birth to women so that there is minimal intervention by monitoring physical, psychological, spiritual, and social health (Ningsih, 2017, p. 69).

The delivery system is inadequate, and many midwives focus on medical activities and cannot provide psychological services such as continuity of care. This void became the beginning of the emergence of the doula profession (Stevens et al., 2011, p. 511).

One of the doulas who succeeded in being a birth attendant without having a doula certification was Jamilatus Sa'diyah or who is fondly called Mila. Even though she does not have a doula certification, Mila has succeeded in branding herself to be known as a professional doula. Moreover, she also has become known as a celebrity doula (Nilawati, 2020; Rahmawati, 2021; Zakiya, 2021).

Through her Instagram account @jamilatus.sadiyah, Mila communicates her branding as a doula, midwife, hypnobirthing practitioner, and gentle yoga prenatal instructor. With the personal branding that has been built, Mila has succeeded in convincing her clients to use her services as a birth attendant even though Mila is still relatively young. Not only clients from ordinary people but also celebrities, ranging from Olivia Jensen, Ardina Rasti, Nycta Gina, and Nagita Slavina.

Working in the world of health, one's experience and career length determine the clients' trust to use their services as health workers, one of which is in accompanying childbirth. However, Mila managed to build an excellent personal branding on Instagram so that she became a trusted birth attendant, and her services were used by many celebrities, even though she did not follow the certification to become a doula. An objective of this study was to investigate Mila's strategy of online personal branding on Instagram, which makes her a well-known celebrity doula.

RESEARCH METHOD

The paradigm used in this research is constructivism. According to Bogdam and Biklen in Moleong (2012, p.49), a paradigm is a loose collection of several shared assumptions, propositions, or concepts that guide the way of thinking and research.

Researchers using the constructivism paradigm study various realities constructed by individuals and the implications of these constructions in their lives with others (Patton, 2014). In forming personal branding, a person constructs a brand on himself and tries to form a particular impression in the minds of others.

In this study, researchers will interpret the meanings of Jamilatus Sa'diyah's activities through her account on Instagram social media to construct and build her personal branding as a celebrity doula.

This research used a qualitative approach. According to Creswell (2018, p. 41), qualitative research is a study that investigates a social phenomenon and human problems. Researchers in qualitative research will examine the words and views of respondents, make detailed reports, and conduct research in realistic situations.

This research was conducted using a case study method. According to Yin (2018), case studies are a strategic method to use if the research has questions about why and how. The case study method studies the complexity and specificity of a single case where the researcher tries to understand the case in a particular situation and context Yin (2018, p. 319).

In conducting this research, the researcher determined Jamilatus Sa'diyah as the key informant who became the focus of the research. Determining key informants is

carried out to obtain the information needed for research.

In addition to Jamilatus Sa'diyah, the researcher also selected several parties as additional informants to help complete information and understanding related to the personal branding strategy of celebrity birth attendants conducted by Jamilatus Sa'diyah on Instagram. They are Irma Syahrifat and Zata Ligouw.

Irma Syahrifat has worked as a doula since 2014 and has attended several trainings before getting doula certification, including the 'Loving The Mother' doula training in Bali, training from RedTent Doula, and also 'Postpartum Doula' from Joy in Birthing. During her time as a doula, Irma Syahrifat also accompanied the birth of celebrity clients several times, such as Andien, Raisa, Putri Marino, and Atiqah Hasiholan. Irma Syahrifat has known Mila since 2015 because of his close relationship with Lanny Kuswandi, Mila's senior at the time.

Meanwhile, Zata Ligouw is a digital content creator with an expertise in building personal branding in the digital world. The purpose of choosing Zatali Gouw as an informant was to find out the expert opinion on Jamilatus Sa'diyah's personal branding strategy on Instagram. Zata Ligouw himself is active on social media Instagram as a content creator with 304 thousand followers and is also a training manager from @momacademy.id; thus she already knows the characteristics of

the mother group who is also the target audience so Jamilatus Sa'diyah.

In this study, data were obtained through three data collection techniques. The first data collection technique is in-depth interviews. According to Yin (2018), interviews are one of the important data collection techniques when conducting qualitative research.

Second, researchers collect data through observation. Researchers observed Mila's process in preparing content for Instagram, and the results of these observations will be recorded as research data. Observations were conducted online through the ZOOM application due to the pandemic situation, making it impossible to conduct direct observations.

The third data collection technique is document study. In case study research, the documents collected are helpful to add and strengthen evidence (Yin, 2018). Researchers will conduct a document study by collecting evidence from the Instagram account @jamilatus.sadiyah, which shows the implementation of celebrity birth attendant personal branding strategies.

FINDINGS AND DISCUSSION

Maximizing IG Reels

High internet penetration has led to the proliferation of the personal branding phenomenon through social media. Data from Kemp (2022) shows that there are 191.4

million social media users in Indonesia as of January 2022. In addition, there are lots of social media that can be a medium of choice for building personal branding. According to Johnson (2019), personal branding on social media is categorized as a three-way communication. It does not only involve the sender of the message and the audience, but also the platform of the medium. Therefore, the choice of medium cannot be arbitrary, but it must be strategically adjusted to the characteristics of the target audience.

Regarding the three-way communication, one social media that considered as a great medium for building personal branding is Instagram. Kemp (2022) explains that almost half of the total population of social media users in Indonesia are Instagram users, with 99.15 million users. Furthermore, 52.3 percent of users are women. Moreover, Barton (2018) explains that Instagram is a suitable social media to express personality, build branding, and connect with people without knowing regional boundaries. Specifically, Barton (2018) also asserts calls Instagram a place with endless possibilities. Therefore, choosing Instagram as a medium to build personal branding as a celebrity doula is the right decision taken by Mila.

There are many features on Instagram, for instance, feeds, stories, videos, and reels. One of the main features that Mila focuses on is using IG Reels. The outstanding characteristic of IG Reels is that it can create a

massive engagement. Through Instagram reels, Mila can instantly take videos and edit them by adding text and music. Reels that are short and do not use much writing make the content easier to digest. Mila realized that people tend to skip content with much writing.

Mila's reasoning follows the results of a study conducted by Social Insiders (Cucu, 2021). Most users tend to skip Instagram stories with photos rather than videos. This trend indicates that Instagram users are more interested in content in the form of short videos. Likewise, Indonesia is one of the most active Instagram reels user countries in Southeast Asia and one of the countries with the most active content creation in the world. Within 150 days of its launch, Instagram reels users have proliferated (CNNIndonesia, 2021).

Mila also often creates content in the form of reels because it is light, engaging, and can insert a humorous side. The educational content interspersed with humor is the right step in creating reels content. According to internal Instagram data, the success of reels in Indonesia is supported by the presence of entertaining content, where the content is the content that users are looking for (CNNIndonesia, 2021).

In addition, according to a survey conducted by Conviva by comparing engagement between Instagram reels and Instagram videos on several sports team accounts in the United States, Instagram reels generate 67% higher engagement than

traditional video uploads on Instagram (Benitez, 2022). Therefore, using Instagram reels can be one of the keys to Mila's success on Instagram because this feature results in high engagement on her account.

In general, one content of Mila's reels can be watched by more than 129 thousand people and liked by 4 thousand. The content of the reels also has 127 comments. Not only likes and comments, but Mila's content has also been shared more than a thousand times, where this activity can make Mila's account found by more people. In addition, Mila's educational content is also saved by more than 3 thousand people. Mila's Instagram reels with the highest engagement are her educational videos on the topic of helping the fetus enter the pelvis with 519 thousand views, 14.3 thousand likes, and 639 comments.

According to Barton (2018), engagement on Instagram is paramount because it is the benchmark for understanding the social media account performance. Engagement also means that the followers are real person, not some bots. Further, she also explains the formula and categorization to measuring engagement (see table 1).

Table 1. Formula and Categorization of Engagement

Formula	Number of Likes and Comments / Total Number of Followers	
Categorization	below 1%	poor
	1-4%	average
	4-8%	above average
	8-12%	great
	above 12%	excellence

Source: Barton (2018)

Referring to Barton's formula, Mila's engagement percentage is 4.9 percent and is in the above average category. The higher the engagement percentage indicates the authentic level of users and their engagement with the content created.

Besides Instagram reels, another feature that Mila uses the most is Instagram live. Mila regularly conducts Instagram live to communicate directly with her audience. Instagram live is a convenient feature for Mila, who usually provides educational content, because through this feature, Mila's followers can ask questions through the comments column, and Mila answers directly. It also makes the education given by Mila more detailed because it is explained orally. Mila feels that education through Instagram live is less time-consuming because there is no need to write.

Generally, Mila makes reels only for educational content. Likewise, with Instagram live, Mila uses this feature to discuss specific topics. On the other hand, for content with long stories, such as experiences accompanying childbirth and her daily life, Mila uses Instagram feeds. Mila uses her own Instagram story every day and the content uploaded on her Instagram story varies, from her daily life to education.

Specialization as Celebrity Doula through Educational Content

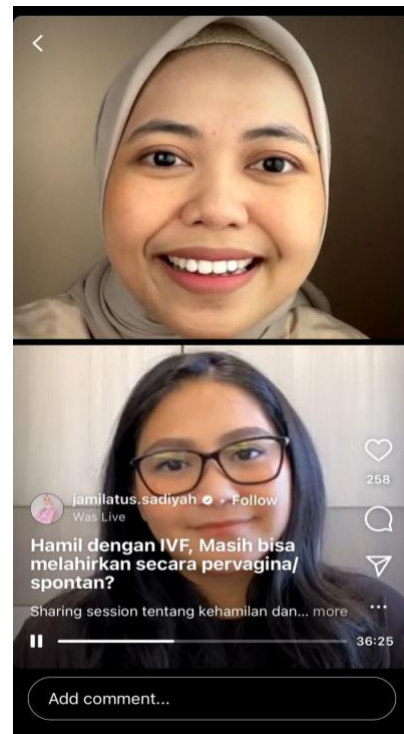
The trust factor is one of the essential factors in selling goods or services. According to research from Rangarajan et al. (2017, p. 4), buyers are loyal to companies they trust, which is formed through personal interactions.

Likewise, Johnson (2019) explains that social proof is one strategic way to improve online personal branding. She defines social proof as the evidence that someone is qualified to do something. Social proof can be seen through followers, referrals, or experiences on social media. In this case, Mila shows her specialization as a celebrity doula through her large number of followers (304k as of January 2022), referrals from celebrities in Indonesia, and her yearly experience as a doula, as well as educational content shared on Instagram.

The birth process itself is crucial, so the people involved should be someone who can be trusted. With the formation of personal branding as a celebrity companion, Mila finds it easier to get that trust. Rachel Venya is one of the very first celebrities that became Mila's client. She reached her through direct messages on Instagram. After being accompanied by Mila, Rachel Venny shared her birth story on Instagram and tagged Mila's account in each of her uploads. At that time, Mila's engagement was increasing, and getting 10 thousand new followers every day.

Mila also makes the most of the opportunities by keep engaging with celebrities. For instance, she used Instagram Live to share educational content about

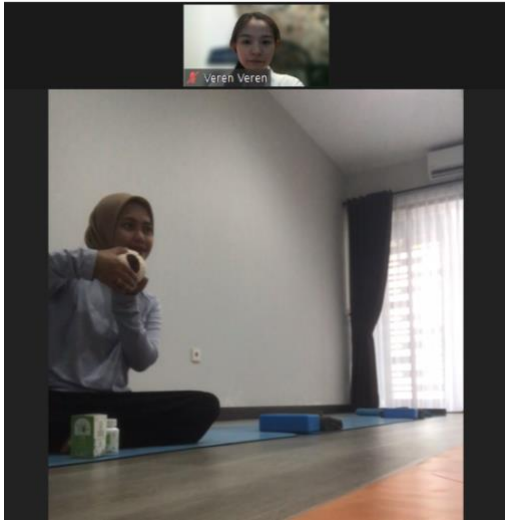
childbirth along with Caca Tengker, or other celebrities or influencers.



Source: Instagram (@jamilatus.sadiyah), 2022

Image 1. IG Live with Caca Tengker

Furthermore, Mila keeps her consistency in producing educational content, for instance, tips and tricks or tutorial for giving birth. She does not just share tips and tricks but also uses a variety of teaching aids to help her audience understand the topic being presented, one of which is using pelvic aids. The strategy makes Mila's content stand out. In addition, Mila's totality in creating content can also be seen from her expressive body language that was seen during the observation. Mila also does not hesitate to repeat content capture to maximize the results.



Source: Instagram (@jamilatus.sadiyah), 2022
Image 2. Online Observation

"So, on Instagram, I create content from things I like. I do not just follow trends. For example, I like pelvic movement, how to make the optimal fetal position and opening movement. With what I like, it will be more powerful and totality. For example, I bought a pelvic floor to educate. How do you make the content real? For example, to be able to tell the pelvis that it can move. So I bought the props. It feels like if I do not make educational content, it feels like something is missing. So I started with what I liked first." (Mila, 2022, in the interview)

"I think it has been (effective in targeting women and pregnant women), and what makes her stand out from other accounts is because her content is tips and tutorials, and her tips and tutorials are detailed." (Ligouw, 2022, in the interview)

By focusing on educational content, Mila shows that the centrality of her strategy is specialization. It is shown through ability, behavior, lifestyle, mission, product, profession, and service (Haroen, 2014, p. 67). Mila does not have a doula certification, but many clients have trusted her to become a doula. It can happen because Mila has successfully demonstrated her skills and knowledge through the content she uploads.

Besides sharing tips and tricks on pregnancy and childbirth, Mila also often opens question and answer sessions on Instagram, either through Instagram stories or live. It shows that Mila has a strong specialty in being a celebrity doula, especially with her background as a midwife who understands the medical process of pregnancy and childbirth.

Content that shows Mila's specialization is the right step in building personal branding as a celebrity doula. Work accompanying a delivery requires knowledge, skills, and good service because childbirth itself is a process that involves life. Although only accompanying and providing mental support, one's ability is one of the most visible things.

Additionally, Mila also makes content alongside her husband, which heightens the trust of her followers on social media.



Source: Instagram (@jamilatus.sadiyah), 2022
Image 3. Mila's content featuring her husband

Creating content with her husband is considered the right strategy in building Mila's personal branding as a celebrity doula because the father is also a client who needs to be accompanied during childbirth, not just the

mother. Much content generally only focuses on mothers about to give birth, even though fathers are also involved in the birthing process and need to get an education.

"Fathers are part and actors of childbirth activities so that the process of accompanying childbirth is an activity that accompanies father, mother, and baby. So it is not just accompanying the mother's delivery because the process of pregnancy and childbirth is a work process for three people... Father is a character who must be accompanied because of the father's worries and confusion, and it is the same as the mother. The only difference is that the mother has a womb..." (Syahrifat, 2022, in the interview).

Showing Weaknesses as Form of Personality

As a celebrity doula, personality is an essential factor. A sense of match with the personality of a celebrity doula is a factor that encourages the formation of a sense of comfort and trust in using her services.

The concept of personality wants to show all aspects of a person's personality. Not only the advantages, but also the weaknesses of the person. It is necessary because people prefer people who are as they are, namely those with weaknesses like humans (Ievansyah & Sadono, 2018). Meanwhile, Barton (2018) said people like people. Personal branding on social media should not indicate yourself as a flawless person. Even occasionally uploading vulnerable content can attract followers' attention and increase engagement. Therefore, Mila treats her celebrity clients as nothing but ordinary mothers who are in the process of giving birth.

Interacting with audiences on an emotional level is one way to strengthen personal branding. Telling an audience that allows them to feel an emotion, rather than relying on data and facts, can help a person connect more with their audience (Haroen, 2014; Ievansyah & Sadono, 2018).

Mila can be said to have succeeded in incorporating this personality dimension into her personal branding. Several times Mila has received messages on Instagram from her followers saying that they can see empathy where Mila feels what her client is feeling and is not afraid to show her emotions.

Mila tries to show her empathy and emotions by uploading content in her Instagram posts. She also tries not to appear patronizing by slipping her perspective as a mother. It was then successfully conveyed to the audience.

Mila, who puts forward stories, and shows energy and empathy through her content, is a good step in building her personal branding as a celebrity birth attendant. Mila, who focuses on the story she shares, compared to the celebrity figure who is the object in her uploaded photo, is a safe way to show her activities when accompanying celebrity births without making her clients uncomfortable.

In reality, many celebrities want to be seen as themselves or as an ordinary people during the birthing process. Thus, Mila does not immediately upload photos with celebrities as mere objects but focuses on the energy that

she radiates through writing and the things she can share from her experience so that it can be helpful to her audience.

Moreover, Mila also shows her celebrity clients her weaknesses by sharing her past. The narrative is that she did not come from a wealthy family and had to fight hard to get into the state as she is. She also wants to show her celebrity clients that becoming a doula is her passion.

"For example, the struggle to become a student, the financial struggle, I want people to see Mila's fighting spirit. So I like to include it too, so it goes into my personal branding too. It's the same as a celebrity doula whose goal was originally to share and could become my personal branding... For example, during the pandemic, I could just stop accompanying childbirth and teaching, and just accept endorsements. But why? Why does Mila still want to be a doula? It's because I still want to share, learn and teach. So as long as I can learn, teach, and share, I still want to be a doula to accompany childbirth." (Mila, 2022, in the interview).



Source: Instagram (@jamilatus.sadiyah), 2022
Image 4. Mila showed her past before famous

CONCLUSION

The increasingly fierce competition makes personal branding an important thing,

especially for birth attendant jobs which are still rarely known in Indonesian society. Through several communication strategies, Mila has built her personal branding as a celebrity doula on Instagram.

Mila creates her personal branding through her Instagram content. She focuses on two strategies: specialization and personality, which are highlighted the most. In specialization, Mila shows herself as a professional and professional doula in order to put trust from her client. In addition, she also shows her clients which mostly celebrities on Instagram to enhanced her image as a celebrity doula.

Furthermore, the personality of a birth attendant is also a determining factor for clients choosing to use their services. The birth attendant is responsible for the psychological needs of the mother through communication and counseling so that the client must be able to feel comfortable and match the personality of the one who assisting.

Mila also shares content not only because she wants to build personal branding, but also because she likes the topics she discusses and wants to share. Because of her liking and wanting to share, Mila can consistently create content on Instagram despite having difficulties and insecurity when starting it.

In building personal branding on Instagram, strategically taking advantage of existing social media features is also

necessary. Mila most often uses Instagram features in the form of IG Reels and IG Live. In addition to making it easier for her to create content and communicate with followers, she uses feature that is currently popular and widely used by the public. Mila inserts an element of humor because Instagram reels users generally look for entertaining content.

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