



Influencer Branding Strategies Shape Online Identity on Instagram and TikTok

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Abstract. General Background: Social media has emerged as a strategic platform for constructing online identity and personal branding, particularly among influencers in digital communication environments. Specific Background: Influencers in the education sector increasingly utilize platforms such as Instagram and TikTok to communicate expertise and build audience engagement through structured personal branding strategies. Knowledge Gap: However, limited studies examine how personal branding frameworks, such as Peter Montoya's model, are applied in shaping influencer identity across multiple social media platforms. Aims: This study aims to analyze the personal branding strategies of influencer @xavieraputri on Instagram and TikTok using Montoya's eight core concepts. Results: Using a qualitative descriptive approach with non-participatory observation, the findings show that Xaviera Putri consistently positions herself as an education influencer focusing on STEM and academic development. Her branding is supported by consistent messaging, engaging communication style, cross-platform alignment, and a positive public reputation, reflecting the integration of specialization, leadership, personality, differentiation, visibility, unity, persistence, and reputation. Novelty: This study applies Montoya's personal branding framework to analyze an educational influencer's cross-platform identity construction. Implications: The findings provide insights into strategic personal branding practices for educational influencers in digital media, supporting the development of credible and relevant online identities.

Keywords: Personal branding, Online identity, Social media influencers, Instagram TikTok, Digital communication

1 Introduction

Social media is used to build a positive self-image, or what is better known as personal branding [1]. Personal branding is a smart and strategic effort to market oneself, highlight one's personality and skills, and create a good and positive impression in the eyes of the public [2]. Building personal branding on social media makes it easier for individuals to become widely known by the public, thereby transforming them into influencers [3]. In the context of social media, influencers are individuals with a large and active following. They are also considered to have a role as trusted opinion leaders within their communities [4]. Influencers can be grouped based on the number of followers into four main types, namely: Nano Influencers (1,000–10,000 followers),

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Micro Influencers (10,000–100,000 followers), Macro Influencers (100,000–1 million followers), and Mega Influencers (more than 1 million followers) [5].

The ease of accessing various social media platforms, supported by rapid technological advances, has made the profession of influencer a promising new career goal, especially among Gen Z [6]. The success of personal branding on social media can be seen through a number of interrelated indicators, one of which is the number of followers. This number not only reflects popularity, but also shows the extent to which someone is able to attract public attention and influence the views of audiences on digital platforms. The greater the number of followers, the wider the reach of the message that can be conveyed, so that the opportunities to build closeness, trust, and influence with audiences become greater and more sustainable [7]. Second, the level of interaction, such as comments, likes, and shares, shows the effectiveness of content in attracting the audience's attention [8]. Third, credibility and trust are important aspects in building successful personal branding. A reputation built on consistent and authentic content will increase the trust of followers, which ultimately opens up career opportunities [9].

Xaviera Putri Ardianingsih Listyo, born in Jakarta on August 26, 2001, is an outstanding student at the Korea Advanced Institute of Science and Technology (KAIST), the best university known for its strong reputation in technology development in Asia, majoring in Computer Science and Business Technology Management. Xaviera focuses specifically on STEM (Science, Technology, Engineering, and Mathematics) and education. Her presence bridges the gap between the often perceived rigid world of STEM academia and content that is easily understood by the general public. Through her large following, which numbers around 3.1 million on Instagram and 1.7 million on TikTok, the educational information she shares can be disseminated widely and effectively. Through various posts on social media, Xaviera often shares her experiences about her learning journey, simple and easy-to-practice learning strategies, and academic habits that are familiar to the younger generation. After completing her higher education, her activities did not stop at the academic realm, but continued to expand into various other activities, such as being involved as a learning program contributor, collaborating with figures in the field of education, and collaborating with fashion brands, thus demonstrating her ability to connect educational values with the dynamics and needs of the creative industry in a natural and relevant way.

Xaviera Putri's qualifications as an educational influencer are not only supported by her number of followers, but also based on her numerous academic achievements and international competitions. Xaviera is a full scholarship recipient from the South Korean government from high school to college, including the KSA of KAIST Scholarship Awardee (2017–2019) and KAIST Scholarship Awardee (2020–2024). In addition, Xaviera received Academic Honors when she graduated from high school as one of the best graduates.

Xavier's achievements on the national and international stage are clear evidence of his competence. He successfully broke through the fierce competition in the DCAMP Global Startup Match 2022 and won first place in the SAP University Alliance Challenge 2022, a collaboration between SAP Korea and KAIST. Long before that, he also won first place in the International Debate: PIONEERS 2017. His intellectual capacity was further tested when he took on the role of coach at the Academy of Champions and when he appeared on The Clash Of Champions Ruangguru. At the

event, he calmly answered questions of a high level of difficulty and even demonstrated his extraordinary memory by accurately memorizing the details of 100 paintings. These various achievements reflect his dedication, perseverance, and mature understanding in various fields.

Beyond her academic activities and daily life in the digital space, Xaviera channels her concern for literacy through a book titled "Kimchi Confessions," which is based on her real experiences while studying in South Korea, ranging from her life as a student, the process of adapting to a new environment, to the cultural clashes she encountered in her daily life. Everything is conveyed through a flowing narrative that is honest, and relatable to the reader's reality. Thus, this book is not merely a record of her educational journey, but also a space for reflection that contains life lessons, the courage to try new things, and encouragement for young people who dream of continuing their studies abroad. Through this work, Xaviera's image as an inspirational figure is further strengthened by her consistency in delivering positive messages that are relevant to everyday social life.

Through a combination of a strong educational background, an impressive list of competitive achievements, and extensive social media reach, Xaviera Putri truly deserves to be categorized as an educational influencer who has a positive impact and inspires many individuals in the field of education. This proves that her achievements both online and offline complement each other in shaping her personal branding as an influential educational figure. Xaviera's success in building a strong and credible personal brand also makes her a highly relevant role model for Generation Z. Amidst the flood of digital information and content competition on social media, Xaviera's personal branding strategy provides a real-life example of how young people can leverage digital platforms positively to channel their potential, build their identity, and contribute constructively to the field of education.

Xaviera Putri's achievements and qualifications described above are relevant to analyze using Peter Montoya's personal branding concept perspective. Peter Montoya, a leading expert in marketing and self-development, is known for his contributions in formulating the concept of personal branding. According to Montoya, personal branding is not just about image representation, but a strategic process of identifying and communicating an individual's unique value to a target audience, as well as an important strategy for distinguishing oneself in the public eye [10]. The goal is to position the individual as an expert or leader in their field, thereby generating recognition and building trust.

Personal branding is becoming increasingly important amid the rapid flow of information and increasingly fierce competition, as it helps individuals build a clear and recognizable identity. Through personal branding, individuals can showcase their uniqueness while opening up opportunities that match their abilities and direction of development. This process does not happen instantly, but rather through awareness and consistency in behavior, communication, and self-presentation in various situations, both in the professional sphere and in life.day-to-day. Thus, the perception formed in the eyes of others can be maintained in line with the values, principles, and goals to be realized in the long term.

To support this analysis, this study specifically refers to the eight main principles that form the basis of the personal branding process applied by Montoya as the main foundation for building self-image on social media. The explanations of these eight

Concepts are as follows:

1. Specialization

Good personal branding is evident in the consistency of specialization focused on specific strengths, expertise, or achievements. Specialization is assessed based on aspects such as abilities, behavior, lifestyle, mission, products, profession, and services. Research indicators refer to the consistency of content topics and expertise displayed in the fields of science, technology, and education through various content that showcases academic activities related to STEM.

2. Leadership

An individual with leadership skills can make decisions in both critical and ordinary situations, providing clear direction. Research indicators refer to interaction and participation in educational discussions in various public forums, as well as activities that provide motivation and positive perspectives.

3. Personality

Personal branding is formed from the way individuals naturally present themselves as they are. A person needs to have a personality that reflects good values, even though perfection is not a requirement. The research indicators focus on how information is conveyed in a friendly, reflective, and relaxed manner, supported by a relaxed and expressive communication style. Success is seen through active interaction in the comments section and Q&A sessions, the emergence of closeness with the audience, and the existence of public collaboration.

4. Differences

Creating a unique and distinctive impression compared to other individuals in the same field. Research indicators refer to their abilities in STEM, how they frame STEM as part of their personal identity, and how they combine technical intelligence with distinctive character values.

5. Visibility

One must consistently and continuously build their image in order to be known and recognized. In this case, visual aspects are more important than ability. Therefore, each individual must promote themselves and take advantage of every opportunity to increase their visibility. Research indicators refer to the frequency of posts and engagement reach in the digital space, through consistent activity with a high number of posts and active interaction from the audience.

6. Unity

Unity in the context of personal branding occurs when personal values, attitudes, and the way messages are conveyed are aligned. This unity creates a self-image that does not appear contrived, but rather consistent and easily recognizable by the public. This indicator is evident in the harmony shown through academic activity posts, which demonstrate continuity between personal principles and digital representation, based on consistency between the values of education, discipline, and academic orientation that the subject practices in real life through content published on social media.

7. Resilience

Individuals are expected to have the determination to maintain their established personal branding without hesitation or desire to change it. During the process, it is necessary to consistently observe each stage and emerging trends. The indicators of this study show the determination of individuals to maintain their established personal branding through the habit of continuously sharing personal experiences,

self-reflections, and various achievements.

8. Good Name

The reciprocity in building personal branding will have a significant impact if the individual behind it is perceived positively. Research indicators that refer to the number of positive comments from followers show that the person is seen as inspiring, polite, and intelligent in their behavior, as reflected in a consistent track record of maintaining a positive image, minimal controversy, and involvement in various professional collaborations in the fields of education and social issues.

This study was compiled with reference to four previous studies that are related to the topic of discussion. As stated by Padaniah, references to previous studies serve to strengthen the theoretical basis and show the position of this study in the context of existing studies [11]

Although no identical titles were found, these studies have made important contributions to enriching our understanding of the issues raised.

The first previous study was conducted by Amalia et al, with a focus on "Analysis of Personal Branding of the @Sashfir Account on Instagram Social Media." This study applied a qualitative descriptive method to analyze the personal branding of the @sashfir account [12]. The results showed that the personal branding of this account highlighted the Outfit of the Day (OOTD) style, which not only followed trends but also attracted the attention of Instagram users. Content consistency, the use of filters, captions, and interactions with followers also contributed to a strong and consistent self-image. The similarity between this study and previous studies lies in the qualitative analysis of influencer personal branding on Instagram. The difference is that previous studies focused more on appearance style, while this study focuses on personal branding in the field of education on the @xavieraputri account.

The second previous study was conducted by Arviane et al, with a focus on "The Use of Instagram Social Media in Building Personal Branding" [13]. This study aimed to examine Dr. Ayman Alatas' personal branding through Instagram using a qualitative approach. The results showed that the @aymanlatas account built an image as a witty millennial doctor who is close to his family and has expertise in the field of health. The content shared included daily routines, health education, and entertainment. The similarity of this study lies in the discussion of the personal branding of educational influencers on social media, while the difference is that this study did not explicitly use Montoya's personal branding theory. The third previous study was conducted by Imelda et al, focusing on "The Formation of Personal Branding @Dilanjanियar_2 on TikTok Social Media" [14]. This study used a qualitative approach with a descriptive research type to analyze Dilan Janiyar's personal branding as an entertainment creator on TikTok. The results of the study show that the distinctive humor and unique content concepts, including the involvement of her husband in the content, are the main attractions for netizens. There are a number of similarities between this study and the study conducted by the researcher in terms of the study of influencer personal branding. The difference is that this study focuses on the TikTok platform, while the study conducted by the researcher discusses the personal branding of educational influencers on Instagram and TikTok.

The fourth previous study was conducted by Amarilia Shinta, K. Y. S. Putri, with a focus on "The Effectiveness of Instagram Social Media on Bintang Emon's Personal

Branding" [15]. This study used a qualitative descriptive approach to examine the influence of Instagram's effectiveness on Bintang Emon's personal branding. The results of the study showed a significant influence between the effectiveness of Instagram and Bintang Emon's personal branding among Instagram users. The similarity of this study lies in the discussion of influencer personal branding on social media. The difference lies in the focus of the study, which emphasizes the effectiveness of social media through questionnaire data collection, while this study is more directed at content analysis and personal branding strategies.

The rapid development of social media and the rise of influencers means that existing research still leaves room for further exploration. Previous studies have generally focused their analysis on a single social media platform, so the patterns and strategies of personal branding across various platforms have not been fully described. On the other hand, the focus of the study was also more directed at influencers in the fields of entertainment, lifestyle, and health, while discussions about figures in the field of education were still minimal and had not received much in-depth attention. Previous studies also did not discuss the characteristics of audiences in consuming educational content, especially regarding the patterns of interest and engagement of social media users.

Based on this gap, this study aims to examine Xaviera Putri's personal branding strategy on Instagram and TikTok by analyzing the application of eight personal branding concepts according to Peter Montoya's thinking. The novelty of this study lies in the use of two platforms simultaneously, a focus on education, and a study of the engagement of Generation Z audiences who have distinctive digital content consumption characteristics. This study also considers the grouping of influencers based on their number of followers as a factor in understanding how differences in audience scale can affect the success of branding strategies, so that the analysis focuses not only on the messages conveyed, but also on the actual reach and impact generated.

This study is expected to make a real contribution to the development of communication studies, particularly in understanding how personal branding is built and interpreted in the digital space. The results of this study can also serve as a practical reference for individuals, especially the younger generation, in designing an honest, relevant, and appropriate self-image that reflects their personality on social media. In addition, this study shows the importance of the role of educational figures in digital media in spreading positive values, increasing digital literacy awareness, and fostering learning motivation among Generation Z. In discussing Xaviera's personal branding, this study uses Montoya's framework, which includes the aspects of specialization, leadership, personality, differentiation, visibility, unity, consistency, and reputation. Each aspect is analyzed with linking it to the content uploaded and how Xaviera interacts with her followers on social media, especially through Instagram and TikTok. Based on this description, the research question in this study is how Peter Montoya's eight concepts of personal branding are applied in shaping Xaviera's image as an educational influencer. The purpose of this study is to analyze Xaviera Putri's influencer branding on TikTok and Instagram.

2 Method

In this study, a qualitative approach was chosen to understand the phenomenon under study through descriptive analysis, as well as applying a non-participatory observation method referring to in-depth observation of content uploaded to the research object, namely @xavieraputri. The research location focused on two digital platforms, namely the Instagram account (@xavieraputri) and TikTok account (@xavieraaputri), which are the main media used by the research subject to build personal branding.

According to Suparman, in qualitative research, data analysis must be carried out by organizing the data logically and systematically, where data analysis is carried out from the moment the researcher begins to enter the research location until the data collection process ends, so that the researcher will understand the background, situation, and natural events in accordance with the object being studied[16]. The theoretical framework of this research was developed using eight concepts of Personal Branding Theory proposed by Peter Montoya, namely specialization, leadership, personality, differentiation, visibility, unity, consistency, and reputation.

Data collection in this study was conducted by reviewing all of Xaviera Putri's content posts on Instagram and TikTok, including videos, photos, writings, stories, and interactions with her followers. This process was aimed at capturing content patterns, message delivery methods, and recurring themes to reveal how Xaviera's image was built as an influencer in the field of education. Relevant content was then examined using Peter Montoya's eight personal branding concepts, filtered to retain only information that matched the indicators for each concept, and disregarding unrelated data. The selected data is grouped in a structured manner to facilitate the analysis process, while the validity of the findings is reinforced through documentation and observation so that the research results can describe Xaviera Putri's personal branding as an educational influencer in a comprehensive and in-depth manner.

3 Results and Discussion

These results and discussion describe the findings of the study based on in-depth observation of content published on the Instagram and TikTok accounts @xavieraputri, with reference to Peter Montoya's eight concepts of personal branding. The differences between Instagram and TikTok were optimally utilized to convey educational messages using different but complementary approaches, thereby forming a cohesive and sustainable image. Thus, this discussion not only describes what is displayed, but also interprets how and why this personal branding is effective in building credibility, audience trust, and reputation as an educational figure on social media.

Specialization

Xaviera's personal branding style on Instagram focuses more on presenting reflective and applicable content, particularly related to learning strategies, time management, and life skills development. Each post appears to be carefully and consistently designed to reflect an understanding of structured, realistic, and easy-to-apply learning methods.

The posts uploaded on Xaviera's Instagram show her consistency as a prominent figure in the field of education and learning strategies. The selection of content in the

form of a desk tour with an emphasis on the Pomodoro technique and focus management shows that Xaviera not only shares her experiences as an international student, but also shares her learning tools, academic books, and detailed explanations of her focus habits and time management. Xaviera consistently communicates her competence as an expert in self-development, learning management, and academic discipline. This reinforces her personal branding positioning as an educator who prioritizes sincerity in learning and building sustainable productivity. In addition to her informative content, Xaviera also maintains visual consistency that is closely related to her academic identity. By sharing infographics containing learning tips, snippets of lecture activities, and posts showcasing her academic achievements. Through stories about her daily learning process and how to use various learning tools, Xaviera has slowly built an image of herself as a figure who understands and is able to design effective learning patterns. Instagram is not only a space for sharing content, but also a means to strengthen her credibility as an educational figure.

On the TikTok platform, the content specializes in STEM, programming, and technology, where Xaviera demonstrates her competence as a computer science student through practical and demonstrative content that focuses on understanding concepts. The playlist includes explanations of programming, UI/UX, and basic logic concepts. In her videos, Xaviera not only provides an overview but also demonstrates the thought process and technical steps in detail. The material is delivered gradually and without rushing, starting from the most basic understanding and then developing into concrete examples and simple exercises, so that the flow feels logical and easy to follow. The narrative and contextual delivery makes the audience feel as if they are thinking along with her, understanding the process little by little without feeling patronized. This style of narration, which feels like sharing experiences, makes technical material that tends to be complicated more relatable to everyday life and easier to digest for various audiences. Beyond the learning content, Xaviera often shares snippets of her academic life as a Computer Science student, from daily study routines to preparing for final exams at KAIST, which indirectly showcases campus life while building an emotional connection with her followers.

This specialization shows that technical mastery in social media management does not come instantly, but rather grows from a serious and consistent academic journey. Xaviera openly shares the process of understanding complex material, from how to manage study time, maintain physical and mental health, to understanding the concept of artificial intelligence (AI) which requires high analytical skills. Through honest communication based on real experiences in the world of higher education, Xaviera further demonstrates her role as a STEM influencer and digital educator with strong competencies in technology and science.

3.1 Leadership

Xaviera's leadership in building personal branding is reflected in her consistency in raising educational issues on social media in a relatable and relevant manner. Her presence is not merely about conveying information, but also creating a space for dialogue through responses, discussions, and exchanges of views that take place naturally. This two-way communication pattern fosters a sense of closeness with her followers while strengthening their trust in her capacity and insight in the field of

education, so that her leadership feels participatory because the audience is invited to actively engage in the process of learning and self-development.

Instagram posts showing Xaviera's involvement in various academic programs demonstrate her hands-on leadership practices. In this context, Xaviera acts as a mentor who is involved in the process of planning activities, providing learning assistance, and evaluating results. The coaching approach and motivation provided demonstrate her ability to manage teams strategically, while creating a conducive and supportive learning environment. Her involvement in decision-making and ability to provide clear direction reflect leadership based on experience and skill, rather than merely symbolic representation on social media.

The dimension of leadership oriented towards Xaviera's personal branding is presented as a visionary, empathetic, and action-oriented young leader. Through the "Xaviera scholarship" initiative, she not only shows concern for the issue of inequality in access to education but also presents concrete solutions that have a social impact. The dimension of leadership oriented towards action is clearly seen through the design of the program, starting from determining the target recipients at the elementary school to university levels to the formulation of clear and targeted educational assistance, demonstrating a mature thought process in building a vision, setting goals, and managing resources responsibly. The inclusive and communicative approach ensures that these efforts do not stop at personal achievements, but develop into a real drive for social change, thereby shaping the image of leadership that grows from empathy, moral values, and a long-term commitment to making a real impact on the younger generation.

Personality

Xaviera's personal branding in terms of personality can be seen from her habit of regularly sharing content with a well-organized, consistent, and easy-to-read delivery style, thus establishing a distinctive and recognizable communication style compared to other educational influencers. Through her Instagram posts, academic achievements are not only presented as end results, but are shared alongside stories and explanations that are relatable to her audience's daily experiences, making the information feel more alive, relevant, and natural, as well as giving it deeper meaning for her followers.

One example can be seen in an Instagram post dated November 6, 2023, when Xaviera collaborated with fellow educational influencers. In the post, Xaviera showcased the collaboration along with a brief explanation of the profiles and backgrounds of her colleagues involved. Their shared experiences in international education created a fluid and complementary discussion space. This collaboration received positive responses from the audience, as reflected in their appreciative comments. The way Xaviera gave space to her collaborators without overly promoting herself built an image of an open, humble, and supportive personality. Xaviera's personality was also reflected in her captions, which were coherent and easy to understand. Xaviera's delivery of academic material is packaged through a narrative flow that blends with the life experiences and daily realities of the audience, so that the learning process does not feel formal and rigid, but rather presents itself as a lively and meaningful space for dialogue. Her relaxed, honest, and natural style of language makes her seem approachable, because she shares not only her results and achievements, but also her long journey, learning process, failures, and challenges that she has openly overcome. From the audience's response, it is clear that emotional closeness grows slowly and organically, forming an image of Xaviera as an educational figure who is

down-to-earth, relevant to the realities of the younger generation, and able to inspire through knowledge conveyed with sincerity and sensitivity.

On the TikTok platform, Xaviera's personality is evident through posts showing her participation in a television program in South Korea. This cross-border collaboration represents Xaviera's confidence and adaptability in facing different environments and cultures. In the post, Xaviera conveys information related to projects that have been released in a relaxed and communicative style, so that the audience feels involved in the moment of achievement. Xaviera's communication style on TikTok tends to be more expressive and dynamic, in line with the character of her young audience.

Although packaged in a light and entertaining way, her identity as an educational figure is still maintained. This demonstrates that Xaviera's personality in her personal branding is consistently built through authentic and relevant communication. Through this content, Xaviera is perceived as an individual who not only demonstrates good academic achievements but is also open, approachable, and capable of collaborating with various parties without losing her humility.

3.2 Differences

In building personal branding, differentiating factors are an important aspect so that the image presented is not easily confused with other individuals in similar fields. These differentiators play a role in strengthening identity and leaving a lasting impression on the audience.

An Instagram post showing the first day of school in South Korea after studying in Indonesia represents the beginning of an academic journey in an international educational environment. The caption "Korea Advanced Institute of Science and Technology, KAIST" not only serves as information but also shows courage in taking a big step at a young age. This post has developed into a visual narrative that describes the process of self-change and commitment to cross-cultural education. Through this content, a perception is formed of a young student who is accomplished, globally oriented, and serious about academic development. The personal branding displayed through Instagram shows a strong distinction from other public figures, especially in the choice to highlight the educational journey rather than entertainment or lifestyle. The simple and authentic visuals reinforce the image of a student who is focused on the learning process. Posts showing academic activities and involvement in the international educational environment gradually shape the impression of an open-minded learner with broad insights and an ability to understand cultural differences. This impression grows from honest and reflective storytelling that feels genuine without being polished, so that the courage to try new things, perseverance in the learning process, and the ability to face challenges emerge naturally. All shared experiences flow seamlessly within the narrative, building a strong, relatable, and personal character for the reader.

On TikTok, the personal branding that has been built appears different because it dares to highlight academic achievements in the field of STEM with a global perspective that is still rarely raised by teenagers of the same age, one of which is through stories about the experience of winning a full scholarship at a science high school in South Korea since the age of 15. The content presented does not merely highlight results or achievements, but is structured as a narrative that records the journey, learning process, and changes in thinking over time. Through a series of

narratives In this way, we can see how independence is formed, perspectives broaden, and mindsets develop to become more mature and future-oriented, so that the young figures presented feel real, dynamic, and constantly growing, rather than being viewed solely from the end point of success. Consistency in sharing cross-border learning experiences further reinforces this impression, especially when topics such as science and technology, which are often considered heavy, are conveyed in a relaxed, lighthearted manner that is close to the everyday reality of young people. This approach makes academic issues feel more grounded and relevant, transforming STEM from something rigid and boring into an inspiring part of lifestyle, broadening horizons, and presenting a realistic picture of educational opportunities at the global level.

3.3 Visibility

Xaviera's personal branding visibility was gradually formed through the habit of regularly sharing content and receiving active responses from followers on social media. The content presented not only showcased academic activities, but also revealed the learning process, personal experiences, and various achievements related to education and technology, so that the image that emerged felt natural and authentic. Consistent posting patterns make Xaviera's persona increasingly recognizable as she continues to appear on her audience's timelines, keeping her presence in the digital space alive, relevant, and continuous.

Personal branding displayed through Instagram social media can be seen from the consistency of posts that focus on academic activities and educational achievements. Each piece of content is presented with neat visuals, a consistent theme, and narratives that highlight the learning process and achievements. This pattern shapes an image as an individual who is highly committed to education and self-development. The high level of engagement seen in the number of likes and comments on each post shows that the content shared is considered relevant and able to attract public attention, thereby generating positive responses that gradually build a professional, disciplined, and achievement-oriented image. Through Instagram, personal branding is not merely an archive of personal activities, but has evolved into a strategic tool for building a credible academic reputation while expanding the reach of a wider audience, including at the international level.

Personal branding on TikTok is evident in the way educational content is presented in a lighthearted manner that resonates with the audience, ranging from various learning tips, stories about studying abroad, to motivational messages. related to the academic world and STEM fields. Consistency in raising these topics shows an awareness of building content that not only serves as a source of information, but also provides encouragement, a sense of relevance, and inspiration for the younger generation in facing educational challenges. The message is conveyed in everyday language, so it feels natural and relatable to the audience.

Consistent visual characteristics, such as neat lighting, harmonious color combinations, friendly expressions, and the use of clear supporting text, make each post easily recognizable and create a cohesive and memorable impression. The high number of views, reaching millions, demonstrates a wide reach and highlights the effectiveness of the communication strategy implemented. Through this approach, TikTok can be leveraged as a tool that strengthens its educational image while fostering emotional connection with the audience on an ongoing basis.

3.4 Unity

Unity in personal branding will be felt strongly when what is presented to the public is truly in line with the attitudes, choices, and habits lived in everyday life, so that the image that is formed does not stop at outward appearances, but is present in real actions. This can be seen from the connection between the educational content shared, academic background, and consistent points of view that appear in various social media posts. This continuous flow of communication fosters a more natural and convincing impression, because one's self-image develops from the values, habits, and principles that are lived out in various situations, rather than being the result of visual engineering or image-building strategies alone.

Personal branding displayed through Instagram highlights an image as an educational figure who consistently shares academic insights, technology, and educational innovation. The pattern of posts shows unity between personal interests, academic activities, and messages conveyed to the public. The content shared is not random, but rather focused on the themes of global education, technological development, and cross-border learning experiences. This can be seen from posts documenting participation in Google I/O in Silicon Valley. Through this content, the view is conveyed that technology has an important role in supporting the learning process, the world of work, and everyday life when used wisely. This message also reinforces the role of connecting people to help them understand technological developments in a more contextual and applicable way. Content discussing educational innovation in South Korea, including computational thinking practices developing in the KAIST environment, creates an impression of intellectualism that emerges naturally. The presentation does not stop at explaining concepts, but shows a logical thought process in reading complex issues, then drawing them into a context and needs that are closer to the surrounding reality. The interconnected themes, combined with well-organized visuals and a personal and reflective narrative, make Instagram not just a medium for sharing information, but a space that slowly shapes and strengthens a consistent and growing academic image.

Personal branding on TikTok is displayed through content that is more dynamic, applicable, and close to the daily lives of young audiences, without neglecting educational value. This platform is used to show a balance between academic and non-academic activities, particularly through content related to time management, productivity, and experiences studying abroad. One consistent theme is the application of time blocking as a strategy for planning time. This content not only serves as documentation of activities, but also provides practical guidance that viewers can apply. Through this approach, an image is formed of a student who is disciplined, organized, and able to effectively prioritize in the face of complex academic demands. Visually, personal branding is reinforced through the use of uniform lighting, consistent color tones, communicative expressions, and informative text overlays. Repeated visual patterns make each post easily recognizable and build a distinctive content identity. The high number of views and interactions shows that this strategy is effective in attracting attention while maintaining an emotional connection with the audience, so that TikTok functions as a medium for strengthening an educational image that is inspiring and relevant to the younger generation.

3.5 Determination

Resilience in building personal branding is evident in an individual's awareness to consistently uphold the values and identity they have believed in from the start, then present them consistently in every public communication space. This is not only reflected in regular social media presence, but also in the way one maintains their distinctive characteristics and principles, even amid ever-changing trends, diverse audience demands, and rapid changes in the digital world.

Through Instagram, the personal branding displayed strongly emphasizes a commitment to educational values and a long-term process undertaken with full awareness. Post about Kimchi's first book

Confessions not only show an achievement, but also reflect a long journey that began with learning habits, mindset formation, and consistent efforts to obtain educational opportunities and full scholarships in South Korea. Amidst the dominance of fast-paced and instant social media content, choosing to present work in the form of a book shows determination in maintaining direction and identity. The image that is formed does not arise from temporary trends, but grows from a sustained commitment to education, so that the personal branding that emerges feels more authentic, stable, and remains relevant even though the dynamics and expectations of the audience in the digital space continue to change.

On the TikTok platform, the aspect of steadfastness in personal branding is reflected through the courage to display one's identity and life experiences as part of a minority group wearing hijabs in South Korea. The content shared highlights the journey of life over many years in an environment with a different cultural background, while also describing efforts to maintain personal values and beliefs. The narratives conveyed are not only informative but also reflective, demonstrating consistency in openly expressing one's identity. Amidst TikTok's character, which is synonymous with light content and quick entertainment, a more in-depth narrative approach shows determination in maintaining personal branding character. The identity displayed is not overly adjusted to follow trends, but is conveyed honestly and continuously. This confirms that the personal branding that has been built remains grounded in believed values, despite being under pressure from culture and the ever-changing dynamics of digital platforms.

3.6 Good Name

The aspect of reputation in Xaviera Putri's personal branding is evident from the positive appreciation that continues to emerge both in the media and from the public, shaping her image as an inspiring figure in the field of education. This image has been formed gradually through her consistency in presenting educational content that is relevant to the needs of her audience, delivered in a responsible manner and providing clear benefits. This approach makes the audience feel connected, fostering trust naturally and ultimately building a positive perception that continues to grow.

Through an Instagram post featuring her involvement in a Korean variety show, Xaviera shared her experience of collaborating on an international filming project with a polite and understated narrative. The expression of gratitude conveyed to the audience reflects a polite and respectful way of communicating.

Shows appreciation for the audience that provides support. The content series demonstrates professionalism, a sense of responsibility, and the ability to adapt to a

cross-cultural environment, including efforts to introduce Indonesian identity to a wider audience without appearing boastful. International experiences are shared in a simple and understated manner, creating an image of humility, openness, and closeness to various audience segments. A consistent attitude in maintaining ethics in the public sphere, accompanied by the choice not to engage in controversial content, naturally fosters positive public opinion, particularly in terms of intelligence, commitment, and personal integrity, so that the reputation that is formed is not only based on achievements alone, but more on the continuity of attitude, character, and a mature and balanced way of communicating.

In addition, another Instagram post showing his role as a coach in a high school academic competition demonstrates recognition from renowned educational institutions and digital learning platforms in Indonesia. This involvement reflects trust in his competence and responsibility in supporting the academic development of the younger generation. Positive public response further strengthens his image as an ethical, competent role model who makes a real social contribution. The consistency between his image, personality, and track record has built a personal brand with a stable, credible, and reliable reputation.

A post on TikTok shows that Xaviera Putri's positive image has opened up opportunities for her to represent KAIST in a university-level academic event organized by an online learning platform. Her participation was conveyed through a narrative that emphasized her gratitude for the opportunity to connect and learn with accomplished Indonesian students. The friendly, polite, and emotionally mature delivery of the message shapes a public image that is far from arrogant. Participation in the competition can be seen as the courage to step out of one's comfort zone and try new experiences, born out of curiosity, enthusiasm for learning, and readiness to face broader academic challenges. The trust to represent the university reflects that the long process, perseverance, and consistency that have been pursued have slowly built confidence from the institution. The narrative conveyed not only highlights the end result but emphasizes the learning journey, the experiences gained, and the desire to continue to grow together with the academic environment, so that the values of togetherness and collaboration feel naturally present. Digital footprints that Consistency, freedom from controversy, and regularity in presenting educational content make TikTok a medium that showcases a complete, integrated, and sustainable personal brand, where reputation is determined not only by achievements, but also by the quality of communication and attitude in sharing the learning process.

4 Conclusion

The findings of this study confirm that Xaviera Putri has successfully built a strong and consistent personal brand through her use of Instagram and TikTok, as reflected in her application of Peter Montoya's eight concepts of personal branding. Her specialization is manifested through consistency in sharing educational content focused on learning tips and academic development, while her leadership aspect is evident in her active involvement in academic mentoring and scholarship programs. Her personality is displayed through openness and the ability to work together, while her uniqueness is highlighted by her achievement-based educational approach and academic experience.

Visibility is built through posts showcasing academic activities, unity is reflected in the harmonious connection between one piece of content and another, and steadfastness is seen in the ability to maintain the main character as an educator. Reputation is demonstrated through a positive reputation formed at the national and global levels.

The research focus on education, STEM, and self-development makes Xaviera an inspirational figure for Generation Z, while also demonstrating that social media can be strategically utilized as a means of forming a credible, educational, and positive identity for students in the digital space. However, this research has limitations because the study only focuses on one subject and uses content-based observational data without involving direct interviews with the subject or audience, so the influence of personal branding on changes in the attitudes and behavior of followers cannot be studied in depth, especially with the ever-changing dynamics of algorithms and platform trends. Therefore, similar studies are recommended to include comparison subjects, combine qualitative and quantitative approaches, and explore the audience's views directly so that a more complete and in-depth understanding of the effectiveness of influencer personal branding in the field of education can be obtained on various social media platforms.

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