

## The Influence Of Personal Branding And Social Media Engagement On Enhypen Fan Loyalty In Surabaya

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### ABSTRACT

*The rise of the Korean Wave (Hallyu), especially K-pop, has fostered loyal fan bases globally, including in Indonesia. Enhypen, a prominent K-pop group, has experienced significant growth in fan engagement and loyalty. This research investigates the simultaneous and partial effects of personal branding and social media engagement on fan loyalty among Enhypen fans in Surabaya. Data were collected through purposive sampling with 164 respondents who met specific demographic and behavioral criteria. The study used a structured questionnaire and analyzed the data using statistical tools such as validity and reliability testing, multiple linear regression, and hypothesis testing. The results show that both personal branding and social media engagement have a significant positive influence on fan loyalty, with social media engagement being the more dominant factor. These findings underscore the importance of digital interaction and authentic self-representation in fostering long-term fan relationships. The research offers valuable implications for marketing strategies within the entertainment industry, especially in managing artist branding and digital community engagement.*

## 1. INTRODUCTION

The growth of the creative industry has shifted the dynamics of the global economy by emphasizing innovation, creativity, and intellectual property (Riswanto et al., 2023). One of the most influential sectors within this industry is entertainment, which has become a powerful cultural and economic driver (Santi, 2021). In particular, the phenomenon of the Korean Wave (Hallyu) has significantly influenced global popular culture, with Korean pop music (K-pop) being at the forefront. K-pop groups are known not only for their musical talents but also for their ability to build strong, loyal fan communities around the world. Indonesia is among the countries with a large number of K-pop enthusiasts, especially among younger generations (Wardani & Kusuma, 2021). Enhypen, a K-pop boy group that debuted in 2020, has shown rapid growth in popularity and fan loyalty across global markets, including Indonesia (Amelia et al., 2024).

Fan loyalty plays a crucial role in the success of K-pop groups. It is expressed not only through emotional support but also through real behaviors, such as purchasing albums, attending concerts, engaging in fan events, and interacting on social media platforms (Ahmad, 2022). The ability to retain loyal fans is influenced by various marketing strategies, including the effective use of personal branding and social media engagement. Personal branding, in this context, refers to the consistent and authentic self-presentation of individual group members, allowing fans to connect personally and emotionally with their favorite idols (Samatan et al., 2024). Each member of Enhypen builds a unique image that highlights their talents, values, and personality traits, making it easier for fans to relate to and support them (Ginanjar & Silalahi, 2024).

Meanwhile, social media engagement enables direct and continuous interaction between idols and their fans. Platforms such as Instagram, Twitter, YouTube, and Weverse have become vital in creating a sense of closeness and community. Fans participate in activities such as liking, commenting, sharing content, and joining live sessions, all of which contribute to emotional attachment and increased loyalty (Trunfio & Rossi, 2021). These interactions create a parasocial relationship that reinforces the perceived intimacy and connection between fans and idols (Scharlach & Hallinan, 2023). The role of digital platforms in fostering engagement and loyalty has become more prominent in the post-pandemic era, where physical interactions are limited.

Previous research has shown the significance of personal branding in shaping consumer and fan behavior. (Wendyanto & Utami, 2022) emphasized that personal branding influences early-stage fan loyalty, especially in terms of recognition and initial attraction. However, it often does not reach the deeper stages of loyalty that involve continuous support and behavioral commitment. On the other hand, research by (Kurniawan et al., 2024) highlights that social media engagement has a stronger influence on customer loyalty, especially in digital environments. It was found that interactive engagement builds emotional bonds and trust, which are essential for long-term loyalty.

Despite existing findings, the combination of personal branding and social media engagement as dual predictors of fan loyalty in the K-pop context remains underexplored. This gap suggests the need for comprehensive research that integrates both variables to understand how they jointly influence fan behavior. The current study is designed to fill this gap by investigating the influence of personal branding and social media engagement on the loyalty of Enhypen fans in Surabaya. The research offers a novel approach by analyzing how digital interactions and image construction affect loyalty in fan-based communities.

This research contributes to the academic discussion by integrating concepts from branding, digital marketing, and consumer behavior in the context of modern fandom culture. The findings are expected to provide insights not only for academics but also for practitioners in the entertainment industry to develop more effective strategies in managing artist branding and audience engagement. However, limited studies have investigated the combined effects of personal branding and social media engagement on fan loyalty, particularly in specific local contexts like Surabaya. Therefore, the objective of this study is to examine the simultaneous and partial influence of personal branding and social media engagement on Enhypen fan loyalty in Surabaya.

## **RESEARCH METHODS**

This study employs an associative quantitative research approach aimed at analyzing the influence of personal branding and social media engagement on fan loyalty toward Enhypen in Surabaya. According to (Sugiyono, 2022), associative research investigates the relationship between two or more variables to determine whether a causal connection exists. This quantitative method involves collecting numerical data through measurable instruments, enabling researchers to draw objective conclusions supported by statistical analysis.

The population in this study consists of Enhypen fans based in Surabaya. Sampling was conducted using a non-probability purposive sampling technique, targeting fans who meet specific criteria: aged between 17 to 27 years, residing in Surabaya, and actively engaging with Enhypen on social media platforms such as Weverse . A total of 164 respondents participated in the survey.

The study includes three variables: fan loyalty as the dependent variable (Y), and personal branding (X1) and social media engagement (X2) as independent variables. Each variable was operationally defined and measured through indicators adopted from established theories. Fan loyalty is defined as the emotional and behavioral commitment of fans, demonstrated through repeated purchases, community involvement, emotional connection, positive word-of-mouth, and resistance to rival idols (Wicaksono, A. B., & Widodo, 2024).

Personal branding refers to the strategic formation of a public image by Enhypen members through unique, consistent, and emotionally appealing characteristics. Indicators for this variable include authenticity, clarity, specialization, consistency, brand promise, emotional appeal, relationship building, and visibility (Samatan et al., 2024). Meanwhile, social media engagement is defined as fans' interaction and participation across digital platforms, measured

by indicators such as participation, openness, dialogue, community formation, and connectivity (Purnamasari & Ismunandar, 2020).

The research instrument used was a structured questionnaire using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire was designed based on operational definitions and previously validated indicators.

Data analysis was conducted using several statistical tests through SPSS software. These include validity and reliability tests to ensure the instrument's accuracy, classical assumption tests (normality, multicollinearity, and heteroscedasticity), descriptive statistical analysis to describe the respondent profiles and variable tendencies, and multiple linear regression analysis to determine the simultaneous and partial effects of personal branding and social media engagement on fan loyalty. Additionally, the coefficient of determination ( $R^2$ ) was calculated to assess the model's explanatory power, while F-tests and t-tests were used for hypothesis testing.

## 2. RESULTS & DISCUSSION

**Results.** The general description of respondents is classified into several descriptions of their characteristics such as gender, age, work, and place of residence.

**Table 1. Frequency Distribution of Respondents**

<b>Gender</b>	<b>n</b>	<b>%</b>
Female	121	73,8%
Male	43	26,2%
Total	164	100%
<b>Age</b>	<b>n</b>	<b>%</b>
17-19 years old	51	31,1%
20-22 years old	72	43,0%
23-25 years old	30	18,3%
26-27 years old	11	6,7%
Total	164	100%
<b>Work</b>	<b>n</b>	<b>%</b>
Students	110	67,1%
Entrepreneurs	13	7,9%
Employees	34	20,7%
Civil servants	5	3%
And others	2	1,3%
Total	164	100%
<b>Residence</b>	<b>n</b>	<b>%</b>

East surabaya	48	29,3%
West surabaya	41	25%
Central surabaya	33	20,1%
North surabaya	20	12,2%
South surabaya	22	13,4%
Total	164	100%

Source: Result of Research, 2025

The general profile of the respondents is categorized based on gender, age, occupation, and place of residence. In terms of gender, the majority of respondents were female, totaling 73.8%, while male respondents accounted for 26.2%. Based on age, the largest group was 20–22 years old (43.0%), followed by 17–19 years (31.1%), 23–25 years (18.3%), and 26–27 years (6.7%). Regarding occupation, most respondents were students (67.1%), followed by employees (20.7%), entrepreneurs (7.9%), civil servants (3.0%), and others (1.3%). As for place of residence, 29.3% lived in East Surabaya, 25.0% in West Surabaya, 20.1% in Central Surabaya, 13.4% in South Surabaya, and 12.2% in North Surabaya.

**Validity Test.** The validity test aims to determine whether each questionnaire item accurately measures the intended construct. According to (Ghozali, 2021), an instrument is considered valid if its items are relevant and able to reflect the underlying measurement objectives. The test was conducted using the Pearson product-moment correlation with a 5% significance level, by correlating each item's score with the total score. The decision rule is as follows: if the calculated  $r$ -value ( $r_{hitung}$ ) is greater than the critical  $r$ -value ( $r_{tabel}$ ), the item is deemed valid. Conversely, if  $r_{hitung}$  is less than  $r_{tabel}$ , the item is considered invalid.

**Table 2. Validity Test**

Variable	Indicator	R count	R table	Sign	Description
Personal Branding	X1.1	0,807	0,152	0,001	VALID
	X1.2	0,819	0,152	0,001	VALID
	X1.3	0,838	0,152	0,001	VALID
	X1.4	0,840	0,152	0,001	VALID
	X1.5	0,828	0,152	0,001	VALID
	X1.6	0,833	0,152	0,001	VALID
	X1.7	0,819	0,152	0,001	VALID
Social Media Engagement	X2.1	0,824	0,152	0,001	VALID
	X2.2	0,823	0,152	0,001	VALID
	X2.3	0,837	0,152	0,001	VALID
	X2.4	0,825	0,152	0,001	VALID
	X2.5	0,847	0,152	0,001	VALID
	X2.6	0,816	0,152	0,001	VALID
	X2.7	0,811	0,152	0,001	VALID

Fan Loyalty	Y.1	0,820	0,152	0,001	VALID
	Y.2	0,861	0,152	0,001	VALID
	Y.3	0,848	0,152	0,001	VALID
	Y.4	0,858	0,152	0,001	VALID
	Y.5	0,847	0,152	0,001	VALID

Source: Result of Research, 2025

Based on table 2, all indicators in the Personal Branding (X1), Social Media Engagement (X2), and Fan Loyalty (Y) variables have a rcount value greater than the rtable of 0.152 at the 5% significance level. This shows that all indicators in this study are declared valid and can be used in further analysis.

**Reliability Test.** The reliability test is used to measure the consistency of a research instrument in producing stable and reliable data. This test is carried out using the Cronbach's Alpha value, where a variable is said to be reliable if the Cronbach's Alpha value is greater than 0.60.

**Table 3. Reliability Test**

No.	Variable	Cronbach Alpha	Standar Alpha	Description
1.	Personal Branding	0,922	0,60	Reliable
2.	Social Media Engagement	0,922	0,60	Reliable
3.	Fan Loyalty	0,901	0,60	Reliable

Source: Result of Research, 2025

Based on table 3, the reliability test results show that all variables in this study have high Cronbach's Alpha values, namely 0.922 for Personal Branding (X1), 0.922 for Social Media Engagement (X2), and 0.901 for Fan Loyalty (Y). Because all Cronbach's Alpha values are greater than 0.60, it can be concluded that this research instrument has a very good level of reliability and can be used in further analysis.

**Normality Test.** The normality test shows that the significance value of the Kolmogorov-Smirnov test is 0.200 greater than 0.05. This indicates that the data in this study is normally distributed.

### Multicollinearity Test

**Table 4. Multicollinearity Test**

No.	Variable	Tolerance	VIF
1.	Personal Branding	0,133	7.540
2.	Social Media Engagement	0,133	7.540

Source: Result of Research, 2025

Based on Table 4, the Personal Branding and Social Media Engagement variables have a Tolerance value of 0.133 and a VIF of 7.540. Since the Tolerance value is greater than 0.10 and

the VIF value is still below the critical limit of 10, it can be concluded that there is no multicollinearity in this regression model. Thus, each independent variable can be used in regression analysis without the need to be removed or modified.

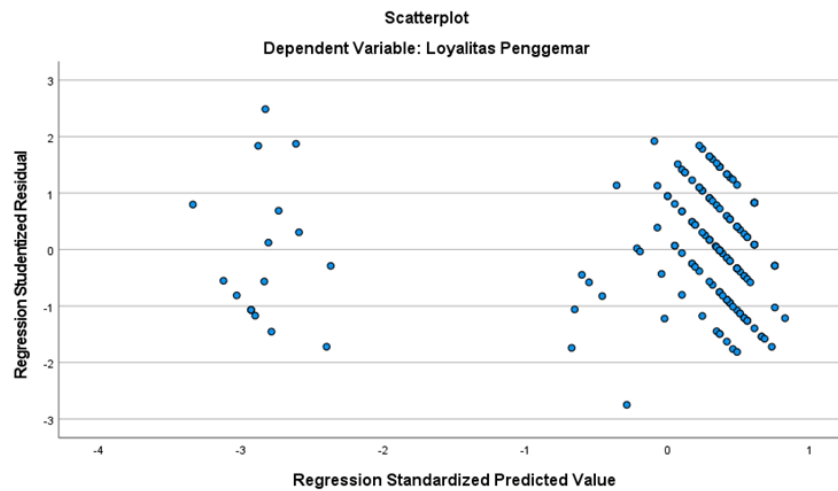
**Heteroscedasticity Test**

**Table 5.** Heteroscedasticity Test

Independent Variable	Regression Coefficient	t-Statistic	Sig. (p-value)	Conclusion
Personal Branding	-0.052	-1.706	0.090	No heteroscedasticity detected
Social Media Engagement	0.032	1.050	0.295	No heteroscedasticity detected

Source: Result of Research, 2025

Based on Table 5, the results of the Glejser Heteroscedasticity test show that all independent



**Figure 1.** Heteroscedasticity Test (Scatterplot)

Source : Result of Research, 2025

variables have a significance value greater than 0.05. This shows that there is no systematic relationship between the independent variable (fan loyalty) and its residuals, so it can be concluded that there is no heteroscedasticity in the regression model.

The scatterplot results in Figure 1 show that the residual points are scattered randomly and do not form a certain pattern, such as a conical or widespread pattern. This random distribution indicates that the residual variance is constant along the value of the independent variable, which means there is no heteroscedasticity in the model.

**Multiple Linear Regression Analysis Test**

**Table 6. Multiple Linear Regression Analysis Test**

Independent Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-Statistic	Sig. (p-value)
(Constant)	1.160	0.629	-	1.844	0.067
Personal Branding	0.253	0.055	0.353	4.566	0.000
Social Media Engagement	0.430	0.056	0.596	7.706	0.000

Source: Result of Research, 2025

Based on the Coefficients table, the multiple linear regression equation can be written as follows:  $Y = a + b1.X1 + b2.X2 + e.....(1)$

$$Y = 1.160 + 0.253 X1 + 0.430 X2 + 0.629.....(1)$$

- a. Constant (1.160): If Personal Branding and Social Media Engagement are zero, then Fan Loyalty is estimated at 1,160.
- b. Personal Branding Coefficient (0.253): This coefficient shows a positive influence, meaning that the stronger the personal branding, the higher the loyalty.
- c. Social Media Engagement Coefficient (0.430): This coefficient shows a positive influence, meaning that the stronger the social media engagement, the higher the loyalty.
- d. Standard Error (0.629): This standard error shows that the data obtained only has a deviation of 0.629.

**Determinant Coefficient (R<sup>2</sup>).**Based on the table above, it can be seen that the R Square value is 0.872, which means that 87.2% of the variability in fan loyalty can be explained by the Personal Branding and Social Media Engagement variables. Furthermore, the difference of 100% - 87.2% = 12.8%, which indicates that 12.8% is influenced by other variables outside the model not examined in this study.

**F Test**

**Table 7. F Test Result**

Model	Sum of Squares	Df	Mean Square	F	Sig. (p-value)
Regression		2	1012.960	549.607	0.000
Residual	296.733	161	1.843	-	-
Total	2322.652	163	-	-	-

Source: Result of Research, 2025

Based on table 7, a significance value of 0.001 is obtained, which is smaller than the significance limit of 0.05. This shows that the regression model used has a high level of significance.



In addition, the F-count value of 549.607 is much greater than the F-table of 3.05. This comparison shows that personal branding and social media engagement simultaneously have a significant influence on fan loyalty.

### t Test

**Table 8. Personal Branding t Test Results**

Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-Statistic	Sig. Value
(Constant)	2.232	0.716	-	3.117	0.002
Personal Branding	0.650	0.024	0.908	27.647	0.000

Source: Result of Research, 2025

Based on the results of the t-test analysis for personal branding, a significance value of 0.001 is obtained which is smaller than the significance limit of 0.05. In addition, the t-count value of 27.647 is greater than the t-table which is 1.974. Thus, the null hypothesis ( $H_0$ ) is rejected, and  $H_1$  is accepted, which means that the better the personal branding owned by idols, the higher the fan loyalty towards them. This shows that personal branding has a significant influence on fan loyalty.

**Table 9. Social Media Engagement t Test Result**

Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-Statistic	Sig. Value
(Constant)	1.574	0.660	-	2.386	0.018
Social Media Engagement	0.668	0.022	0.925	30.994	0.000

Source: Result of Research, 2025

The t-test results for social media engagement show that the significance value obtained is 0.001, which is smaller than 0.05, and the t-count value of 30.994 which is greater than the t-table of 1.974. In other words, the higher the level of interaction and engagement of idols on social media, the greater the loyalty shown by their fans. Therefore, the null hypothesis ( $H_0$ ) is also rejected and  $H_1$  is accepted, proving that social media engagement plays an important role in building fan loyalty. These results show that social media engagement has a significant influence on fan loyalty.

**The Effect of Personal Branding on Fan Loyalty.** Based on the results of regression analysis, personal branding has a coefficient of 0.253, which shows a positive influence on fan loyalty. This means that the stronger the personal branding, the higher the fan loyalty.

The results of research that have been conducted using the t test, the effect of personal branding on fan loyalty shows the tcount value (27.647) > ttable (1.974) and the significance value (0.001) < 0.05. This shows that personal branding has a significant effect on fan loyalty.

Personal branding reflects the unique identity of each Enhypen member, which is communicated through various media, especially social media. In the entertainment industry, strong personal branding helps artists build emotional connections with their fans. When fans feel connected to the image displayed by the artist, they tend to have a higher level of loyalty.

However, although the effect is significant, the influence of personal branding is smaller compared to social media engagement. One possible reason is that while personal branding forms the foundation of an artist's image, it is the frequent and interactive nature of social media engagement that continuously reinforces the fan-artist relationship. In the case of K-Pop fandom, where fans seek constant updates and interactions, branding alone may not be sufficient to sustain loyalty without consistent online presence.

These findings have practical implications for K-Pop marketing strategies. Artists and management teams should not only focus on crafting a strong and authentic personal brand but also ensure that it is actively maintained and expressed through regular content, fan service, and engagement across platforms. Personal branding becomes most effective when it is dynamic and interactive, aligning with fans' expectations in the digital era.

This result is in line with the research of (Wendyanto & Utami, 2022) who found that personal branding contributes significantly to the loyalty of K-Pop fans. Dimensions such as authenticity, specialization, and visibility are the main factors that strengthen the relationship between idols and their fans. Thus, consistent and authentic personal branding plays an important role in increasing fan loyalty.

**The Effect of Social Media Engagement on Fan Loyalty.** Based on the results of regression analysis, social media engagement has a coefficient of 0.430, which shows a positive influence on fan loyalty. This means that the stronger the social media engagement, the higher the fan loyalty.

The results showed that social media engagement has a significant influence on fan loyalty. This is indicated by the  $t$ -count value (30.994) >  $t$ -table (1.974) and the significance value (0.001) < 0.05. Thus, the higher the level of social media engagement carried out by Enhypen, the higher the fan loyalty.

Social media engagement includes various activities, such as liking, commenting, and sharing content, as well as direct interaction through features such as live broadcasts or Weverse. Fans who actively engage in these interactions feel closer to their idols, which in turn increases their loyalty to the group.

This finding supports the research of (Kurniawan et al., 2024) which states that digital marketing, social media engagement, and customer trust play an important role in building e-commerce customer loyalty in Indonesia. Social media engagement contributes to building emotional relationships that strengthen loyalty, while customer trust increases trust in transaction security.

**The Effect of Personal Branding and Social Media Engagement on Fan Loyalty.** The results showed that personal branding and social media engagement simultaneously had a significant effect on fan loyalty. This is indicated by the Fcount value (549.607) > Ftable (3.05) and a significance value of  $0.001 < 0.05$ . Thus, the better the personal branding owned by Enhypen members and the higher the social media engagement carried out, the greater the fan loyalty to this group.

Strong personal branding helps create a consistent and authentic image, which is then reinforced by active interaction on social media. Social media becomes a means for fans to get closer to their idols, increase emotional engagement, and strengthen bonds with the group.

This result is in accordance with the research of (Fauziyyah et al., 2025), which states that social media marketing and personal branding have a significant effect on purchasing decisions in the cosmetics industry. Effective social media marketing increases product appeal, while strong personal branding builds consumer trust, driving purchasing decisions. Similarly, in the context of fandom, personal branding and social media engagement play an important role in shaping fan loyalty. This study highlights the importance of integrating personal branding with interactive social media strategies to enhance fan retention and loyalty in the entertainment industry. By combining authenticity with consistent digital engagement, artists and management teams can build lasting emotional connections with fans and sustain loyalty in the long term.

### 3. CONCLUSION & SUGGESTION

**Conclusion.** Based on the results of the analysis conducted, it can be concluded that personal branding and social media engagement have a significant and positive influence on fan loyalty, both simultaneously and partially. Personal branding contributes to loyalty by enabling fans to connect emotionally with idols through authentic and consistent self-presentation. Meanwhile, social media engagement plays a stronger role by facilitating two-way interaction and a sense of community among fans, thereby enhancing their commitment to the group.

The variable with the most dominant influence on loyalty is social media engagement. This indicates that active digital interaction is a key factor in maintaining and strengthening fan loyalty in the entertainment industry, especially in the context of K-pop. The combined influence of personal branding and social media engagement shows that branding strategies must be integrated with continuous digital communication to create sustainable relationships between idols and fans.

This research contributes to the academic discussion by confirming and expanding the application of branding and engagement theories within modern fan-based marketing, particularly in the Indonesian context. Furthermore, it highlights the importance of emotional connection and digital presence in shaping consumer loyalty in creative industries.

For artist management and entertainment companies, these findings underscore the importance of investing in both strategic personal branding and interactive social media campaigns. Prac-

tical steps include curating content that reflects the authentic personality of each artist, encouraging direct interaction with fans through live sessions or fan challenges, and leveraging platform-specific features like Instagram Stories, TikTok trends, or Twitter Spaces to maintain a constant and engaging digital presence. By doing so, artists can build deeper emotional bonds with fans, resulting in greater loyalty, advocacy, and long-term commercial success.

**Suggestion.** For practitioners in the entertainment industry, especially artist management agencies, it is recommended to continuously develop strong and authentic personal branding strategies for each member of the group. These branding efforts should be aligned with fan values and communicated consistently through various channels.

Additionally, enhancing fan engagement through interactive features, personalized content, and regular digital communication should be prioritized. Establishing an inclusive and responsive online community will help foster deeper loyalty and long-term support from fans.

For future researchers, it is suggested to apply a mixed-methods approach to gain deeper insights into the emotional and behavioral dimensions of fan loyalty. Exploring longitudinal data may also reveal how fan loyalty evolves over time in response to shifts in personal branding or digital engagement strategies. Furthermore, future studies may consider investigating other influencing variables, such as fan involvement, perceived value, or emotional branding, as potential mediators or moderators in the relationship between branding efforts and loyalty.

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