Jurnal Komunikasi dan Bisnis

The Influence Of "Daniel Tetangga Kamu" Podcast Content On The Personal Branding Of Daniel Mananta

Franklin Permata [1]
Siti Meisyaroh [2]

[1] Communication Study Program Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350, E-mail : franklinpermata@gmail.com
[2] Communication Study Program Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350, E-mail : siti.meisyaroh@kwikkiangie.ac.id

Abstract

This research explores the influence of the content of the "Daniel Tetangga Kamu" podcast on Daniel Mananta's Personal Branding among the congregants of GBI Sunter Mall. The study employs stimulus-response theory with the concepts of content and Personal Branding, utilizing a quantitative approach with a descriptive method. The total sample size in this study comprises 72 congregants of GBI Sunter Mall.

Based on the research results, the t-test shows a calculated t-value of 7.493 > t-table value of 1.994, with a significance value of 0.000 < α 0.05. It can be concluded that "there is an influence of the content of the 'Daniel Tetangga Kamu' podcast on Daniel Mananta's Personal Branding among the congregants of GBI Sunter Mall." The coefficient of determination is 0.445.

The conclusion drawn from this research is that the content of the "Daniel Tetangga Kamu" podcast has a positive influence on Daniel Mananta's Personal Branding among the congregants of GBI Sunter Mall, accounting for 44.5%.

Keywords

Podcast, Content, Personal Branding

© Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Hak Cipta Dilindungi Undang-Undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
   a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
   b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

Corresponding Author:
Franklin Permata

Email:
franklinpermata@gmail.com

Article History:
(edited by journal):
Received: March 22, 2024
Accepted: March 22, 2024
Published: March 22, 2024

Publisher:
LPPM Institut Bisnis dan Informatika Kwik Kian Gie

Selection and Peer-review under the responsibility of the Editor Team of Jurnal Komunikasi dan Bisnis.

OPEN ACCESS

INTRODUCTION

The rapid development of technology has led to the emergence of a new form of media, known as new media, which enables individuals and groups to access and disseminate information from anywhere, at any time, and through any means. New media is a term that describes the convergence of digitized communication technology that is computerized and interconnected within a network.

According to Straubhaar (2018:19), new media is a term typically associated with interactive media technologies such as the internet and video games. According to McQuail (2011:43), the main characteristics of new media include interconnected access to individual audiences as both receivers and senders of messages, interactivity, and ubiquity.

Social media is one example of new media or new media. According to Mandibergh (2012), social media is a platform that facilitates collaboration among users, resulting in user-generated content. Social media can be used for various purposes, including business, news searching, entertainment, learning, socializing, and publishing various works such as articles, images, videos, and audio.

Podcast is one example of audio content. According to Phillips (2017), a podcast is a digital audio file created and subsequently uploaded to an online platform for sharing with others. A podcast is a form of broadcast consisting of audio recordings or voices of hosts or individuals discussing specific topics, typically distributed across various platforms.

With the advancement of technology, podcasts are not only in audio format but also in audio-visual format. Daniel Mananta is one individual who harnesses these advancements by creating audio-visual content, namely the podcast show "Daniel Tetangga Kamu". The content of this show consists of conversations between Daniel Mananta and his "neighbors," who are invited as guest stars. These conversations revolve around spiritual perspectives, particularly during uncertain times and moments of worry, with a focus on how the invited guests can rise stronger and better than before.

One of Daniel Mananta's goals in creating this podcast content is to bring about positive transformation in the lives of many people. Therefore, the vision behind Daniel Mananta's YouTube channel, Daniel Mananta Network, where he uploads the podcast show "Daniel Tetangga Kamu," is "Transforming Lives Through Media".

Through the podcast show "Daniel Tetangga Kamu," Daniel Mananta appears to be very wise, mature, and highly tolerant. His Personal Branding seems to evolve as he frequently engages in discussions with various individuals regarding their beliefs and spiritual journeys. The core value of the podcast content, "Tetangga Saling MENYANGGA bukan MENYANGGA",

KWIK KIAN GIE SCHOOL OF BUSINESS
© Hak cipta dimiliki IBIKKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
Institut Bisnis dan Informatika Kwik Kian Gie

KWIK KIAN GIE SCHOOL OF BUSINESS
© Hak Cipta Milik BIKKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
Institut Bisnis dan Informatika Kwik Kian Gie

further reinforces this perception of Daniel Mananta as someone who promotes mutual support and understanding.

According to Haroen (2014:13), Personal Branding is the fundamental process of creating public perception regarding various aspects of an individual, such as personality, abilities, and values, ultimately aiming to generate positive perception from the public. Raharjo (2019:6) states that Personal Branding is a process of shaping the public's perception of the aspects possessed by an individual.

Previously, the general public knew Daniel Mananta as a music show host, talent show presenter, and actor. However, in the last three years since the podcast show "Daniel Tetangga Kamu" emerged, Daniel Mananta seems to have evolved into a more mature, tolerant individual who enjoys discussing the spiritual and faith journeys of others. Observing this phenomenon, researchers became interested in examining the influence of the podcast content "Daniel Tetangga Kamu" on Daniel Mananta's Personal Branding among the congregants of GBI Sunter Mall.

LITERATURE REVIEW

STIMULUS RESPONSE THEORY

According to Mulyana (2017:144), the S-R Theory depicts communication as a very simple process of action and reaction. This theory assumes that verbal words (spoken and written), nonverbal signals, images, and certain actions will stimulate others to respond in specific ways. This theory consists of two components :

(1) **Stimulus :** A message from the sender directed to the receiver, in this research context, is the content of the podcast show "Daniel Tetangga Kamu."

(2) **Response :** After the message is received by the audience, it is expected to evoke a change in behavior, in this study referring to the responses or perceptions related to Daniel Mananta's Personal Branding among the congregants of GBI Sunter Mall.

MASS COMMUNICATION

According to Ruliana (2021:158), mass communication refers to communication through modern mass media, including widely circulated newspapers, radio and television broadcasts directed at the public, and films shown in theaters. Mass communication disseminates information, ideas, and attitudes to diverse audiences in large numbers using media channels.

Mass communication has become an integral part of contemporary individual life. Whatever activities individuals engage in, there is undoubtedly an influence from mass communication (whether through print, electronic, or social media). Each media platform has its own characteristics and functions within various activities and engagements. The most

prominent feature or characteristic of these media involves the form or presentation they provide.

© Hak cipta milik IBIKKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Hak cipta dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

SOCIAL MEDIA

Social media is one of the trending forms of media for various demographics today. Both adults and children alike extensively use social media for their daily needs. According to Latif (2022:102), social media is a type of new media that connects individuals to others through applications such as Instagram, Facebook, YouTube, Twitter, Yandex, and others. These social media platforms provide social networking services that allow individuals to share text, images, cartoons, illustrations, photos, videos, and films digitally. Nasrullah (2017:15), there are several characteristics of social media as follows:

(1) **Network :** The hallmark of social media is creating connections among its users. Regardless of whether users know each other in the real world, the presence of social media provides a platform for users to connect through technology.

(2) **Information :** Information is a crucial entity in social media because users create representations of their identities, produce content, and interact based on information.

(3) **Archive :** In social media, the archive indicates that information has been stored and can be accessed anytime through any device.

(4) **Interactivity :** Social media expands friendship networks, which must be built through interactions by users giving comments and liking posts shared on various platforms.

(5) **Simulation of Society :** Social media serves as a medium for the unfolding of society in the virtual world.

(6) **User-Generated Content :** User-generated content represents a symbiotic relationship in the culture of new media, providing users of social media the opportunity and freedom to participate in content production. This differs from traditional media, which mainly treated the audience as passive recipients in message distribution.

Social media can be utilized for various purposes, ranging from business activities, seeking news, entertainment, acquiring knowledge, socializing, to publishing content in the form of images, videos, written text, or audio such as podcasts.

CONTENT

According to Simarmata (2010:23), content is the essence, type, or unit of digital information. Content itself comes in various forms, including text, video, documents, graphics, reports, and audio. Simply put, content refers to things that can be managed in electronic formats. Content has several indicators, according to McPheat (2011:14), there are 4 indicators that a content must possess :

(1) **Education :** Content should contain useful information that enhances the audience's knowledge.

(2) **Information :** The information provided through content should be understandable, relevant, and based on facts.

(3) **Entertainment :** In addition to educating and providing information, content should also provide entertainment to evoke satisfaction for the audience.

(4) **Trustworthiness** : Content should establish a sense of trustworthiness in the audience after consuming the content.

PODCAST

Podcast is a form of broadcast that consists of audio recordings or voice recordings of hosts or individuals speaking on specific topics, typically broadcasted through various applications. According to Philip (2017), a podcast is a digital audio file created and subsequently uploaded to an online platform for sharing with others.

PERSONAL BRANDING

Personal Branding is the personal identity of an individual that becomes a valuable personal strength, making oneself known to others. According to Haroen (2014:13), Personal Branding is the fundamental process of creating public perception regarding various aspects of an individual, such as personality, abilities, and certain values.

According to Raharjo (2019:3), Personal Branding is based on personal life values and holds high relevance to who we are. Through Personal Branding, people will perceive an individual differently and uniquely. Personal Branding will make an individual be the first person that comes to mind when others are looking for or need specific potential, qualities, or values within that individual.

According to Raharjo (2019:4), there are 3 main components in a strong Personal Branding :

(1) **Distinctive :** Something that is not only unique but also reflects ideas and values that shape our uniqueness. The more distinctive the actions that others see, the clearer our Personal Branding becomes to them.

(2) **Relevant :** Elements representing Personal Branding are related to what is considered important and needed by others. Relevance becomes stronger when what they consider important is also important to us.

(3) **Consistent :** Applying existing Personal Branding and consistently designing it until others can identify the Personal Branding that has been formed.

KWIK KIAN GIE SCHOOL OF BUSINESS
Hak cipta milik IBIKKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
Institut Bisnis dan Informatika Kwik Kian Gie

According to Raharjo (2019:29), one of the crucial elements that can be utilized in building Personal Branding is by using content. The content referred to is not limited, meaning it can be in the form of blog posts, videos, or podcasts. Every content created and published should convey and share a value that is distinct, relevant, and consistent to the audience.

METHODS

According to Sugiyono (2017:38), the research object is a characteristic, attribute, or value of an individual, object, or activity that has certain variations determined by the researcher for examination and drawing conclusions. This research is conducted to test the extent of the influence of the content of the "Daniel Tetangga Kamu" podcast show on Daniel Mananta's Personal Branding among the congregants of GBI Sunter Mall. Therefore, the object of this research is Daniel Mananta.

The approach used in this research is quantitative. According to Sugiyono (2019:16), quantitative research is based on positivist philosophy, which is used to examine a specific population or sample by collecting data using research instruments. Data analysis is statistical in nature with the aim of testing predetermined hypotheses. The researcher used a descriptive method in this study with the aim of describing the research object or research findings. According to Hardani et al. (2020:54), descriptive research is aimed at systematically and accurately presenting phenomena, facts, or events regarding the characteristics of a particular population or area.

According to Sugiyono (2019:68), research variables are attributes, characteristics, or values of individuals, objects, or activities that have certain variations determined by the researcher to be studied and then concluded. The variables used in this study are independent variables, namely the content of the "Daniel Tetangga Kamu" podcast show, and dependent variables, namely Daniel Mananta's Personal Branding.

The data collection techniques used in this research are literature review, questionnaires, and documentation. The population in this study consists of the congregants of GBI Sunter Mall. According to Sugiyono (2019:126), the population refers to the general area consisting of objects or subjects with quantities and characteristics determined by the researcher for further study and conclusion drawing. The sample in this study is taken using a non-probability method with purposive sampling technique. After calculation, the sample size in this study is determined to be 72 samples out of a population of 250 individuals using the Slovin's formula.

RESULTS AND DISCUSSION

DESCRIPTIVE ANALYSIS TEST

Based on the data in the table of descriptive analysis calculations, out of 72 respondent data, the content of the "Daniel Tetangga Kamu" podcast show (X) has a minimum value of 38.00, a maximum value of 60.00, a mean value of 51.0972, and a standard deviation of 5.90097. It can be concluded that the mean value of variable X is greater than the standard deviation, indicating low data deviation, and hence, its values are evenly distributed.

Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
© Hak cipta milik IBIKKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Institut Bisnis dan Informatika Kwik Kian Gie

KWIK KIAN GIE SCHOOL OF BUSINESS
Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Institut Bisnis dan Informatika Kwik Kian Gie

As for variable Y, from the data of 72 respondents, it is known that the minimum value is 31.00, the maximum value is 45.00, the mean value is 39.2639, and the standard deviation is 4.10768. Therefore, it can be concluded that the mean value of variable Y is greater than the standard deviation, indicating low data deviation, and hence, its values are evenly distributed.

Table 1 Descriptive Analysis Results

	N	Minimum	Maximum	Mean	Std. Deviation
Content (X)	72	38,00	60,00	51,0972	5,90097
Personal Branding (Y)	72	31,00	45,00	39,2639	4,10768
Valid N (listwise)	72				

VALIDITY AND RELIABILITY TEST

Based on the results of validity and reliability testing conducted by the researcher previously, it is found that the responses from all respondents for variable X, namely content, and variable Y, Personal Branding, are all valid and reliable. Since the value of r from the table is greater than the calculated r value, and all Cronbach's alpha values are greater than 0.50.

NORMALITY TEST

Table 2 Normality Test Results

	Unstandardized Residual
Asym.Sig. (2-tailed)	0.093

The normality test is conducted to determine whether the data is normally distributed or not. The alpha level set is 5% or 0.05, so if the significance value is greater than 0.05, then the data is normally distributed. One-Sample Kolmogorov-Smirnov Test can be used to test the normality of residuals. Based on the table above, the result is 0.093, where Asym.Sig. (2-tailed) is greater than 0.05. Therefore, it can be concluded that the data is normally distributed.

LINEARITY TEST

The linearity test is a process to determine significantly whether two variables have a linear relationship or not. This test is conducted to examine whether the independent variable (X) affects the dependent variable (Y).

KWIK KIAN GIE SCHOOL OF BUSINESS
© Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
Institut Bisnis dan Informatika Kwik Kian Gie

Table 3 Linearity Test Results

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Between Groups		(Combined)	660.619	17	38.860	3.905	.000
		Linearity	533.206	1	533.206	53.582	.000
		Deviation from Linearity	127.414	16	7.963	.800	.679
Within Groups			537.367	54	9.951		
Total			1197.986	71			

According to the results of the linearity test in the table above, the significance value of deviation from linearity is 0.679, which is greater than 0.05. Therefore, it can be concluded that there is a linear relationship between the variables of podcast content (X) and Personal Branding (Y).

SIGNIFICANCE TEST COEFFICIENTS (T TEST)

Table 4 Simple Regression Analysis Test Results

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	15.534	3.188		4.873	.000
	Content	.464	.062	.667	7.493	.000

a. Dependent Variable: Personal Branding

Table 5 T Test Results

Model	t	Sig.
(constant)	4.873	.000
Konten Tayangan Podcast	7.493	.000

Based on the significance value, we obtained a significance value of 0.000 < 0.05, indicating rejection of the null hypothesis (H0). Therefore, it can be concluded that there is an influence of the content of the "Daniel Tetangga Kamu" podcast show (X) on Daniel Mananta's Personal Branding (Y). Additionally, the calculated t-value is 7.493, which is greater than the

KWIK KIAN GIE SCHOOL OF BUSINESS
© Hakcipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
Institut Bisnis dan Informatika Kwik Kian Gie

critical t-value of 1.994 for 70 degrees of freedom. Hence, it can be concluded that the variable of podcast content (X) significantly influences the Personal Branding variable (Y).

COEFFICIENT DETERMINATION TEST

Table 6 Coefficient Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667[a]	.445	.437	3.082
a. Predictors: (Constant), Konten Tayangan Podcast				
b. Dependent Variable Personal Branding				

From the results of the coefficient of determination test above, it can be concluded that the R Square value is 0.445. This means that 44.5% of the variation in Personal Branding can be explained by the variation in podcast content. The coefficient of determination (R Square) ranges between 0 and 1, or between 0% and 100%. When R Square approaches 1, it means that the independent variable has the ability to explain the dependent variable.

CONCLUSION

Based on the analysis of data conducted on 72 respondents, it can be concluded that there is a positive influence between variable X and Y. This is indicated by the results of the hypothesis testing, where the calculated t-value is greater than the critical t-value, and the significance value is less than 0.05. This confirms hypothesis H1, which states that there is an influence of the content of the "Daniel Tetangga Kamu" podcast show on Daniel Mananta's Personal Branding. This influence can be observed from the coefficient of determination test, which is 44.5%.

REFERENCES

Hardani., et al (2020), *Metode Penelitian Kualitatif & Kuantitatif*, Yogyakarta : CV Pustaka Ilmu Group Yogyakarta.

Haroen, D. (2014), *Personal Branding : Kunci Kesuksesan Berkiprah Di Dunia Politik,* Jakarta : PT Gramedia Pustaka Utama.

Latif, D. (2022), *Media Sosial Suatu Alternatif,* Jakarta : PT Elex Media Komputindo.

McPheat, S. (2011), *Content Marketing*, United Kingdom : The Internet Marketing Academy & Ventus Publishing Aps.

McQuail, D. (2011), *Teori Komunikasi Massa,* Edisi 6 Buku 1, Jakarta : Salemba Humanika.

Mulyana, D. (2017), *Ilmu Komunikasi Suatu Pengantar*, Edisi 21, Bandung : PT Remaja Rosdakarya Offset.

Nasrullah, R. (2017), *Media Sosial, Perspektif Komunikasi Budaya, Dan Sosioteknologi,* Bandung : Simbiosa Rekatama Media.

Phillips, Birgit 2017, '*Student-Produced Podcasts in Language Learning – Exploring Student Perceptions of Podcast Activities'*, IAFOR Journal of Education, volume 5 page 159, diakses 21 Oktober 2023, https://files.eric.ed.gov/fulltext/EJ1162673.pdf.

Raharjo, Farco S. (2019), *The Master Book Of Personal Branding*, Yogyakarta : CV Tirta Buana Media.

Ruliana, P., Lestari, P. (2021), *Teori Komunikasi,* Depok : PT Rajagrafindo Persada.

Simarmata, J. (2010), Rekayasa Web, Yogyakarta : CV Andi.

Straubhaar, J., et al (2018), *Media Now : Understanding Media, Culture, and Technology,* Edisi 10, USA, Wadsworth Cengage Learning.

Sugiyono (2017), *Metode Penelitian Kuantitatif Kualitatif, R & D,* Bandung : CV Alfabeta.

Sugiyono (2019), *Metode Penelitian Kuantitatif, Kualitatif, R & D*, Edisi 2, Bandung : CV Alfabeta.

KWIK KIAN GIE SCHOOL OF BUSINESS
© Hak cipta milik IBIKKG (Institut Bisnis dan Informatika Kwik Kian Gie)
Hak cipta dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
Institut Bisnis dan Informatika Kwik Kian Gie

KWIK KIAN GIE
SCHOOL OF BUSINESS

© Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Hak Cipta Dilindungi Undang-Undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

PERSETUJUAN RESUME
KARYA AKHIR MAHASISWA

Telah terima dari

Nama Mahasiswa / I : Franklin Permata

NIM : 69200289 Tanggal Sidang : 28 Februari 2024

Judul Karya Akhir : Pengaruh Konten Tayangan Podcast "Daniel Tetangga Kamu" Terhadap Personal Branding Daniel Manata di Kalangan Jemaat GBI Sunter Mall

Jakarta, 19 / Mar 20 24

Mahasiswa/I

(.....)

Pembimbing

(.....)

Institut Bisnis dan Informatika Kwik Kian