



A STUDY OF EFFECTIVENESS OF UTILIZING INSTAGRAM TO CREATE SELF-
BRANDING AMONG THE YOUTH IN KLANG VALLEY

WONG CHUN LAM

A RESEARCH PROJECT

SUBMITTED IN

PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
BACHELOR OF COMMUNICATION (HONS) BROADCASTING

FACULTY OF CREATIVE INDUSTRIES

UNIVERSITI TUNKU ABDUL RAHMAN

SEPT 2024

COPYRIGHT STATEMENT

2024 Wong Chun Lam. All rights reserved.

This Final Year Project is submitted in partial fulfillment of the requirements for the degree of **Bachelor of Communication (Honours) Broadcasting** at Universiti Tunku Abdul Rahman (UTAR). This Final Year Project represents the work of the author, except where due acknowledgement has been made in the text. No part of this Final Year Project may be reproduced, stored, or transmitted in any form or by any means, whether electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the author or UTAR, in accordance with UTAR's Intellectual Property Policy.

ACKNOWLEDGEMENTS

I would like to express my heartfelt appreciation to all those who have supported and contributed to the successful completion of this research.

First and foremost, I am profoundly grateful to **my supervisor, Mr. Zachary Roland**, for his invaluable guidance, constant support, and insightful feedback throughout the entire journey. His expertise, patience, and encouragement have been crucial in shaping this study and helping me achieve my research objectives.

I would also like to extend my gratitude to **Universiti Tunku Abdul Rahman (UTAR)** for granting access to the extensive resources available in its library, which were instrumental in the development of this research. The availability of academic materials and research resources greatly facilitated the process of gathering relevant information.

A special thanks goes to the **youths in the Klang Valley** who participated in the survey for this study. Their time and thoughtful responses were crucial in providing the data necessary for the analysis.

Lastly, I wish to acknowledge the unwavering support of my **family and friends**. Their encouragement and belief in me have been a constant source of strength and motivation throughout this journey.

To everyone who contributed to the successful completion of this research, I extend my deepest gratitude for your support and guidance.

WONG CHUN LAM

LIST OF TABLES

		PAGE
Table 4.1	Gender	35
Table 4.2	Age	35-36
Table 4.3	Ethnicity	36
Table 4.4	Education	37
Table 4.5	How often do you use Instagram?	38
Table 4.6	How long do you spend on Instagram?	38-39
Table 4.7	What do you usually post on Instagram?	39-40
Table 4.8	Do you use Instagram Stories, IGTV, or Reels regularly?	40
Table 4.9	What types of content do you prefer on Instagram?	41
Table 4.10	Do you primarily use Instagram for personal or professional purposes?	42
Table 4.11	What is the main message or theme you want your Instagram profile to convey?	43
Table 4.12	Do you actively use Instagram to showcase aspects of your personal brand, such as hobbies, achievements, or skills?	44
Table 4.13	Do you think that Instagram is a great tool for business?	45
Table 4.14	Do you often archive or delete your old posts?	45-46
Table 4.15	On a scale of 1-5, how confident are you that your Instagram efforts contribute to building a strong personal brand?	46
Table 4.16	I try to build a positive image through Instagram	47
Table 4.17	I responsible for managing my own Instagram	48
Table 4.18	I feel that my posts on Instagram reflect my true personality	49
Table 4.19	I receive positive feedback from other people for my uploads on Instagram	49-50

Table 4.20	I understand the good and bad impact of uploading something on Instagram	50
Table 4.21	I concern on my privacy after uploading something on Instagram	51
Table 4.22	I concern on my privacy after uploading something on Instagram	52
Table 4.23	I use data and evaluate my content on Instagram to increase my followers	52-53
Table 4.24	What Challenges have you faced in using Instagram for self-branding, if any? (Select all that apply)	53-54
Table 4.25	Do you concern about the number of your followers?	55
Table 4.26	Would you be open to receiving guidance or resources on improving your self-branding efforts on Instagram?	56

LIST OF FIGURES

		PAGE
Figure 3.0	Brief Explanation of Google Form Questionnaire	29
Figure 3.1	Section A Demographics	30
Figure 3.2	Section B Instagram Usage Habit	31
Figure 3.3	Section C Self-Branding on Instagram	32
Figure 3.4	Section D Challenges and Concern	33

TABLE OF CONTENTS

COPYRIGHT STATEMENT	2
ACKNOWLEDGEMENTS.....	3
LIST OF TABLES	4-5
LIST OF FIGURES	5
ABSTRACT.....	9
CHAPTER 1: INTRODUCTION.....	10
1.0 Background of study.....	10-11
1.1 Problem Statement.....	11-12
1.2 Significance of Study.....	12-13
1.3 Research Objectives	13
1.4 Research Questions	13
CHAPTER 2: LITERATURE REVIEW.....	14
2.1 The concept of self-branding.....	14
2.2 Social Media as a tool for self-branding.....	14-15
2.3 Instagram as a platform for self-branding	15-16
2.3.1 Micro-celebrity	16-17
2.4 Strategies for effective self-branding on Instagram.....	17-19
2.5 Youth perceptions and experiences with self-branding on Instagram.....	19
2.6 Measuring the success of self-branding on Instagram.....	20
2.6.1 Fake Followers.....	21
2.7 The future of self-branding on Instagram	21
2.7.1 Artificial Intelligence (AI) on Instagram.....	22

2.8 Self-Presentation Theory	22
2.8.1 Self-Presentation Theory	22
2.8.2 Application of Self-Presentation Theory	22-23
CHAPTER 3: METHODOLOGY	24
3.0 Introduction	24
3.1 Research Design	24
3.1.1 Quantitative Research	24
3.2 Sample Design.....	25
3.2.1 Target Respondents.....	25
3.2.2 Sampling Size and Sampling Method.....	25
3.3 Data Collection	26
3.4 Research Instrument.....	26
3.4.1 Questionnaire Survey.....	26
3.4.2 Questionnaire Design	27-31
3.5 Data Analysis	32
3.5.1 Microsoft Excel.....	32
CHAPTER 4: FINDING AND ANALYSIS.....	33
4.0 Descriptive Analysis	33
4.1 Demographic Profiles (Section A).....	33-35
4.2 Instagram Usage Habit (Section B)	35-40
4.3 Self-Branding on Instagram (Section C).....	40-51
4.4 Challenges and Concerns (Section D)	51-55

CHAPTER 5: DISCUSSION AND CONCLUSION.....	56
5.0 Introduction	56
5.1 Effectiveness of Instagram for Self-Branding	56
5.2 User Engagement and Content Preferences	57
5.3 Practical Recommendations for Self-Branding.....	57
5.4 Limitations of the Study	57
5.5 Future Research Directions.....	58
5.6 Conclusion.....	58
REFERENCE	59-64
APPENDICES	65
Appendix A: Questionnaire.....	65-72
Appendix B: Questionnaire Results.....	73-81
Appendix C: Turnitin Report... ..	82-89
Appendix D: Research Project Evaluation Form.....	90-93
Appendix E: FYP Evaluation Form (Literature-based projects)	94-95

Abstract

Instagram has evolved into a platform that allows people to share their daily lives on it, but it also allows people to use it as a working tool, as it can aid in the creation of self-branding. This research aims to investigate the effectiveness of utilizing Instagram to create self-branding of oneself among the youth in the Klang Valley, Malaysia by using Self-Presentation Theory. The Quantitative Method will be utilised in the questionnaires which are distributed to 50 respondents who stayed in Klang Valley Malaysia with the aged between 18 to 24 years old who are active on Instagram. The purpose of this study is to determine how effective it is to use Instagram for self-branding in comparison to other platforms. All data were gathered using a Google Form and Microsoft Excel to have a better understanding on the effectiveness of creating self-branding on Instagram.

Keywords: *Self-Branding, Engagement, Influencers, Content Creating, Instagram*

Subject Area: *HM1041-1101 Social Perception, Social cognition including perception of the self and others, prejudices, stereotype*

CHAPTER 1

INTRODUCTION

1.0 Background of study

According to Khamis et al. (2017), self-branding, also known as personal branding, is the process by which individuals create a distinct public identity for the purpose of gaining financial advantage and/or cultural capital. In the modern era, social media has emerged as the most significant tool for achieving this goal, allowing users to carefully curate and share content that enhances their reputation, attracts a broad audience, and fosters a dedicated fan base. Social media platforms provide users with various tools and features that enable them to effectively showcase their attributes and values.

Liu and Suh (2017), highlight a growing trend, particularly within the personal style blogger subculture, where individuals increasingly use social media platforms to promote themselves as brands. This trend is especially prevalent among young people, who are increasingly leveraging platforms like Instagram to gain attention and accumulate both cultural and financial value. By building a substantial following, these young influencers can monetize their social media presence through brand collaborations, sponsorships, and other commercial opportunities. Many young individuals aim to enhance their personal brand's visibility through social media, hoping to convert it into tangible economic benefits.

Veissi (2017) underscores the role of Instagram influencers' perceived trustworthiness in effective self-branding. Although these influencers sometimes promote products they do not personally use, they are often regarded as more credible than traditional marketing channels.

This phenomenon highlights Instagram's unique position as a platform where the visual and interactive nature of content fosters a strong connection with the audience, making it a powerful tool for those seeking to build and sustain a personal brand. The widespread reach and direct engagement offered by Instagram enable influencers to establish meaningful relationships with their audience, thereby enhancing the authenticity and appeal of their brand. Consequently, Instagram plays a crucial role in personal branding, providing individuals with a robust platform to showcase themselves, attract attention, and achieve their commercial objectives.

1.1 Problem Statement

With the rapid development of social media, Instagram has become a crucial tool for self-branding, especially for young people attracted by its visual appeal and extensive reach.

Instagram offers a variety of features, such as stories, reels, and posts, to help users create and promote their personal brands. However, the effectiveness of these tools in achieving key objectives remains unclear. Despite the significant time and effort many young users invest in curating their online presence—through content creation, follower engagement, and brand collaborations—it is uncertain whether these efforts result in tangible benefits such as increased visibility, enhanced credibility, and financial success.

In today's digital age, many young individuals aspire to become Instagram influencers but often lack the knowledge on how to effectively build a personal brand. According to NapoleonCat (2023), Malaysia has 14 million Instagram users, yet only a small percentage have become influencers. As of June 2023, data from Statista Research Department shows that approximately 14.8 thousand of these influencers were micro-influencers with 10,000 to 50,000 followers, while only 355 had over one million followers (Statista Research Department, 2023). This

statement highlights the disparity between the large number of Instagram users in Malaysia and the relatively small proportion who have become influencers. Although Instagram provides various functionalities to help users showcase themselves, the actual effectiveness of these tools, their ability to achieve personal branding goals, and how to stand out in a competitive market need further investigation. Understanding these aspects is crucial for those looking to leverage Instagram for personal brand development, as it will help them utilize the platform more effectively and develop better strategies to succeed in a crowded marketplace.

Moreover, not only content creators face challenges, but many brands and businesses also struggle to choose the right Instagram creators for collaboration. They may find that even though some creators have a large follower count, their likes and comments do not necessarily match their follower numbers. This situation indicates that relying solely on follower count to gauge a creator's influence may not be accurate. Therefore, brands need to thoroughly assess the quality of a creator's content, interaction rates, and actual performance to evaluate their true impact, ensuring that collaborations achieve the desired marketing outcomes.

1.2 Significance of Study

This study is significant as it aims to observe the effectiveness of Instagram by building self-branding among the youth in Klang Valley, a problem that is becoming increasingly relevant in the digital era. The study examines how young people use Instagram to create and market their personal brands, providing vital insights into the impact of social media strategies on exposure, credibility, and financial success. Additionally, the study aims to educate young individuals on how to effectively use Instagram for self-branding, offering guidance on optimizing their social media presence to achieve their personal and professional goals. Furthermore, there is a lack of

specific information on the most effective tactics for developing a personal brand on Instagram. This study attempts to close these gaps by assessing Instagram's effectiveness in supporting self-branding among youngsters, investigating the tactics used, and identifying the problems encountered.

1.3 Research Objectives

The research objectives are shown as below:

1. To assess the effectiveness of Instagram as a tool for self-branding among youth in Klang Valley, focusing on its impact on visibility, credibility and financial outcomes.
2. To identify and analyze the strategies used by young Instagram users in Klang Valley to build and maintain their personal brands.

1.4 Research Questions

The research aim to study the following question:

1. How effective is Instagram as a platform for self-branding among youth in Klang Valley in terms of achieving visibility, credibility, and financial success?
2. What strategies do young Instagram users in Klang Valley employ to effectively create and maintain their personal brands?

CHAPTER 2

LITERATURE REVIEW

2.1 The concept of self-branding

Self-branding is the process by which a person builds and markets himself in the same way as a product brand (Evans & Hempstead, 2017). Self-branding evolved from traditional branding strategies used by businesses to market their products and services. According to Evans (2017), individuals can considerably boost their chances of success by taking a complete and strategic approach to self-branding, just as businesses market their products efficiently. In the late 20th and early 21st centuries, the concept of branding expanded to individuals, especially with the rise of the internet and social media, leading people to view themselves as "brands" to be developed, managed, and marketed to diverse audiences (Khamis et. al., 2016). In the modern economy, individuals need to set themselves apart in the same manner that companies distinguish their products (Peters, 1997). Tom Peters introduced the idea of self-branding in his 1997 article "The Brand Called You."

2.2 Social Media as a tool for self-branding

Social media can be generally defined as a collection of interactive Internet apps that enable (collaboratively or individually) the creation, curation, and sharing of user-generated content (Davis, 2016). Social media has advanced greatly as a tool for self-branding, with platforms adjusting to assist personal branding efforts. One of the most popular social media as a tool for self-branding is Instagram. Instagram is a new social networking platform that enables users to

share filtered images with friends, family, and followers (Hoffman, 2012, as cited in Tyer, 2016). A few services that Instagram offers its users are stories, live streaming, reels, and posts, which allow users to share their content with the world. For instance, Stories and Reels let users publish fleeting content and short films that document events in real time, which facilitates the development of more genuine and direct relationships with their audience (Marwick, 2013). Users can post a variety of content through the features, which allows them to develop their self-branding in many ways. For example, using the reels function, a vlogger might publish videos of their vlogs, while a food blogger could post food-related content. The importance of visual material in social media branding cannot be understated. According to research, visual components like photos and videos have a significant impact on audience perception and engagement. According to Zhao et. al. (2023), high-quality images can boost a brand's attractiveness, develop a stronger emotional connection with viewers, and drive greater levels of participation.

2.3 Instagram as a platform for self-branding

According to Liu and Suh (2017), Instagram is the most widely used and largest photo-sharing social media site globally, with 600 million active users each month. It is a fast expanding tool for visual self-branding. Instagram's large user base makes it an effective tool for visual self-branding, enabling people and brands to establish and maintain a strong online presence. Each user profile has a "Followers" and "Following" count, indicating the number of people they follow and the number of users who follow them (Webtrends, 2015, as cited in Ha, 2015). The platform's concentration on visual material, combined with its quickly expanding popularity,

gives users the potential to create a distinct personal brand that can reach a large and engaged audience.

Furthermore, Instagram's interactive features, such as likes and comments, direct messaging, and hashtag integration, encourage direct contact with followers. According to Singh (2020), Instagram allows us to obtain a better insight of your customer base by analysing social signals such as shares and likes, which highlight what connects with your audience and what needs to be improved, allowing you to fine-tune your marketing strategies. This connection not only helps to cultivate a loyal community, but it also increases the brand's visibility through organic sharing and user-created content.

2.3.1 Micro-celebrity

Micro-celebrities are people who are not well-known in the traditional sense but who utilise social media to build a fan base and attract followers outside their personal networks in order to leverage it as a platform for celebrity (Clarewells, 2014). Unlike traditional celebrities who gain fame through mainstream media and widespread public recognition, micro-celebrities develop their following within specific online niches or communities. According to Korotina & Jargalsaikhan (2016), companies can hire micro-celebrities who are popular in their niche to promote products on their personal accounts, emphasizing the benefits and encouraging followers to buy. Even though these people don't have millions of fans, they are quite powerful in their specific fields.

Brands frequently work with micro-celebrities for marketing efforts because of their potential to increase engagement and trust among specialised audiences. These collaborations are typically considered as more real than partnerships with regular celebrities, as micro-celebrities are viewed as relatable and genuine by their followers. The more followers a person has, the higher their perceived social influence (Jin & Phua, 2014, as cited in Djafarova & Trofimenko (2019).

2.4 Strategies for effective self-branding on Instagram

Define Your Brand Identity: Create a clear and consistent personal brand identity that reflects your values, interests, and distinguishing characteristics. Clearly establish a niche, and ensure that the Instagram profile and posts reflect the brand. According to Janonis et. al. (2007), Brand identity encompasses everything that defines and distinguishes a brand. Thus, establishing a distinctive brand identity is crucial for effective self-branding.

Develop a Cohesive Visual Aesthetic: According to Frence, 2019, as cited in Purosto, 2020, beautiful and well-designed visual identities boost a brand from packaging to social presence, communicating who the firm is and what they stand for. Create a consistent visual design for the Instagram feed by combining colour schemes, filters, and layouts. This visual uniformity enhances the profile's aesthetic appeal and supports personal brand.

Produce High-Quality Content: Focus on creating high-resolution images, engaging videos, and thoughtfully crafted captions. High-quality content helps consumers better understand company

products, receive support, and make informed purchasing decisions (Barreda et. al., 2015). High-quality content not only captures attention but also enhances credibility and professionalism.

Engage Actively with Your Audience: Foster meaningful relationships by responding to comments, direct messages, and mentions. According to Kumar & Pansari (2016), customer engagement refers to the degree of connection between a customer and a company, where increased engagement enhances the company's competitive edge. Active engagement builds a loyal community and demonstrates that values followers' interactions.

Utilize Instagram Stories and Reels: Instagram Stories is a feature that lets users share temporary content, such as videos, polls, and more, in a sequence of "slides" that remain visible to followers for 24 hours before disappearing (Stafford & Smith, 2023). These features help maintain follower interest and showcase various aspects of your brand. For influencers and creators, Reels offers added value by reaching a wider audience through its distinct algorithm, which distributes content to users' news feeds even if they aren't followers (Kuncoro, 2022). Together, these features are powerful tools for enhancing the brand's visibility and connection with the audience.

Strategically Use Hashtags: Hashtags (keywords prefixed with #) are commonly used to provide a shared context for events, subjects, or memes (Ma et. al., 2012). Hashtags are tags or words preceded by '#' that represent the content of a picture, allowing users to search for images and boost visibility (Giannoulakis & Tsapatsoulis, 2016). Implementing relevant and trending hashtags can enhance the discoverability of posts. Selecting hashtags that align with a specific

niche and audience interests is crucial for maximizing reach. Therefore, consistently incorporating hashtags in posts can help attract a larger audience.

2.5 Youth perceptions and experiences with self-branding on Instagram

Understanding how young people perceive and experience self-branding on Instagram is critical for assessing its efficacy as a personal branding platform. According to data published by Statista Research Department (2023), nearly 32% of global Instagram users were aged between 18 and 24 years old. Instagram is frequently used by young people for self-promotion and brand growth, in addition to social interactions. Young people frequently see Instagram as a place where self-branding is critical for sticking out and attaining personal or professional goals. Since, Instagram offers a platform for self-presentation, which is defined as any behavior aimed at creating, altering, or sustaining a particular impression of oneself in the perceptions of others (Brown, 2014). To create their personal brand, many young users put a lot of time into curating their Instagram profiles, composing posts, and communicating with their audience by using the features like stories, reels, and hashtags. Youth commonly use self-branding to achieve social recognition, create a following, and explore professional prospects. Many young users are motivated by the prospect of social recognition and the opportunity to convert their online presence into concrete benefits, such as collaborations or sponsorships. It's evident how Instagram shapes young people's experiences with self-branding and how they adjust to the platform's changing environment.

2.6 Measuring the success of self-branding on Instagram

Evaluating the success of self-branding activities on Instagram entails examining a variety of metrics and indicators that measure a personal brand's visibility and influence. First of all, which are the likes, comments and shares compared with the engagement rates. Likes are a crucial feature on Instagram, where users frequently engage by liking and commenting on photos, and the visible count of likes under each image acts as a form of peer influence or social reinforcement (Tiggemann, 2018). Online comment sections allow people to express themselves, learn about other people's points of view, and communicate with one another (Tenneboim & Cohen, 2015). Shares on Instagram occur when users distribute posts or stories to their own followers or through direct messages, indicating the frequency with which content is shared within their networks.

The engagement rate is a measure that compares the level of interaction (likes, comments, and shares) to the number of followers or reach. It displays a percentage indicating how engaged the audience is with the material. Engagement rate is defined as a metric that measures the level of the audiences' involvement in the form of comments, shares, and likes (Al Aufa et. al., 2020).

The formula for engagement rate is:

$$\text{Engagement Rate} = \left(\frac{\text{Total Engagement (Likes + Comments + Shares)}}{\text{Number of Followers or Reach}} \right) \times 100$$

According to Monacho & Slamet (2023), this indicator is crucial for influencers and digital marketers to gauge audience engagement with their posts, as high engagement not only boosts public awareness of a brand but also provides insights into audience preferences based on interactions with specific content, which can be assessed by analyzing which posts receive the most or least engagement.

2.6.1 Fake Followers

One of the most noticeable issues is the discrepancy between the number of followers an influencer has and the level of engagement they receive. Many influencers boast large follower counts, yet the likes and comments on their posts often fall short of expectations, revealing a gap between perceived influence and actual audience interaction. This could be due to several factors, including algorithmic changes that limit post visibility, the presence of inactive or "ghost" followers who don't engage with content, or even the purchase of fake followers to inflate follower numbers artificially. According to Akyon and Kalfaoglu (2019), these inorganic actions, collectively known as fake engagement, include all types of automated activities such as liking, commenting, following accounts, and posting content.

2.7 The future of self-branding on Instagram

As we approach 2024, Instagram continues to evolve swiftly, influencing the social media landscape with innovative features and user-focused upgrades. As the Instagram platform continues to develop and integrate new technologies, the future of Instagram's own brands will see significant developments. In the future, Instagram is expected to introduce features that enhance user engagement and personal branding which is Artificial Intelligence (AI). According to a news report by Maheshwari & Isaac (2024) on The New York Times, Instagram is integrating chatbots to help influencers manage their interactions with followers, aiming to streamline engagement and enhance user experience on the platform.

2.7.1 Artificial Intelligence (AI) on Instagram

According to McCarthy (2007), Artificial Intelligence (AI) involves the science and engineering of creating intelligent machines and computer programs, and while it intersects with understanding human intelligence, it is not limited to biologically observable methods. In social media, AI has significantly influenced business development by improving global connectivity, information sharing, and relationships, influencing both positive and negative aspects of social presence (Zeng et. al., 2010). According to Chrisbates (2024), Instagram will further leverage AI and machine learning to enhance personalized content and interactions, improve ad relevance, and strengthen content moderation for a safer user experience. For example, AI models can be trained to detect nudity or graphic content in media and subsequently decide whether to remove it from the platform or reduce its visibility (Instagram, n.d.).

2.8 Self-Presentation Theory

In this research, Self-Presentation Theory will be applied to it.

2.8.1 Self-Presentation Theory

According to Baumeister & Hutton (1987), Self-Presentation involves actions aimed at communicating certain information or creating a specific image of oneself to others. Self-Presentation is purpose-driven and conducted with an audience in mind, with its effectiveness determined by whether the audience accepts and approves of the performance (Schlenker, 1985 as cited in Hollenbaugh, 2021). Self-Presentation Theory, a concept in social psychology, was introduced by Erving Goffman in his 1959 book, *The Presentation of Self in Everyday Life*. Goffman's "dramaturgical approach" likens everyday self-presentation to stage acting, where

individuals perform roles for an "audience" in the "front stage" and then revert to their true selves in the "backstage" (Zarghooni, 2007). In other words, social interaction resembles a theatrical performance in which individuals manage and control their public image by "performing" various roles according to the social context.

2.8.2 Application of Self-Presentation Theory

Self-Presentation Theory could be applied in Self-Branding on Instagram by examining how individuals manage and control their public image through curated content and interactions. On Instagram, individuals "perform" various roles and identities for their audience by carefully selecting and presenting photographs, captions, and engagement methods that reflect their chosen self-image. For instance, a fitness influencer would post gym routines and healthy meals to reinforce their identity in that domain. However, a trend towards "authentic" self-presentation is also emerging, where users intentionally show imperfections to build trust and relatability. Beyond visual content, engagement through comments, likes, and direct messages also plays a role in impression management, allowing users to further shape how they are perceived. Thoughtfully crafted captions help frame their posts with narratives that strengthen their personal brand, whether they aim to be humorous, motivational, or introspective.

CHAPTER 3

METHODOLOGY

3.0 Introduction

The methodological methodology used in this study to investigate the effectiveness of creating Self-Branding using Instagram among the youth in Klang Valley. The aim of this research is to understand how Instagram can be leveraged as a tool for creating and enhancing personal brands among young individuals in this specific geographic region.

3.1 Research Design

According to Khanday & Khanam (2023), the term "research design" refers to a framework of approaches and strategies selected by a researcher to integrate different research components in a sufficiently logical way in order to effectively address the research challenge. A research study's plan or guide is called a research design. It describes the techniques and strategies for gathering and evaluating data, guaranteeing that the study successfully and economically responds to the research topic. Quantitative research is adopted in this study.

3.1.1 Quantitative Research

According to Watson (2015), the term "qualitative research" refers to a group of techniques that use numerical or statistical data to examine social issues in a systematic manner. It seeks to establish a cause-and-effect relationship between two variables through the use of mathematical, computational, and statistical techniques (Ahmad et. al., 2019). Quantitative methods are especially effective for examining large populations and enabling researchers to extend findings

from the studied sample to broader groups beyond that sample (Holton & Burnett, 2005).

Quantitative research allows for breaking down the research objectives into smaller, manageable components, leading to a clearer and more comprehensive understanding. Quantitative research facilitates the creation of graphs and tables from raw data, which makes it easier for the researcher to analyze the results (Ahmad et. al., 2019).

3.2 Sample Design

3.2.1 Target Respondents

To ensure that the data collected accurately reflects the effectiveness of self-branding using Instagram among youth, the target respondents for this study are selected based on specific criteria. The research specifically targets youth aged between 18 and 24 who are likely residing in the Klang Valley. This demographic was selected as they are among the most active Instagram users and are likely engaged in self-branding activities. The study aims to understand their Instagram habits and how they use the platform for self-presentation.

3.2.2 Sampling Size and Sampling Method

In this study, a total of 50 respondents will be selected. These individuals will all be between the ages of 18 and 24 and will reside within the Klang Valley region. The sample size of 50 was determined to ensure that the data collected would be sufficient for analyzing the research objectives. The respondents will be chosen using a sampling method that ensures representation of this demographic group. This could involve convenience sampling, where participants are selected based on their availability and willingness to participate, or

purposive sampling, where the focus is on selecting individuals who fit specific criteria relevant to the study, such as age and location.

This method is appropriate for the study as it targets the specific population group relevant to the research questions, particularly focusing on youth within the Klang Valley. Furthermore, this sampling size of 50 respondents is manageable within the study's timeframe and resources, while still providing enough data to offer meaningful insights into the research topic.

3.3 Data Collection

Data will be collected through an online questionnaire distributed to the target population. The questionnaire consists of four sections, including demographics, Instagram usage habits, self-branding practices, and challenges. The survey will be conducted using Google Forms, allowing for easy distribution and data collection. All responses will be anonymized to ensure confidentiality.

3.4 Research Instrument

3.4.1 Questionnaire Survey


The primary research instrument will be a structured questionnaire designed to gather data on Instagram usage habits, self-branding practices, and perceptions among youth in Klang Valley. This survey method is effective for collecting comparable and measurable data from a large number of respondents, which is necessary for the statistical analysis that this study aims to perform.

3.4.2 Questionnaire Design

The questionnaire includes multiple-choice, Likert scale, and open-ended questions, divided into four sections: Demographics, Instagram Usage Habits, Self-Branding on Instagram, and Challenges and Concerns. It is carefully designed to capture the intricate relationships that youth in Klang Valley have with Instagram in terms of how they manage their self-presentation and engage with the platform for self-branding purposes, while also identifying any challenges they face in this process. As shown in Figure 3.0, the survey starts with a brief introduction to help guide respondents through the process. The purpose of the study is also explained, so participants know why they're filling out the form. There's also a question asking for their email to confirm they agree to take part in the survey.

Effectiveness of creating self-branding on Instagram

Good day. I'm Wong Chun Lam, a final year student who studies Bachelor of Communication (Hons) Broadcasting in University Tunku Abdul Rahman (UTAR). The purpose of this question is to have a better understanding on the effectiveness of creating self-branding on Instagram of youth who live in Klang Valley, Malaysia. This questionnaire includes 4 sections. Please answer ALL the following questions. All answers will be kept anonymous and under strict confidentiality. The information gathered will only be utilised in this research project. Your suggestions will be very helpful for this research. I appreciate your willingness to take part.

Switch account 

* Indicates required question

Email *

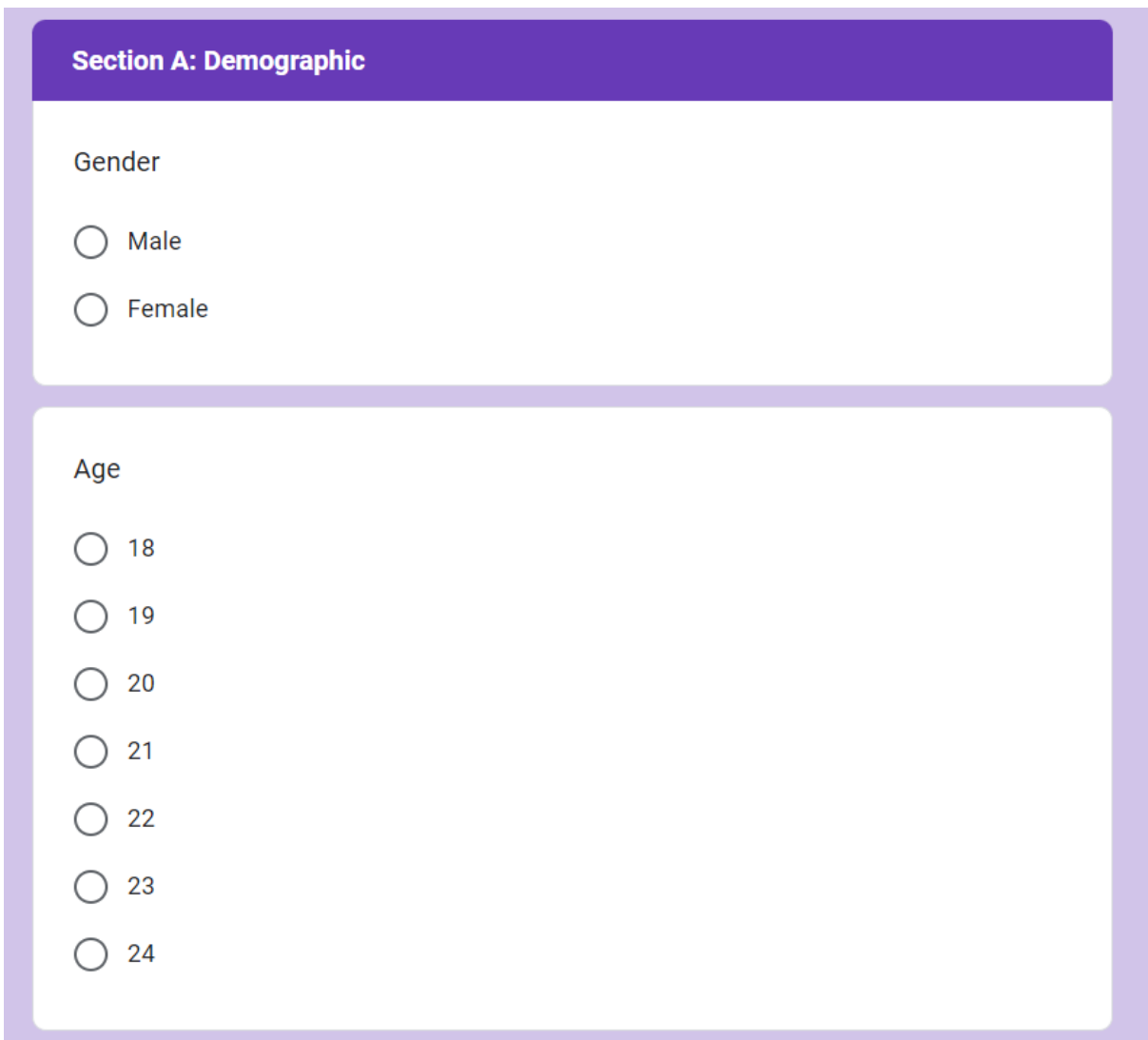
Record as the email to be included with my response

Next Clear form

Figure 3.0: Brief Explanation of Google Form Questionnaire

Section A: Demographic Profile

As shown in Figure 3.1, this section gathers essential demographic details such as gender, age, ethnicity, and educational background. These factors help to contextualize how different demographic groups use Instagram, which can influence their self-branding strategies.



The image shows a survey form titled "Section A: Demographic" with a purple header. The form is divided into two sections. The first section is titled "Gender" and contains two radio button options: "Male" and "Female". The second section is titled "Age" and contains seven radio button options: "18", "19", "20", "21", "22", "23", and "24".

Figure 3.1: Section A Demographics

Section B: Instagram Usage Habit

This section focuses on respondents' Instagram usage habits, including how often and how long

they use the platform. It explores what types of content they post, such as food, travel, and lifestyle, and whether they regularly use Instagram features like Stories or Reels. It also looks into their content preferences (photos, videos, etc.), helping to understand how they engage with the platform. As shown in Figure 3.2, there are five questions in this section.

Section B: Instagram Usage Habit

How often do you use Instagram?

- Daily
- Several times a week
- Once a week
- Rarely

How long do you spend on Instagram?

- Below 30 minutes
- 40 minutes
- 50 minutes
- An hour and above

What do you usually post on Instagram?

- Food
- Travel

Figure 3.2: Section B Instagram Usage Habit

Section C: Self-Branding on Instagram

This section delves into whether respondents use Instagram for personal or professional purposes, and what message or theme they aim to convey through their profile (e.g., motivation, lifestyle, business). It also asks about their efforts in showcasing personal branding aspects, such as hobbies or skills, and how confident they are in building a personal brand through Instagram. A rating scale is included to measure their attitudes towards managing their Instagram image. As shown in Figure 3.3, in these sections there are a total of 13 questions.

Section C: Self-Branding on Instagram

Do you primarily use Instagram for personal or professional purposes?

- Personal
- Professional
- Both

What is the main message or theme you want your Instagram profile to convey?

- Motivation
- Lifestyle
- Artistic
- Fashion
- Business
- Family and Relationship

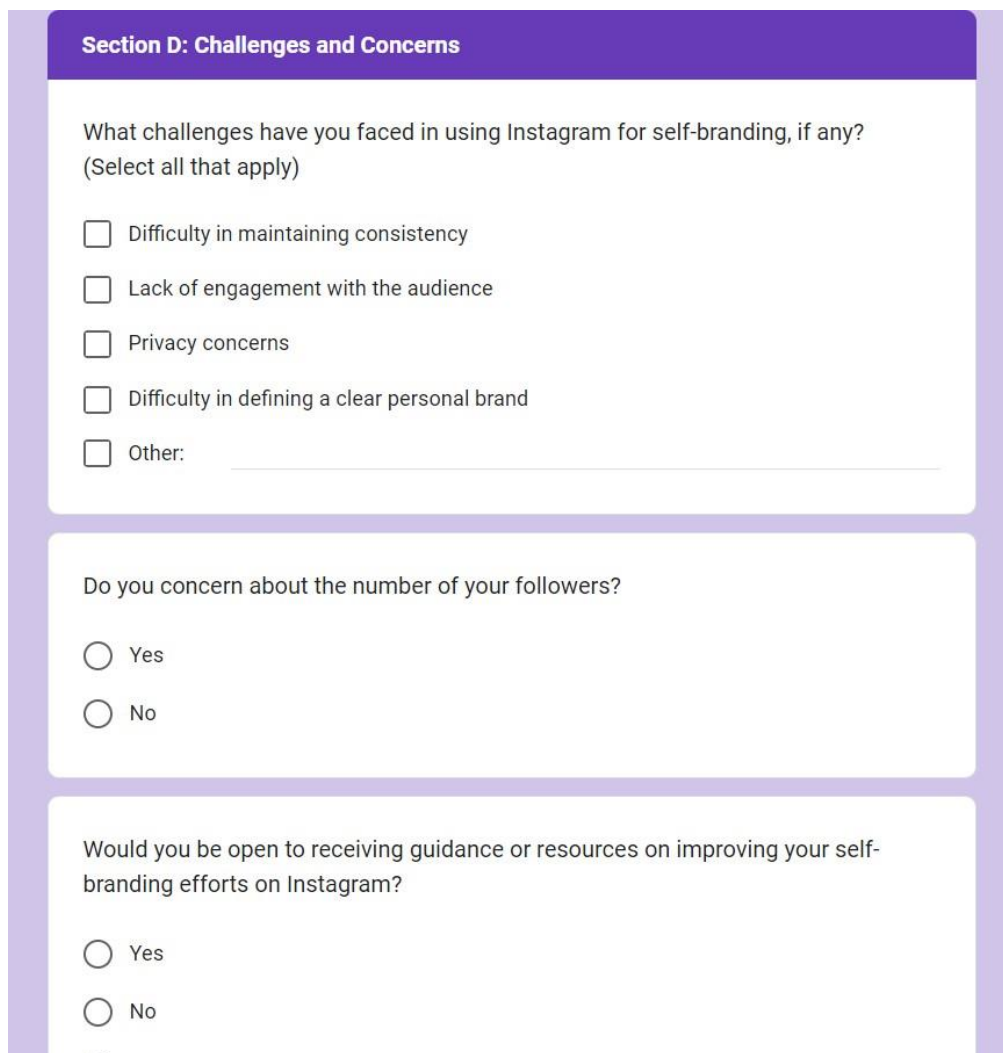
Do you actively use Instagram to showcase aspects of your personal brand, such as hobbies, achievements, or skills?

- Yes

Figure 3.3: Section C Self-Branding on Instagram

Section D: Challenges and Concerns

This section consists of three questions to investigate the challenges users face in self-branding on Instagram, such as consistency, engagement, or privacy concerns as shown in Figure 3.4. It also assesses whether respondents are concerned about their follower count and whether they would be interested in guidance to improve their self-branding efforts.



Section D: Challenges and Concerns

What challenges have you faced in using Instagram for self-branding, if any?
(Select all that apply)

- Difficulty in maintaining consistency
- Lack of engagement with the audience
- Privacy concerns
- Difficulty in defining a clear personal brand
- Other: _____

Do you concern about the number of your followers?

- Yes
- No

Would you be open to receiving guidance or resources on improving your self-branding efforts on Instagram?

- Yes
- No

Figure 3.4: Section D Challenges and Concern

3.5 Data Analysis

3.5.1 Microsoft Excel

This study's data analysis depends extensively on Microsoft Excel, which offers strong analytical tools and a user-friendly interface for displaying statistical data. According to Microsoft (n.d.), Analyse Data in Excel enables you to comprehend your data using natural language queries, which allow you to ask questions about it without having to write complex algorithms. The simplicity of this study's technique is critical, as it allows for fast management and analysis of huge surveys. Excel's versatility makes it the best option for data analysis in this project. It provides a simple yet efficient way for identifying patterns and insights required to analyse the efficacy of self-branding on Instagram, assisting in determining its impact on personal branding and audience engagement.

CHAPTER 4

FINDING AND ANALYSIS

4.0 Descriptive Analysis

4.1 Demographic Profiles (Section A)

a. Gender

<i>Gender</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Female</i>	<i>31</i>	<i>62</i>
<i>Male</i>	<i>19</i>	<i>38</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.1: Gender

As shown in Table 4.1, the number of female respondents exceeds that of male respondents. Specifically, 31 females participated, making up 62% of the total, while 19 males accounted for 38%. The total number of respondents for this survey is 50.

b. Age

<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
<i>18</i>	<i>0</i>	<i>0</i>
<i>19</i>	<i>0</i>	<i>0</i>
<i>20</i>	<i>1</i>	<i>2</i>
<i>21</i>	<i>12</i>	<i>24</i>

22	22	44
23	9	18
24	6	12
Total	50	100

Table 4.2: Age

According to the study, the largest age group of respondents is 22 years old, making up 44% of the total. This is followed by 21-year-olds at 24%, and 23-year-olds at 18%. Additionally, 12% of the respondents are 24 years old, while only 2% are 20 years old. Lastly, there were no respondents from the 18 and 19-year-old age groups in the study. This absence suggests that these younger age groups were either not represented in the sample or did not participate in the survey.

c. Ethnicity

Ethnicity	Frequency	Percentage (%)
<i>Chinese</i>	45	90
<i>Malay</i>	3	6
<i>Indian</i>	2	4
Total	50	100

Table 4.3: Ethnicity

As shown in Table 4.3, 90% of the respondents in the survey identified as Chinese, indicating that the majority of participants might view Instagram as an especially effective

platform for building self-branding. Meanwhile, Malay respondents made up 6% of the sample, and Indian respondents represented only 4%. This demographic distribution highlights a significant leaning towards the Chinese population in the context of Instagram usage for self-branding.

d. Education

<i>Education</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Foundation</i>	<i>0</i>	<i>0</i>
<i>Undergraduate</i>	<i>40</i>	<i>80</i>
<i>Postgraduate</i>	<i>3</i>	<i>6</i>
<i>Employee</i>	<i>7</i>	<i>14</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.4: Education

The study indicates that 80% of the respondents were students from undergraduate, making up the main group of respondents in the research sample. 14% of the responders are employed, besides 6% of the respondents were students from postgraduate and no one from the foundation levels is represented after them.

4.2 Instagram Usage Habit (Section B)

a. How often do you use Instagram?

<i>How often do you use Instagram?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Daily</i>	<i>46</i>	<i>92</i>
<i>Several times a week</i>	<i>3</i>	<i>6</i>
<i>Once a week</i>	<i>0</i>	<i>0</i>
<i>Rarely</i>	<i>1</i>	<i>2</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.5: How often do you use Instagram?

Based on the data, 92% of respondents use Instagram daily, making it the most common usage frequency. Around 6% of respondents use Instagram several times a week, while only 2% rarely use the platform. No respondents reported using Instagram once a week. In total, 50 respondents participated in this survey, accounting for 100% of the data. This indicates that the majority of users are highly active on Instagram, which could have significant implications for their engagement and self-branding efforts on the platform.

b. How long do you spend on Instagram?

<i>How long do you spend on Instagram?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Below 30 minutes</i>	<i>11</i>	<i>22</i>
<i>40 minutes</i>	<i>13</i>	<i>26</i>
<i>50 minutes</i>	<i>7</i>	<i>14</i>

<i>An hour and above</i>	<i>19</i>	<i>38</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.6: How long do you spend on Instagram?

In the study on the "Effectiveness of creating self-branding using Instagram," Table 4.6 shows the respondents' Instagram usage duration. Based on the data regarding time spent on Instagram, 38% of respondents spend an hour or more on the platform daily. Around 26% use Instagram for 40 minutes, and 14% spend 50 minutes. Meanwhile, 22% of respondents use Instagram for less than 30 minutes. With a total of 50 respondents, these figures indicate that a significant portion of users dedicate substantial time to Instagram daily, which may play a key role in shaping their self-branding efforts and engagement with the platform.

c. What do you usually post on Instagram?

<i>What do you usually post on Instagram?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Food</i>	<i>6</i>	<i>12</i>
<i>Travel</i>	<i>3</i>	<i>6</i>
<i>Pets</i>	<i>2</i>	<i>4</i>
<i>Fashion</i>	<i>3</i>	<i>6</i>
<i>Lifestyle</i>	<i>34</i>	<i>68</i>
<i>Quotes</i>	<i>0</i>	<i>0</i>
<i>Sports</i>	<i>2</i>	<i>4</i>

<i>Total</i>	<i>50</i>	<i>100</i>
--------------	-----------	------------

Table 4.7: What do you usually post on Instagram?

Table 4.7 provides a summary of respondents' Instagram posting habits. It reveals that 68% of the posts are focused on lifestyle content, making it the most prevalent category. Food-related posts account for 12% of the total, while travel and fashion each represent 6%. Posts about pets and sports each make up 4% of the content. Notably, there are no posts related to quotes. This data highlights that lifestyle is the dominant theme in Instagram activity, with food, travel, and fashion as secondary areas of interest. The minimal focus on pets and sports, along with the absence of quotes, suggests a targeted approach to content that aligns with personal interests and branding goals.

d. Do you use Instagram Stories, IGTV, or Reels regularly?

<i>Do you use Instagram Stories, IGTV, or Reels regularly?</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Yes</i>	<i>33</i>	<i>66</i>
<i>No</i>	<i>16</i>	<i>32</i>
<i>Maybe</i>	<i>1</i>	<i>2</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.8: Do you use Instagram Stories, IGTV, or Reels regularly?

Table 4.8 shows the frequency of usage for Instagram Stories, IGTV, or Reels among respondents. According to the data, 66% of respondents use these features regularly. In contrast, 32% do not use them, and 2% are unsure, indicated by a "Maybe" response. With a total of 50 respondents, this data suggests that a majority of users actively engage with Instagram's additional features like Stories, IGTV, and Reels, while a smaller portion either does not use them or is uncertain about their usage.

e. What types of content do you prefer on Instagram?

<i>What types of content do you prefer on Instagram?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Photos</i>	<i>6</i>	<i>12</i>
<i>Videos</i>	<i>3</i>	<i>6</i>
<i>Stories</i>	<i>21</i>	<i>42</i>
<i>IGTV</i>	<i>1</i>	<i>2</i>
<i>Reels</i>	<i>19</i>	<i>38</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.9: What types of content do you prefer on Instagram?

Table 4.9 illustrates the types of content that respondents prefer on Instagram. It reveals that Instagram Stories are the most popular, with 42% of participants favoring this format. Reels follow closely behind, preferred by 38% of respondents. Photos are chosen by 12%, and videos are favored by 6%. IGTV is the least popular, with only 2% of respondents indicating a

preference for it. This data underscores a clear preference for Stories and Reels, highlighting current trends in user engagement on Instagram.

4.3 Self-Branding on Instagram (Section C)

a. Do you primarily use Instagram for personal or professional purposes?

<i>Do you primarily use Instagram for personal or professional purposes?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Personal</i>	<i>41</i>	<i>83.7</i>
<i>Professional</i>	<i>1</i>	<i>2</i>
<i>Both</i>	<i>7</i>	<i>14.3</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.10: Do you primarily use Instagram for personal or professional purposes?

Table 4.10 indicates the primary use of Instagram among respondents. It shows that 83.7% use Instagram primarily for personal purposes. In contrast, only 2% use it for professional reasons, and 14.3% use it for both personal and professional purposes. With a total of 50 respondents, this data highlights that the majority of users engage with Instagram mainly for personal reasons, while a small fraction uses it for professional activities or a combination of both.

b. What is the main message or theme you want your Instagram profile to convey?

<i>What is the main message or theme you want your Instagram profile to convey?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Motivation</i>	<i>4</i>	<i>8</i>
<i>Lifestyle</i>	<i>35</i>	<i>70</i>
<i>Artistic</i>	<i>3</i>	<i>6</i>
<i>Fashion</i>	<i>5</i>	<i>10</i>
<i>Business</i>	<i>1</i>	<i>2</i>
<i>Family and Relationship</i>	<i>2</i>	<i>4</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.11: What is the main message or theme you want your Instagram profile to convey?

Based on the data, the majority of respondents (70%) want their Instagram profiles to convey a lifestyle theme. About 10% focus on fashion, while 8% aim to share motivational content. Artistic themes account for 6%, and family and relationship themes are chosen by 4%. Only 2% of respondents use Instagram to convey business-related messages. With 50 total respondents, this suggests that lifestyle content dominates Instagram self-branding efforts among the participants. The question regarding the main message or theme respondents want their Instagram profile to convey helps identify how individuals view and manage their online presence for self-branding. By understanding the themes they prioritize—whether lifestyle, fashion, motivation, or business—it offers insights into the type of content they use to shape their

personal image. This also helps determine which themes are most popular among youth in the study, allowing for analysis of how specific themes align with successful self-branding on Instagram.

c. Do you actively use Instagram to showcase aspects of your personal brand, such as hobbies, achievements, or skills?

<i>Do you actively use Instagram to showcase aspects of your personal brand, such as hobbies, achievements, or skills?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Yes</i>	28	56
<i>No</i>	6	23
<i>Sometimes</i>	26	32
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.12: Do you actively use Instagram to showcase aspects of your personal brand, such as hobbies, achievements, or skills?

The question about whether respondents actively use Instagram to showcase aspects of their personal brand, such as hobbies, achievements, or skills, provides insight into how individuals utilize the platform for self-promotion. It helps measure the level of engagement and intentionality behind their posts. The results, as shown in Table 4.12, reveal that 56% of respondents actively use Instagram for personal branding, while 32% do so sometimes, and 23%

do not engage in this practice. This data helps evaluate the extent of self-branding efforts among users.

d. Do you think that Instagram is a great tool for business?

<i>Do you think that Instagram is a great tool for business?</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Yes</i>	<i>48</i>	<i>96</i>
<i>No</i>	<i>2</i>	<i>4</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.13: Do you think that Instagram is a great tool for business?

The question "Do you think Instagram is a great tool for business?" provides insight into respondents' perceptions of Instagram's potential for business growth and brand promotion. Based on the data in Table 4.13, an overwhelming majority—96% of respondents—believe that Instagram is indeed an effective platform for business, while only 4% disagree. This suggests that most users recognize Instagram’s powerful role in enhancing business visibility and marketing efforts, highlighting its significance as a tool for professional branding and commerce.

e. Do you often archive or delete your old posts?

<i>Do you often archive or delete your old posts?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>24</i>	<i>48</i>
<i>No</i>	<i>26</i>	<i>52</i>

<i>Total</i>	<i>50</i>	<i>100</i>
--------------	-----------	------------

Table 4.14: Do you often archive or delete your old posts?

The question "Do you often archive or delete your old posts?" helps understand respondents' behavior concerning managing their Instagram profiles. Based on Table 4.14, 48% of respondents often archive or delete their old posts, while 52% do not engage in this practice. This insight reflects users' varying approaches to curating their online image, with some opting for regular updates or removal of outdated content, while others prefer to maintain a more static profile. It offers a glimpse into how users manage their long-term personal brand on the platform.

f. On a scale of 1-5, how confident are you that your Instagram efforts contribute to building a strong personal brand?

<i>On a scale of 1-5, how confident are you that your Instagram efforts contribute to building a strong personal brand?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>1 (Not Confident at all)</i>	<i>5</i>	<i>10</i>
<i>2</i>	<i>6</i>	<i>12</i>
<i>3</i>	<i>16</i>	<i>32</i>
<i>4</i>	<i>4</i>	<i>10</i>
<i>5 (Very Confident)</i>	<i>18</i>	<i>36</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.15: On a scale of 1-5, how confident are you that your Instagram efforts contribute to building a strong personal brand?

The question regarding confidence in building a strong personal brand on Instagram reveals how users perceive the effectiveness of their efforts. As shown in Table 4.15, 36% of respondents are very confident (rating 5) in their Instagram efforts, while 32% rated themselves at a moderate level (rating 3). Only 10% and 12% of respondents rated their confidence levels as low (ratings 1 and 2). This suggests that while some users are highly confident in their self-branding efforts, a significant portion remains uncertain or moderately confident about their impact.

g. Rate the following question below (5-Strongly agree, 1- Strongly disagree)

<i>I try to build a positive image through Instagram</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>10</i>
<i>Agree</i>	<i>28</i>
<i>Neutral</i>	<i>8</i>
<i>Disagree</i>	<i>1</i>
<i>Strongly Disagree</i>	<i>3</i>
<i>Total</i>	<i>50</i>

Table 4.16: I try to build a positive image through Instagram

This question explores whether respondents consciously use Instagram to craft a positive personal image, which is crucial for self-branding. It helps determine if users actively shape their

online personas in ways that align with their branding goals. This information is valuable to gauge how intentional or strategic users are when it comes to promoting themselves through their content on Instagram. As shown in Table 4.16, respondents were asked if they attempt to build a positive image through Instagram. A majority (28) agreed, with 10 strongly agreeing. This question evaluates users' efforts in curating a favorable online persona, vital for self-branding.

h. Rate the following question below (5-Strongly agree, 1-Strongly disagree)

<i>I responsible for managing my own Instagram</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>13</i>
<i>Agree</i>	<i>27</i>
<i>Neutral</i>	<i>6</i>
<i>Disagree</i>	<i>2</i>
<i>Strongly Agree</i>	<i>2</i>
<i>Total</i>	<i>50</i>

Table 4.17: I responsible for managing my own Instagram

Table 4.17 examines whether respondents manage their Instagram accounts themselves. Most (27) agreed, indicating high personal involvement in content curation. This question is designed to assess respondents' level of autonomy in managing their Instagram accounts. Since personal branding is a self-driven effort, understanding how many users take full control of their content and strategy reveals how personally involved they are in maintaining their online

presence. It highlights the extent to which users see Instagram as a personal platform versus relying on others to manage it.

<i>I feel that my posts on Instagram reflect my true personality</i>	<i>Frequency</i>
<i>Strongly Agree</i>	9
<i>Agree</i>	23
<i>Neutral</i>	12
<i>Disagree</i>	3
<i>Strongly Agree</i>	3
<i>Total</i>	50

Table 4.18: I feel that my posts on Instagram reflect my true personality

This question measures how authentic respondents feel their Instagram presence is. In personal branding, authenticity plays a significant role in connecting with audiences.

Determining whether users feel their content truly represents who they are helps identify the gap between personal image and public portrayal, which impacts how effective their self-branding efforts are perceived by their followers. As shown in Table 4.18, Majority of the respondents agreed (23) that the posts shared by them reflects on their true personality.

<i>I receive positive feedback from other people for my uploads on Instagram</i>	<i>Frequency</i>
<i>Strongly Agree</i>	7
<i>Agree</i>	25

<i>Neutral</i>	<i>13</i>
<i>Disagree</i>	<i>2</i>
<i>Strongly Agree</i>	<i>3</i>
<i>Total</i>	<i>50</i>

Table 4.19: I receive positive feedback from other people for my uploads on Instagram

Table 4.19 gauges the positive feedback received, an important factor in sustaining engagement with the platform. Majority of respondents agreed (25) that they receive positive feedback from other people on their content. Followed by (13) of them felt neutral. The focus here is on external validation. Receiving positive feedback can motivate users to continue their branding efforts, and it also signifies the effectiveness of their content in engaging their audience. This question helps assess whether respondents' self-branding strategies are resonating with their followers and how they perceive the impact of their online presence.

<i>I understand the good and bad impact of uploading something on Instagram</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>18</i>
<i>Agree</i>	<i>24</i>
<i>Neutral</i>	<i>6</i>
<i>Disagree</i>	<i>0</i>
<i>Strongly Agree</i>	<i>2</i>
<i>Total</i>	<i>50</i>

Table 4.20: I understand the good and bad impact of uploading something on Instagram

As shown in Table 4.20, 24 of the respondents agree that they understand about the good and bad impact of uploading content on Instagram followed by 18 of them strongly agree. It can be seen that the majority of them understand about the good and bad impact brought by Instagram. This question aims to gauge respondents' awareness of the consequences of their actions on Instagram. It reflects how well they understand the potential effects of their posts, both positive and negative. In the context of self-branding, being aware of these impacts is essential to maintaining a consistent and reputable online image.

<i>I concern on my privacy after uploading something on Instagram</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>15</i>
<i>Agree</i>	<i>18</i>
<i>Neutral</i>	<i>10</i>
<i>Disagree</i>	<i>5</i>
<i>Strongly Agree</i>	<i>2</i>
<i>Total</i>	<i>50</i>

Table 4.21: I concern on my privacy after uploading something on Instagram

As shown in Table 4.21, Privacy concerns after posting, explored in Table 4.20, reveal that a significant number (15) of respondents are concerned, suggesting the importance of privacy in self-branding strategies. This question is crucial in understanding how privacy concerns affect Instagram usage. Personal branding involves sharing parts of one's life, but this

can also lead to anxiety about oversharing. Investigating these concerns helps reveal the balance users try to maintain between openness for self-branding and the desire to protect their privacy.

<i>I use data to estimate the impact I have on my professional network</i>	<i>Frequency</i>
<i>Strongly Agree</i>	<i>5</i>
<i>Agree</i>	<i>22</i>
<i>Neutral</i>	<i>14</i>
<i>Disagree</i>	<i>5</i>
<i>Strongly Agree</i>	<i>4</i>
<i>Total</i>	<i>50</i>

Table 4.22: I concern on my privacy after uploading something on Instagram

Table 4.22 evaluates the use of data to assess professional network impact, with 22 respondents agreeing, highlighting an analytical approach to Instagram usage. This question explores whether respondents use metrics and analytics to assess their influence and reach, particularly in a professional context. Tracking data like engagement rates and follower growth is a common strategy for individuals using Instagram for self-branding. It helps understand if respondents are strategic in leveraging their online presence to expand their professional network.

<i>I use data and evaluate my content on Instagram to increase my followers</i>	<i>Frequency</i>
---	------------------

<i>Strongly Agree</i>	6
<i>Agree</i>	17
<i>Neutral</i>	16
<i>Disagree</i>	4
<i>Strongly Agree</i>	7
<i>Total</i>	50

Table 4.23: I use data and evaluate my content on Instagram to increase my followers

Lastly, Table 4.23 explores whether users evaluate their content to increase followers, emphasizing a strategic aspect of personal brand growth. This question seeks to find out if respondents are data-driven in optimizing their content to grow their follower base. In self-branding, increasing followers can enhance visibility and influence. The answer helps identify how analytical users are about their Instagram usage and whether they consciously adjust their content based on performance insights to achieve their branding goals.

4.4 Challenges and Concerns (Section D)

a. What Challenges have you faced in using Instagram for self-branding, if any? (Select all that apply)

<i>What Challenges have you faced in using Instagram for self-branding, if any? (Select all that apply)</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Difficulty in maintaining consistency</i>	26	52
<i>Lack of engagement with the</i>	25	50

<i>audience</i>		
<i>Privacy concern</i>	24	48
<i>Difficulty in defining a clear personal brand</i>	15	30
<i>Total</i>	50	100

Table 4.24: What Challenges have you faced in using Instagram for self-branding, if any? (Select all that apply)

Table 4.24 outlines the challenges respondents have encountered while using Instagram for self-branding. It reveals that 52% of participants struggle with maintaining consistency in their content. A similar 50% face issues with engaging their audience. Privacy concerns are reported by 48% of respondents, while 30% have difficulty defining a clear personal brand. With a total of 50 respondents, these findings highlight that challenges with consistency, engagement, and privacy are prevalent in the realm of self-branding on Instagram, with a notable number also grappling with the task of clearly defining their personal brand. The reason for asking about the challenges faced in using Instagram for self-branding is to identify common obstacles that users encounter while building and managing their personal brand on the platform. Understanding these challenges can provide valuable insights into the difficulties of maintaining a consistent online presence, engaging effectively with an audience, addressing privacy concerns, and defining a clear personal brand. This information is crucial for developing strategies to overcome these issues and enhance the effectiveness of self-branding efforts on Instagram.

b. Do you concerned about the number of your followers?

<i>Do you concerned about the number of your followers?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>22</i>	<i>44</i>
<i>No</i>	<i>28</i>	<i>56</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.25: Do you concerned about the number of your followers?

Table 4.25 presents respondents' concerns regarding the number of their followers on Instagram. It shows that 44% of participants are concerned about their follower count, while 56% are not. With a total of 50 respondents, this data indicates that a slight majority does not prioritize the number of followers, whereas nearly half of the users are mindful of this metric. The reason for asking about concerns regarding the number of followers is to understand how important follower count is to users in the context of their Instagram activity. This can provide insights into whether users prioritize growing their follower base as a measure of success or influence on the platform, or if they focus more on other aspects of their Instagram experience, such as content quality or engagement. It helps gauge the significance of follower numbers in users' overall social media strategy and self-branding efforts.

c. Would you be open to receiving guidance or resources on improving your self-branding efforts on Instagram?

<i>Would you be open to receiving guidance or resources on improving your self-branding efforts on Instagram?</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>Yes</i>	<i>28</i>	<i>56</i>
<i>No</i>	<i>4</i>	<i>8</i>
<i>Maybe</i>	<i>18</i>	<i>36</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Table 4.26: Would you be open to receiving guidance or resources on improving your self-branding efforts on Instagram?

Table 4.26 shows respondents' openness to receiving guidance or resources for improving their self-branding efforts on Instagram. According to the data, 56% of participants are open to receiving such guidance, while 8% are not interested. Additionally, 36% are unsure and have responded with "Maybe." With a total of 50 respondents, this indicates that a majority of users are receptive to support and resources for enhancing their self-branding, while a smaller portion are either not interested or uncertain. The reason for asking whether respondents would be open to receiving guidance or resources on improving their self-branding efforts is to assess the level of interest and need for support in this area. By understanding users' willingness to seek help,

you can gauge the potential demand for educational resources, workshops, or consulting services aimed at enhancing self-branding strategies on Instagram. This information can inform the development of targeted support and resources to assist users in overcoming challenges and achieving their branding goals effectively.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter aims to synthesise the study's conclusions on the efficiency of self-branding on Instagram, combining quantitative data with current research. The discussion will evaluate how Instagram's features contribute to self-branding efforts, user engagement, and overall effectiveness in personal branding. Practical recommendations for Instagram users which enhance their self-branding strategies on Instagram will be discussed. Additionally, the chapter will address the study's limitations and propose potential areas for future research to better understand Instagram's role in personal branding. By summarizing the study's findings, this chapter will highlight Instagram's significance in the digital landscape and its impact on self-branding.

5.1 Effectiveness of Instagram for Self-Branding

The results show that Instagram is a highly effective tool for self-branding, with many users spending significant time on the platform every day. Notably, 68% of consumers value lifestyle content, which helps shape their personal brand by reflecting their daily activities and hobbies. The significant engagement with Instagram Stories and Reels (favoured by 66% and 38% of respondents, respectively) highlights the platform's interactive capabilities as critical for increasing visibility and brand recognition. Despite these benefits, users face substantial hurdles, such as maintaining consistency (52%), connecting with their audience (50%), and dealing with privacy concerns (48%), all of which might impede their self-branding efforts.

5.2 User Engagement and Content Preferences

According to the survey, Instagram Stories and Reels are critical for keeping users engaged. 42% of respondents like stories, while 38% prefer reels. This preference for interactive content formats suggests that consumers believe these Instagram features are useful in engaging their audience and creating their personal brand. Despite this, only a small proportion of users emphasise follower count, showing that the quality of engagement may be more important than the quantity of followers.

5.3 Practical Recommendations for Self-Branding

According to the study's findings, users looking to improve their self-branding efforts should focus on using Instagram's interactive features, such as Stories and Reels, to engage with their audience and maintain a continuous online presence. Creating high-quality, lifestyle-oriented material that represents personal interests and values is an excellent way to support self-branding aims. Users should also address issues like consistency and engagement by creating a clear content plan and actively engaging with their target audience.

5.4 Limitations of the Study

This study acknowledges several limitations. The findings' generalisability may be limited by their focus on a specific demographic or region as the audiences are mostly in Chinese. Furthermore, the data's self-reported form may create bias, as users' beliefs and reported behaviours may not fully reflect their actual self-branding practices. Future research could benefit from a broader sample size and a mixed-methods approach to provide a more comprehensive understanding of self-branding on Instagram.

5.5 Future Research Directions

Future research should look into how different types of content and Instagram features affect self-branding efficacy across demographics and industries. Investigating the long-term effects of Instagram's shifting algorithms and features on personal branding will provide valuable insights into the platform's role in online identity formation. Furthermore, examining the efficacy of self-branding tactics in contrast to other social media platforms may provide a more comprehensive understanding of personal branding in the digital era.

5.6 Conclusion

In conclusion, Instagram is an effective medium for self-branding, with its interactive features and concentration on lifestyle material helping to shape personal brands. Despite the difficulty of maintaining consistency and connecting with the audience, individuals can improve their self-branding efforts by properly utilising Instagram's tools and functionalities. This study highlights Instagram's importance in the digital branding landscape and lays the framework for future research on its impact on personal branding.

References

Ahmad, S., Wasim, S., Irfan, S., Gogoi, S., Srivastava, A., & Farheen, Z. (2019). Qualitative v/s. quantitative research-a summarized review. *population*, 1(2), 2828-2832. Retrieved from https://d1wqtxts1xzle7.cloudfront.net/94871634/Sharique_Ahmed_-_FINAL-libre.pdf?1669473342=&response-content-disposition=inline%3B+filename%3DQualitative_v_s_Quantitative_Research_A.pdf&Expires=1724809263&Signature=L4ZBQG1G8I3NkIEYIEKjHaBiLDMQpdex-HIKyYZ01pY5eFaCH5NeyFVeVb319H2Z~ZtJsxz2KqbDc6mfTR1y8fu6sWSYM9nuDJQtXbKNU~UiuPTzyrBdUKGZGwtgigZvCzSHqa1wiqKDPqWoG8gj1d33bJD7bQXVhh0UWkOVIYrvU0aI5015De12F~ESJNUuF2dTiRxOTSMHcKU~BGbgUbz~HIQYgTH1ID8EJ6sjRDxU9~TDLDWvBisj4alfRl~oFzORr9NvQMRmgcm5ffRA4WYZ2zRLz0LB4E5qyBwu~3QC1m5W2Prb2kf1e-ehmQvE0y~rTA674SnaalYJUE1cBQ_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA

Akyon, F. C., & Kalfaoglu, M. E. (2019, October). Instagram fake and automated account detection. In *2019 Innovations in intelligent systems and applications conference (ASYU)* (pp. 1-7). IEEE. Retrieved from <https://arxiv.org/pdf/1910.03090>

Al Aufa, B., Sulistiadi, W., & Djawas, F. A. (2020, December). Measuring Instagram activity and engagement rate of hospital: A comparison before and during COVID-19 pandemic. In *2020 3rd International Seminar on Research of Information Technology and Intelligent Systems (ISRITI)* (pp. 562-566). IEEE. Retrieved from https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=9315490&casa_token=gfbJoWH_nbYAAAAA:UDBQdhsp0WbFhFpjzBdvuWbjoUNk-PlrS1Ny9ZOtwXDtgRltYjCnL92JgUGFaXqZ5fGvxuotK0k

Analyze data in Excel. Microsoft Support. (n.d.). Retrieved from <https://support.microsoft.com/en-us/office/analyze-data-in-excel-3223aab8-f543-4fda-85ed-76bb0295ffc4#:~:text=Analyze%20Data%20in%20Excel%20empowers,having%20to%20write%20complicated%20formulas>

Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in online social networks. *Computers in human behavior*, 50, 600-609. Retrieved from https://www.sciencedirect.com/science/article/pii/S0747563215002137?casa_token=9-1M810jAgkAAAAA:3YxycvchYVILBebceb9zLclY77YYye7ZISYZWT4jC39dtXFSbFP5ZtdY3HrooN0lh-aSgt75ew

Baumeister, R. F., & Hutton, D. G. (1987). Self-presentation theory: Self-construction and audience pleasing. In *Theories of group behavior* (pp. 71-87). New York, NY: Springer New York. Retrieved from https://link.springer.com/chapter/10.1007/978-1-4612-4634-3_4

Brown, J. (2014). *The self*. Psychology Press. Retrieved from <https://sumforteams.com/wp-content/uploads/2021/03/SELC-Report-SAMPLE-3.pdf>

Clarewells, D. (2014). CLARE@BLOG, Retrieved from from <https://clarewells.wordpress.com/2014/04/14/micro-celebrities-and-social-media/>

Chrisbates. (2024). *The future of instagram: Trends and predictions (2024)*. OCNJ Daily. Retrieved from <https://ocnjdaily.com/news/2024/jul/11/the-future-of-instagram-trends-and-predictions-202/>

Davis, Jenny. (2016). Social Media. 10.1002/9781118541555.wbiepc004. Retrieved from https://www.researchgate.net/publication/314581845_Social_Media

Dollarhide, M. (2024). *Social media: Definition, importance, top websites and apps*. Investopedia. Retrieved from <https://www.investopedia.com/terms/s/social-media.asp>

Djafarova, E., & Trofimenko, O. (2019). 'Instafamous'—credibility and self-presentation of micro-celebrities on social media. *Information, communication & society*, 22(10), 1432-1446. Retrieved from https://www.tandfonline.com/doi/pdf/10.1080/1369118X.2018.1438491?casa_token=Qz4N06HwY3cAAAAA:4S3FJGVda8u6ILcRGCgj6FaJa74ytVIec_OL2jy2yJaQKtTZU82J1y1VkBwzfi4qxAsn6-b7-oM_g

Evans, J. R., & Hempstead, N. Y. (2017). Branding in perspective: Self-branding for professional success. *Hofstra University. Hempstead*. Retrieved from https://www.researchgate.net/profile/Joel-Evans-2/publication/312192830_Branding_in_Perspective_Self-Branding_for_Professional_Success/links/58758c1b08aebf17d3b3f9cd/Branding-in-Perspective-Self-Branding-for-Professional-Success.pdf

Giannoulakis, S., & Tsapatsoulis, N. (2016). Evaluating the descriptive power of Instagram hashtags. *Journal of Innovation in Digital Ecosystems*, 3(2), 114-129. Retrieved from <https://www.sciencedirect.com/science/article/pii/S2352664516300141>

Ha, A. (2015). An experiment: Instagram marketing techniques and their effectiveness. Retrieved from <https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1206&context=comssp>

Hollenbaugh, E. E. H. E. E. (2021). Self-presentation in social media: Review and research opportunities. *Review of communication research*, 9. Retrieved from file:///D:/71-Published+Article-1050-1-10-20220127.pdf

Holton, E. F., & Burnett, M. F. (2005). The basics of quantitative research. *Research in organizations: Foundations and methods of inquiry*, 29-44. Retrieved from <http://www.kharazmi-statistics.ir/Uploads/Public/book/research%20in%20organization.pdf#page=48>

Instagram. (n.d.). *How do I switch between accounts on Instagram?* Meta. Retrieved from https://help.instagram.com/423837189385631/?helpref=related_articles

Janonis, V., Dovalienė, A., & Virvilaitė, R. (2007). Relationship of brand identity and image. *Engineering economics*, 51(1).

Khamis, Susie & Ang, Lawrence & Welling, Raymond. (2016). Self-branding, 'micro-celebrity' and the rise of Social Media Influencers. *Celebrity Studies*. 8. 1-18. 10.1080/19392397.2016.1218292. Retrieved from [https://www.researchgate.net/publication/306922796_Self-branding_'micro-celebrity' and the rise of Social Media Influencers](https://www.researchgate.net/publication/306922796_Self-branding_'micro-celebrity'_and_the_rise_of_Social_Media_Influencers)

Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of social media influencers. *Celebrity studies*, 8(2), 191-208. Retrieved from <https://opus.lib.uts.edu.au/bitstream/10453/98736/4/selfbrandingACCEPTED.pdf>

Khanday, Sumbl & Khanam, Deeba. (2023). THE RESEARCH DESIGN. 06. 376. Retrieved from https://www.researchgate.net/publication/368257495_THE_RESEARCH_DESIGN

Korotina, A., & Jargalsaikhan, T. (2016). Attitude towards Instagram micro-celebrities and their influence on consumers' purchasing decisions. Retrieved from <https://www.diva-portal.org/smash/get/diva2:950526/FULLTEXT01.pdf>

Kumar, V., & Pansari, A. (2016). Competitive advantage through engagement. *Journal of marketing research*, 53(4), 497-514. Retrieved from https://journals.sagepub.com/doi/full/10.1509/jmr.15.0044?casa_token=CiBYg4G2mZ0AAAAA:6L_Mc3mSKwFtRFfA_88L0j9Sd5oen9WrfQkMlcjf7-A9JS_xdGuKhMRiM7cUV1pJp89GsWKsY4oHaQ

Kuncoro, A. R. (2022). *How to Improve Instagram Reels Engagement* (Doctoral dissertation, Thesis. Department of strategic communication. Lund University). Retrieved from <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=9084630&fileId=9084678>

Liu, R., & Suh, A. (2017). Self-branding on social media: An analysis of style bloggers on Instagram. *Procedia computer science*, 124, 12-20. Retrieved from <https://www.sciencedirect.com/science/article/pii/S1877050917328922>

Ma, Z., Sun, A., & Cong, G. (2012, August). Will this# hashtag be popular tomorrow?. In *Proceedings of the 35th international ACM SIGIR conference on Research and development in information retrieval* (pp. 1173-1174). Retrieved from https://www.researchgate.net/profile/Aixin-Sun/publication/254464722_Will_this_hashtag_be_popular_tomorrow/links/54449f120cf2a6a049ab157e/Will-this-hashtag-be-popular-tomorrow.pdf

Marwick, A. E. (2013). *Status update: Celebrity, publicity, and branding in the social media age*. Yale university press. Retrieved from [https://books.google.com.my/books?hl=en&lr=&id=xcrYAQAQBAJ&oi=fnd&pg=PA1&dq=Marwick,+A.+E.+\(2013\).+Status+update:+Celebrity,+publicity,+and+branding+in+the+social+media+age.+Yale+University+Press.&ots=G1k_W-212N&sig=NNkNEWJ5F3i9AX52YgONST9HQJY&redir_esc=y#v=onepage&q&f=false](https://books.google.com.my/books?hl=en&lr=&id=xcrYAQAQBAJ&oi=fnd&pg=PA1&dq=Marwick,+A.+E.+(2013).+Status+update:+Celebrity,+publicity,+and+branding+in+the+social+media+age.+Yale+University+Press.&ots=G1k_W-212N&sig=NNkNEWJ5F3i9AX52YgONST9HQJY&redir_esc=y#v=onepage&q&f=false)

Maheshwari, S., & Isaac, M. (2024, April 15). *Ready for a chatbot version of your favorite Instagram influencers?*. The New York Times. Retrieved from <https://www.nytimes.com/2024/04/15/technology/instagram-influencers-chatbots.html>

McCarthy, J. (2007). What is artificial intelligence. Retrieved from <https://cse.unl.edu/~choueiry/S09-476-876/Documents/whatisai.pdf>

Monacho, B. C., & Slamet, Y. U. L. I. U. S. (2023). The Effect of Influencer Engagement Rate in Increasing Followers of Instagram Official Account. *Jurnal Komunikasi: Malaysian Journal of Communication*, 39(2), 373-388. Retrieved from https://journalarticle.ukm.my/22273/1/jk_21.pdf

NapoleonCat. (2023). *Instagram users in Malaysia - January 2023*. Retrieved from <https://napoleoncat.com/stats/instagram-users-in-malaysia/2023/01/>

Peters, T. (1997). The brand called you. *Fast company*, 10(10), 83-90. Retrieved from https://eahoover.com/dconn-web/The_Brand_Called_You.pdf

Purosto, S. (2020). Visual Communication on Instagram.

Statista Research Department, statista research department, & 14, J. (2023, July 14). *Malaysia: Number of Instagram influencers by follower count 2023*. Statista. Retrieved from <https://www.statista.com/statistics/1399774/malaysia-number-of-instagram-influencers-by-follower-count/>

Stafford, R. A., & Smith, M. G. (2023). Using Instagram Stories to supplement a required self-care pharmacy course. *Currents in Pharmacy Teaching and Learning*, 15(7), 709-713. Retrieved from https://www.sciencedirect.com/science/article/pii/S1877129723001624?casa_token=Y_1sOPPLSTUAAAAA:ieLeP9L0MzH_839K6kJnO9q4o8r5OY-gn-rGasINv68mbYHb8tFjnXbWCEkg5PdGu-S0aKMWrw

Statista Research Department. (2023). *Distribution of Instagram users worldwide as of July 2023, by age group*. Statista. Retrieved August 27, 2024, Retrieved from <https://www.statista.com/statistics/325587/instagram-global-age-group/>

Singh, M. (2020). Instagram marketing—The ultimate marketing strategy. *International Journal of Advance and Innovative Research*, 7(1), 379-382 Retrieved from https://d1wqtxts1xzle7.cloudfront.net/62052059/IJAIR_Volume_7_Issue_1VIII_January_-_March_202020200210-83628-kgdovj-libre.pdf?1581334346=&response-content-disposition=inline%3B+filename%3Drefer_page_20_24_Perception_Study_Among.pdf&Expires=1724442755&Signature=XeF9e0vtENxahMHoGUDJNTg1glL-mXXOOBVQQ35lvJIISodP6O3yv7nGk5f34Vcv~72bbS81K10BitK04Z-g4bPQZOSrAM12QOOvh5Hu2B0Kv1pFkGRNnwEq509LMnxsLpvgeXLDVHvQB8BBMz mhRy2r96TeBDPYjXfEiH7wNGJZey9nJmYAp9yodhGrrD2XW8SQokENDZTZoTK-6r8nGh8cLebLiS3hh30N30gEXJacR2wD6oXFHTSA5ZNdeFTkhfj4eRMgOzW8vr mh1nDFU99NQEDjdrWak1ryGFdecGPd9MT-ATUwLxO6KUKoyQWJ-yXFQjne jH4Jd1aRUJmzVA &Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA#page=393

Tenenboim, O., & Cohen, A. A. (2015). What prompts users to click and comment: A longitudinal study of online news. *Journalism*, 16(2), 198-217. Retrieved from https://journals.sagepub.com/doi/full/10.1177/1464884913513996?casa_token=isUMw15tAfIAA AAA:I1yPYTYwbs2Ia_6-AaX4d-QiGl6T1Z4OzTEWtFeBie_KzqgKY5oUS1i-Fh2eZrZJJPdcW8LcydUIA

Tiggemann, M., Hayden, S., Brown, Z., & Veldhuis, J. (2018). The effect of Instagram “likes” on women’s social comparison and body dissatisfaction. *Body image*, 26, 90-97. Retrieved from https://www.sciencedirect.com/science/article/pii/S1740144518301360?casa_token=fM5NV0IW

[FxEAAAAA:dfJfozFIQdYMAk7F0_7rPgCWVnDb50wUIRrtrNT5ymPGgFs5kNV47tXT0cHwLocB_Jtu73GjhyU](https://www.researchgate.net/publication/314111111)

Tyer, S. (2016). Instagram: What makes you post?. *Pepperdine Journal of Communication Research*, 4(1), 14. Retrieved from <https://digitalcommons.pepperdine.edu/cgi/viewcontent.cgi?article=1041&context=pjcr>

Veissi, I. (2017). Influencer marketing on Instagram. Retrieved from https://www.theseus.fi/bitstream/handle/10024/135448/Iman_Veissi.pdf?seq

Watson, R. (2015). Quantitative research. *Nursing standard*, 29(31). Retrieved from <https://hull-repository.worktribe.com/preview/374667/Nursing%20Standfard%20Quantitative%20research.pdf>

Zarghooni, S. (2007). A study of self-presentation in light of Facebook. *Institute of Psychology, University of Oslo*. Retrieved from https://zarghooni.wordpress.com/wp-content/uploads/2011/09/zarghooni-2007-selfpresentation_on_facebook.pdf

Zeng, D., Chen, H., Lusch, R., & Li, S. H. (2010). Social media analytics and intelligence. *IEEE Intelligent Systems*, 25(6), 13-16. Retrieved from <https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=5678581>

Zhao, L., Zhang, M., Ming, Y., Niu, T., & Wang, Y. (2023). The effect of image richness on customer engagement: Evidence from Sina Weibo. *Journal of Business Research*, 154, 113307. Retrieved from https://www.sciencedirect.com/science/article/pii/S0148296322007627?casa_token=HyGZt303DXcAAAAA:GhdsubsySOszlXcf_E9MC70SfgF6FiJWtGkxW_HSZ75UjWrAYK17VuRQ207NDg8nYN_hMvQ0r8

APPENDICES

Appendix A: Questionnaire

Questionnaire

Effectiveness of creating self-branding on Instagram

Good day. I'm Wong Chun Lam, a final year student who studies Bachelor of Communication (Hons) Broadcasting in University Tunku Abdul Rahman (UTAR). The purpose of this question is to have a better understanding on the effectiveness of creating self-branding on Instagram of youth who live in Klang Valley, Malaysia. This questionnaire includes 4 sections. Please answer ALL the following questions. All answers will be kept anonymous and under strict confidentiality. The information gathered will only be utilised in this research project. Your suggestions will be very helpful for this research. I appreciate your willingness to take part.

1. Email

Section A: Demographic

1. Gender

- a. Male
- b. Female

2. Age

- a. 18
- b. 19

c. 20

d. 21

e. 22

f. 23

g. 24

3. Ethnicity

a. Chinese

b. Malay

c. Indian

d. Others

4. Education

a. Foundation

b. Undergraduate

c. Postgraduate

d. Employee

Section B: Instagram Usage Habit

1. How often do you use Instagram?

a. Daily

b. Several times a week

c. Once a week

d. Rarely

2. How long do you spend on Instagram?

a. Below 30 minutes

b. 40 Minutes

c. 50 Minutes

d. An hour and above

3. What do you usually post on Instagram?

a. Food

b. Travel

c. Pets

d. Fashion

e. Lifestyle

f. Quotes

g. Sports

4. Do you use Instagram Stories, IGTV, or Reels regularly?

a. Yes

- b. No
- c. Sometimes

5. What types of content do you prefer on Instagram?

- a. Photos
- b. Videos
- c. Stories
- d. IGTV
- e. Reels

Section C: Self-Branding on Instagram

1. Do you primarily use Instagram for personal or professional purposes?

- a. Personal
- b. Professional
- c. Both

2. What is the main message or theme you want your Instagram profile to convey?

- a. Motivation
- b. Lifestyle

- c. Artistic
- d. Fashion
- e. Business
- f. Family and Relationship

3. Do you actively use Instagram to showcase aspects of your personal brand, such as hobbies, achievements, or skills?

- a. Yes
- b. No
- c. Sometimes

3. Do you think that Instagram is a great tools for business?

- a. Yes
- b. No

4. Have you noticed any positive changes in how others perceive you since you started using Instagram for self-branding?

- a. Yes
- b. No
- c. Not sure

5. Do you often archive or delete your old posts?

- a. Yes
- b. No

6. On a scale of 1-5, how confident are you that your Instagram efforts contribute to building a strong personal brand?

- a. (not confident at all)
- b.
- c.
- d.
- e. (very confident)

7. Rate the following question below (5- Strongly agree, 1-Strongly disagree)

	1	2	3	4	5
I try to build a positive image through Instagram.					

I responsible for managing my own Instagram.					
I feel that my posts on Instagram reflect my true personality.					
I receive positive feedback from other people for my uploads on Instagram.					
I understand the good and bad impact of uploading something on Instagram.					
I concern on my privacy after uploading something on Instagram.					
I use data to estimate the impact I have on my professional network.					
I use data and evaluate my content on Instagram to increase my followers.					

Section D: Challenges and Concerns

1. What challenges have you faced in using Instagram for self-branding, if any?

(Select all that apply)

- a. Difficulty in maintaining consistency
- b. Lack of engagement with the audience
- c. Privacy concerns
- d. Difficulty in defining a clear personal brand
- e. Other (please specify)

2. Do you concern about the number of your followers?

- a. Yes
- b. No

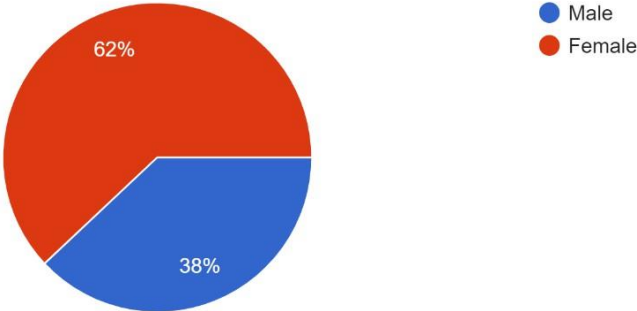
3. Would you be open to receiving guidance or resources on improving your self-branding efforts on Instagram?

- a. Yes
- b. No
- c. Maybe

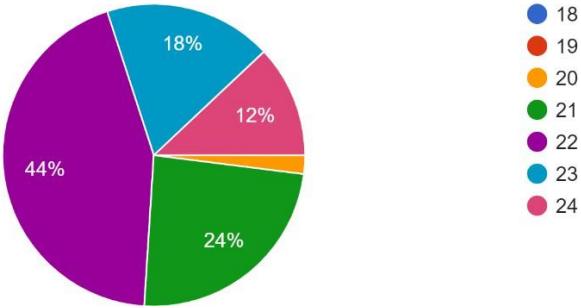
Appendix B: Questionnaire Results

Section A: Demographic Results

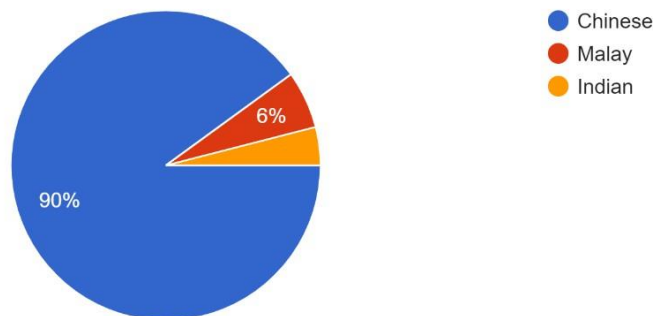
Gender
50 responses



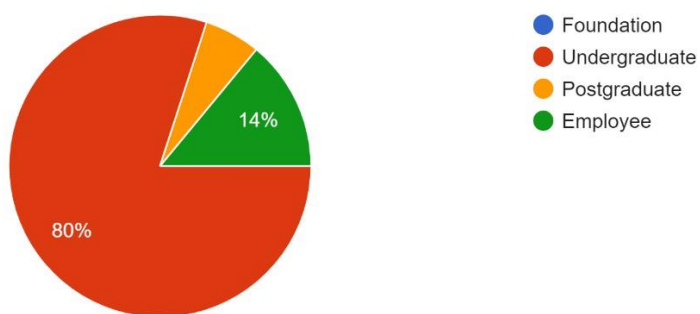
Age
50 responses



Ethnicity
50 responses



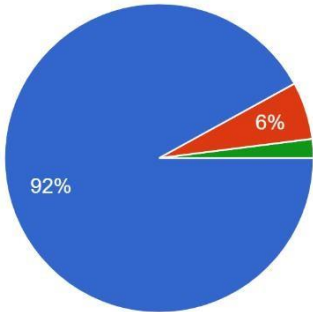
Education
50 responses



Section B: Instagram Usage Habit Results

How often do you use Instagram?

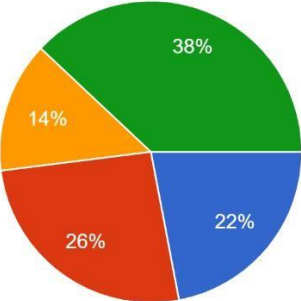
50 responses



- Daily
- Several times a week
- Once a week
- Rarely

How long do you spend on Instagram?

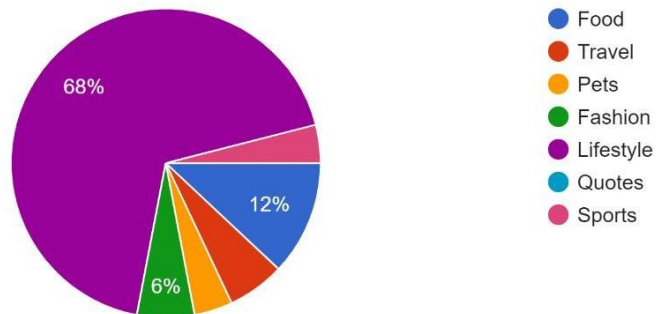
50 responses



- Below 30 minutes
- 40 minutes
- 50 minutes
- An hour and above

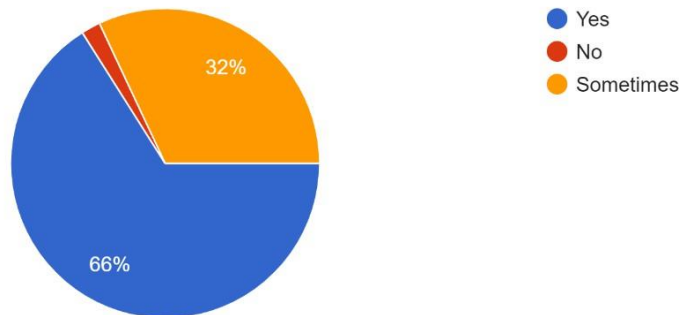
What do you usually post on Instagram?

50 responses



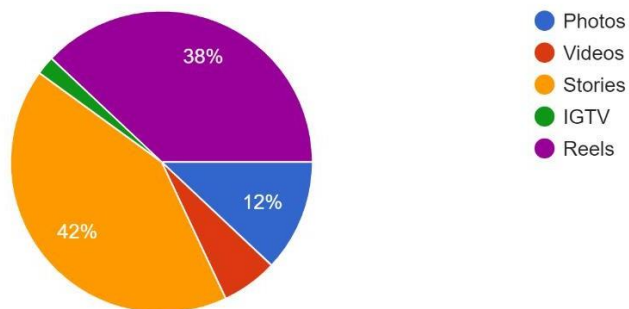
Do you use Instagram Stories, IGTV, or Reels regularly?

50 responses



What types of content do you prefer on Instagram?

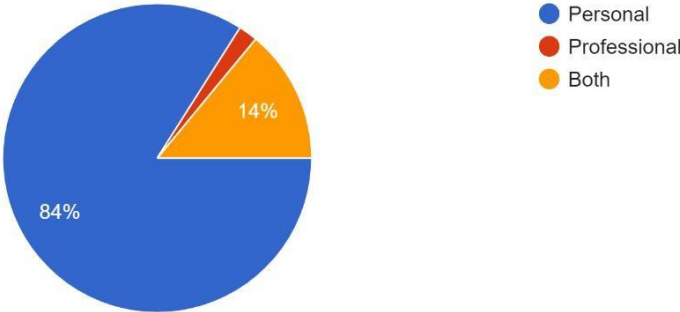
50 responses



Section C: Self-Branding on Instagram Results

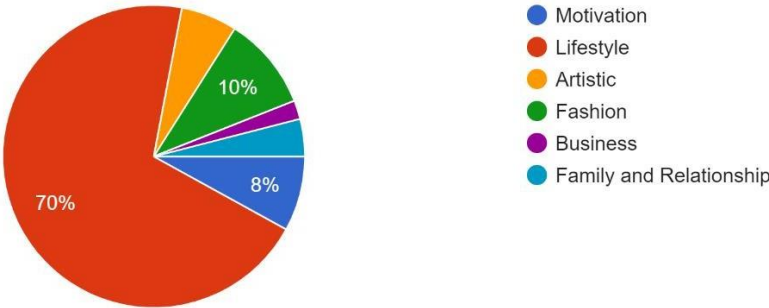
Do you primarily use Instagram for personal or professional purposes?

50 responses



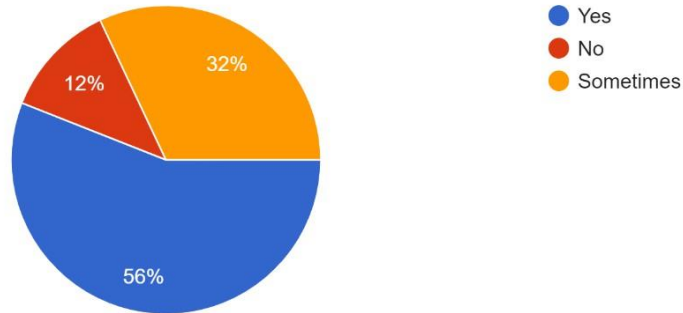
What is the main message or theme you want your Instagram profile to convey?

50 responses



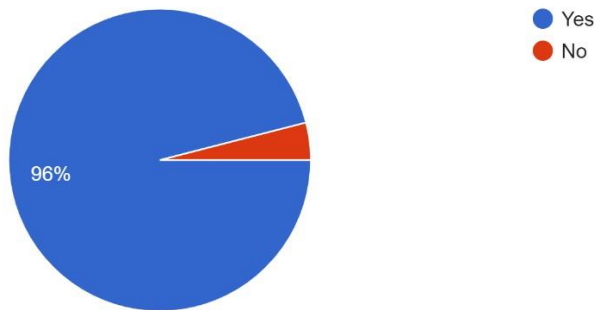
Do you actively use Instagram to showcase aspects of your personal brand, such as hobbies, achievements, or skills?

50 responses



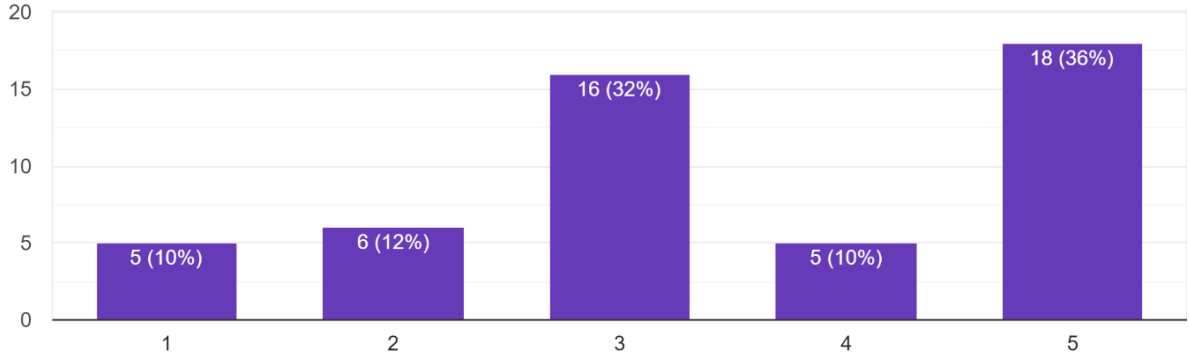
Do you think that Instagram is a great tools for business?

50 responses

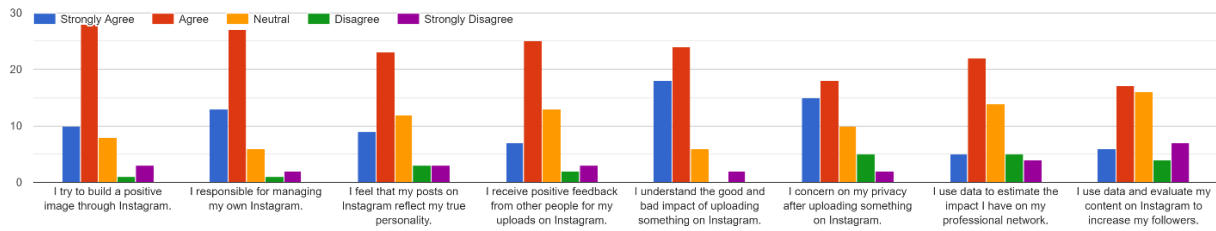


On a scale of 1-5, how confident are you that your Instagram efforts contribute to building a strong personal brand?

50 responses



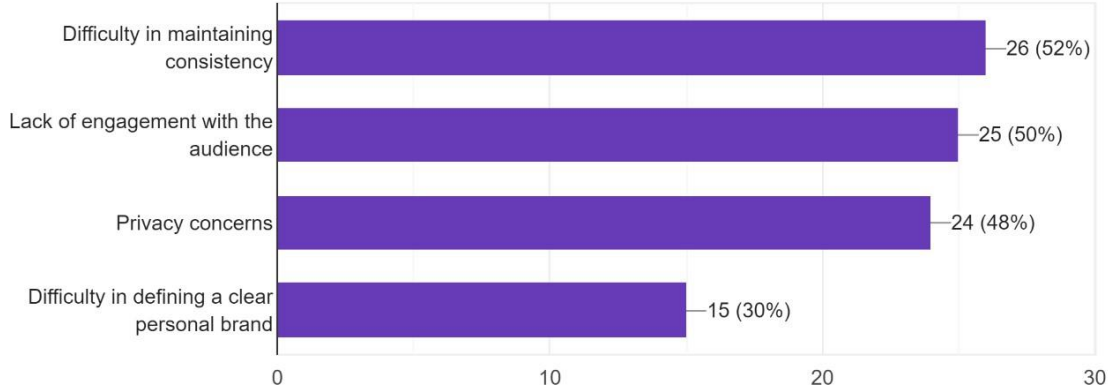
Rate the following question below (5-Strongly agree, 1-Strongly disagree)



Section D: Challenges and Concerns

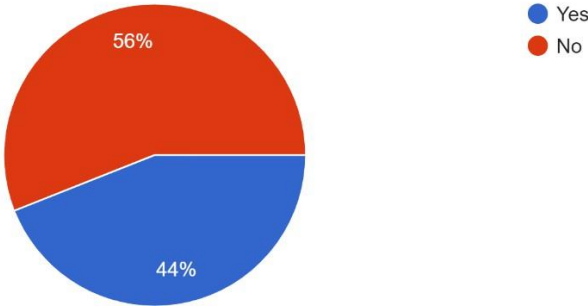
What challenges have you faced in using Instagram for self-branding, if any? (Select all that apply)

50 responses



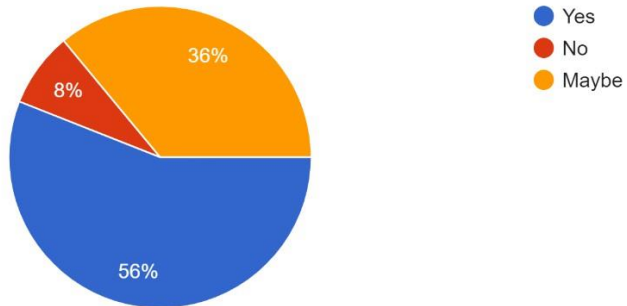
Do you concern about the number of your followers?

50 responses

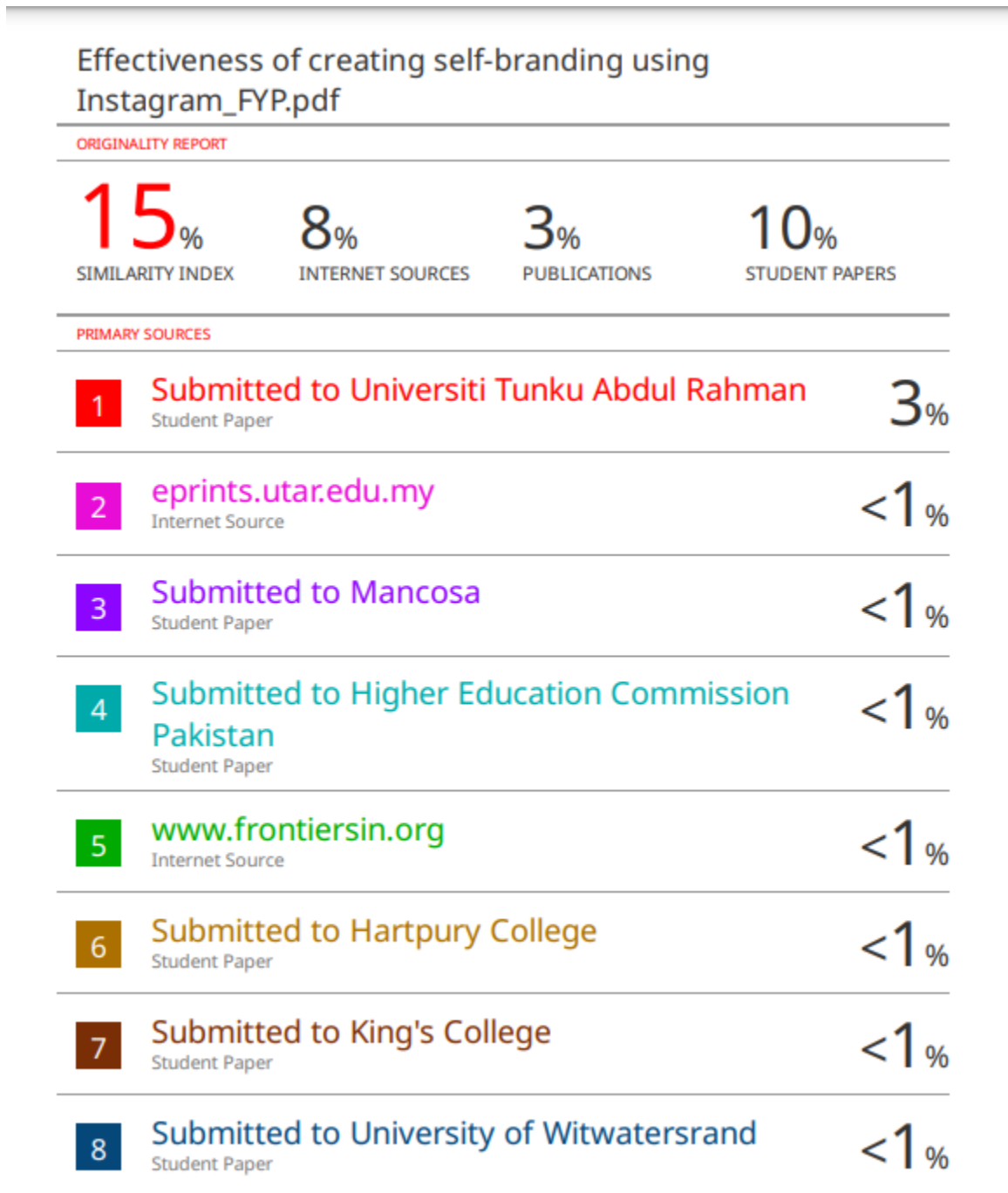


Would you be open to receiving guidance or resources on improving your self-branding efforts on Instagram?

50 responses



Appendix C: Turnitin Report



9	Submitted to Foreign Trade University - Ho Chi Minh Campus Student Paper	<1 %
10	Submitted to Olivet Nazarene University Student Paper	<1 %
11	tojqi.net Internet Source	<1 %
12	Submitted to Brunel University Student Paper	<1 %
13	Submitted to University of Leeds Student Paper	<1 %
14	www.statista.com Internet Source	<1 %
15	Submitted to Asia Pacific University College of Technology and Innovation (UCTI) Student Paper	<1 %
16	Submitted to Heriot-Watt University Student Paper	<1 %
17	Submitted to Queen's University of Belfast Student Paper	<1 %
18	Submitted to University of York Student Paper	<1 %
19	uni-mate.hu Internet Source	<1 %

20	Submitted to Ana G. Méndez University Student Paper	<1 %
21	Submitted to Trinity College Dublin Student Paper	<1 %
22	Submitted to University of Ulster Student Paper	<1 %
23	Submitted to Hong Kong University of Science and Technology Student Paper	<1 %
24	Submitted to Lingnan University Student Paper	<1 %
25	Submitted to Sheffield Hallam University Student Paper	<1 %
26	Submitted to Bournemouth University Student Paper	<1 %
27	Submitted to De Montfort University Student Paper	<1 %
28	Submitted to Monash University Student Paper	<1 %
29	Submitted to CSU, San Diego State University Student Paper	<1 %
30	Submitted to Coventry University Student Paper	<1 %
31	Submitted to KDU College Sdn Bhd	

	Student Paper	<1 %
32	acikbilim.yok.gov.tr Internet Source	<1 %
33	journalarticle.ukm.my Internet Source	<1 %
34	Submitted to Institute of Management Technology Student Paper	<1 %
35	Submitted to University of Hertfordshire Student Paper	<1 %
36	Wenyang Wei, Nur Surayyah Madhubala Abdullah, Nooreen Noordin. "In-service Middle School Teachers' Cognition in the Use of Technology in English as a Second Language (ESL) Teaching and Learning Context in Dingxi City, China", World Journal of English Language, 2022 Publication	<1 %
37	de.scribd.com Internet Source	<1 %
38	dspace.christcollegeijk.edu.in:8080 Internet Source	<1 %
39	www.scribd.com Internet Source	<1 %

40	www.slideshare.net Internet Source	<1 %
41	Charan Thej Reddy Vegivinti, Rahul Kumar Thakur, Shreeja Shikhrakar, M Bakri Hammami et al. "Exploring the digital footprint: Social media use among hematology oncology fellowship programs in the U.S.", <i>Journal of Clinical Oncology</i> , 2024 Publication	<1 %
42	Submitted to Technological University Dublin Student Paper	<1 %
43	Submitted to University of Northumbria at Newcastle Student Paper	<1 %
44	de.slideshare.net Internet Source	<1 %
45	helda.helsinki.fi Internet Source	<1 %
46	Submitted to Philippine Science High School Central Luzon Campus Student Paper	<1 %
47	nordopen.nord.no Internet Source	<1 %
48	www.econstor.eu Internet Source	<1 %

49	www.politesi.polimi.it Internet Source	<1 %
50	Junyun Liao, Jiada Chen. "The authenticity advantage: How influencer authenticity management strategies shape digital engagement with sponsored videos", <i>Journal of Business Research</i> , 2024 Publication	<1 %
51	Michael Hviid Jacobsen. "The Contemporary Goffman", Routledge, 2019 Publication	<1 %
52	Sevil Yesiloglu, Joyce Costello. "Influencer Marketing - Building Brand Communities and Engagement", Routledge, 2020 Publication	<1 %
53	Submitted to University of Sydney Student Paper	<1 %
54	euromed2017.com Internet Source	<1 %
55	research.vu.nl Internet Source	<1 %
56	www.coursehero.com Internet Source	<1 %
57	www.ijacr.net Internet Source	<1 %

58	Badra Al Aufa, Wahyu Sulistiadi, Faizah Abdullah Djawas. "Measuring Instagram Activity and Engagement Rate of Hospital: A Comparison Before and During COVID-19 Pandemic", 2020 3rd International Seminar on Research of Information Technology and Intelligent Systems (ISRITI), 2020 Publication	<1%
59	E. Kim, C. McDonald-Liu. "Influencers with #NoFilter: How micro-celebrities use self-branding practices on Instagram", Computers in Human Behavior, 2023 Publication	<1%
60	Mariana Oliveira Pinto, Sara Teixeira, Zaila Maria Oliveira. "chapter 13 Self-Promotion Strategies on Instagram", IGI Global, 2024 Publication	<1%
61	Scott A. Eldridge, Bob Franklin. "The Routledge Handbook of Developments in Digital Journalism Studies", Routledge, 2018 Publication	<1%
62	arno.uvt.nl Internet Source	<1%
63	core.ac.uk Internet Source	<1%
64	educationdocbox.com Internet Source	<1%

65	es.slideshare.net Internet Source	<1 %
66	hdl.handle.net Internet Source	<1 %
67	vuir.vu.edu.au Internet Source	<1 %
68	www.doria.fi Internet Source	<1 %
69	www.theseus.fi Internet Source	<1 %
70	Meshack Mpongoshe. "The Effectiveness of Ideal Clinic System in Increasing Job Satisfaction in the Rural Areas: A Case in the Eastern Cape Province, South Africa", <i>Journal of Human Resource and Sustainability Studies</i> , 2022 Publication	<1 %

Appendix D: Research Project Evaluation Form

Faculty of Creative Industries

Research Project Evaluation Form

Supervisor / Reviewer : Zachary Roland

Student's Name : Wong Chun Lam

Student ID : 20UJB06097

Programme : Broadcasting

Research Project Title: The Effectiveness of Utilizing Instagram to Create Self-Branding among the Youth in Klang Valley

Instruction:

Please score each descriptor based on the scale provided below:

(1 =very poor, 2 = poor, 3 = average, 4 = good and 5 = very good)

Abstract (5%)	Score	Convert	
1. Adequately describes the entire project			
2. States clearly the research problem			
3. Describe briefly and clearly the approach/methodology of the study			
4. Highlights the outcomes/significance of the study			
Sum			
Subtotal (sum / 4)			
Remark:			

Introduction (10%)	Score		Convert
1. Fitting introduction to the subject of the study			
2. Concepts/definitions well explained			
3. Scope of study well described			
4. Statement of the research problem/research questions			
Sum			
Subtotal (sum / 2)			
Remark:			
Literature Review (15%)	Score		Convert
1. Latest research/work done in the area of study			
2. Explication of theories used			
3. Constructive discussion on publications in relation to the topic of study			
Sum			
Subtotal (sum *1)			
Remark:			
Methodology (10%)	Score		Convert
1. Research method explained clearly (inclusive of clear explanation of sampling techniques used, where applicable only)			
2. Appropriate research design/framework/questionnaire			
Sum			
Subtotal (sum * 1)			
Remark:			

Findings & Analysis (20%)	Score	Convert
1. Data analysis is appropriate		
2. Data analysis is detailed		
3. Pertinent use of diagrams/tables/graphs, correlated with content/Analysis supported by evidence		
4. Clear interpretation, well explained		
Sum		
Subtotal (sum * 1)		
Remark:		
Discussion & Conclusion (15%)	Score	Convert
1. Appropriate; related to the objective of the study		
2. Shortcomings of the study & recommendations for future study		
3. Conclusion is apt, clear		
Sum		
Subtotal (sum * 1)		
Remark:		
Language & Organization (15%)	Score	Convert
1. Correct use of English and technical language		
2. APA format is followed		
3. Comprehensiveness of content and presentation		
Sum		
Subtotal (sum * 1)		
Remark:		

Presentation (10%)	Score	Convert
1. Ability to answer questions from the panel (4 Marks)		
2. Presentation delivery is clear (4 Marks)		
3. Body language (2 Marks)		
Subtotal (sum * 1)		
Remark:		
	TOTAL	100%
Penalty: maximum 10 marks for late submission or poor attendance for consultation with supervisor		
	FINAL MARK	100%

****Overall Comments:**

Signature: _____

Date: _____

Notes:

- (1) Sum: The sum of scores for the chapter
- (2) Subtotal: Convert scores from the sum of scores for the chapter
- (3) Total: The summation of all subtotal score

**It's compulsory for the supervisor/reviewer to give the overall comments for the researchproject with A & F grading.

Appendix E: FYP Evaluation Form (Literature-based projects)

**FYP Evaluation Form
(Literature-based projects)**

Supervisor : Zachary Roland

Name : Wong Chun Lam

Student ID : 20UJB06097

Program : BROADCASTING

Project Title : The Effectiveness of Utilizing Instagram to Create Self-Branding among the Youth in Klang Valley

<p>Abstract</p> <ul style="list-style-type: none"> I. Adequately describe the entire thesis II. State clearly the research problem III. Describe briefly the approach to the research/work/study IV. Highlight the outcome/significance of the study (impart sufficient depth in argument/discussion) 	<p>5 marks</p>	
<p>Context/Background</p> <ul style="list-style-type: none"> I. Background of author and text II. Information about genre and/or historical time period of the text III. Information about theory/theories used to analyze the text e.g. feminist/Marxist/etc. if any IV. Awareness of academic debates/discussions of text or theories used 	<p>15 marks</p>	
<p>Close Reading/Analysis</p> <ul style="list-style-type: none"> I. Original close reading that extends and expands our understanding of the text II. Analysis that is precise and well-supported by textual evidence III. Adheres to objectives of the project 	<p>30 marks</p>	

Relationship of issues/themes to the entire text I. Relating close reading analysis to the text as a whole II. Looking at broader issues/themes in the text and their significance	10 marks	
Relationship of text to other works by the same author (if any) or in the same genre I. Able to relate text to other works or similar themes/issues explored by same author II. Able to relate text to works in the same genre	10 marks	
Organization I. Ideas well organized and flow smoothly II. Ideas in each chapter are coherent and self-contained. III. Relationship of chapter analysis to the thesis as a whole is well-elaborated and logical	10 marks	
Language I. Correct use of grammar and punctuation II. Correct use of technical language	15 marks	
Presentation of Project I. References/appendices correctly cited II. Thesis handed in on time and complete	5 marks	

TOTAL

100 MARKS _____

Comments:

Signature: _____ **Date:** _____