

## **ABSTRACT**

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**INFLUENCE OF NADHIFA ALLYA TSANA'S TWITTER PERSONAL BRANDING ON INTEREST IN LISTENING TO PODCAST RINTIK SEDU**

*Keywords : Personal branding, Nadhifa Allya Tsana, Interest in Listening, Podcast, Rintik Sedu, Technology Determinism*

*(xii + 55 + Appendices)*

*Personal branding is a self-image that is shown by individuals to audiences. The purpose of this study was to find out whether there was an influence from Nadhifa Allya Tsana's personal branding on her audience's interest in listening to the Rintik Sedu podcast. The method used in this study uses a quantitative approach, and a positivistic paradigm. The theory used in this study is the Theory of Technological Determinism. In collecting data using a questionnaire through the Google Form application. The population in this study are active Twitter users and followers of Nadhifa Allya Tsana. The sampling technique uses a purposive sampling technique with a total sample of 100 respondents obtained from the results of calculations using the Taro Yamane formula. The results of this study indicate that the influence of Nadhifa Allya Tsana's Twitter personal branding on followers' interest in listening to the Rintik Sedu podcast is 56.5%, while the remaining 43.5% is influenced by other factors outside of this study.*

*Bibliography (1991-2022)*