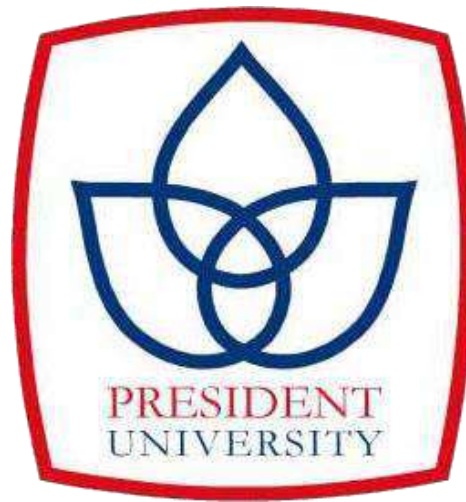


Thesis Submission



**"THE INFLUENCE OF LINKEDIN MOTIVATIONAL NARRATIVE EXPOSURE ON GEN Z'S SELF-
PERCEPTION MODERATED BY PERSONAL BRANDING AND SOCIAL MEDIA INFLUENCE"**

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The Influence of LinkedIn Motivational Narrative Exposure on Gen Z's Self Perception Moderated by Personal Branding and Social Media Influence

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Abstract

This study investigates the influence of LinkedIn motivational narrative exposure on Generation Z's self-perception, with personal branding and social media influence tested as moderating variables. Using a quantitative approach with a positivist paradigm, data were collected from 117 active LinkedIn users aged 15–28 through an online survey. Path analysis and moderated regression analysis were applied to examine relationships between variables. The results indicate that motivational narratives on LinkedIn significantly shape Gen Z's self-perception, enhancing confidence, professional identity, and motivation toward career goals. However, the moderating effects of personal branding and social media influence were found to be insignificant, suggesting that motivational narratives exert a more direct impact than external branding strategies or social influence factors. These findings highlight the power of motivational storytelling in digital professional platforms as a key driver of self-perception, while also pointing to potential risks of branding saturation and diminished trust in social media contexts. This study contributes to communication science by extending Kelman's Social Influence Theory in the context of digital narratives and provides practical insights for students, professionals, and recruiters in leveraging LinkedIn as a medium for personal growth, identity building, and organizational branding strategies.

Keywords : LinkedIn, Motivational Narrative, Generation Z, Self-Perception, Personal Branding, Social Media Influence, Digital Communication

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"I can do all things through Him who strengthens me." (Philippians 4:13)

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