

ABSTRACT

Vlogging phenomenon on Youtube rise a lot various video content creators, one of which is the beauty industry that growing rapidly in Indonesia. Youtube beauty-themed video creator can be called beauty vlogger. Therefore, to be more recognizable a person must have a specific strategy to branding themself against the intense competition nowadays. This study discusses the beauty vlogger personal branding strategy Kiara Leswara through her Youtube channel. Kiara Leswara is a young beauty vlogger known for her makeup results that always natural and easy to follow. The method used in this research is descriptive qualitative based on in-depth interviews with Kiara Leswara, experts, and one of the subscribers .. Based on the results of research known through her personal branding that Kiara Leswara attempt to to build trust by providing honest opinion, showed friendly personality, talk like friend, upload a video once every week as well as the promotion of other social media, and convey positive values to speak polite in every video.

Keywords: Personal Branding, Vlog, Beauty Vlogger, Youtube