

ABSTRACT

Instagram has become source of income for some people who can use this media as a personal benefit, for example by making Instagram a media promotion. promotion itself is the use of someone's service that we usually call Celebgram or nstagram celebrity, where someone has a lot of followers on Instagram media and can make various posts that will be distributed as material for promotion. Because people nowadays make a lot of purchases on Instagram , because it can save a lot of time and more simple . But to be a celebgram is certainly not an easy thing, because it is required to have good personal branding. Ilyas, who is a student at one of the state universities in Bandung, started his career on Instagram only because of a mere hobby in the form of singing and fashion hobbies on Instagram. From this achievement, it has been proven that Ilyas Branding on itself as a young celebrity that highlights the music side is able to attract well-known brands. By looking at the background, the researcher wanted to find out how the application of Ilyas Muhammad was done to build his Personal Branding on the Instagram platform.

Keywords: Personal Branding, Social Media, Instagram, Celebgram,