

# **DIGITAL INFORMATION MEDIA DESIGN OF PERSONAL BRANDING IN SOCIAL MEDIA**

**Abstract:** While using social media, most college student are too busy having fun while ignoring their effects or even their potential that can be used by them in preparation of future workplace. In addition, their understanding of personal branding's concept of promoting themselves is so low that eventhough it had been heard by them atleast once but they judge it as not that important. This research was made in hope as the start line of finding solution and the most effective way of conveying the concept of personal branding on college student, what it mean and how to maximize the use of it especially in social media for college student. The research methods used were observation , literature study, interviews with expertise and related parties, and questionnaires. After all the data successfully compiled and analyzed, the solution found was to make media design of personal branding oncollege student in social media with the reason of college student applying personal branding in their social media.

**Keyword:** *Personal Branding, Social Media, College Student*