

## ABSTRACT

Instagram is the most widely used social media today. Followed by the K-Wave phenomenon that hit Gen-Z and Millennial to make content creators compete to create a unique and interesting content with their respective characteristics to make a personal brand that can achieve a certain vision and mission. To win the competition, a strategy is needed to branding yourself. This study discusses the personal branding strategy possessed by Instagram account @natyashina as a K-Pop influencer. The subject of this research is Natya Shina who is a K-Pop Influencer, while the object of this research is the Strategy to Build Online Personal Branding Through Instagram @natyashina. The research method used is descriptive qualitative based on the results of interviews with selected informants. Based on the results of the research, it is known that in the strategic planning stage, Natya provides a brand awareness to his audience by using a hashtag that begins with his own name and is followed by the abilities he wants to show. In implementing the strategy, Natya adjusted the use of the hashtag to his post and represented the skill set, aura, and identity he possessed. Furthermore, in the evaluation stage, Natya followers have an important role for the development in creating Natya content, and has a perception similar to what Natya has been trying to do in the stages of implementing her personal branding strategy. In conclusion, in building an online personal brand as a K-Pop influence, Natya applied several stages of strategy starting from establishing a vision, mission, and values, then the vision, mission, and values were applied through a content that was supported by skill sets, aura, and identity. which he shows on Instagram. Content uploaded consistently about dance, fashion, and makeup, his experience and knowledge about Korea, making Natya deserves to be called a K-Pop influence by his followers.

Keywords: *Personal Brand, Strategy, K-Pop Influence, Natya Shina*