

ABSTRACT

Over time, there has been a change in the mindset of married couples to choose childfree. This is supported by one of the education-influencers in Indonesia, namely Gita Savitri. She creates content and shares her opinion about childfree on Instagram which reaps various cons from her audience, which causes a decrease in the number of followers from @gitasav. The purpose is to find out how the perception of ex-followers of @gitasav to her personal branding as education-influencers after content and statements "childfree" on Instagram. This research is qualitative-descriptive, and uses the main concept of personal branding by Montoya (2002) which consists of eight elements. The result is that Gitasav is no longer seen the same as before in the perception of ex-followers @gitasav. This is because there are differences in attitudes shown by Gitasav on the issue of childfree that aren't in line with the educational content she has been sharing. Gitasav only fulfils three elements of main concept of personal branding by Montoya (2002), namely Specialization, Leadership, and Distinctiveness. Gitasav's personal branding is no longer consistent with the perception of @gitasav's ex-followers, because it doesn't meet all elements in the main concept of personal branding by Montoya (2002).

Keywords: *Education-influencer, Ex-followers, Instagram, Personal Branding*