

ABSTRACT

Everyone is born with a unique individual. Some people may be aware of the uniqueness is not just merely a differentiator from other people, but it should serve as a characteristic that can be in the highlight. Therefore, creating a personal branding is a way to highlight any specific characteristic or advantage that we have. In this era, to build a personal branding can be done easily with their social media. One social media can help in building a personal branding is a social media instagram. Instagram social media has led to a new phenomenon in the wider community that with the advent of selebgram (celebrity instagram) who can bring unique, skills and self-image that is different in each account each of these selebgram. Consciously or unconsciously selebgram itdak has built a personal branding via instagram account that is owned.

The purpose of this research is to know how to build a personal branding, how the process of personal branding is built, the form of personal branding is built, the reason for choosing social media instagram building personal branding and the results that have been obtained selebgram after building a personal branding through social media , In this study using qualitative research methods Descriptive study approach. The data obtained, the results obtained by direct interview with a selebgram ie Jannah Zahratul @zahratuljannah account owner and three informants supporters. In addition, data were also obtained with the results of observation, library research and documentation in the form of photographs.

This study discusses the constituent elements according to the concept of personal branding FRED consisting of 1) familiarity, 2) relevance, 3) esteem, 4) differentiation. The results of this study indicate that 1) familiarity was formed by personalities who owned Zahratul Jannah as a celebrity Instagram, 2) relevance suggest a link between Zahratul Jannah with personal branding desired, 3) esteem is formed based on the credibility and the achievement of which is owned by Zahratul Jannah, 4) showed characteristic differentiation Jannah Zahratul as a different person.

Keywords : *Personal Branding*, Instagram, *Selebgram*