

ABSTRACT

New media has increased greatly and began to be felt since the rapid development of communication and information technology that is supported by the presence of the internet. With the internet, many social media applications have been used to socialize and work, one of them is Instagram. On Instagram many content creators have quite a large number of followers and have an impact on their followers or can be known as an influencer. This study discusses how Wahyu Mahendra's personal branding (iw.wm) still exists on Instagram. The purpose of this research is to find out the personal branding of Wahyu Mahendra (iw.wm) in maintaining his popularity as an influencer on Instagram. The method used in this research is descriptive qualitative by conducting in-depth interviews with key informants and supporting informants to explain personal branding as influencers on Instagram, observation, and documentation. Personal branding strategy analysis in this study uses personal branding theory from Rampersad and it includes authenticity, integrity, consistency, specialization, authority, relevant, visibility, distinctiveness, persistence, goodwill, and performance. Wahyu Mahendra builds his Authenticity from a true personality and reflects his character, behavior, values, and vision. Characteristics are the main key that can build self-image of Revelation, Characteristics of the Revelation project in his actions. Wahyu has a different character between real life and on social media. In Instagram Wahyu wants to be known as an influencer who has a flexible nature while in the real world he wants his character to be known more to people who are friendly, and likes to share his traveling experience with others. The consistency of an influencer is done by frequent two-way interactions on Instagram. Wahyu's specialization lies in his lifestyle, Wahyu tends to luxury brands that are more mountainous and Uerban which is located in the countryside and is in contact with the natural landscape. The expertise that revelations convey to its followers is pure expertise in photography. As an Influencer, Wahyu has a physical work in the form of the first book he has just released entitled "Me Photo Trip". Having special characteristics and works such as the book that Wahyu wrote can be a point of differentiation between revelation and other influencers, especially in the field of Travel Influencers. In creating interesting photographs, it certainly looks different from other photographers. Having uniqueness and uniqueness can be a major strength in the personal branding of an influencer. Because traits are important, traits are distinguishing from others. From this study it can be concluded that Wahyu Mahendra uses authentic personal branding criteria to maintain his popularity as an influencer on Instagram including authenticity, integrity, consistency, specialization, authority, relevant, visibility, distinctiveness, persistence, goodwill, and performance.

KEY WORDS: Personal Branding, Influencer, Instagram, New Media.