

## **ABSTRACT**

*With the development of the times and technology, looking for business opportunities and other opportunities is greatly facilitated because of the help of social media, the users are very varied. Some use social media to do schoolwork, some use social media as a productive activity, one of which is Instagram or celebgram. Instagram is a social media that has many tools. Arief Muhammad is an Instagram celebrity. Arief Muhammad is one of the celebgrams that has a strong personal branding. In the formation of personal branding, Arief Muhammad needed time to build his personal branding on Instagram. In the formation of personal branding content creators of celebrities need stories that can be accepted by the audience so that the message is conveyed, transmedia storytelling is one of the concepts in conveying a story using media. The purpose of this research is to find out and analyse whether the application of transmedia storytelling and the application of transmedia storytelling was done by Arief Muhammad in building personal branding on Instagram. This study uses qualitative research using digital ethnography and data collection carried out by researchers by observing and interviewing informants. Based on the research, there is an application of transmedia storytelling by Arief Muhammad in his personal branding, and for the stage of the transmedia storytelling process, Arief Muhammad is already at the fanon stage.*

**Keywords:** *Personal Branding, Transmedia Storytelling, Arief Muhammad.*