

ABSTRACT

Currently, personal branding is starting to get people's attention. Personal branding is usually done by artists, influencers, public figures, and other well-known figures, one of which is Aul "Tutorial Hidub". By building a personal brand, audiences can get to know Aul's figure in certain fields so that she is known as a comedian influencer and content creator on her social media. This study aims to find out how personal branding strategies were carried out by Aul as a comedian influencer on social media from the beginning of her career to the present. The method used is a qualitative approach with descriptive analysis. Data collection techniques were carried out by conducting in-depth interviews with Aul as the main informant. In addition, the authors also made observations regarding data sourced from social media to support the results of this study. The results of this study indicate that Aul has a personal branding strategy, namely by being herself. In this case, Aul's superior personal branding criteria are Authenticity and Distinctiveness. Because since the beginning of her career, Aul understood his character and expertise, namely as a person who likes to comedy and create funny content on social media, which she then uses as a personal brand.

Keywords: *Personal Branding, Social Media, Influencer, Strategy*