

ABSTRACT

Personal branding is important to create a positive self-image by describing one's true self. This research discusses the personal branding of Toba Batak women through the sinamot culture in traditional Toba Batak marriages. The purpose of this research is to find out the role of sinamot in the Toba Batak traditional marriage system as a measure of the value of a woman in the Toba Batak traditional society and to find out the personal branding of Toba Batak women through the sinamot culture in Toba Batak traditional marriage. This research uses a qualitative approach with descriptive research. The results of the study state that the role of sinamot in the Toba Batak traditional marriage system is indirectly assessed as a benchmark for the value of a woman in the Toba Batak traditional society and Toba Batak women have built personal branding from the concept of specialization and the concept of good name, so that it has a big impact in building personal branding through the sinamot culture in Toba Batak traditional marriage.

Keywords: *Personal Branding, Sinamot Culture.*