

## ABSTRACT

*Personal branding is an important thing for students to do because it has various benefits, especially by using social media technology such as Instagram. This research discusses the strategy of building personal branding using Instagram social media conducted by students in Bandung. The purpose of this research is to find out their opinions in doing personal branding and find out how they do it through Instagram. This research uses a qualitative approach with a descriptive method about students who use Instagram as their portfolio. The data collection methods in this study used interviews, observation, and documentation. This research uses eight concepts of building personal branding by Peter Montoya (2002). As a result of this study, researchers found how Bandung students build their personal branding by using Instagram social media and found differences between students who use the eight concepts of building personal branding by Peter Montoya and those who do not use these concepts. The result of this study is that the researchers found out how the students of Bandung City build their personal branding on Instagram, as well as knowing the differences between Bandung students who build their personal branding using the concept of Peter Montoya's eight personal branding builders and Bandung students who do not build using the concept. But the purpose of building personal branding is different so the results are also relative depending on their purpose of building personal branding on Instagram.*

**Keywords :** *Personal branding, Student in Bandung, Social media Instagram*