

ABSTRACT

In today's digital world, social media is a tool that is very helpful in building personal branding to build a company's image because of its sophisticated capabilities. One of the social media that is known as social media for professional business people in networking and is suitable for personal branding is LinkedIn. Equipped with various LinkedIn features, it can help maximize personal branding, especially personal branding carried out by CEOs, because they have more significant influence as leaders. This research aims to discover personal branding activities through LinkedIn and the use of LinkedIn by Techbros Group CEO Yudhi Rahadian. The theory used in this research is the personal branding theory of McNally and Speak (2004). The approach used in this research is qualitative with a descriptive research method. Then, the data collection technique is taken through in-depth interviews with one key informant, one expert informant, three supporting informants, non-participant observation, and document study. The results show that the interesting thing lies in Yudhi Rahadian's activities to build his branding independently. In contrast, in the personal branding, he also includes the image of his company, which is classified as a pioneering company. He has good non-technical skills (in this case, personal branding). He is even willing to participate in mentoring with personal branding experts. He also combines his experiences and linear career struggles with the company's background so that he can form an underdog story plot. The personal branding activities carried out by Yudhi Rahadian as CEO of Techbros Group through LinkedIn have fulfilled the dimensions of the theory used by the author, namely competence, standards, and style. The CEO of Techbros Group can also maximize the use of LinkedIn to build each content he builds independently through the various features he uses. The conclusion is that the personal branding activities made by the CEO of Techbros Group independently on LinkedIn have been carried out based on the dimensions of competence, standards, and style. He has also maximized various LinkedIn features.

Keywords: *Personal branding, Social Media, LinkedIn*