

## ABSTRACT

*Jejouw displays a luxurious and glamorous self-image, emphasizing her status and wealth through her choice of clothing, accessories and exclusive locations. The image built by Jejouw is the result of a very well-planned impression management strategy, which aims to shape public opinion about him as an established individual worthy of being a role model. To build personal branding on Instagram social media, Jejouw wants to build his image as a successful entrepreneur, car collector and sneaker collector. Through consistent content, Jejouw tries to project himself as a "humble," "professional," and "humorous" figure. However, this analysis shows that the image we want to build is not fully achieved. Even though Jejouw intended to present himself as a successful businessman, the public actually received an image that was more inclined towards "flexing" or showing off his wealth. By utilizing technology and careful content selection, Jejouw has succeeded in creating an image of himself with a luxurious lifestyle that attracts many followers. This research investigates the personal branding practices implemented by influencer Jejouw on the social media platform Instagram. Jejouw is used as a study subject to reveal how he builds and maintains a consistent personal image. The research method used was descriptive qualitative with a phenomenological approach, including in-depth interviews and analysis of Jejouw's Instagram content.*

**Kata Kunci:** *Personal Branding, Influencer, Instagram*