

## **ABSTRACT**

*Personal Branding is the process of building and maintaining a unique and positive personal image and reputation. Positive and credible personal Branding will certainly create positive associations with the Brand image. Social media provides a space for the public to instantly form and share their self-image. The aim of this research is to identify whether Tasya Farasya's personal Branding on Instagram social media has an influence on Mother of Pearl's Brand image. The research method used in this research is a quantitative method with descriptive analysis. The sampling technique used is purposive sampling from the population based on special criteria. Data collection was carried out by distributing questionnaires to 100 Tasya Farasya followers on Instagram. The research results show that Tasya Farasya's personal Branding has a significant and strong influence on Mother of Pearl's Brand image, so that effective personal Branding can be used to strengthen the Brand image on social media. It is hoped that this research can be used as evaluation material for future development of Mother Of Pearl products, ensuring that these products can meet user expectations and remain relevant to the ever-growing market needs.*

**Keywords:** *Personal Branding, Instagram Social Media, Tasya Farasya, Brand Image, Mother Of Pearl (MOP) Products*