

ABSTRACT

As an influencer, personal branding is an important element in using social media. This study analyzes the personal branding of the Instagram account @queenarths, an influencer with a coquette appearance. This study aims to determine the visuals and narratives used to build the coquette's personal branding using the concept of Peter Montoya's Eight Laws of Personal Branding. This study uses a qualitative method. The data collection methods used are library studies and documentation studies. The data validity techniques used are the level of trust (credibility), transferability, dependability, and confirmability. The results of the study show that the consistency of coquette's personal branding is displayed through visuals and narratives in several of her uploads. The application of the Eight Laws of Personal Branding concept was quite successful because most of the laws are in the content uploaded by Queen. However, the law of leadership is not identified in Queen's content because she is not a main figure in the aesthetic, but rather she is someone who adopts the coquette aesthetic to be used as her personal branding appearance. This study proves that consistency in displaying the same personal branding will form a positive image and stick in the minds of the wider audience.

Keywords: Personal Branding, Instagram, Coquette Appearance