

ABSTRACT

The phenomenon of independent musicians building their personal identity through social media reflects the shifting landscape of the music industry today. Christian Yu, known by his stage name DPR IAN, utilizes his personal Instagram account @dprian to portray himself as an independent musician with a distinctive visual style and narrative approach. This study aims to analyze Christian Yu's personal branding through content posted on the @dprian Instagram account during the period from January 1 to December 31, 2024. The research employs a qualitative descriptive method with an interpretive paradigm. The analysis refers to six elements of personal branding proposed by Peter Montoya: specialization, personality, visibility, unity, persistence, and goodwill. The results show that DPR IAN's personal branding is constructed through the use of cinematic visuals, reflective narratives, and emotionally driven communication styles, resulting in an authentic image as an independent musician with strong character and artistic values.

Keywords: *Christian Yu, DPR IAN, independent musician, Instagram, personal branding*