

ABSTRACT

Social media like Instagram nowadays has become an alternative media in marketing and promotions. Personally, people can do business through Instagram. Nowadays, Selebgram is becoming a trend among Instagram users in Indonesia. Being a celebgram should have their own uniqueness to be different from the others. In building it, it takes a good personal branding in order to survive in celebgram world inside the Instagram. Ohim with his account @ibrhmrsyd without a celebrity background has earned celebgram title. The personal branding that Ohim done attracting some brands with just using Instagram as the tools of delivering communication messages. He can be glimpsed and attracting some well-known brand in Indonesia and chosen as the selebgram endorser. Ohim become one of celebgram in Bandung city that chosen to representing some famous products. This study discusses how personal branding strategy of celebgram non-celebrity. This study using descriptive qualitative method with the indicators consist of eleven characteristics of authentic personal branding by Rampersad. The result says that Ohim's personal branding strategies has value, character, code of behavior and moral, focusing on selected area, consistency, relevance, visibility, gain recognitions, applying the positive things, and be yourself while maintaining his existences in become celebgram and also always maintain the relationship in both inside @ibrhmrsyd 's Instagram account and daily life.

Keywords: Personal Branding, Social Media, Instagram, Celebgram, Strategy.