

ABSTRACT

This research discusses the use of Youtube social media in building personal branding for Lifni Sanders or better known as Livjunkie. The purpose of this research is to find out what form of personal branding has been carried out by Lifni Sanders as a beauty influencer by utilizing Youtube social media. Researchers analyzed Lifni Sanders' personal branding using two of the eight personal branding concepts proposed by Peter Montoya (Siswiyanto, 2020:9). These two concepts are: The law of specialization, The law of good will. This research uses a qualitative approach with a phenomenological, interpretive approach. Data collection methods were carried out using in-depth interviews, documentation and observation of key informants and expert informants. Based on the research results, it shows that the personal branding built by Lifni Sanders reflects the specialization seen in the originality of the content, then Lifni Sanders shows the real side of her personality, in harmony with reality and also on her social media. What needs to be analyzed is none other than the meaning of Indonesian women's beauty, which has been completely constructed by the media.

Keywords: Personal branding, Lifni Sanders, Beauty