

## ***Abstract***

*The study, entitled “Fashion Blogger Personal Branding Strategy Through Blog” aims to figuring how Cassandra Dini’s personal branding strategy as a fashion blogger.*

*This study discusses about forming points of personal branding according to FRED concept. The points are: 1) familiarity, 2) relevance, 3) esteem, 4) differentiation.*

*This study using qualitative approaches and descriptive as the research method. The data were collected from interviews, searching data online, and documentation with Miles and Huberman data analysis model.*

*The result study indicate that: 1) familiarity was formed by the personalities that owned by Cassandra Dini as fashion blogger, 2) relevance was showed an association between Cassandra Dini and her personal branding as a fashion blogger, 3) esteem was formed by credibilities and achievements that owned by Cassandra Dini, 4) differentiation was showed characteristics of Cassandra Dini that make herself as a unique person.*

*Keywords: Personal Branding, New Media, Blog*