

## ABSTRACT

*Instagram is one of appropriate social media platform to get well-known or used to call 'selebgram'. Online shoppers usually use selebgram to market their products so it can get known by customer and sell well, one of method is by endorsment. Instagram celebrity that accept endorsment and use strategy in the delivery is @fithqia, @orlintia, and @icrzks instagram account.*

*This research use ethnography virtual with qualitative method. The purpose is to know differentiation strategy in selebgram content message with VisCAP method introduced by Rossiter and Percy.*

*The result from research based on Differentiation Strategy Content Message (Ethnographic Study of Virtual Celebrity Endorser Instagram Account @fithqa, @orlintia and @icrzks). This research showed that every endorser create different content message. @fithqia instagram account use outfit of the day because she want to show her ability and preference without forcing herself. @orlintia use photo variations so she can show interesting and neat content to her followers and give some space to the product endorsment. @icrzks use monochrome outfit because she likes it. It's her preference so she choose monochrome outfit.*

*Keywords: Differentiation, Celebrity Endorser, Instagram.*