

## **ABSTRACT**

*Floods that hit a number of points in the city of Bandung resulted in many public spaces damaged and can not work optimally so that the activities of residents of Bandung stalled for a while. Bandung people highlight the figure of Ridwan Kamil as the Mayor because of the flood case. Especially during this account Instagram @ridwankamil always post the success achieved by the city of Bandung. It is at the end can affect the self-image of Ridwan Kamil as the bearer of the smart city program. The method used in this research is the qualitative method with case study research method and use data collecting in the form of an interview with 3 informants and supported by direct observation on Instagram account @ridwankamil. Based on the results of data processing, it is found that Instagram Ridwan Kamil account using 8 concepts of forming personal branding include leadership that is in the form of quick response effort in handling flood case. Specialization is typical of Ridwan Kamil which includes his vision and mission. Visible is in the form of updating every what is done by it. Personality is sensitive to every complaint submitted by its citizens. Firmness in the form of a strict nature during the development of Bandung. Unity in the form of support from his family. Differences in the appearance of the negative side of the city of Bandung. A good name of quick response action along with the results that have been obtained.*

*Keywords: Instagram, Personal Branding*