

ABSTRACT

Youtube is a social media that currently become the new media in marketing. This platform is currently interested by the society and become a business area. Being a youtuber certainly should be able to create an expertise and a different uniqueness from others. That expertise can help him/her to build a good personal branding in social media as Youtube. Cheryl, with an account named Cheryl Raissa could use Youtube as a medium of her Personal Branding. Through youtube, Cheryl communicates her makeup skills that she has, so Cheryl is known as Beauty Vlogger. With her skills, she good communicate and the expertise of makeup especially on the eyes, Cheryl is able to attract the audience and popular brands in Indonesia. This research discusses how to build the Personal Branding's strategy of Cheryl Raissa on her Youtube using qualitative descriptive methods. The purpose of this research is to know the process of establishing the Personal Branding of Cheryl Raissa as Beauty Vlogger and the steps of Online Personal Branding that she does in Youtube using Twelve Steps of Online Personal Branding of Ryan Frishmann. The results of the research is Personal Branding's strategy of Cheryl is appropriate to the steps of Online Personal Branding of Frischmann. It means Personal Branding of Cheryl is right on her audience target.

Keywords: *Personal Branding, Media Sosial, Youtube, Youtuber, Beauty Vlogger.*