

## **ABSTRACT**

*Personal branding was the synthesis of all expectations, images, and perceptions created in the minds of others when they see or hear the name of the owner branding. This study aims to determine the form of personal branding Abel Cantika as Beauty Influencer Indonesia through social media Instagram. Research conducted by researchers was descriptive qualitative research. The results showed Abel Cantika Ability Skill that is the ability in make up that was understanding of the tools used, technical skill, and overall knowledge related to make up. Abel Cantika's aura or character can be seen from its nature, how to communicate with its follower, not mengendors products that never used, like the color of the girly pink, cheerful, active, detail and meticulous, the focus, the suitability of makeup with costumes to wear . Identity Abel Cantika, among others, like the color pink, greeting followernya with greeting young people, a detail and tend to perfectionist, and have a very good knowledge about makeup.*

**Keywords:** *personal branding, social media, instagram*