

ABSTRACT

On the social media Instagram, it is known that content about traveling is more liked by the people than the other these days. As the result, many Instagram users compete to present traveling content with their own characteristics. Finally, to win that competition, people need a strategy to branding themselves. This study discusses about personal branding strategies from @amazing as Instagram user, who brand himself as a storygrapher. The research method used is descriptive qualitative based on the results of interviews with selected informants. Based on the results in this research, it is known that in the strategy formulation stage, Alex wants to develop his personal branding from a storyteller become a storygrapher by using #LetMeTellYouAStory hashtag in the caption. Then in the implementation of the strategy, Alex adjusted the use of the hashtag to just a few selected posts by focusing on the elements of specialization, personality, consistent with *positioning*, leadership, good will, and persistence. In the evaluation phase through an indirect measurement tool, it is known that Alex's followers have a perception similar to what Alex is trying to do in the stages of implementing his personal branding strategy.

Keywords: *personal branding, strategy, storygrapher, Alexander Thian*