

## **ABSTRACT**

*This research is a qualitative research on "Personal branding Valentino Simanjuntak as Sports Commentator on Television Media". The purpose of this research is to analyze the way of applying personal branding carried out by Valentino Simanjuntak as a sports commentator on television media. This study uses qualitative methods with a type of descriptive analysis research. The paradigm used in this research is post-positivism because researchers want to prove and analyze the phenomena that occur in the subject of research by referring to existing theories and sticking to a theory. In the research object, the author chose Valentino Simanjuntak (sports commentator) as the key informant, then chose Ary Sapari (Jebreet Room Consultant) and Petrus Tomy Wijanarko (Indosport sports media reporter) as supporting informants and chose Dra. Dewi Tavana Walida, Psi, Psychologist (Expert Personal Branding, Founder of Dewi Haroen & Associates) as expert informant. The result of this research shows that in conducting personal branding, Valentino Simanjuntak was present as a sports commentator on television media with eleven personal branding characteristics namely authenticity, integrity, consistency, specialization, authority, distinctiveness, relevant, visibility, persistence, goodwill, and performance. It is good enough and in harmony. However, in terms of authority, to be recognized as an expert in the field of sports commentator Valentino Simanjuntak still needs more time and process to fulfill the criteria of authority.*

*Keywords: Television Media, Sports Commentator, Valentino Simanjuntak, Personal branding, qualitative.*