

ABSTRACT

In the current technological development, access to social media is one of the primary needs of everyone. Building a positive image is no longer only needed for a company, but also someone as an individual. Branding for individuals is called personal branding. Personal branding is the process of how to market yourself or a career through an image formed by the general public. In Indonesia, there are many people who carry out personal branding activities. Vlog now is a trend term especially among Youtube users or viewers. The development of vlogging trends is creating various types of content that has been provided by Youtube. This research is to find out how to use YouTube as JWestBros's personal branding media as a high quality food and travel content maker through hashtags. The name JWestBros itself has a unique philosophy that is a combination of where they live West Jakarta and West Java J is defined as Jakarta and Java and West is interpreted as West. The method used in this study is a qualitative descriptive method by analyzing 10 videos uploaded on JWestBros Youtube channel which is the unit of analysis in this study. In addition, this study uses interviewing techniques with three expert informants on social media, personal branding, food videographer, and two supporting informants as subscribers of JWestBros. Personal branding indicators used in this study are differentiation, positioning, perception, trust and message or solution. Based on the results of research and discussion, it is known that Andy and Victor's personal branding in the JWestBros Youtube channel as A High Quality Food and Travel Content Maker can show differentiation, strengthen positioning, form positive perceptions, gain trust from the audience and become a medium for delivering messages and delivering the solution

Keywords : *Personal Branding, JWestBros, Social Media, Youtube*