

ABSTRACT

The presence of social media is utilized as a tool used to conduct marketing activities conducted through social media by each user, one of them with YouTube. YouTube is the most sought-after social media today. A wide variety of videos that can be uploaded to YouTube like one by singing cover songs. Online social Media has now been widely used to build Personal Branding, which is a form of image creation of a person created as a positive thing. To be able to create an effective Personal Branding, the needs of the criteria-authentic criteria in the realization of it. Reza Darmawangsa is one of the cover singers on YouTube that shares Korean Pop singing cover videos and has over 1 million subscribers on YouTube. The purpose of this research is to describe Personal Branding Reza Darmawangsa via YouTube as a Korean Pop cover singer. The method used in this study is a qualitative edictive by conducting deep interviews with the key informant and supporting informant, observation and documentation. The analysis of the discussion in this study used 11 criteria of Personal Branding according to Rampersad including authenticity, integrity, consistency, specialization, authority, distinctiveness, relevant, visibility, persistence, goodwill and performance. The results showed Reza Darmawangsa succeeded in having authenticity, adhering to moral code, focused on one core area, recognized and experienced in a particular field, has peculiarities, relevant to the target audience, has visibility, has diligence, applied good relations and good performance. Researchers suggested Reza Darmawangsa to be able to improve the consistency of building Personal Branding in terms of uploading Korean Pop cover videos onto the YouTube channel.

KEY WORDS: *Personal Branding, social media, YouTube, cover singer*