

ABSTRACT

Personal branding is a process of how to market yourself or career through an image formed by the general public. In Indonesia, there are many personal branding activities. Nowadays Youtube is the most accessible social media and in demand by the public to display works in the form of interesting content and has characteristics. The purpose of this research is to find out how to personal branding Alan Albana as a public speaker on Youtube channel. The method used in this research is qualitative descriptive method, based on the result of interviews with selected speakers. Based on the results of research and discussion, known in the strategy formulation stage, Alan Albana wants to develop his personal branding as a public speaker by using Ice Breaking content on Youtube channels. Then in the implementation phase of the strategy used in this research is specialization, personality, consistent with positioning, leadership, good name, and firmness. At the evaluation stage of the strategy through a measuring device it was not immediately known that Alan Albana had a perception similar to what Alan Albana had attempted in the implementation stage of his personal branding strategy.

Keywords: Alan Albana, *personal branding*, *public speaker*, *strategy*