

## ABSTRACT

Competition in music industry in Indonesia makes indie bands tested their creativity in their work. not only about the song, indie bands are also competing to get the attention of fans and listeners. The process of gaining an existence in the music industry does not forget the branding activities in order to achieve the target. One of the branding activities is to build a brand personality in a band which is expected to be a differentiator from one band to another. The indie band chosen in this research is The Panturas. The Panturas is an surf – rock indie band from Jatinangor, West Java. In building its brand personality, The Panturas uses the Instagram social media application. Instagram is the most widely used social media in Indonesia. Instagram is a social media application that allows users to post short photos or videos. Equipped with very practical features such as comments, direct messages, Instagram stories and others, Instagram is currently widely used as a business tool to promote or buy and sell products because of its effectiveness. This research method uses a descriptive approach, with interview data collective techniques and literature study. This study aims to examine the process carried out by The Panturas in shaping its brand personality on Instagram social media. The process of building the brand personality of the indie band The Panturas can be seen through five dimensions, namely the dimension of sincerity, the dimension of excitement, the dimension of competence, the dimension of sophistication, and the dimension of toughness. Each of them contributes greatly in building the personality of a band in The Panturas so that social media can feel or enjoy a brand that is shared through Instagram.

Keywords: *Brand, Brand Personality, The Panturas, Instagram*