

ABSTRACT

This research was conducted to determine Sara Wijayanto's Personal Branding through the content of Sara's Mystery Diary YouTube. Technological developments make humans dependent on technology. With today's technology, it is a basic need for every human being. Just like using the internet for social media, there is a new phenomenon, namely the existence of Youtubers, or content creators on the Youtube platform who can make money from Youtube. Youtubers need personal branding, namely as a differentiator between one another to attract viewers. Likewise with Sara Wijayanto with her Youtube account, Diary Misteri Sara. This research uses qualitative method with descriptive research type. The key informant of this research is Sara Wijayanto, the crew and an expert. The data analysis technique used is descriptive analysis using Montoya's theory related to 8 models of personal branding formation, namely specialization, leadership, personality, difference, looks, unity, firmness and good name. Based on the results of the study, it was found that Sara Wijayanto formed personal branding through her Youtube account by utilizing the features contained in it, namely: Hashtag (#DMS), Subscribe, Share and Like, and comments. Of the 8 points of personal branding model used, the most dominant concepts implemented by Sara Wijayanto are specialization, personality, difference and persistence.

Keywords: *Youtube, Personal Branding, Sosial Media, and Sara Wijayanto*