

## ABSTRACT

*Personal brand is one of the most important element in today's age to achieve success in all kinds of fields, especially for work and social life. This research analyze one of the profession that needs personal brand management and that profession is beauty model photographer Crimsonaperture on instagram. The purpose of this research is to analyze about the implementation of work value and self discipline value on Crimsonaperture's personal brand that is built on instagram. This research use an qualitative method alongside of descriptive approach in order to reveal thoroughly about analysis of Crimsonaperture instagram photographer personal brand. The research about personal brand refers to the theory of the 10 principle by Alvarez (2010) where researcher used two theory out of ten, work value and self discipline value. Conclusion that is gained from this research is that Crimsonaperture had build his personal brand as a beauty model photographer by applying element that are from his work value while also applied a set of self discipline activities which is a part of self discipline value of Crimsonaperture as an instagram beauty model photographer.*

**Keyword:** *beauty model photographer, crimsonaperture ,instagram, personal brand, self discipline value, work value*