

## **ABSTRACT**

*Beauty influencer has become a profession that is identified with a woman, because the majority of people who work in this particular work field are women. In fact, the use of makeup has also been done by men. Male beauty influencer is the term for someone who creates content in the form of photo or video focus on the beauty industry but are carried out by a man. Its appearance is often considered deviant and unusual. Yudhistira, with the Instagram account of @yudhistirawr, is one of the male beauty influencers in Indonesia. Even though he is a man, Yudhistira has succeeded in winning the hearts of female audiences to follow and trust him as a role model on Instagram. In order to survive and gain trust, male beauty influencers must have value and uniqueness, this can be formed through the right personal branding strategy on social media. This study discusses how the personal branding strategy of male beauty influencer @yudhistirawr on Instagram. The method used is descriptive qualitative with an interpretive paradigm. Using Rampersad's eleven personal branding characteristics, the results show that Yudhistira's personal branding strategy has a clear vision and authenticity, code of conduct and morals, is consistent, focuses on one certain area, has relevance, is considered credible and recognized, highlights uniqueness, has visibility, and is well known by the clients and followers, have persistence and keep maintain his existence by paying a good attention to his character and by always being who he truly is. hich is in line with Rampersad's eleven authentic personal branding criteria, and from the strategies implemented and Yudhistira's uniqueness, he was able to gain the trust of the female audience on Instagram in the field of beauty*

**Keyword** : *Personal Branding, Male Beauty Influencer, Instagram*