

## **ABSTRACT**

*This study discusses the use of Instagram social media features in building Peter Shearer's personal branding. The purpose of this research is to find out how personal branding is carried out by Peter Shearer as founder and CEO of the Wahyoo Group start-up by utilizing Instagram social media. Researchers analyzed Peter Shearer's personal branding from four concepts to build personal branding according to Peter Montoya, including: The law of specialization, The law of leadership, The law of personality, and The law of visibility. This study uses a case study approach that uses as many data sources as possible to examine an individual with the aim of understanding and explaining a social phenomenon. The research data collection method was carried out by in-depth interviews with key informants, expert informants and supporting informants. In addition, it uses observation, documentation, and literature review.*

*Based on the results of the study, it shows that the personal branding built by Peter Shearer emphasizes specialization in content originality as well as being an influencer founder and CEO for start-ups in the culinary field. Peter Shearer shows his leadership side by prioritizing the principle of family in leading the company. Peter Shearer also shows his personality, where there is a harmony between personality in reality and also on social media. Last, Peter also shows his visibility by always appearing constantly on his Instagram.*

*The following are the conclusions of this study. First, Peter builds personal branding in terms of specialization by becoming an influencer in the field of founder and CEO who emphasizes the originality of content on Instagram. This is consistent with Peter Montoya's theory (Siswiyanto, 2019:9) that the characteristic of personal branding focuses on a specialization. Second, Peter builds personal branding in terms of leadership by applying the principle of kinship as his leadership style. This is consistent with Peter Montoya's theory (Siswiyanto, 2019:9) that in building personal branding at the point of leadership is a figure who can be used as a benchmark for society. Third, Peter builds personal branding in terms of personality by showing the same personality between the real world and the virtual world. This is consistent with the theory of Peter Montoya (Siswiyanto, 2019: 9) which explains that building a personal brand needs to be based on the personality as it is and be aware of imperfections. Fourth, Peter builds personal branding in terms of visibility by emphasizing routines in utilizing Instagram's social media features. This is consistent with Peter Montoya's theory (Siswiyanto, 2019:9) that great personal branding is something that can be seen continuously until the stage of a person's personal branding is known by the public.*

**Keywords:** *Social media; Instagram; Instagram features; Wahyoo Group; personal branding*