

ABSTRACT

Today communication technologies and online interaction by various users are addressing a politically informed issue about the ministry of tourism and the creative economy. Easily accessible via the Internet. And the current political branding on social media Instagram can provide individual ability Sandiaga Salahuddin Uno as the minister of tourism and the economy creative need to take note of users on instagram. As a form of self-image that befitting politicians general as public servants in this matter includes personal branding as the production of a brand and also includes political marketing introduced by Sandiaga Uno. In this respect it is necessary to consider the appropriate creative activities of tourism and the economy creative. For more information on the development of the workers and those involved in the tourism industry and the economy creative, with a view to boosting those sectors so that tourism and Indonesia's economy creative can compete with other countries.

Keywords: Branding Politics, Marketing Politics, Personal Branding, & Social Media Instagram.