

ABSTRACT

The existence of the beauty industry phenomenon in the digital world gave rise to skincare enthusiasts, the only one of them is Ratu Ghania who in this study was used as a research subject because of her personal branding as a skincare enthusiast. The purpose of this study is to find out how the strategy of building Ratu Ghania's personal branding as a skincare enthusiast on Instagram. The theory used is personal branding with the concept of personal branding criteria, 11 authentic personal branding by Rampersad with qualitative methods and interview techniques. The result is that the Ratu's personal branding is based on the originality of character, digital ethics and the foundation of moral guidelines, consistency, self-specialization, experience background, self-uniqueness, relevance, visibility and persistence in facing obstacles, as well as good relations with audiences and cooperation between clients. The intermediary media used by Ratu are features on Instagram that are studied according to Atmoko, namely photo upload features, captions, hashtags, likes, followers, comments, and mentions. Based on the personal branding strategy carried out through the content of skincare reviews of acne-prone skin specialists, Ratu can build the trust of acne fighters as skincare enthusiasts who have credibility.

Keywords: *Personal Branding, Skincare Enthusiast, Influencer, Instagram.*