

ABSTRACT

The existence of Instagram has led to the emergence of a new trend, namely the influencer trend. The journey of influencers in building personal branding to get fans and offers to collaborate with brands along with the sheer number of skin care and facial treatments among Instagram user has become a big phenomenon. This research is motivated by the lack of people discussing the personal branding strategy of an Acne fighter beauty influencer, even though this is needed in great demand. This research is qualitative in nature using a descriptive approach that focuses on eleven aspects of effective personal branding as proposed by Rampersad (2008). The subject of this research is Azhari Irsalna, who is an acne fighter beauty influencer, while the object of the research is the personal branding strategy that is carried out by Azhari on his Instagram account. The data analysis technique in this study was using interviews, documentation, and non-participant observation. The results showed that Azhari applied the eleven characteristics of authentic personal branding proposed by Rampersad well in her profession as an influencer. Azhari's personal branding strategy has a unique and consistent vision seen from her good reputation and transparency in using the products she promoted. Azhari's specialization as an influencer that focuses on acne fighting with the target of Instagram followers who have similar problems with his facial skin and the way she reacts and behaves in public has made Azhari highlighted because unlike other influencers, Azhari did promotions without gimmicks, looks natural like it is what it is (real). Her persistence in trying to maintain a good performance and image gets good value among her followers.

Keywords : *Personal branding, Acne Fighter, Influencer.*