

ABSTRAK

This researched was conducted to found out the personal branding of student nano influencers on Instagram. Instagram was one of the social media that had many users. The existence of social media influencers played a role in disseminating information that was in accordance with trends and was able to influence a product or brand. Nano influencer was one of the new things as a social media influencer. This researched used qualitative methods and descriptive types of researched. The informants in this studied consisted of three, key informants, supporting informants, and expert informants. The data analysis technique used in this studied was in the form of descriptive analysis used Montoya's theory regarding the seven concepts of personal branding formation and three sources of credibility attitudes of Shimp and Craig's theory. Based on the results of the studied, it was found that the most dominant concepts that must been owned by student nano influencers were confidence and good intentions, as well as high source credibility attitudes in the form of expertise and trusted.

Keywords: *Social Media Influencer, Personal Branding, Student Nano Influencer, Instagram.*