

*Social media is no longer just a medium for communication and interaction, it can also bring something new as a platform for personal branding. One social media that is often used to build a personal brand is Instagram. Bunda ayu tjiptaningsih, deputy regent of Cirebon with an Instagram account, @bundaayutjiptaningsih, uses Instagram features to build his personal branding as a representative of the people of Cirebon district. The purpose of this research is to find out how he constructs his image through the social media medium of Instagram. The formulation of the problem is how to plan the content of the @bundaayutjiptaningsih Instagram account, how to develop the content of the @bundaayutjiptaningsih Instagram account, and how to evaluate the content of the @bundaayutjiptaningsih Instagram account. . The method used is to describe in terms of words and language. The purpose of this methodology is to describe the phenomenon in detail and use data collection through interviews and documentation. On her social media accounts on Instagram, her Bunda Ayu tjiptaningsih divides the content into her three sections. Her daily vlogs about work usually include content created during her work and activities. Non-work daily vlogs usually include those made during work but unplanned and the last one is special. Content or special content designed and created to help MSMEs around them. The form of content can be in the form of a podcast or a direct visit to her MSME factory. Based on the researchers' analysis results, interview results, and discussion in the previous chapter, it can be concluded that the use of Instagram on @bundaayutjiptaningsih accounts can be evaluated using the 7 Personal Branding Concepts as a form of inclusion as positive indicators. can. Use effects and images. Personal branding is an image of an individual that represents a set of skills, ideas, geniuses, belief systems, and values that others find attractive. There are many options such as using social media tools or directly. Her use of social media certainly brings the individual and society closer together, as evidenced by insights gained from her activity on Instagram. In building a personal brand, Bunda Ayu has been close to the community, and as an assistant leader who can be accepted in any community, the many results she has put into practice have borne fruit.*