

ABSTRACT

This research delves into the process of shaping Rian Fahardhi's personal branding as the "President of Gen Z," aiming to foster a positive self-concept. The negative stigma of generation Z becomes the problem basis of this research. It seeks to offer deep insights into how personal branding can be effectively developed and managed amid the evolving dynamics and demands of Generation Z. The study is qualitative, organized inductively from specific to general discussions, with a detailed phenomenological approach. It focuses on what motivates Rian Fahardhi crafted his personal brand, exploring the reasons and objectives behind it, and the strategies he employed for relevance. His past experiences, responsiveness to trending issues, and consistent social media presence significantly influenced his branding. Rian's goal in establishing this persona is to educate Generation Z about their societal role. His strategy involves audience segmentation, positioning, and branding, utilizing an emotional approach balanced with rationality, and packaging messages to be relevant and impactful.

Keywords: *Generation Z, Personal Branding, Rian Fahardhi*