

ABSTRACT

This study aims to analyze whether the personal branding established by Sashfir through the social media platform Instagram influences the brand image of Lafiye. Personal branding is a strategic process undertaken by individuals to create and maintain a strong, credible, and positive self-identity in the eyes of the public. In today's digital era, social media has become the primary platform for shaping public perception of individuals and serves as an effective tool for fostering engagement with audiences. Instagram, as a visually driven social media platform, offers ample space for individuals to consistently present their personal image. This research adopts a quantitative approach with descriptive analysis methods. The sampling technique used is purposive sampling based on specific criteria, involving 135 respondents who are followers of Sashfir's Instagram account. The results of the study show that Sashfir's personal branding has a significant influence on the brand image of Lafiye. This indicates that a strong and authentic personal image can directly shape positive perceptions of a brand. These findings reinforce the understanding that well-planned personal branding can be a valuable asset in brand communication strategies. This research is expected to serve as a reference for developing effective digital marketing strategies, particularly in building brand image through public figures or influencers.

Keywords: Brand Image, Lafiye, Personal Branding, Social Media Instagram, Sashfir