

## ABSTRAK

**Nama** : Hesti Imulatsih  
**Nim** : 44219010171  
**Program Studi** : Public Relations  
**Judul Laporan Skripsi** : **Pengelolaan Personal Branding Pada Selebgram Sri Dinda Sebagai RU 3 Putri Hijab DKI Jakarta 2022 Melalui Media Sosial (Studi Pada Akun Instagram @sridindasp)**  
**Bibliografi** : 116 Hal + Lampiran + 10 Buku + 10 Jurnal + 8 Internet

Media sosial Instagram telah melahirkan suatu fenomena baru di kalangan masyarakat luas yaitu selebgram, selebgram memanfaatkan media sosial Instagram untuk membangun dan mempertahankan personal branding melalui media sosial. Dalam membangun personal branding selebgram tersebut harus mempunyai keunikan, keahlian, prestasi, keterampilan, kepribadian, nilai-nilai serta citra yang berbeda di dalam diri selebgram tersebut. Konsep dan Teori yang digunakan adalah pengelolaan media sosial menurut Miranda dan teori *The Eight Law OF Personal Branding* oleh Peter Montoya. Metode penelitian studi kasus dengan pendekatan kualitatif dan paradigma konstruktivisme, subjek Satu key informan dan Tiga informan pendukung. Teknik pengumpulan data primer berupa wawancara mendalam, dokumentasi dan tinjauan literatur.

Hasil dari penelitian ini menunjukkan bahwa teori 8 konsep milik Peter Montoya dan konsep pengelolaan media sosial milik Miranda. Sri Dinda telah berhasil membangun citra dirinya dengan baik dengan memanfaatkan pengelolaan media sosial Instagram, dimana proses pengelolaan personal branding Sri Dinda telah berhasil disampaikan dan diterima dengan baik oleh pengikutnya di media sosial, hambatan dan solusi yang Sri Dinda lakukan di dalam proses tersebut membuat dirinya ingin terus melakukan yang terbaik dan tetap konsisten terhadap isi kontennya agar citra dirinya tetap terjaga di mata audiens atau pengikutnya di media sosial instagram @sridindasp

**Kata kunci:** **Pengelolaan, Media Sosial, Instagram, Personal Branding, Selebgram.**

## ABSTRACT

**Name** : Hesti Imulatsih  
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**Study Program** : Public Relations  
**Title Internship Report** : Management of Personal Branding for Selebgram Sri Dinda as RU 3 Putri Hijab DKI Jakarta 2022 Through Social Media (Study on Instagram Account @sridindasp)  
**Bibliography** : 116 Page + Attachment + 10 Book + 10 Journal + 8 Internet

Instagram social media has given birth to a new phenomenon among the wider community, namely celebrity programs, celebrities utilize Instagram social media to build and maintain personal branding through social media. In building personal branding, the program must have uniqueness, expertise, achievements, skills, personality, values and a different image within the program. The concepts and theories used are social media management according to Miranda and the theory of The Eight Laws OF Personal Branding by Peter Montoya. Case study research method with a qualitative approach and constructivist paradigm, subject to one key informant and three supporting informants. Primary data collection techniques include in-depth interviews, documentation and literature reviews.

The results of this research show that Peter Montoya's 8 concept theory and Miranda's concept of social media management. Sri Dinda has succeeded in building her own image well by utilizing Instagram social media management, where Sri Dinda's personal branding management process has been successfully conveyed and well received by her followers on social media, the obstacles and solutions that Sri Dinda has implemented in this process make her want to continue do his best and remain consistent with his content so that his image remains maintained in the eyes of his audience or followers on social media Instagram @sridindasp

**Keywords: Management, Social Media, Instagram, Personal Branding, Selebgram.**