

Abstract

The study, entitled “Fashion Blogger Personal Branding Strategy Through Blog” aims to figuring how Cassandra Dini’s personal branding strategy as a fashion blogger.

This study discusses about forming points of personal branding according to FRED concept. The points are: 1) familiarity, 2) relevance, 3) esteem, 4) differentiation.

This study using qualitative approaches and descriptive as the research method. The data were collected from interviews, searching data online, and documentation with Miles and Huberman data analysis model.

The result study indicate that: 1) familiarity was formed by the personalities that owned by Cassandra Dini as fashion blogger, 2) relevance was showed an association between Cassandra Dini and her personal branding as a fashion blogger, 3) esteem was formed by credibilities and achievements that owned by Cassandra Dini, 4) differentiation was showed characteristics of Cassandra Dini that make herself as a unique person.

Keywords: Personal Branding, New Media, Blog