ABSTRACT

Personal branding is one of the most crucial aspects in the era of the Industrial Revolution 4.0, especially among students, as it helps build a positive and relevant self-image aligned with the demands of the job market. *The Big Five Personality* Model comprising *openness to experience, conscientiousness, extraversion, agreeableness,* and *neuroticism,* serves as the theoretical framework to explore the relationship between personality traits and user behavior in shaping *personal branding* on Instagram. This study aims to analyze the influence of *Big Five personality* traits on students *personal branding* on Instagram. A quantitative research method was employed with a survey approach using questionnaires. The sampling technique applied *non-probability* sampling with *purposive sampling*, targeting 385 active students in Indonesia who use Instagram as a *personal branding* platform. The results of the study reveal that the analysis dimensions of *openness to experience, conscientiousness, extraversion, neuroticism,* and *agreeableness* significantly influence the formation of students' *personal branding*. Based on the normality test, the data distribution in this study is normal. The partial hypothesis test (t-test) indicates that *Big Five personality* traits influence students' *personal branding* on Instagram by 44%, while the remaining 56% is influenced by other factors not covered in this study. This research provides significant contributions to understanding the dynamics between individual personality traits and digital communication strategies. Practically, the findings can be utilized to develop personality-based *personal branding* training programs tailored to the needs of students in the social media era.

Keywords: *Big Five Personality, Personal Branding, Social Media.*