

ABSTRACT

This study aims to see the importance of personal branding for public relations practitioners, especially Agung Laksamana and see how the application of personal branding principles in his Instagram account. This study uses a qualitative method with a content analysis approach and observation and documentation as a method of data collection. The data validity technique of this study uses triangulation of methods and theories. The results of this study are that Agung Laksamana is good at applying the keys and laws of personal branding that exist, as shown by consistent uploads that emphasize his various identities. The principles of personal branding that Agung Laksamana fulfills also overlap with the motives of impression management and self-disclosure that he also effectively does. The suggestion of this study is that researchers who want to discuss personal branding can use supporting theories in order to conduct a deeper analysis. In addition, it is hoped that public figures who want to do personal branding well can apply the principles of personal branding that exist in order to get effective results.

Keywords: *Impression Management, Personal Branding, Safe Disclosure*