

## ***ABSTRACT***

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**The Phenomenon of Instagram Utilization as Barista & Personal Branding Media (Study of Barista in Kelapa Dua)**

**Keywords: Personal Branding, Instagram, Barista.**

Research Objectives: This study used to discuss the Utilization Phenomenon Instagram as Barista's Personal Branding Media. Showing Instagram used as one of barista's personal branding tools. That matter also illustrates how the institution is made a tool to compare themselves them and show that they are a barista. There were developments times that affect changes in human behavior will be his awareness to compare themselves on Instagram social media. Method: The method of data collection was an in-depth interview with 5 informants where they work as baristas and do personal branding in the media social institutions. This research used the Dramaturgy Erving Goffman Theory, Front and Back Stage. Research Results: the results of this study were 1). The informant uses Instagram social media as a personal branding they. 2). Another factor that encourages informants to do branding like doing two sides namely the Front stage and Back Stage is done as one way informants do personal branding. 3). Based on the results interviews the informants doing branding by uploading activities informant as a barista on Instagram social media. Suggestions from researchers for academically was to find as many sources and references.