

## ABSTRACT

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***COMMUNICATION STRATEGY FOR INFLUENCERS WITH DISABILITIES (DEAF) IN BUILDING PERSONAL BRANDING ON INSTAGRAM SOCIAL MEDIA***

*Keywords: Strategy, Communication, Deaf, Personal Branding, Instagram*  
( xi + 71 + Appendices)

*The purpose of this study was to determine the communication strategy for Influencers with disabilities (Deaf) in building Personal Branding on Instagram social media. This research method uses a qualitative descriptive approach. By conducting a joint study based on material obtained through books, journals, and field data through interviews with related parties to obtain research materials. This research uses constructivism paradigm and data validity test using source triangulation. From the results of this study, it can be concluded that the communication strategy carried out by the Instagram account @jennifernatalie is to interact with followers through the features on Instagram. Like creating content through the next post, then instastory, and also answering some questions through the comments column on the post. This is what makes Jennifer able to do self-disclosure to the community which is the same as described in the Social Penetration Theory. Then the way the Instagram account @jennifernatalie in building Personal Branding has fulfilled the 8 components of Personal Branding according to Peter Montoya (2002).*

*Bibiliography (2006 – 2022)*