

## ABSTRACT

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***Personal Branding Analysis on the Food Vlogger Qei ASMR Youtube Channel***

*Keywords: Personal Branding, Youtube, Food Vlogger*

(xi + 43 + attachments)

*The trend of vlogging via Youtube has given rise to quite a number of video content creators of various kinds, one of which is culinary which is currently mushrooming in Indonesia. A content creator on Youtube in the culinary field can be called a food vlogger. Therefore, if someone wants to be better known in the fierce competition, he must have a personal branding strategy. This research discusses Qei ASMR's personal branding strategy for food vlogger through his YouTube account. Qei ASMR is a female food vlogger known for her ASMR way of eating. The method used in this study is a qualitative approach based on the results of in-depth interviews with Qei ASMR. According to research results, Qei ASMR through its personal brand makes its audience tempted to eat the food contained in the content, it also shows a friendly personality and regularly uploads videos and promotions on other social media and communicates positive values through polite language in each video and a positive message at the end of the video.*