

## ABSTRACT

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***Analisis Dramaturgi Dalam Pembentukan Personal Branding Melalui Media Sosial (Studi Deskriptif Kualitatif Personal Branding Yusuf Hendratno Sebagai life Style Influencer Melalui Akun Instagram Pribadi @Yusufhendratnoo)***

***Keyword : Dramaturgy, Influencer, Instagram, Personal branding,***  
***(xi + 82 + Appendices)***

*This study aims to analyze the formation of Yusuf Hendratno's personal branding as a lifestyle influencer through his Instagram account @Yusufhendratnoo using Erving Goffman's dramaturgical approach and Montoya's eight elements of personal branding. This research employs a qualitative descriptive method, combining Instagram content analysis, in-depth interviews, and participant observation to understand how Yusuf utilizes social media to construct his self-image. The findings reveal that Yusuf successfully created a strong personal brand through the application of elements such as specialization, leadership, and personality. Moreover, the front stage and back stage processes in dramaturgy theory help uncover the use of persuasive communication that Yusuf employs to attract and retain his audience. This study provides insights into the dynamics of personal branding on social media and its significant role in an influencer's success..*

*Bibliography (2010-2023).*