

AN ANALYSIS OF TASYA FARASYA'S PERSONAL BRANDING THROUGH HER INSTAGRAM REELS

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ABSTRACT

This study analyzes Tasya Farasya's personal branding and communication strategies on Instagram Reels using Peter Montoya's personal branding principles (specialization, personality, distinctiveness, visibility, goodwill) and Anwar Arifin's communication strategy framework (recognizing the audience, message formulation, determining methods, media selection and usage). Employing a qualitative content analysis method, ten Instagram Reels posted between February 2025 and March 2026 were examined through purposive sampling. The findings show that Tasya Farasya constructs her personal branding by combining beauty expertise (specialization) with an authentic, expressive delivery (personality), iconic brand signifiers like "Tasya Farasya Approved" and "Memong" (distinctiveness), consistent publishing (visibility), and transparent, honest product reviews (goodwill). Her communication strategy effectively engages her audience through tailored messaging, split-face comparative testing, educative storytelling, and dynamic on-screen overlays. Overall, the integration of structured communication strategies and consistent brand principles establishes her high credibility as a leading beauty influencer.

Keywords: *Personal Branding, Communication Strategy, Instagram Reels, Beauty Influencer, Tasya Farasya*