

## *Abstract*

*This study examines trends in shaping the content of microblogging as a personal branding. Studies conducted on the accounts twitter Fahira Idris by looking at trends twitter account contents and personal branding process through microblogging. Quantitative research and qualitative content analysis by conducting interviews, analyzing new media and Web 2.0, social media, personal branding. The research findings show the content of microblogging as forming tendency of personal branding. This study showed more themes of participation and self-actualization as an indicator of forming personal branding. Personal branding process is also formed through the increasing number of followers in a twitter account. Thus, this study concludes that the writing is followed by the follower, the more established one's personal branding.*

*Keywords: new media, Web 2.0, social media, twitter, personal branding*