

**ABSTRACT**

Social media in Indonesia is an interesting phenomenon; its huge number of users is benefited by many parties in many possible ways, one of them is politician. Ridwan Kamil, a mayor of Bandung, is one of politicians who exploit Instagram to enhance his popularity as celebrity politician. This study aims to reveal the celebrification of Ridwan Kamil as celebrity politician portrayed in his official Instagram account. It is because Ridwan Kamil is assumed to shift his online presentation from politician to celebrity politician. Using case studies method, the writer classified the population into three phases; before, transition, and after Ridwan Kamil becomes the mayor of Bandung then categorized it into three techniques of online-self presentation and took the most loved photo as the sample respectively. The writer analyzed the data using Turner's concept of Celebrification, Street's Celebrity Politician, and technique of online-self presentation by Alice E. Marwick. This study indicates that there are different presentations in Ridwan Kamil's before, transition, and after officially becomes the mayor of Bandung. The writer assumes that to elevate his popularity, Ridwan Kamil attempts to create new identity of leader who is humble, religious, and close to his people through popular culture to maintain his 3 millions followers as his basis supporters from his Instagram,

**Keywords:** Celebrification, Celebrity Politician, Instagram, technique of online self-presentation, Ridwan Kamil