

**ABSTRACT**

Social media becomes something important in everyday life. With this emergence, every person can be practiced as celebrity. Everyone can become celebrity using social media. One of the most popular social media is Instagram. Instagram allow the user to share photos or videos on their account. With this emergence, appears new terms in Instagram called Celebgram. Celebgram is people who popular on Instagram. In this case, the writer used instagram account named is @YOGAARIZONA as Celebgram. Yoga Arizona become popular because of his dubsplash posts. Dubsplash itself become a new phenomenon on Instagram. Dubsplash itself is dubbing application on smartphone. Yoga Arizona is also known as a celebgram that uses cross dressing in almost of his posts. In this case, the writer aimed to examine how celebrification process is achieving @YOGAARIZONA as a cross dresser and what factor that effect on his celebrity status. This study use qualitative method to examine the issue. To analyze the process of celebrification the writer used the concept of techniques online self-presentation by Alice Marwick. To get data, the writers use population and sampling and take 14 posting based on the most like on @YOGAARIZONA account. The writer argued that the success of Yoga is a sign of social change in celebrity culture that media social especially instagram produce DIY Celebrity.

**Keywords:** *Celebrification, Instagram, Technique of online self-presentations, Celebgram, Cross Dressing*