

## Creation of personal branding for lecturers at universitas putra abadi langkat through facebook social media

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### ARTICLE INFO

#### Article history:

Received Sep 20, 2024

Revised Oct 02, 2024

Accepted Oct 16, 2024

#### Keywords:

Application  
Creation  
Facebook  
Personal Branding

### ABSTRACT

The self-recognition (personal branding) of lecturers at Putra Abadi University, Langkat (UNIPAL) is low due to incomplete portfolios, preventing them from showcasing their competencies. This affects their reputation and the university's overall recognition. Many UNIPAL lecturers are inactive on Facebook and do not register academic profiles, limiting their visibility in the academic world. As a result, their professional image remains weak, reducing opportunities for recognition and collaboration. This study aims to analyze methods used by UNIPAL lecturers to enhance personal branding and its impact on professionalism. Using a qualitative descriptive approach, data was collected through interviews and documentation. The findings suggest several strategies for improving self-recognition, including establishing a digital presence, enhancing academic capacity, expanding professional networks, and demonstrating expertise. Personal branding significantly influences lecturer professionalism by strengthening academic reputation, increasing professional collaboration, serving as role models, and boosting university credibility.

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## 1. INTRODUCTION

A person who aims to improve their capacity tends to require a form of promotion for themselves, both in terms of personal identity, level of education, and self-capacity through the enhancement of skills, expertise, and competencies. With the capacity within us related to the improvement of these skills, it can lead to better self-advancement. Self-capacity is not only related to skill improvement but also closely linked to human behavior and morals, which are inherently connected to personal integrity. When these two abilities are combined, an individual will be able to provide something more and will tend to be capable and wise in controlling themselves. This ability to self-regulate allows the person to promote their capacity and advance their career in the future (Siregar, 2022). To improve one's capacity, it is crucial to understand who one truly is so one can recognize their identity, their abilities, and the skills one possesses. These capabilities will positively impact their self-improvement, enabling them to enhance their capacity effectively.

Having a good capacity within oneself tends to improve one's reputation, which in turn can increase one's skills and create a successful career. A person's career will reflect their self-quality, ensuring they continually create their brand through personal branding in their external environment (Suryani, 2018). A person who engages in personal branding will tend to be able to control and change their attitudes and traits, which previously lacked integrity and good competence, to become

someone with solid capacity, reputation, and integrity. This will make it easier for them to enhance their competencies, thus making them attractive to employers and advancing their careers (Widiyanti, 2019).

Someone engaging in personal branding will surely create a portfolio that is regarded positively, which will make others trust them as having the ability and capacity to improve their reputation. This, in turn, will lead to the development of even more capabilities that will be maximized for future benefit (Winata, Cecilia Liusca, Wibowo, S. Kunto Adi, and Fuady, 2022). In educational institutions, particularly higher education, the role of lecturers as educators who guide students and encourage them to think critically is essential for improving and sharpening their knowledge. Lecturers, as motivators and sources of inspiration in higher education, continually enhance their capacity. They must always play a role in consolidating the knowledge they possess to create an applied learning experience, enabling lecturers to contribute to community service activities through societal engagement (Pradita, Leony Rizky, and Kristanty, 2018).

The quality of lecturers can be seen from their contribution to the "Tri Dharma" of higher education, as stipulated in the National Education Law and the Minister of Education and Culture Regulation No. 14 of 2014. The capacity and quality of lecturers can be reflected in the data submitted by them to the PD Dikti system. Lecturers who are involved and can actualize themselves through the Tri Dharma can do so through teaching, research, and community service, all of which are integrated into one data set through PD Dikti, with teaching and research reflected in Google Scholar and Sinta, as well as supporting lecturer duties through the sister application (Jordan, Riyadh, and Putri, 2021). With a complete portfolio, lecturers are expected to create a valid and accurate portfolio, which can indicate that the lecturer has strong personal branding and is recognized by other institutions. This portfolio serves as a consideration for the institution to determine the suitability of lecturers based on their competencies and the relevant study programs (Khamdiah, 2022).

Universitas Putra Abadi Langkat, established in 2022, is a higher education institution with several lecturers who have incomplete portfolios, thus failing to demonstrate their actual capacity and competence as lecturers. This affects the personal branding of lecturers at the institution. Incomplete portfolios lead to a lack of recognition, which impacts the overall personal branding of lecturers. Therefore, it is essential to enhance the personal branding of lecturers at Universitas Putra Abadi Langkat and create a positive image through personal branding efforts. To build the recognition of the lecturers, other social media platforms, such as Facebook, are necessary. Facebook offers a profile section for listing personal and academic achievements. However, many lecturers at Universitas Putra Abadi Langkat are not active Facebook users, and their academic activities and profiles on the platform are not well represented. This results in a lack of exposure to their competencies and less visibility, thereby weakening their branding.

The subject of this study is lecturers at Universitas Putra Abadi Langkat who are not active Facebook users but have good academic competencies, as indicated in the Dikti Region 1 Medan application. The purpose of this research is to analyze the ways lecturers at Universitas Putra Abadi Langkat enhance their branding and the impact of personal branding on their professionalism. The urgency of this research is to ensure that lecturers have integrity and can enhance their self-capacity. Understanding Personal Branding, Building and maintaining a unique and authentic self-image to create a lasting impact on others, both personally and professionally, is known as personal branding. The goal of personal branding is to differentiate oneself from others by highlighting one's aspirations, abilities, and unique qualities through various channels, including blogs, social media, and face-to-face interactions (Wijayanti, 2023).

The deliberate process of creating and promoting a unique personal image that can be recognized and remembered by others is sometimes called personal branding (Zakiyah, Kiki, Wibawa & Astuti, 2022). In general, personal branding refers to efforts to build one's image to improve one's self-quality. Goals of Personal Branding, the goal of personal branding is to enhance one's image, self-quality, reputation, personality, and a strong, authentic presence in the eyes of others, both personally and professionally (Pradita, Leony Rizky, and Kristanty, 2018).

Academic Personal Branding. Academic personal branding refers to a lecturer's efforts to develop, market, and establish a professional image that represents their competence, expertise,

and academic aspirations (Wijayanti, 2023). Personal Branding Through Facebook Social Media. Facebook is one of the most powerful platforms for professionals or academics to build a consistent and favorable online identity through personal branding. By engaging in personal branding through Facebook, lecturers are expected to increase their professionalism and build their online persona (Putri, 2022).

## 2. RESEARCH METHOD

The research method used in this study is descriptive qualitative research. This method is conducted by collecting non-numeric data (words, phrases, or images) to characterize, understand, and analyze specific phenomena comprehensively (Waruwu, 2023). To understand events in their natural context, this method focuses on feelings, perceptions, or complex processes. The object of this research is the permanent lecturers at Universitas Putra Abadi Langkat, most of whom do not display their competence profiles on Facebook. Data collection techniques are carried out through interviews and documentation studies.

## 3. RESULTS AND DISCUSSIONS

Based on the issues that have arisen, the goal is for lecturers to have a profile that aligns with their self-capacity and quality through the enhancement of their competence profile on social media, particularly Facebook. This way, other lecturers from different campuses, students, and academic parties will be well-acquainted with the lecturers at this campus and acknowledge them as professionals. Every campus or higher education institution should enhance communication, not only by using smartphones but also through other social media platforms by creating profiles and Facebook groups among lecturers from various universities across Indonesia. This is intended to allow lecturers to become acquainted with one another's profiles when networking, leading to better recognition across universities in Indonesia.

At Universitas Putra Abadi Langkat, a new university in North Sumatra, many of its lecturers' profiles are not well-known because most of them are not very active on social media. As a result, many perceive the lecturers at this university as lacking self-capacity and quality. This makes it necessary for the lecturers to raise awareness about enhancing their recognition and professionalism by creating profiles on Facebook. Therefore, a proper strategy is needed for the lecturers at UNIPAL to improve their self-recognition (personal branding), ensuring that they are recognized as professionals with self-capacity and quality. The strategies that lecturers at Universitas Putra Abadi Langkat need to implement in improving self-recognition (personal branding) include:

Building an online presence by linking their Facebook profile to their Google Scholar account and other social media profiles, so that lecturers and academic parties from other higher education institutions can become familiar with them. This will help maintain their branding and create a positive perception of lecturers at Universitas Putra Abadi Langkat as having the capacity and professionalism needed. Improving academic capacity, such as enhancing personal quality by developing their competencies, participating in academic training, increasing journal publications and research through cross-campus collaborations, and collaborating with lecturers from other universities. This will help to solidify their branding as competent and professional lecturers.

Improving academic capacity by attending seminars and workshops and increasing innovation in the implementation of the Tri Dharma of higher education, especially in classroom teaching innovations, as well as conducting community service. This can enhance the personal branding of UNIPAL lecturers, allowing them to gain positive attention from other universities. Building relationships and networks. By expanding their network with lecturers from other universities and academic circles, lecturers at UNIPAL will be recognized as having the capacity and profiles that can enhance their self-image as professionals. Improving self-quality by demonstrating expertise in their field. This will increase their visibility and can lead to their development into expert lecturers, whose competence and professionalism will be acknowledged.

To increase their professionalism, UNIPAL lecturers should be able to develop a better understanding of their character. This self-awareness should be analyzed so they can be recognized as individuals with the quality and capacity of professional lecturers. Professionalism is reflected in capabilities that set them apart from other lecturers, competencies relevant to their home program of

study, and by serving as role models for others. This requires lecturers to always improve their capacity and suitability through a profile that includes their educational history, teaching experience, and research and community service contributions. Such a profile is an identity that lecturers can promote to showcase their professionalism. As such, it will allow lecturers to present their experience, skills, and competencies, thereby establishing their identity as professionals. At Universitas Putra Abadi Langkat, no lecturer has yet developed self-recognition (personal branding) on social media, such as Facebook, where some lecturers remain inactive. Lecturer profiles are only available through the Forlap Dikti application or the lecturer's profile in the sister system. There is a strong influence of personal branding in improving the professionalism of UNIPAL lecturers. The significant effects of this are:

Enhancing academic reputation by fostering a positive perception that boosts trust between the rectorate and students, allowing for positive responses regarding the lecturers' skills and competencies. Increasing opportunities for professional collaboration related to the Tri Dharma of higher education. With greater self-recognition (personal branding), it is hoped that collaborative activities, such as research and community service projects, will emerge, thereby raising the reputation of UNIPAL as the institution supporting those lecturers. Becoming role models for other students and lecturers. As the profiles of UNIPAL lecturers improve, they will serve as inspiration for both the university and the students, showing that the lecturers possess solid competencies and capabilities. Increasing the credibility of lecturers and the university. With higher self-recognition, UNIPAL lecturers will find it easier to contribute to reputable journals, creating a positive impact on UNIPAL's reputation. Furthermore, lecturers with high teaching credibility will be favored by students and will receive positive feedback, thereby enhancing their quality and credibility. This, in turn, will improve the overall image of UNIPAL.

#### 4. CONCLUSION

Based on the research findings, it can be concluded that there are several strategies that lecturers at Universitas Putra Abadi Langkat need to implement to improve their self-recognition (personal branding) to be known as individuals with self-capacity and quality. These strategies include building an online presence, enhancing academic capacity, expanding relationships and networks, and improving self-quality to demonstrate expertise in their field. Moreover, there is a strong influence of lecturers' self-recognition (personal branding) in enhancing the professionalism of UNIPAL lecturers, which includes improving their academic reputation, increasing opportunities for professional collaboration related to the Tri Dharma of higher education, becoming role models for students and other lecturers, and enhancing the credibility of both lecturers and the university.

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