SUCCESS STRATEGIES TO STRENGTHEN PERSONAL BRANDING ON SOCIAL MEDIA

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Abstract: In this digital era, social media is growing very rapidly. Social media allows people to easily obtain, manage, and disseminate information. The use of social media is a new way to improve Personal Branding. Strengthening personal Branding is one of many ways to increase a person's or company's value or outlook. The Bali Institute of Design and Business is a private university in design and business that is integrated into the local Balinese culture. Being a private university is a challenge; you have to compete with private and public universities every year to attract prospective students. This study aims to explore the personal branding success strategies that IDB Bali has implemented on social media in depth. First, researchers use the concept and characteristics of Personal Branding. Then the research method used is descriptive qualitative and data collection techniques are interviews and documentation conducted with IDB Bali staff. The description in the study found that to strengthen personal Branding, IDB focused on the content and needs of followers on social media and prospective students interested in learning or going deeper into the world of design and business. The shared content is always blue and slightly orange with an up-to-date design. As the name implies a design and business campus, they always show the design and business side of every content and activity that is used as content on social media. Then since they were founded as a design school, they have a rule that staff and students must re-share IDB Bali content on social media daily.

Keywords: *Strategic, Social Media, Personal Branding.*

1. Introduction

People can easily obtain, manage, and disseminate information via the internet. Especially now that there is social media is widely used by young people who make one's personal space into public consumption. Social media plays an important role in communication in today's society. Posting pictures, making interesting captions, getting likes, and replying to opinions are commonly tried on social media. Social media rarely becomes a virtual world that takes over face-to-face interactions and builds new social areas for citizens in the digital age. Residents also often use social media, such as Facebook, Web, Youtube, Instagram, Twitter and Tiktok. The phenomenon of the use of social media among modern citizens creates new business opportunities in the creative industry. Currently, internet users in Indonesia have the characteristics of choosing social media as data access and spending 3-5 hours to access it and using smartphones as a facility to access social media. The use of social media is a new way to improve Personal Branding.

Personal Branding means something special packaging or characteristics that stick to a person who is adrift with the character, ability, passion, lifestyle, or hobby that is tried. After that, social media became a platform that introduced Generation Z to build Personal Branding or look for guidelines in exploring certain lifestyles based on trends in the community. The Bali Design and Business Institute, often called IDB Bali, is a university called the Bali Design College, which was later changed to an Institute in 2020. IDB Bali is a private university that provides design and business knowledge from A to Z which is integrated with the local culture of Bali so that the human resources produced have hard, soft skills that follow accredited industry standards for the world of work. IDB Bali is located in the city of Denpasar, precisely on Jalan Tukad Batanghari no. 29. IDB Bali is the only largest private design campus in the Bali and Nusa Tenggara area that carries a qualified and reliable vision, which is to become a high quality and trusted design school in the Tri Dharma of Higher Education in improve creativity, productivity, and professionalism of the entire academic community.

Being a private university is a challenge; every year you have to compete with private and public universities to attract prospective students. Right in 2020, when the name STD Bali changed to IDB Bali, the Covid-19 pandemic emerged, which became a challenge to introduce the new name IDB Bali to prospective students, but IDB Bali has started to think about the steps and strategies that will be carried out. In this regard, the data in 2020 obtained 419 student registrants, then 484 people in 2021 and 526 in 2022. And from the registration side, it can be seen that there was an increase of 16% (from 2020 to 2021) and as much as 9% from 2021 to 2022. This increase is due to IDB Bali using social media, which is one of the places to increase university personal branding because all information is obtained via the internet in this digital era. The Bali Design and Business Institute used social media to strengthen our Instagram, Facebook, Twitter and Youtube. The research by (Yusanda et al. 2021) discusses that personal Branding needs to be understood by every individual today.

In the digital era, old or mass media and new media have a big role in building personal Branding. Meanwhile, research by (IshiharaY, Oktavianti R, 2021) says that personal Branding is very important for everyone, especially for people who want to build work relationships. Personal Branding can also be called the art of making one's brand, where one's ability will be shown as a brand. And also research by (Hendra R, 2020) describes personal Branding that has been formed and then combined with the media owned, namely Instagram and the presence of an audience who receives the personal branding message that you want to convey, then a personal brand is created in the minds of the audience. Some of these studies show that personal Branding is very important in delivering information related to information provided to the audience regarding individual and brand characteristics. Previous studies have tried to discuss and evaluate the benefits of personal branding strategies individually, but to the author's knowledge, no research has been conducted to comprehensively explore all stages of corporate and personal branding strategies in social media.

2. Literature Review
2.1 Strategic Management
Strategic management was originally called business policy, but along with business development, strategic management has advanced substantially with more concentrated efforts of researchers and practitioners. Today, we recognize the science and art of applying

strategic management techniques (Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, 2017).

Strategic management is the highest level of management activity generally prepared by the board of directors and carried out by the organization's CEO and executive team. Strategic management provides uniform direction to the industry and is closely related to organizational behaviour. The essence of strategic management is to identify the organization's goals, resources, and how these available energy resources can be used most efficiently to meet strategic objectives. Today's strategic management must provide some basic foundation or guide for decision-making in the organization where this process is continuous. An organization's strategic plan is a living document that is constantly visited and re-visited. Moreover, it may be that it needs to be considered a liquid because of its constantly changing nature. As new data is available, strategic management must be used to make adjustments and revisions (Alomran, 2019).

2.2 Personal Branding

Personal Branding is the process by which a person or company is seen and valued as a brand by the target market. Personal Branding is also the art of attracting more clients by actively shaping public perception. Timothy P.O'Brien in (Haroen, 2014) says that Personal Branding is a personal identity that can create an emotional response to others regarding the qualities and values possessed. According to Montoya (Haroen, 2014), personal Branding is a product, either goods or services, so that the brand continues to stick in the people's hearts with all its attributes and differentiation. Therefore, an effort called Branding is needed. Personal Branding, in other words, is the process of forming people's perceptions of aspects, including personality, abilities, or values, and as all of them lead to positive perceptions from the community, which can ultimately be used as a marketing tool.

According to (Yusanda et al., 2021), there are eight concepts for the formation of Personal Branding, namely:

1. The Law of Specialization. The hallmark of great Personal Branding is accuracy in a specialization, concentrated only on a particular strength, skill, or achievement.
2. The Law of Leadership. Personal Branding is equipped with a leader who can make decisions in an atmosphere of uncertainty and provide a clear direction.
3. The Law of Personality. A great Personal Branding is based on a personality figure that is what it is and comes with imperfections. This concept removes some of the emphasis on the concept of leadership (The Law of Leadership). One must have a good personality, but not necessarily perfect.
4. The Law of Distinctiveness. Effective personal Branding must be presented differently from others. Differentiation is needed to distinguish between one another. In addition, with a difference, a person will be better known by the public.
5. The Law of Visibility. Personal Branding must be seen consistently and continuously until someone's Branding is known. So visibility is more important than ability. To be visible, one needs to promote oneself and use every opportunity to make oneself visible.
6. The Law of Unity. The personal life behind Personal Branding must be in line with the moral ethics and attitudes that the brand has determined. Personal life should be a reflection and desired image in Personal Branding.
7. The Law of Persistence. Personal Branding cannot happen instantly, and it takes time to grow. Therefore, it is important to always pay attention to each stage and trend during the process.

8. The Law of Goodwill. Personal Branding will give good results and last longer if the person behind it is perceived with a positive image. The person must be associated with a value or idea recognized as positive and useful.

2.3 Social Media

The term social media first appeared and was introduced by professor J. A Barnes in 1954, but in 1995, social media as a unified whole emerged with the appearance of Classmates.com, which focused on relationships between former schoolmates, and SixDegrees.com in 1999. 1997 which made the bond not last in a friendship. Then two social media models were born around 1999 based on trust developed by Epinions.com, and one based on friendship, such as that developed by Bishop Jonathan, later used on several regional UK websites between 1999 and 2000. The next innovation came from social media, no longer just a matter of friendship but giving the user more control over content and relationships. Let's start with Friendster, MySpace, Facebook, and Twitter, all of which came up with a revolution in social media known to exist and give colour to human life today (Abugaza, 2013). According to its understanding, social media is online media, where users (users) through internet-based applications can share, participate, and create content in the form of blogs, wikis, forums, social networks, and virtual spaces that are supported by increasingly sophisticated multimedia technology (Ministry of Trade Public Relations Center Team of the Republic of Indonesia, 2014).

3. Research Method

This research will use an exploratory study through a qualitative approach. The sample selection technique used is purposive sampling. According to Creswell (2015), this sampling technique is useful for obtaining data sources by selecting individuals and places to be studied because they can specifically provide an understanding of the research problem. And phenomena in the study. The location for this study was at the Bali Institute of Design and Business. The reason for choosing this location is that the Bali Institute of Design and Business is the only private design campus in Bali. Besides that, the students are high school graduates or adults working in design. Research informants were selected using a purposive sampling technique where the researchers ensured that the selected informants were competent in the fields of Strategy and Personal Branding at the Bali Design and Business Institute. Informants from this study were the head of the Bali Design and Business Institute from the Chancellor, Vice Chancellor 2, Head of Branding, Head of Public Relations and Marketing IDB Bali, and several students who have studied at this campus. This study uses data analysis techniques (Miles and Huberman, 1994). Namely, data analysis is carried out in 4 stages: data collection, data reduction, data display and conclusion drawing.

4. Results and Discussion

### 4.1. Personal Branding Strategy Data on Social Media

In 2020 the College of Design turned into the Bali Institute of Design and Business, known as IDB Bali. STD Bali already has its Branding as a design school, but after changing the institution's name, many strategies were used to introduce the birth of IDB Bali as a design and business school in Bali. The strategy used in Personal Branding on social media is often uploading content every day. If it appears more and more often in advertisements on social media, it will make IDB's Branding increasingly known by many people or netizens. Then new students and IDB Bali staff are encouraged to follow and re-share social media content

on each account. IDB Bali also creates content based on existing trends and for important days, for example, Independence Day, Galungan Day and others. As explained in Figures 1 and 2 below:


Source: https://www.facebook.com/IDBBali
Figure 1. Content Shared by IDB BALI on Facebook Account
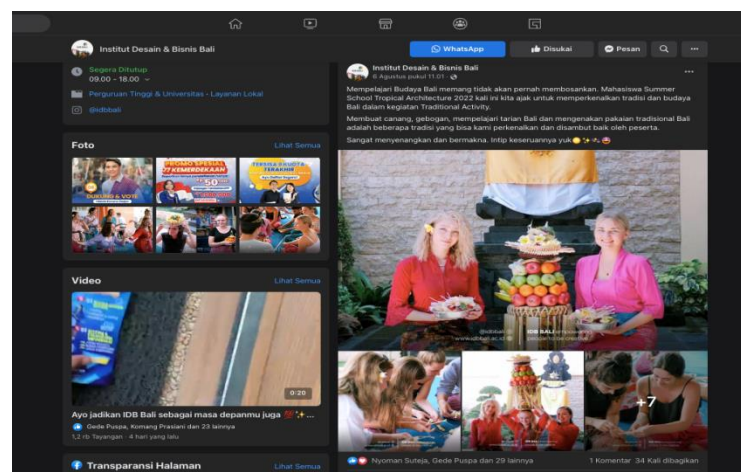
Source: https://www.facebook.com/IDBBali
Figure 2. Content Shared by IDB BALI on Facebook Account

Figure 1 and 2 above is a content strategy on social media Facebook that takes an independence situation where there is a special promo discount for registering for college in welcoming the birth of the Republic of Indonesia. The next photo is content taken from photos of activities carried out by the IDB Bali campus and has been shared 34 times, namely Summer School, where this activity is a short course for 6 months attended by participants from abroad who want to try design lectures and experience the activities – activities related to Balinese culture. From this activity, there is a lot of content that can be used as a reference for further content where it is seen that international students studying at IDB Bali are expected to make Facebook viewers have the view that IDB Bali has activities that involve foreigners and this IDB Bali campus is of international standard and has good quality.
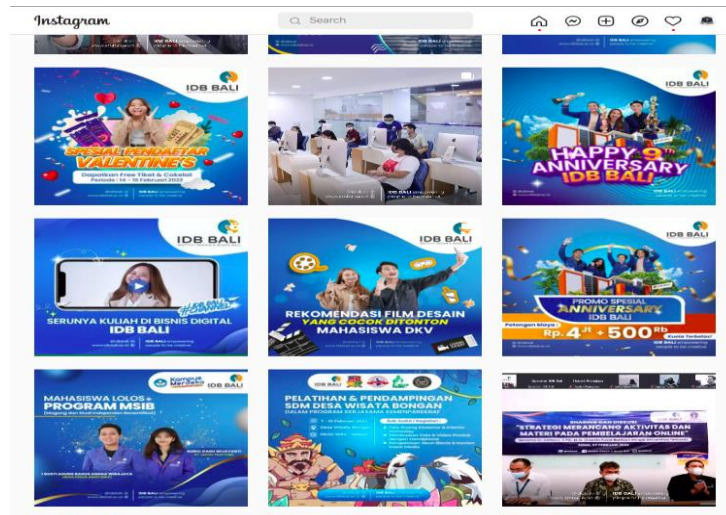
Source: https://www.instagram.com/IDBBali
Figure 3. Content Shared by IDB BALI on Instagram Account

Source: https://www.instagram.com/IDBBali
Figure 4. Content Shared by IDB BALI on Instagram Account

In addition to Facebook, IDB Bali also shares a strategy on Instagram, which has 11.3K followers, where the content on Instagram has the same colour template, namely Blue and Orange; this will make IDB Bali Instagram followers or viewers have the mindset that blue and orange colours characterize IDB Bali, so every time you see blue and orange, it is hoped that the IDB Bali campus will always remember it. On Instagram social media, IDB Bali usually uploads content at least 3 times a day, namely in the morning at 10, then at lunchtime and at 8 at night. This is due to following the premiere time of the community using Instagram social media. Then in terms of content, it discusses activities that occur on campus, both students, academics and activities that involve all IDB employees, then the benefits and invitations to study at IDB if the student is interested in design and business. In addition, IDB Bali is also active in responding to comments and messages from followers so that interaction occurs and can provide information about the IDB campus. So it is hoped that prospective students will view IDB Bali as a creative and open campus and make prospective students more confident in studying at IDB Bali.
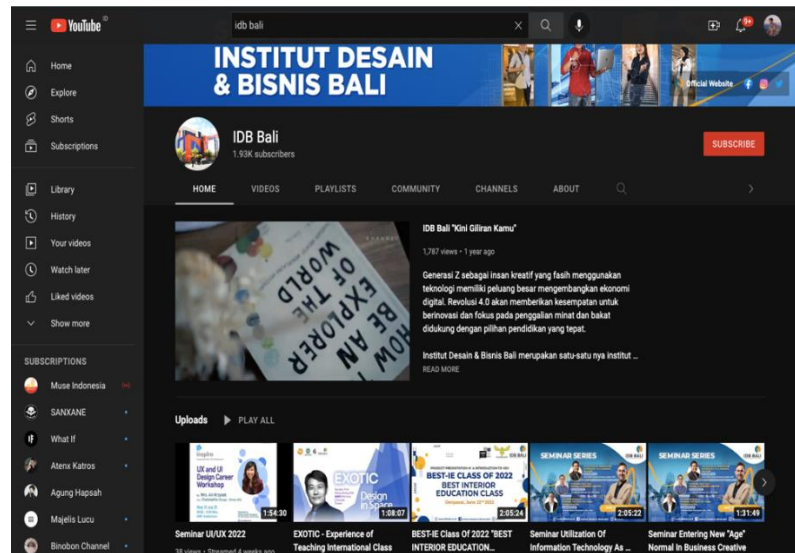
Source: https://www.youtube.com/IDBBali
Figure 5. Content Shared by IDB BALI on Youtube Account
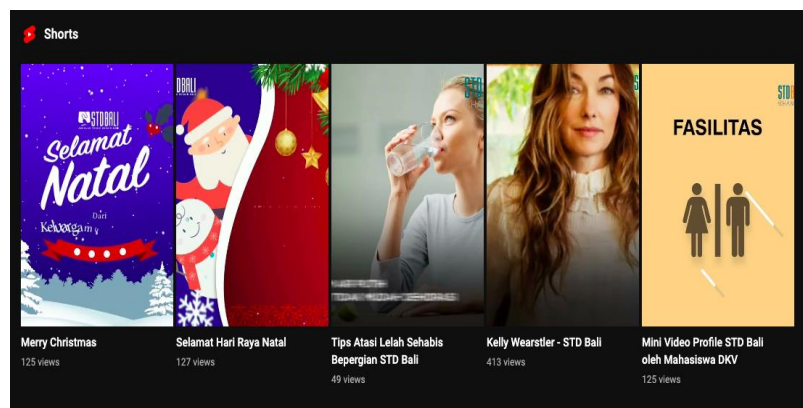
Source: https://www.youtube.com/IDBBali
Figure 6. Content Shared by IDB BALI on Youtube Account

It can be said that IDB Bali is also actively promoting and uploading videos on its Youtube account, as in the photo above, it can be seen that several video uploads resulted from seminars conducted by IDB Bali and also cannot be separated from the blue and orange colours as the characteristics of IDB Bali. The seminar activity was recorded and uploaded on Youtube to show how the seminar continued because videos longer than 1 minute were less desirable if uploaded on Facebook or Instagram. In addition, this youtube account is usually used to display live events or seminars from IDB Bali and often they direct it from Instagram to YouTube to see live. And if there is someone who wants to see IDB Bali virtually, they will bring it to this youtube account. Personal Branding that is expected is if someone sees this youtube account, they will see from the side of the video, which is quite long and see how the picture of IDB Bali itself is.

Source: https://www.twitter.com/idbbali
Figure 7. Content Shared by IDB BALI on Twitter Account


Source: https://www.twitter.com/idbbali
Figure 8. Content Shared by IDB BALI on Twitter Account

Then on the IDB Bali Twitter account, they upload the same content on Instagram because now many young people are using Twitter as their social media; on the IDB Bali Twitter account, they have a strategy of reposting or retweeting other Twitter accounts that have many young followers and it is hoped that their followers can be notified with IDB Bali's Twitter so they will visit the IDB Bali account where there is interesting content and also IDB Bali promos.

From the strategy of content uploaded to the social media accounts above, the strategy carried out by each social media account is more or less the same by uploading content according to trends and important days at premiere hours every day at least 3 times a day with the aim that the public can see Bali ID content. The people and information we convey can shape the Branding we want on social media. The other impacts generated are the acquisition of prospective students and insights from Instagram, as shown in the figure below.

Source: https://synergy.idbbali.ac.id/
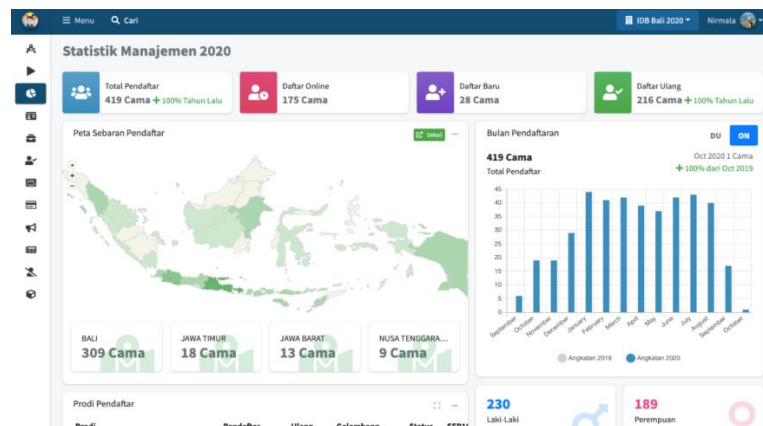
Figure 9. Bali Design and Business Institute Management System Information 2020

In figure 9 above it can be informed that in 2020 IDB Bali got 419 prospective students who registered to consist of 309 people from the province of Bali and 110 people from outside the island of Bali and who re-registered as many as 216 prospective students wherein 2020 is the first appearance cases of the COVID-19 pandemic, but IDB Bali continues to launch a Personal Branding strategy on social media. Therefore, it can be said that asking students who want to study at IDB, 75% of which are dominated by the island of Bali and the rest from outside the island of Bali, then the strategy used for Branding is already about the market in Bali.

In 2021 IDB Bali got a 16% increase in total prospective student applicants and those who re-registered increased by 40% from last year, this year 1 year of the COVID-19 pandemic has passed, many changes have occurred in all segments of society, and in IDB Bali itself, Therefore, there has been a major strategic change in IDB Bali's Branding itself with the example described in the data exposure on content uploaded on IDB Bali's social media accounts both in terms of design and quality of the existing content.

Source: https://synergy.idbbali.ac.id/
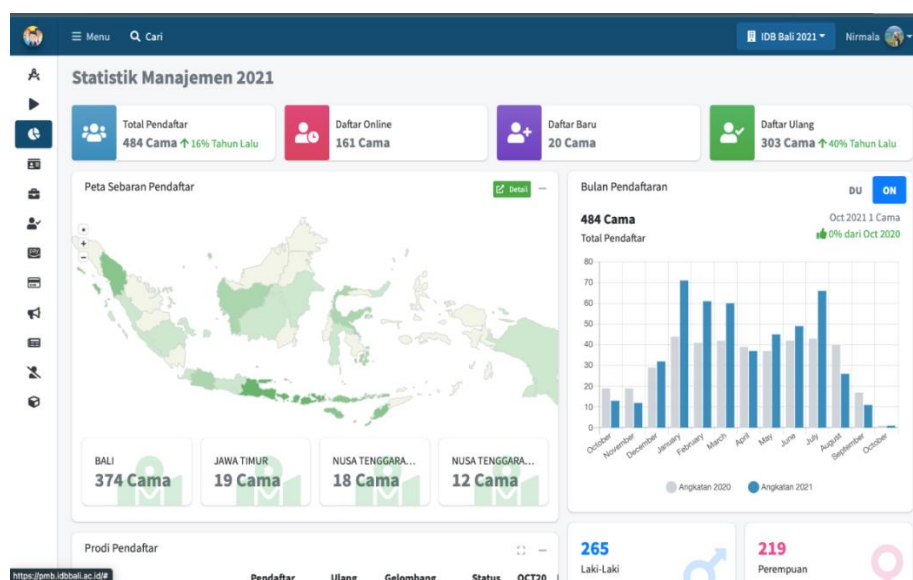
Figure 10. Bali Design and Business Institute Management System Information 2021

4.2 Successful Strategies to Strengthen Personal Branding on Social Media

While the process of forming personal Branding, according to Montoya, consists of eight concepts, including: Specialization, Leadership, Personality, Difference, Visible, Unity, Firmness, and Good Name. And this concept is used as a strong foundation in personal Branding (Yusanda, Adarmastuti, RHuwae G, 2021) which can be explained as follows:

4.2.1 The Law of Specialization

IDB Bali specializes in creativity and design, focuses on that, and goes deeper into design and business. In one of IDB Bali's uploads on its Instagram, IDB Bali explains the majors that are suitable for creative prospective students, so if prospective students feel that they are creative, then the right major is at the IDB Bali Campus. On Instagram and Facebook IDB Bali often shares content related to design and business. As for invitations to attend seminars about design and business, not infrequently, IDB Bali also provides advice and even solutions to followers; what if someone jumps into the world of design and business.

IG Stories is a mainstay tool that Instagram displays. Then IDB Bali always uses IG stories to share activities and promos. In addition, IDB often reposts stories from students, staff and lecturers, both on-campus activities and on-campus promotions or achievements.

4.2.2 The Law of Leadership

Bali Design and Business Institute, apart from being a design and private business campus, IDB Bali is also a place to get certification in the field of digital marketing, as an exam examiner for vocational school children, then a certification place to get design certifications such as Adobe, Microsoft office, and design applications. In addition, IDB Bali is also tasked with providing training in the field of digital marketing, both in its design and operation of marketing facilities.

4.2.3 The Law of Personality

In one of the Instagram stories uploaded by IDB Bali, prospective students came to the IDB Bali campus with their parents to see how the lectures and facilities at IDB Bali were. IDB Bali's PR and Marketing staff are seen inviting prospective students and their parents around campus and explaining how to study at IDB Bali and their children's future if they study here. This is a good consideration for parents of prospective students in making decisions. This content shows how IDB Bali treats people who come to the IDB Bali campus, regardless of the campus that emphasizes design and business.

4.2.4 The Law of Distinctiveness

IDB Bali presents different content from other private campuses. The Bali Institute of Design and Business consistently displays interesting, creative content and uses ongoing trends. And this is evident from Instagram, Facebook, Twitter and youtube accounts owned by IDB Bali. All content is presented using an up-to-date design with shades of blue and a little orange.

4.2.5 The Law of Visibility

With more than thousands of followers on social media, IDB Bali has become known as one of the designs and private business campuses. In addition, IDB Bali lecturers are also often invited as examiners for SMK children and assessors in digital marketing and design certification.

4.2.6 The Law of Unity

IDB Bali's background is a business design campus based on creative digital technology established in 2012. So then, what IDB Bali shares on social media or in seminars and workshops on design, business and creativity are relevant to each other.

Learning and teaching activities on the IDB Bali campus are no different from the personal Branding that has been built; therefore, the researcher's explanation of how IDB Bali is in the eyes of prospective students or the public, the informants say that their campus has been labelled as the only private design campus in Indonesia. Bali because IDB Bali likes to share what activities are being carried out at Kmapus IDB Bali, both from the teaching and learning process, examples of teaching and learning about photography and painting, where the expertise of lecturers and students is shown.

4.2.7 The Law of Persistence

Since 2012 IDB Bali has been established as a design campus. With the only private design campus, IDB Bali is quite well known in Bali and develops it using social media. However, due to a lot of competition and many people choosing business until 2020, the College of Design turned into the Bali Institute of Design and Business and changed its Branding to a technology-based business design campus.

4.2.8 The Law of Goodwill

Based on what has been explained, it can be seen that IDB Bali has a positive influence on prospective students and the community. And through the content shared until now, IDB Bali is still in demand when someone wants to dive into design and business.

From a detailed explanation of the eight personal branding concepts presented above, the researchers found that the personal branding strategy built and strengthened by IDB Bali could be explained in these concepts very appropriately. The eight concepts above can be explained because IDB Bali creates and plans a very appropriate content strategy to build and strengthen personal Branding. In addition, researchers found three strong fundamentals in personal Branding according to McNally and Speak (2004): Characteristics, Relevance and Consistency, which have been discussed in the discussion and are also used as a guide for interviewing researchers.

It was found that IDB Bali has certain distinctive characteristics to build a personal branding for itself as a design campus and private business. After that, activities, teaching and learning processes, or content shared on social media are relevant to each other. And the last one is consistency. In the beginning, IDB Bali was established as a design campus, so it can be concluded that IDB Bali has not changed from the beginning to building personal Branding as a design campus.

However, what has not changed from IDB Bali is that it does not change to use of creative content with up-to-date designs that are also suitable for its Branding to be marketed on social media because the IDB Bali strategy for the right content will capture the right target market and strengthen the existing personal Branding.

5. Conclusion

Based on the results of the research that has been done, it was found that the successful strategy in strengthening personal Branding on IDB social media is as follows: (1). The strategy to strengthen IDB Bali's Branding focuses on the content and needs of followers on social media as well as prospective students who are interested in learning or diving deeper into the world of design and business. The content that IDB Bali provides is closely related to design and business. The needs of followers and ordinary people regarding design are considered important by IDB Bali to produce suitable content and deliver the personal Branding that it provides. IDB Bali realizes that the content uploaded on social media is not only about writing but also being able to share visualizations with followers, so IDB Bali has started to upload videos and stories with content that is of interest to prospective students and

residents. Not only providing design and business content on social media, but IDB Bali is also a certification centre for digital marketing and certification in design applications such as Adobe. (2) IDB Bali's Branding is relevant to the background of the IDB Bali Campus and its character. As the name implies a design and business campus, they always show the design and business side of every content and activity that is used as content on social media. (3) IDB Bali consistently presents content with shades of blue and orange with creative and up-to-date designs. Since they were established as a design school, they have a rule that staff and students must re-share IDB Bali content on social media every day.

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