



Utilization of Social Media in Building Personal Branding for Career Women in the Society 5.0 Era

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Abstract

The development of information technology in the digital era 4.0 continues towards the era of society 5.0, providing a variety of innovations and benefits for the community, especially career women. The social era of society 5.0 is a concept that defines technology and humans will coexist sustainably, improving the standard of living. However, limited people realize that social media can be used as a medium to create professional personal branding. This study aims to determine the use of social media in building personal branding for career women in the era of society 5.0. This research uses the Library Research Method and data collection based on previous research and journal. This study confirmed that Personal branding is crucial for self-promotion and support achievement for career women, specifically in the era of Society 5.0. The primary strategy to develop personal branding for career women is to utilize social media. Building strong personal branding on social media will make it easier for us to be known, both individually and in a professional scope. People can easily see our work, expertise, and achievements through social media that is automatically connected worldwide. Social media has a massive role in building someone's branding, including for a woman. Building strong personal branding on social media will make it easier for us to be known, both individually and in a professional scope. Social media lets people easily regard our work, expertise, and achievements worldwide.

Keywords: Digital literacy, pornographic content, parental communication, early childhood

Introduction

Developing character or identity in social life is essential to self-promotion, especially in the Era of Society 5.0. Self-image can be noticed indirectly in how we behave, look, and socializes in social life.

Personal branding is the stage of forming a reflection of a person's identity closely related to the quality and capability of the individual (Mettasatya Aprilia, 2018). According to Mariska Debora from MarkPlus Institute, in creating personal branding, the first step is to determine PDB (Positioning,

Differentiation, Branding). PDB is a unit that supports the creation of personal branding. Positioning is a specific identity to be implanted in the minds of others about a person.

Technology and humans are always side by side as a sign of the era of society 5.0 because technology and humans will coexist in improving the standard of living in a sustainable manner (Sampoerna University, 2022). Currently, many media are popping up new social media with various appearances

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and uses. Social media is considered to bring benefits. On the other hand, it often has a destructive impact. The presence of various social media is an inevitable change.

Personal branding is an effective way to become famous in the digital era. However, personal branding has existed since previous eras; in this digital era, the personal branding stage is easy and familiar, primarily through the internet. Based on the Wearesocial report, the world's internet users have reached 4.021 billion. Still, the same report states that the number of internet users in Indonesia reaches 132 million people. This number shows that more than 50% of Indonesia's population has access to the internet (Ramadhan, GNFI, 2018).

The results of a survey conducted by the Association of Indonesian Internet Service Users/APJII (2022) stated that active internet users in Indonesia in January 2022 amounted to 190 million users, most of them are the young age group of 19 – 34 years with a total of about 49.52% of the total population. The benefits of using social media cause social media users to increase from year to year. These benefits, as stated in the uses and gratifications theory in the use of social media by Whiting & Williams (2013), are: (1) communication tools (phone/SMS/chat); (2) search for information; (3) social interaction/friendship; (4) online business; (5) submit opinions/status updates (post photos/videos/information); (6) entertainment/relaxation (listening to music/watching videos); (7) fill spare time.

The social media users are social networking media, microblog media, and image-sharing media (photos and videos). In this study, the discussion focuses more on

the role of social media in building personal branding for career women.

Building personal branding is easy as long as we can take advantage of opportunities and be consistent in expertise.(Achmad Safiaji, 2020). The network on social media that we build can also make it easier to win the competition, especially if we have many relationships.

From data from the Central Statistics Agency (BPS), in 2021, 39.52% or 51.79 million people aged 15 years and over who work are women. As many as 28.6% of female workers in Indonesia are in sales promotion. Based on these data, the number of career women in Indonesia is numerous, so every career woman needs to create personal branding that shows her characteristics and ability.

Based on the description above, the researchers are trying to examine how career women build personal branding through social media. The research aims to describe and analyze the role of social media in building personal branding for career women.

Method

The method used in this research is the Library Research Method. The collecting data through literature studies of various previous studies and journals on career women's branding issues. Reading, reviewing, and analyzing various literature from books and journals of research results adapted to the phenomena are the steps carried out using the Library Research Method. The data obtained were reduced according to the research focus and presented in a narrative description.

Result

The Role of Social Media in Social Change in the Era of Society 5.0

Soerjono Sukanto (2002) states that the role is a dynamic position (status) process. The role serves to guide the socialization process; inheritance of traditions, beliefs, values, norms, and knowledge; it can unite groups or communities; turn on the control and control system to preserve people's lives. (Narwoko and Suyanto, 2010).

Society 5.0 is an era where humans live side by side with technology, both in their activities, solving problems and creating sustainability by considering aspects of the humanities. Knowledge of technology and qualified information is required to build a more modern and meaningful human life. Society 5.0 is strategic leadership to influence, motivate and encourage a community to achieve excellence, especially in higher education. The main goal of Society 5.0 is to improve the quality of life by applying the technology contained in Industry 4.0 era.

At the same time, the world is adjusting to the challenges of the Industry 4.0 era. Society 5.0 uses technology sustainably to stimulate development and innovation in industry 4.0. Furthermore, this technology aims to solve humanitarian problems such as the growing human population, natural disasters, social inequality, safety, and improving the quality of human life.

The standing of technology in the 4.0 era is positioned as a machine to access information. However, in the era of society 5.0, technology and its benefits are placed as components that cannot be separated from human civilization. So, technology in the 5.0 era makes people more effective and efficient

in social media activities. Digital media is essential in disseminating information about an individual's abilities. (Sugiono, 2020).

Personal Branding

Personal branding is derived from the word "personal," which has a personal meaning to people or individuals, while the word "branding" has the meaning of forming a brand or label. So Personal Branding can be interpreted as an activity to create an individual brand/label. In the business world, the brand is defined as the opinions or emotions of potential buyers formed through various experiences of buyers of a product. If the definition is applied to a person or personally, a personal brand is an opinion and an emotion owned by someone who interprets the overall experience in interpersonal relationships (McNally & Speak, 2009).

Bambang Priyono's research stated that personal branding is a power possessed by individuals who can process and develop. The resource is the main determining factor in its success (Priyono, 2014). Personal branding is a self-reflection of an individual that triggers people's attention to the qualities and values of an individual (O'Brien T., 2007). In this era, personal brands are precious and have a significant impact compared to corporate brands. (Mujianto et al., 2021)

McNally and Speak (in Cindy Yunitasara and Japarianto, 2013) mention three main dimensions to establishing personal branding:

a. Individual Competence or Competitive Ability

In Era 5.0, individuals must have the ability and competence to be engaged in an area of expertise. If someone has

specific and rare competencies, it will be easier to create personal branding.

b. Style

Besides abilities, the unique style should be considered because it will affect the results of personal branding carried out by an individual. Individuals' good or bad aspects can be noticed from the personal style through the individual's behavior.

c. Standard

A good standard in undergoing personal branding is to be accepted in society. Personal branding that has been built does not mean others fully accept it, and some even want the branding of others to fail and be destroyed.

Personal Branding Concept

Developing personal branding must understand how the stages and references in doing so. Several concepts can be used as a reference in personal branding (Yunitasari & Japariato, 2013).

1. Specialization

According to Montoya, good personal branding is like a laser beam, which must focus on expertise, strength, or achievement. Personal branding can be formed with specific specializations of the individual. Brands focus on one area of achievement.

Usually, a personal brand focuses more on a person's strengths, such as talent or achievement.

2. Leadership

Each individual has a unique and different leadership style. This concept authorizes where the source is considered a leader by people in the domain.

3. Personality

The personality will describe a person's character.

4. Difference

Different from others, original and specific is the key to building an image or a personal characteristic.

5. Appearance

Consistent and continuous building of personal branding is essential so that the wider community quickly recognizes the built branding.

6. Unity

Unity is essential in personal branding because the state of reality and what is built through personal branding must be in harmony between real life and personal branding.

7. Firmness

In carrying out personal branding, the process takes a long period to introduce personal branding. Consistency and determination are needed to succeed in creating personal branding.

8. Goodwill

Personal branding should bring good intentions and is not used to influence the audience to hate an individual or not to lead public opinion for specific interests.

Characteristics in Personal Branding

Personal branding requires a perception that can effectively manage and affect a person's point of view. In carrying out personal branding, there is a characteristic of personal branding. Some of the characteristics of building a solid personal brand are conveyed by McNally & Speak (2012)

- a. Typical personal branding displays a distinctive character. If we have a similar or identical major, it shows disparities in a specific character to be recognized easily through its characteristics.
- b. Relevant personal branding should be intertwined with daily activity, so it strengthens personal branding.
- c. Consistent; In carrying out personal branding, we should continuously promote the built branding. With good consistency, personal branding will attach to the individual.

Personal Branding Through Social Media

We can easily find out the character of social media users through activities posted on social media accounts. Muhammad Fadhil Tamimy explains this opinion in his book, "Sharing-mu, Personal Branding-mu: Menampilkan Image Diri dan Karakter di Media Sosial" (Tamimy, 2017). Tamimy explained that social media accounts could examine the personality of a social media account owner because social media is a medium that describes the character of the account owner. Social media reflects the behavior and self-image of the account owner. They will make a good impression through the uploaded posts. impression (Aprilia, 2018)

Building personal branding on social media must immediately provide good value and get the public's attention. Social media is a place for individuals to actualize themselves through self-image. In other words, social media is a suitable place to have an image in front of the public. (Restusari & Farida, 2019)

Based on data from Weber Shandwick, a company engaged in the public sector, explained that there are around 65 million active Facebook users in Indonesia. In contrast, Twitter users, according to data from PT Bakrie Telecom, there are 19.5 million active users in Indonesia.

The data above shows the vast opportunity to use social media to build personal branding. Personal branding is essential, especially for those who have skills. Personal branding promotes our profile to the broader community (Yusanda et al., 2021).

Social Media Used in Personal Branding

1. Instagram

The Instagram platform is a medium for sharing photos and videos that can be edited using various exciting filters. In the 5.0 society era, this platform became popular among young people to display their self-image. Personal branding is formed by sharing various photos and videos that show the expertise, skills, and various specifications of each person. The advantages of Instagram are that it has a broad reach, can be private, has exciting features, and provides a business account, so it is very suitable for self-promotion or personal branding.

2. Whatsapp

Whatsapp is a social media platform for sharing messages with others. This message-based platform can contact break through the time limit space as long as connected to internet access. In addition, WhatsApp also has a Story or status feature to share activities or ideas from users that are shared with people in contact. Personal branding through

Whatsapp has become personal branding that is close to us because almost people who have smartphones must have this application. People will quickly know us by building an image and branding through WhatsApp stories.

3. Facebook

This platform is an application for sharing photos, videos, and words that describe moods and thoughts. Facebook has become a social media for all ages and social levels because Facebook users come from children to the elderly. More people will see personal branding on popular social media with giant Facebook account owners. However, sometimes Facebook can be easily hacked because its security is still vulnerable. The disadvantages of Facebook are that it is easy to hack and prone to plagiarism.

4. Tiktok

The application created by Zhang Yiming in September 2016 in China is a short video-sharing application. In 2018, Kominfo blocked this platform because it was considered to have no educational value applications and inappropriate content before being blocked again in 2019. This media is now widely used to share various video content, from comedy to preaching. Currently, TikTok has increased the maximum duration of uploaded videos; from what was originally only one minute, now TikTok videos are a maximum of ten minutes. Content creators on TikTok currently have a lot of "A Day In My Life" trends that show a person's activities in carrying out daily activities. The advantages of these features make personal branding through TikTok more attractive.

5. Youtube

Youtube was released in 2005. This media is a medium used to share videos. Similar to other social media, almost all people who have a smartphone install the Youtube application on their smartphone. Youtube has the advantage that it is easy to access anywhere and contains various videos. The weakness of Youtube is that the videos played on YouTube have many advertisements, which sometimes interfere with the comfort of enjoying video content.

Career woman

The career woman can be interpreted as a woman involved in professional activities (business, office). In addition, a career can be defined as a series of choices and work activities that show what a person accomplishes to live. Quraish Shihab explained that women have the right to work as long as the job requires it or as long as they need it. Women do an excellent job if it is done in an acceptable, polite atmosphere and can also avoid the negative impact of the work on themselves and their environment. (Ahdar Jamaludin, 2018).

According to KKBI, career women are active in the professional world, either individually or in groups. Etymologically understanding, career woman comes from two words, specifically woman and career, both of which have the meaning of adult women developing professionalism in their lives, such as in work and social status. (Kamus Besar Bahasa Indonesia(KBBI))

Factors that Drive the Choice of Being a Career Woman

According to Aid (2018), there are five reasons for women to become careerwomen. The reasons are the demands of life, the desire for income, self-actualization, the commercialization of talent, and the saturation factor.

The first reason women choose to be career women is because of the demands of life (Djamaluddin, 2018). The demands of life are based on economic factors. Women who work will help their family's economy. Some women who come from underprivileged families have to work because of economic demands. Many women today work in the office and even become truck drivers, which men typically do. These women can improve their financial standards and meet their families and needs through this work. Through a career built, they can fulfill all aspects of life's needs (International Labor Office, 2016).

The second reason is that they want to earn their income. For an independent woman, providing a way to be independent and not dependent on others' independence and freedom in managing money seems more attractive and far from the impression of dependent women (Nilakusmawati, 2012). The independence of women, which affects being a career woman, makes women who are already married also earn money with their businesses and help their husbands in the family economy.

The third factor is self-actualization. Fulfilling a woman's identity is essential, especially as a challenging career woman. If a person at this stage can realize themselves, they will know their abilities and maximize

their ability to develop. The abilities he has become the capital in developing their career to move forward.

Another reason is the commercialization of talent. Everyone is born with various talents, and a woman has various potential talents that she has in making her potential as a job or professional.

The saturation of a woman is the last factor that influences a woman to become a career woman. Boredom in carrying out their daily roles as housewives with repetitive activities makes a woman choose to work to avoid boredom with daily routines.

The Role of Career Women in Building Personal Branding on Social Media

1. Updating social media accounts
The first step in building personal branding is choosing social media focused on personal branding. Updating content according to trendy styles will go a long way in shaping self-image. Trends in social media change quickly and vary, so it is necessary to update social media accounts with more current posts.
2. Identify areas of expertise
Career women have mastery in their respective fields, so in personal branding, it is necessary to have areas of expertise that are displayed and focused. Everyone has different skills (Franzia et al., 2018). The more specific an expertise is, the more it will strengthen the personal branding possessed by career women, primarily if the skill is rare and challenging.
3. Manage content
Career women know how to utilize social media. Managing the social media content following trending topics will affect the

attractiveness of personal branding. Managing the latest content will support the formation of career women's branding.

4. Share content regularly

Regular sharing posts will be beneficial in creating personal branding. For example, as caught in the Tiktok application. The more we upload videos, the more Tiktok will share to people's homepages with a broader reach. Consistent with the time and content of the post is significantly influential in building the personal branding of career women.

5. Keep the content positive and interesting
Personal branding will reflect the personality of the social media owner. Educational content will positively impact creators and others who see the content that has been created. Social media that is easy to access will be more valuable if used for practical purposes, such as information and motivation through exciting concepts.

Benefits of Personal Branding

Building personal branding on social media makes a person popular with the broader community, both individually and in a professional scope. People can indirectly recognize a person through the personal branding they create. Through personal branding, a person's expertise and achievements can be noticed by anyone, even those covering the global area on social media.

If personal branding has been achieved effectively, a person can show the audience who and what they are and the difference between them and others. It can also influence the perception or point of view of

others. When dealing with customers, we can make them consider us as problem solvers for their problems. Personal branding also encourages us to infiltrate a competition to differentiate ourselves from our competitors. With personal branding, we can influence someone's decision to "buy" or control someone's behavior. The benefits of personal branding are:

- a. Being "top of mind."
- b. Increase authority and
- c. confidence in decisions
- d. Increase prestige
- e. Get acknowledgment
- f. Achieving goals.

Personal branding built through social media in nowadays era is an efficient step. The formation of personal branding is also supported by internet access connected worldwide.

Conclusion

In the era of society 5.0, personal branding is essential because it displays a sufficient image on social media or in real life. By upgrading themselves, the public will recognize the expertise of someone who emerges personal branding. Social media has a significant influence on building and personal branding. The personality will be noticed through social media posting or content in creating personal branding.

Technological developments demand to continue to adapt to advances in the use of information, especially for career women who develop personal branding. Through personal branding, career women will easily be recognized, either individually or professionally.

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