Lecturer's Personal Branding in the Digital Era: Building Good Reputation and Positive Image through Social Media

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Abstract

This research describes the lecturer's branding in the digital era to build a good reputation and positive image through social media. This research uses library research. The analysis shows that the digital era and technological developments have provided numerous benefits, including the ability to build and promote personal branding on various social media platforms. Social media platforms and personal websites/blogs can be used to create a personal brand and establish an online identity. Academic and publication portals such as Google Scholar, Sinta, ResearchGate, Orcid.org, and others can be utilized to promote the lecturer's scientific works and establish a professional image and social ties within the community. Therefore, personal branding is essential for lecturers to establish a strong self-image and a directed career, allow for a wider public reach, and focus on goals and relationships with the *Tri Dharma* of Higher Education. Besides, the other benefits of a lecturer's branding include building confidence, increasing credibility, building academic branding for an institution, becoming the face of the world of national higher education, expanding the network and relationships, developing capabilities and skills, having academic achievements, being active on social media, becoming a friendly and open lecturer, develop capabilities and skills, and increasing income. Critical factors for personal branding include creating knowledge, building trust, creating a reputation, and influencing perception. By focusing on these aspects, lecturers can create a good reputation and positive image to contribute to their career development.

Keywords: Academic Branding, Lecturer's Branding, Personal Branding, Positive Image, Reputation

I. INTRODUCTION

A brand is now a specialty and identity that can increase the sales value of something in products and services [1]. Brands and products are becoming increasingly human (in terms of their identities, concepts, and messages they convey), whereas people are predominantly viewed as brands [2]. Good branding will make it easier for individuals to gain acceptance and trust from people in their social environment. Branding needs to be formed positively because, with good branding, individuals will get good appreciation from the community. Good branding will make it easier for individuals to gain acceptance and trust from people in their social environment [3]. Creating a brand identity means linking perceptions and certain feelings with an identity. Branding is not just for companies anymore; a new trend has emerged in society, namely personal branding.

Personal branding refers to efforts to build a person's brand, identity, or characteristics. According to Mahazan & Ahmad (2021), Personal Branding is derived from the English words personal, which means private, and branding, which means to brand or identify. Therefore, personal branding is the process of creating a personal brand. Personal branding is essential for individuals looking to establish themselves as experts or authorities in their field and attract opportunities [5]. Personal branding is a marketing strategy to promote his or her most prominent personal attributes [6]. Personal branding is the process of promoting one's unique and desirable characteristics [7]. People and their occupations are marketed as brands within the personal branding movement, replete with performance guarantees, specialized designs, and catchphrases for success [8].

Personal branding is the process of instilling a solid perception in the public mind and is one of the most dominant influencing factors of physical attraction [9]. Thus, personal branding is an explanation or process of communication about character, competence, and strength. Personal branding is a strategy for doing effective self-marketing. Through personal branding, individuals can involve skills, personalities, and characters that are put together as a self-identity [10]. Personal branding can help someone establish their name as a 'leader' and expert in the field they are interested. It can help a person gain recognition in his or her area of expertise [10]. It is defined as the process by which individuals and their careers are branded [11].

Personal branding involves identifying and promoting our values. Our personality, skill sets, and experiences distinguish us from others. Our brand communicates a narrative that reflects our values, behavior, and attitudes [12]. Personal branding is the strategic administration of the self by which individuals promote themselves as brands to enhance their reputation or image over time [13]. Winduwati and Oktavianti (2019) state that personal branding requires managing the perceptions of others effectively, especially in controlling and influencing how others perceive and think about us—efforts to communicate the advantages and competency that someone has within a more structured and planned way. Personal branding is beneficial not only for people with specific professions or

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who are developing a career in a particular line of the field but also for people of all ages. Some advantages of having good personal branding are becoming "top of mind" amid audiences who become audiences, improving authority and confidence in decisions, placing oneself in a role leadership, increasing prestige or self-esteem, getting recognition, and making it easier for us to reach our goals. Personal branding is needed to form a self-image in front of the public. Personal branding is related to how one wants to be remembered by others.

A Personal Branding culture gives management more excellent knowledge of people's abilities [15]. Kelly-Slatten (2011) states that a solid personal brand identifies an individual as consistent and adaptable – consistent in terms of individual foundations (one's unique values and promises) and adaptable in terms of adaptability (the ability to apply one's foundations to changing environments: situations, people, places, ideas, technology/innovations, etc.). Personal branding is needed to form a self-image in front of the public [17]. Personal branding is related to how one wants to be remembered by others. Personal branding is based on life values and highly relates to the individual [18]. Personal branding is an individual's identity that can create other people's emotional responses to the qualities and values possessed by a person. Personal branding is constructing a personal brand through conscious image management. The most critical determinant of personal branding is image personalization [19]. Personal branding is thus a means by which individuals generate market value for themselves [20].

Personal branding identifies and communicates an individual mission to achieve a specific goal. Our brand combines our abilities and experiences to distinguish us as individuals [21]. It promotes what you believe in and distinguishes us from others in our field. Personal branding is essential for attaining professional objectives, expanding influence, and making a positive impact. Personal branding is forming perceptions of the community towards aspects owned by somebody. These aspects include personality, abilities, values, and stimuli. It creates a positive perception of society [22]. Understanding that doing personal branding is essential, lecturers must know what needs to be done so that the process goes well. So that they have broad relationships, can more easily carry out their duties and responsibilities, and can reach the highest career level in the profession.

Individuals need personal branding when building a career and interacting with society or others in another professional world [23]. So basically, every life day is a process of forming a personal brand which means self-image or "price" of the individual's self-worth. How vital personal branding guides every educated person to know about branding, which is occupied and able to be accepted by the scientific community and enjoy working in it [24]. Therefore, it will be a more effortless proper synergy that interlocks with one another to fill each other's knowledge and place it as straightforward and transparent appreciation through expert and personal networks who can be an example for colleagues, students, teachers, and students who like the focus of their knowledge based on desired personal branding.

Nowadays, personal branding is not only used for those who wrestle in politics, government, business, and entertainment. Personal branding is also used by several fields, including teaching and lecturers, who perform their duties as a person, scientists, and professionals [1]. Lecturers are also often referred to as scientists because of their scientific capacity. The main task of a lecturer is to develop and disseminate knowledge and *Tri Dharma* of higher education. The lecturer is an essential profession for the younger generation in preparing themselves for the future [25]. Lecturers are professional educators who work in higher education/university units [26].

According to statutory regulations of Mandate of Law no 14 of 2005 concerning Teachers and Lecturers, Lecturers explain the Lecturer has two functions at once, namely as a scientist and professional. As a scientist, Lecturers have responsibilities to develop and disseminate knowledge, technology, and art through Education, Research, and activities Recognized as Community Service with the term *Tri Dharma* Higher Education. Meanwhile, as a professional, besides making his work a resource income, the lecturer is responsible for carrying out the *Tri Dharma* activities above by level of knowledge and skill according to established quality standards. Lecturers with solid personal branding will make students more interested in learning and strengthen their attachment to the university where they study [24]. Effective personal branding makes it possible to have more substantial effects on others and be perceived more favorably [27]. Management of lecturers' branding in carrying out their responsibilities generates many benefits. Through strategy designed and implemented well, personal branding at least generates several benefits, starting from increasing trust in the academic community and society towards mastery of the field of expertise, developing a communication network, and forming differentiation while increasing its selling power as a professional. , personal branding will place a lecturer at that level higher from a social aspect.

The fundamental thing distinguishing a lecturer from other teaching professions is the actualization of *Tri Dharma*. *Tri Dharma* of Higher Education includes educational activities, teaching, research, and social service. These three main activities become mandatory for a lecturer and other supporting activities. For example, they attend various seminars or participate in an organization for self-development. Apart from being required to do the *Tri Dharma* of the college high, a lecturer is also known as an expert or can be said to have expertise in the field of science that they do. This expertise can be reflected in the *Tri Dharma* done by the lecturer himself, what science he learned and taught, the scope of research conducted, and community service in the field. Everything done

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indirectly will make a lecturer known as a scientific expert following what he often shows and does. This matter will be a self-identity for a lecturer and become the need of a lecturer to be known in the broader community as a lecturer in a particular field of expertise. This need becomes part of the existence of a lecturer.

As educators, lecturers have an essential role in improving the quality of education of students and national education [28]. The quality of the lecturer determines the quality of higher education institutions and their graduates, and indirectly, the lecturer plays a vital role in responding to university challenges. Thus, every lecturer must have internal competence and proficiency to carry out their primary duties, including the ability to use and use information and communication media. A lecturer must be able to use, develop, and implement *Tri Dharma* activities of the college high in various forms including new media products, as forms of adjustment to development technology in education.

As a professional educator, a lecturer must master expertise, namely as a teacher, mentor, trainer, and coach who must be able to teach students/students, so that there is a transformation of values, attitudes, and abilities [29]. This learning task is a professional task of a lecturer. Apart from the teaching process, a lecturer's task is to become a scientist. These scientists are marked by conducting research, one of the *Tri Dharma* of higher education. Research is conducted to develop knowledge, and the results are hoped to make a real contribution to society. Apart from education and research, another task is to carry out community service activities by lecturers so that the knowledge possessed by lecturers can benefit and be felt by the community. Reflecting on this statement, it is not wrong to say that a scientist should have an adequate scientific foundation regarding the research topic to be raised. Lecturers must have competence as professional educators, namely pedagogic, personality, social, and professional competencies [28].

Lecturers are not only required to carry out *Tri Dharma* activities but now every lecturer is also required to apply technological advances in university *Tri Dharma* activities so that every lecturer has qualifications and competitive competencies with the development of the digital era. Every profession requires intellectual expertise and competency to adapt to existing changes. In today's digital era, having personal solid seems to be a significant asset [14]. It is becoming more and more essential and is critical to individual success. A lecturer is now faced with change and digital developments, so in no way immediately every lecturer required to have digital competence.

The development of the digital world must be accompanied by educators' (lecturers) readiness to use technology to support performance achievements, in this case for activities teaching, research, and dedication, so that every lecturer has competitive value. According to Laraswati & Suwarsi (2020), the problems faced by lecturers regarding personal branding, the lack of interest of lecturers to increase their selling value, and the lack of support from various things, there are even lecturers who respond with normal career development, phenomena in personal branding within lecturers, lack of knowledge about what personal branding lecturers will use to improve careers that are more advanced than now. Achieving good quality education is very much influenced by the personal branding of each educator in carrying out their duties to achieve educational success [30]. Indeed, this currecnt research aims to discover lecturer's branding in the digital era to build a good reputation and positive image through social media.

II. METHOD

In this study, researchers used a type of library research. It studies available library data to provide solutions or answers related to the problem, namely research with a series of activities related to library data collection, reading, and recording, as well as processing research materials [31]. In this study, the data object the researcher seeks is to search literature following the issues raised. A researcher seeks data to answer the problems raised by reading various references. Through this, the library's research can provide results of what is sought through the data sources used. The researcher uses several sources from books and article journals related to personal branding. Data analysis in library research is content analysis, namely research that is an in-depth discussion of the contents of written or printed information (books and article journals) and concludes based on the data that has been collected and analyzed.

III. RESULTS AND DISCUSSION

A. Social Media for a Lecturer's Personal Branding

In the era of digital technology, many people are successful by utilizing social media [32]. Someone mediocre at first can become famous because of doing the proper personal branding. Branding on social media is an effort to display information, messages, and impressions through activities performed [33]. With the expansion of social media, it has become easier to share information about oneself and establish an online identity [34]. Social media is a form of interaction today that can connect everyone via the internet [35]. Social media as a communication technology advancement is currently growing [25]. There are many facilities provided by social media to help us channel whatever we want to do and need.

We as teachers or lecturers should also be innovative in attracting the attention of the 'public' by building our self-image and personal branding on social media. One way is to start by learning and building our branding on

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social media. There are several social media and very representative digital platforms used by teachers or lecturers in forming a personal brand, such as Facebook, Instagram, Twitter, YouTube, or Linked In, and even personal communication media like a personal website/blog. Besides, there are several social media for academic and publication portals, such as Google Scholar, Sinta (Science and Technology Index), ResearchGate, and Orcid.ID, Publon, WoS (Web of Science), Academia.Edu, SSRN (Social Science Research Network), and other portals can be a medium that can be utilized by a lecturer in carrying out his/her profession as the enforcer of the *Tri Dharma* at the same time form an identity.

According to Efitra et al. (2022), a lecturer's website is also an essential media asset as personal branding. As a digital learning medium, the digital era of website media can introduce or promote scientific works produced by lecturers worldwide. If a lecturer's track record is no longer restricted to *Tri Dharma* activities, these activities are merely routine reports. Currently, personal identities are essential for establishing one's reputation. A website is necessary for a professor to appear more professional and establish social ties within the community. Lecturers can utilize the media website for personal branding, scientific work information room, and digital learning media. Several lecturers 'social media' for academic and publication portals can be used for building personal brandings, such as Google Scholar, SINTA (Science and Technology Index), and ResearchGate. The description is as follows:

1. Google Scholar

Google Scholar is an alternative to an all-purpose search engine to locate academic literature [37]. Google Scholar is the most prominent of the scholarly-based search engines. Google Scholar is a subset of the popular Google search engine and has a similar layout, though notable differences exist. Google searches all publicly accessible web content (regardless of the source of the information), whereas Google Scholar searches only scholarly sources (such as academic publishers and universities). Therefore, Google Scholar search results may include books, peer-reviewed articles, court reports, abstracts, and patents, among other document types. Google Scholar is an online database containing articles, theses, books, abstracts, court opinions, repositories, and other scholastic works from various research fields [38]. Google Scholar is a Google product that is available for free at scholar.google.com and searches "scholarly sources" such as journal articles, book chapters, theses, and conference proceedings across many disciplines [39]. Google Scholar provides access to citations and, in some instances, the full text of open-access publications. Google Scholars portal does just that, becoming a place to look for references and referrals. However, Google Scholar can also record publications and citations integrated into SINTA (Science and Technology Index), which indirectly can track the track record of a lecturer's work [1].

There are several ways to register for Google Scholar: (1) Go to the Google Scholar website at https://scholar.google.com. To get started on how to register for Google Scholar. Once there, we go to the search bar and enter keywords related to our research topic. (2) Click the Login button. We will see a Login button in the top-right corner of the page. Click on it to proceed to the next step. (3) Select Create an account. How to register Google Scholar-On the next page, you will be asked to sign in with your Google account. If you already have a Google account, enter your email address and password and click Sign In. If you do not have a Google account, click the Create Account button to create a new account. (4) Fill out the registration form. On the next page, we will be presented with a registration form. Please complete the form with our personal information, including your name, email address, and password. (5) Verify our email address. After completing the registration form, you will receive an email from Google Scholar with a verification link. Click the link to verify our email address and complete the registration process. (6) Sign in to your account. After verifying our email address, we can sign in to our Google Scholar account by clicking the Sign In button on the home page. Enter our email address and password and click Login.

The Figure 1 shows the quotes and h-index on Google Scholar. The citations feature in Google Scholar makes it easy for authors to keep track of citations used or cited by others in their articles. Apart from that, this feature can also track who is citing the lecturer's publications. We can look at a chart of quotes over time and calculate how much influence people use our quotes. The more often the name (author) is cited in a work, the more scientific credibility the author has. At the same time, h-index is a metric used to measure the productivity and impact of a researcher's work. This metric is calculated by counting the number of papers published by a researcher and the frequency of other researchers who cited the paper. Besides being able to be used to track down who cites our publications, Google Scholar can also make it easier for lecturers to update articles automatically or manually at any time.

Google Scholar for lecturers is a medium that supports their published scientific work. To make it easier to maximize Google Scholar as a source of reference and publication. Google Scholar is one of the things that makes Google a feature that provides reference services and can make it easier for users to find scientific journals and publications from various scientific groups. Google Scholar is a product that is included in the search engine product. However, this service focuses on finding various references for academics and other parties interested in scientific work. This Google Scholar education will help academics find various scientific references in journals and other publications that have been adequately validated. In other words, Google Scholar can be described as a library of bold shapes.
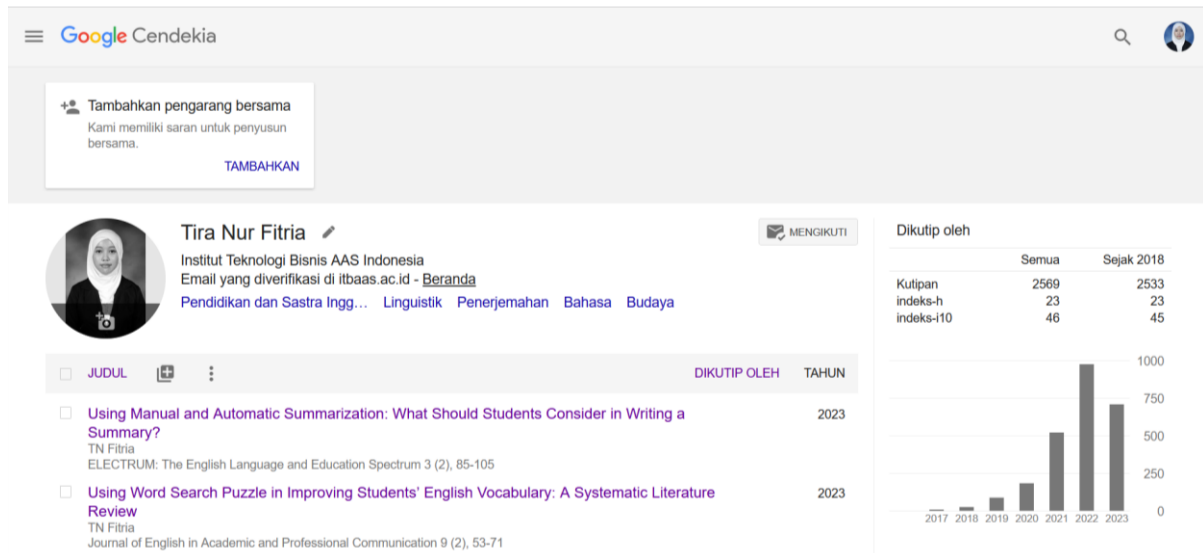
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FIGURE 1.   The View of Google Scholar Account *(Last Updated on August 4, 2023)*

With various functions that support the learning process, research, and scientific development, Google Scholar is very important for the world of education. The following are functions of Google Scholar for lecturers in the education sector: (1) Academic Reference Sources. Google Scholar has the primary goal of helping students, educators, and researchers search for academic references, which include scientific journals, conference articles, textbooks, theses, and dissertations. Lecturers can quickly deepen their understanding of specific study topics by accessing these resources. (2) Measuring the Impact of Research. Google Scholar provides metrics such as h-index and number of citations to measure the impact of one's research. It is essential for assessing academic productivity and influencing the research funding choice. (3) Source of Inspiration. Google Scholar can be used in education as a source of inspiration for creating curricula, creating learning materials, and expanding students' knowledge. To enhance students' learning experiences, educators and instructors can discover the latest research and ideas. (4) Scientific Collaboration. Google Scholar helps lecturers find other researchers with similar research interests. It offers scientific collaboration opportunities to produce more diverse and better research. (5) Research Management. Google Scholar allows lecturers to create profiles and save relevant literature, which helps in research management, storing references, and quickly retrieving literature at any time. Researchers can also use their profiles to show others the extent of their contributions to the scientific world. Google Scholar has become one of the best educational tools, with many features supporting learning and research. Google Scholar helps facilitate access to knowledge, advances science, and significantly contributes to developing a knowledge society.

2. Sinta (Science and Technology Index)

The Director General of Research and Strengthening Development of the Ministry of Research Technology and Higher Education of the Republic of Indonesia initiated SINTA in 2016. However, December 30, 2017 marked the official introduction by the Ministry of Research and Technology. SINTA is the consequence of the online publication of container research. With the prominence of SINTA, researchers and professors are anticipated to contribute by publishing journals and scientific papers [40]. In addition, the electronically published contents of SINTA from the Indonesian Journal have a profile on Google Scholar, and the Scopus preview contains multiple citations, an h-index, and an i-10 index. The developments include proceeding papers, books, and patents for Indonesian researchers and Google Scholar author profiles [41].

The functions of SINTA are (1) Motivating Lecturers. SINTA can display lecturer publications in scientific journals. When a lecturer's journal is entered, it is guaranteed to give you a feeling of joy, pride, and satisfaction. It is expected to motivate lecturers to be productive in writing and publishing. (2) Media for Measuring Lecturer Performance. SINTA is a database that contains all ARJUNA-accredited national journals. It is a medium for the government and institutions to measure the performance of lecturers and the institution itself in scientific publications. If the number of publications is high, this is considered an achievement because the process is long and complicated. So that it can be seen whether the lecturer's performance has been maximized or not from the history of publications that have entered SINTA. (3) Media for recording lecturer publications. Lecturer SINTA accounts created with the quick procedure for creating the correct SINTA account can be linked to Google Scholar and Scopus. So, published journals enter SINTA, both national and international journals. It means that SINTA also functions as a medium for recording lecturer publications. Through this SINTA account, you can find out how many and the titles of scientific publications the lecturers have worked on so far. (4) Compile Institutional Publication Rankings. SINTA also functions as a medium to help compile scientific journal publication rankings.

Both for ranking institutions and publications made by each lecturer at the institution. (5) Means for Monitoring Lecturer Performance. SINTA is also a medium for monitoring computer performance related to scientific journal publications. Scientific articles published in credible journals are guaranteed to enter SINTA so that their performance can be monitored.

Registering for Google Scholar has several phases: (1) Go to the Ministry of Education and Culture SINTA Page at https://sinta.kemdikbud.go.id/. (2) Choose a status where the lecturer needs to choose the status of the writer (lecturer or researcher). (3) Enter the Special Lecturer ID Number or *Nomor Induk Dosen Khusus* (NIDK) or National Lecturer Identification Number or *Nomor Induk Dosen Nasional* (NIDN) that you already have in the column provided. Usually, the system will display recommendations to choose the right one regarding name and NIDN/NIDK. (4) In the "Affiliation" column, please type the name of the college where the lecturer takes shelter or works. (5) please select the appropriate functional position in the Academic Grade (Functional Position) column. (6) Next, fill in your KTP number and email address then set a password. Make sure to create a password that is difficult but easy to remember, so we do not have trouble logging in the future to a Google Scholar account. So, copy the Google Scholar account URL in the provided column and proceed to the next step. If we have Scpus, we can connect it to an account on Scopus. We do this by copying the Scopus account URL in the column provided. (7) The registration stage is complete. Please click the "Register" button at the bottom. (8) Wait until the system at SINTA sends a notification that registration has been successful. (9) The next step is to open the email used to register for the SINTA account and the email cell from SINTA to activate the account. After the activation of the SINTA account has been successfully carried out, the lecturer now has an account in the Indonesian accredited journal database. So that we can log in at any time using the email address and password created when needed.

The release of SINTA v3.0 shows development from several sides. One is in terms of the features being developed, which means adding several new features. These new features include (1) Affiliate Score Matrix. The Matrix Score Affiliation feature is a feature that already existed in the previous version. Used to determine the score of SINTA affiliation and made more comprehensive compared to the matrix in the previous version of SINTA. This matrix type accommodates various data owned by lecturers and researchers with SINTA accounts. Through this feature, each account owner at SINTA can find out how many points the premium score has earned. (2) Author Score Matrix. Matrix Score Author is a feature used to calculate the SINTA score from the point of view of the author or writer who publishes. This type of score shows the activeness of lecturers in conducting and publishing scientific papers. (3) Cooperation Mapping in Affiliate PTs. The following new feature at SINTA is collaboration capture so that every university that builds additions will be recorded at SINTA. Lecturers and researchers can discover that each PT's neutrality from China is everywhere. (4) Author Network. The next newest SINTA feature in version 3.0 is the Author Network feature, which shows a network of authors publishing research and community service results. This feature was already in version 2.0 and made it into version 3.0. (5) Author Dashboard. The following new SINTA feature is the Author Dashboard, which shows the main page of lecturer and researcher account profiles at SINTA. The author can find the publications and SINTA scores on this dashboard page. Not all features of SINTA's latest version are new; some result from development. So that these features are made more straightforward so that their use is more efficient and helps lecturers update data.
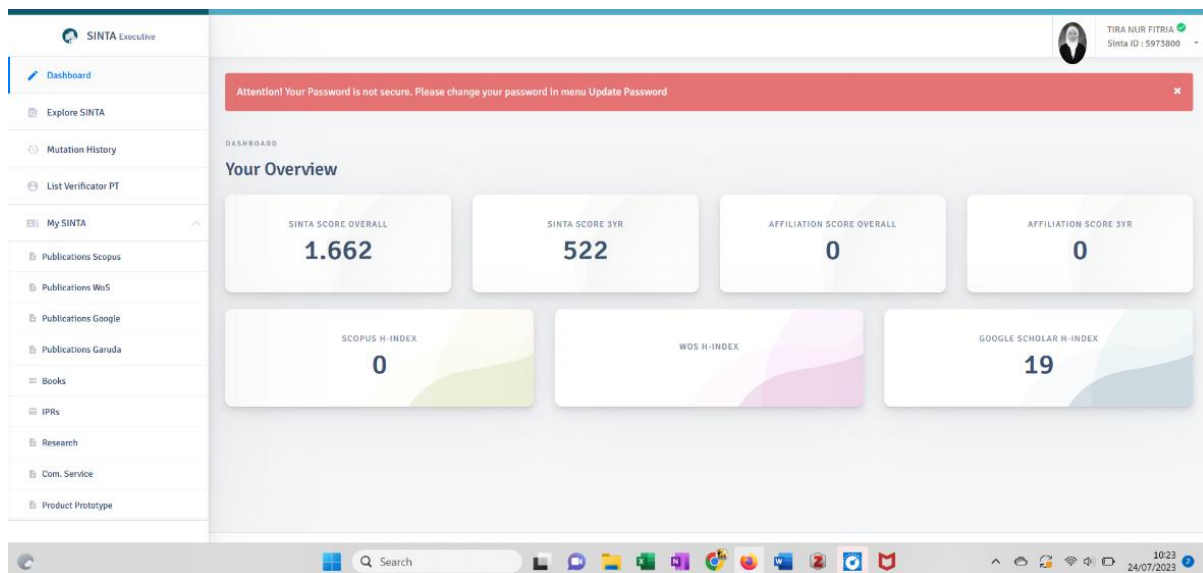

FIGURE 2. The View of the Sinta Account *(Last Updated on August 4, 2023)*

In general, Sinta functions as a function for online publication platform. Sinta is not only a database that shows a list of accredited national journals in Indonesia. However, it also becomes a medium for lecturers or researchers to publish research results and community service journals. SINTA is a forum to support and receive journal publications from research and community service. It is online, making it easier for lecturers to manage journal publications independently because every lecturer with a verified account at Sinta can use the journal publishing feature. So that the journal can be entered into the Sinta database and registered for the accreditation process at ARJUNA; of course, lecturers and researchers cannot only publish their journals in the Sinta journal. You can also publish in other databases, for example, Google Scholar and Scopus, for Indonesian language journals and international languages recognized by international journals.

3. ResearchGate

ResearchGate: https://www.researchgate.net/ is a social networking site and collaboration tool for research scientists and scientists. ResearchGate is a free social networking website and tool collaboration for scientists from various scientific disciplines. this site provides a variety of web applications, including semantic search the entire abstract), various files, publication databases, forums, methodological discussions, groups, and other applications [42]. ResearchGate is a free social networking web and collaboration tool for scientists of all kinds of ill-nu disciplines. This site provides abstract search, file sharing, database sharing publications, forums, methodological discussions, groups, and other applications. Compared to other collaboration sites and tools, ResearchGate has developed an internet search tool capable of semantics searching research articles from well-known internal sources and external databases such as PubMed, CiteSeer, arXiv, NASA Library, and so on [43]. This internet was developed to analyze words and phrases more extensively than any other internet search tool; by the way, analyze the entire abstract of the research article to get more accurate results.

Researchgate is an application that is a forum for researchers and academics to discuss, promote, and publish their research. Many professor-class academics have accounts on this application. By uploading articles, books, and other works on the Researchgate application, our works are automatically indexed on ResearchGate. At Researchgate, we can be free to upload works, so the potential for many ResearchGate-indexed works is also huge. Researchgate can be used as a literacy resource in finding and publishing scientific papers that have been made in a free, easy, practical way and reach the general public [44]. Researchgate shows the position of scientific papers, the number of visits from various campuses to countries, citations, and the source of other scientific works.

Registering for ResearchGate has several ways: (1) Open the Researchgate portal at the link https://www.researchgate.net/ (2) Next, click Join for free. (3) In the question "What type of researcher are you?" choose the answer Academic or student. (4). Next, in the statement "Show where you conduct research," fill the Institution column with the institution's name. The Department fills with each faculty, As much as possible in English. Then click Continue. (5) Fill in the biodata in the column. The column "Your institution email" must be filled in with the campus webmail owned by each lecturer. Then click Continue. (6) In the question "Please confirm your authorship – is this you?", if there is your writing, click I am the author, if it is not your work, then click This is not me. Then click Continue. (7) In the Request for a free account statement. #In the Our University Education Level column, fill in the level of education (select Master's degree) for S2. #In the Your publication history column, fill in by selecting one of the answers below: * I have published research before (if ever online article publication) or *I am currently working on my first research to be published (if currently in the research/publication process) or *I have never published before and am not currently working on publishing anything (if you do not have online publications) #Next, in the column Please describe our research, fill it with an explanation of your research, for example, the focus of the research, our profile as a researcher, research abstracts, links to scientific publications such as Google Scholar, SINTA, etc. (IN ENGLISH). #Then click Request free account. 8. The request step is complete. 9. Then check webmail. 10. Click 'did not receive this email' if it turns out that there has been no incoming email from Researchgate. 11. Click the Confirm Account Request link in the email sent by Researchgate if you have received the email. 12. The request process is complete, then wait for account validation.

ResearchGate is a particular social media for scientific communities such as lecturers. ResearchGate is known to have several functions, including: 1. Media for Collaboration. Research Gate is to be a medium for collaboration. As a site with a social media concept, lecturers can get to know other lecturers. After communicating, they can collaborate, for example, in research. 2. Media for Communicating. ResearchGate, which was designed as a social media for the scientific community, makes it functions as a communication medium. Lecturers can meet other lecturers, ask each other questions and answers, and collaborate in many scientific activities. 3. Network Building Media. As social media, Research Gate functions as a medium for building networks. The number of users reaches millions and is spread from various countries worldwide. Being active in Research Gate helps you know more lecturers and researchers worldwide. 4. Branding Academic Media. Building academic branding for lecturers through Research Gate is very appropriate. Because here, you can show your expertise and skills in a scientific field through profile data. It can undoubtedly invite collaboration offers.
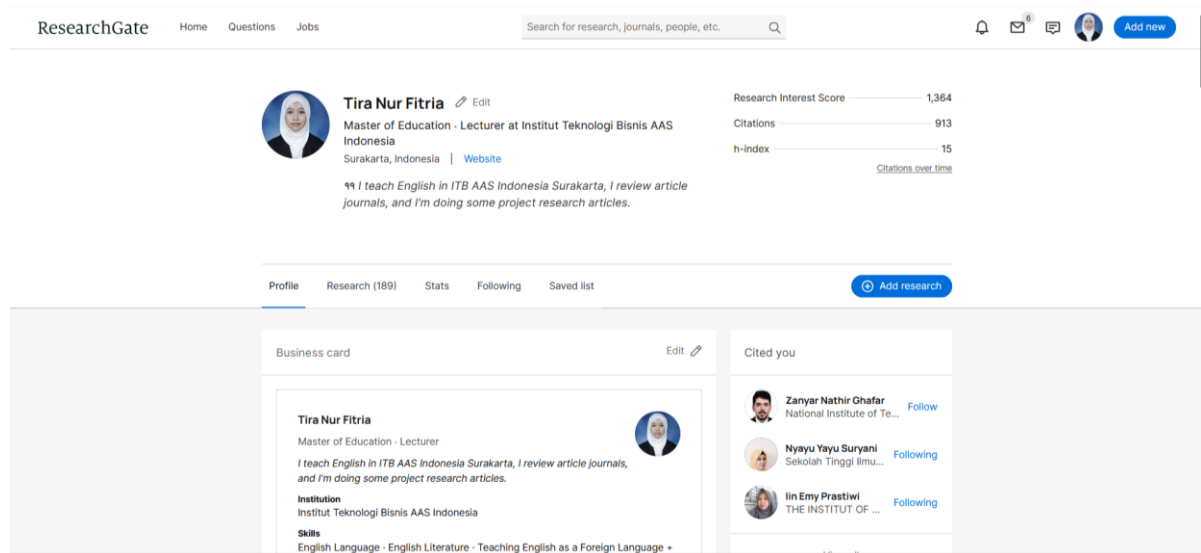
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FIGURE 3. The View of the ResearchGate Account *(Last Updated on August 4, 2023)*

B. The Urgency of Personal Branding in the Digital Era

Technology has provided benefits in various sectors there is no economic, social, or cultural except for the education sector. In the current digital era, technological developments have many benefits for continuing careers and jobs. One of them, we can take advantage of these technological developments by building and promoting ourselves or what is commonly called personal branding on our various social media platforms. Personal branding is the process of forming people's perceptions of aspects owned by a person, including personality, abilities, or values, and how this creates positive perceptions from society, which can be used as a marketing tool.

In the education sector, technological developments have provided numerous benefits, including the ability to build and promote personal branding on various social media platforms. Personal branding is the process of forming people's perceptions of aspects of a person, including personality, abilities, or values, which can be used as a marketing tool. Critical personal branding factors include creating knowledge, building trust, creating a reputation, and influencing perception. By focusing on these aspects, lecturers can create a strong reputation and contribute to their career development. Personal branding for lecturers is crucial because many benefits can be obtained when successfully doing it. Many benefits can be obtained from personal branding for lecturers certainly shows how important it is to build it. If lecturers can use it properly, personal branding can be built perfectly. These other benefits of a lecturer's branding include building confidence, increasing credibility, building academic branding for an institution, becoming the face of the world of national higher education, expanding the network and relationships, developing capabilities and skills, having academic achievements, being active on social media, becoming a friendly and open lecturer, develop capabilities and skills, and increasing income.

A lecturer must be able to use, develop, and implement *Tri Dharma* activities of the college high in various forms including new media products, as forms of adjustment to development technology in education. The lecturer's adjustment ability to digital media affects not only the lecturer personally but also students as learners as well as the institution, in this case, the campus where the lecturer is concerned resides. The wave of the digital world must be accompanied by educators' (lecturers) readiness to use technology to support performance achievements, in this case, for activities teaching, research, and dedication, so that every lecturer has value competitive. Lecturers are not only required to carry out *Tri Dharma* activities but now every lecturer is also required to apply technological advances in university *Tri Dharma* activities so that every lecturer has qualifications and competitive competencies with the development of the digital era.

Building personal branding for lecturers is very important in the digital era. The digital era is characterized by technology that facilitates all jobs so that society can accept information quickly. The digital age is a consequence of technological advances, making activities no longer limited to space and time, so there is no choice other than using and adapting to existing developments. The digital era gives a new way of life for humans. Whether directly related to digital media, all professions will still be in touch with the digital world. It helps support the profession or fluency activity. One can use digital media to support work, make work more accessible, as well make digital media a place to store evidence of its performance can be used in the future. Digital media can be used as cupboards for storing files and documents that, when people search for data immediately showing the location, they can be directly opened by others. Personal branding has always been vital for academics, especially lecturers, because it provides many benefits. In today's digital era, personal branding has become an activity that must be done [36].

The development of the digital world today makes personal branding possible by someone through many digital media. Likewise, with one lecturer, many digital media can be used for personal branding, supporting *Tri Dharma* activities, and socializing. Digital media can be the leading media used in personal brazing activities to remember characteristics of capable digital media accessible to everyone worldwide as long as there is an internet network. It means that using digital media will make public reach more comprehensive. Some digital media can be viewed from the perspective of goals and relationships with the three dharma of a lecturer.

C. The Necessity of a Lecturer's Personal Branding

Personal branding is recommended to be built by academics, especially lecturers. The goal is for lecturers to be widely known and not just in name and profession as a lecturer. But also skills and academic achievements. Lecturers need personal branding for various reasons. It starts by promoting the campus where he serves as an educator. It is a hobby that likes sharing knowledge, experience, and insight with many people. Among scholars, the figure of a lecturer makes what is conveyed easily heard or listened to by the public. If there is more personal branding content that is educative, inspiring, and useful, then personal branding will be even better.

Lecturers must have important personal branding, know how to build their self-image and have a directed career [26]. Build strong personal branding so that you can become a very superior individual. Having personal branding is increasingly important and is the key to individual success. Embedding personal branding can make lecturers closer to students. Personal branding is not only about making advertisements about ourselves but also growing meanings and images about yourself in conveying to an audience that aims to build trust. In line with this explanation, personal branding forms public perceptions of values that can lead to positive perceptions of society and have selling points.

Personal branding is becoming a necessity for academic staff [45]. Academic staff frequently use media, such as social media, blog posts, and websites, to engage the audience and distribute their work. A personal branding approach needs to be taken so lecturers can develop themselves and their careers in a directed manner. It can also measure abilities so that self-development is not seen as a burden but according to self-needs because the need for every human being is to achieve (achievement) and become an expert (self-mastery), which is proven by action, starting from the way of communication, and behavior, to the style of dress.

A lecturer's branding is also related to actions or performances carried out by one party to another in the form of physical products, services or services, experiences, events, people, places, organizations, information, creative ideas, or so-called Service Quality characteristics. Service Quality characteristics are determined by five factors: tangibility (physical appearance), empathy, responsiveness, reliability, and assurance (guarantee). If we relate the concept of branding to the personality of a lecturer, then, of course, it is sporadic for lecturers to realize that "personal branding" is used to complete lecturer tasks in education and learning. Moreover, "personal branding" can direct one's perception of something. Of course, it would be very positive if lecturers owned this in the 'value' education framework to their students. Lecturers must realize the importance of building strong personal branding. When people know we have a strong character and expertise in a field.

Management of Lecturer' branding in carrying out their responsibilities generate many benefits [1]. Benefit first personal branding lecturer, namely establish and enhance credibility in the academic and social environment. The benefits of two Lecturers can develop a network or relationship friendship through personal branding, and the next benefit of personal branding is to create differentiation (positioning) while increasing the value of a lecturer. The first benefit of personal branding lecturers is forming and improving credibility in the academic environment and society. In activities research, its credibility makes every article published, from scientific articles to books, exciting people's attention to read and even use as a reference source trusted. Next, the lecturer can develop a network or relationship friendship through personal branding. Extensive social relations with individuals from various social backgrounds, education, professions, and positions are needed to develop knowledge and create new opportunities for lecturers in carrying out activities. *Tri Dharma* will support his career as a scientist and professional. The next step is to create differentiation while increasing the value of a lecturer. Differentiation in this context is specific skills, strengths, and characteristics that distinguish a lecturer from other lecturers, even from different backgrounds same education. As a professional who is not only active in the world campus, lecturers must highlight aspects particular to them as an effort to get market attention requires skills and expertise field of study, as well as minimize competition with peers' professions.

Personal branding has become an essential aspect and a common thing to achieve success in our lives and careers. Personal branding can cover building our self-image, managing online and offline reputations, and differentiating ourselves from others. Personal branding is a self-marketing practice and career branding that focuses on self-development, which defines success as a form of self-packaging. Personal branding can also be used as an opening for networking with individuals with the same interest in a particular field. The goal is that one's career prospects are also increasingly wide open. Personal branding enhances an individual's credibility and self-image [46]. The reputation of educators is an integral part of a teacher's and lecturer's career journey. Managing a reputation, known as personal branding, is an effort to develop and measure the abilities of lecturers and their

careers in a directed manner. During the rapid transformation of digital media, it is undoubtedly a challenge for a lecturer to manage his/her reputation [1].

Laraswati and Suwarsi (2020) indicate that (1) personal branding has a positive and statistically significant impact on career development, and (2) the effect of personal branding on career development is both positive and significant. Personal branding affects the career development of lecturers. Understanding that doing personal branding is essential, young lecturers must know what needs to be done so that the process goes well. So that they have broad relationships, can more easily carry out their duties and responsibilities, and can reach the highest career level in the teaching profession.

Several things make someone, including lecturers, do personal branding: (1) Creating knowledge. Knowledge is what is meant to be knowledge of a lecturer himself. It is to create a lecturer known by others without having to do a self-introduction. (2) Building trust. Trust in a lecturer becomes an important thing that must be there when interacting or when doing the tri dharma. Teaching, for example, people will not believe in the expertise of a lecturer when only explained verbally. (3) Creating a reputation. In such a professional world lecturer, reputation becomes a thing very needed. Many lecturers are in one scientific field, but some will always be considered the best. For that, reputation is essential for a lecturer who is considered one or even the only expert in the scientific field. (4) Influencing perception. People's perceptions of a person's lecturers may vary. A lecturer's branding may influence other people's perceptions.

Personal branding for lecturers is vital because many benefits can be obtained when successfully doing it. Many benefits can be obtained from personal branding for lecturers certainly shows how important it is to build it, especially in the digital era like today, where anything exciting and useful has the potential to go viral in seconds. If lecturers can use it properly, personal branding can be built perfectly. These other benefits of lecturer's branding include:

- Building confidence; personal branding can be an effective method for building confidence for lecturers. Because when lecturers share positive content, the community's response will be positive. Lecturers will undoubtedly be more enthusiastic about sharing other positive content. At the same time, more enthusiasm to explore one's abilities in presenting helpful content for the wider community.

- Increasing credibility. Doing personal branding helps lecturers to build credibility before the wider community. Because he/she has introduced himself to the public and announced various achievements and thoughts in various ways, anything distributed to lecturers, both in writing and in other forms, will represent the quality of the lecturers. So, more often, sharing positive things will increase the credibility of lecturers as educators in tertiary institutions.

- Building academic branding for institutions; personal branding for lecturers will help build academic branding for the campus where they teach because it can help increase the value of accreditation by becoming quality human resources at the institution. If lecturers can maintain their reputation, the campus's reputation will also be maintained. The campus is increasingly known, has many students, and can continue to grow. As in the SINTA portal, lecturers who are rich in achievements actively publish various works. Then, it is guaranteed a promising career because it can more easily apply for academic promotions.

- Become the face of the world of national higher education. Lecturers who can maintain their reputation will help maintain the reputation of Indonesian education, both in the eyes of the Indonesian people and before the international community. Suppose Indonesian education is known to be suitable, quality, and qualified. Then, there will be many collaborative programs with other, more advanced countries.

- Expanding the network and relationships; lecturers are guaranteed to need a vast network of friends to make all matters more accessible. This matter is not always related to activities smelling nepotism. It could get valuable information primarily if it relates to career development as a lecturer. By doing personal branding, a lecturer can quickly expand the network. More and more widely known and have many relationships, even everywhere. The wider the relationship that is owned, the more it shows that the lecturer is known to more people. It is directly related to personal branding earlier. Developing relationships can be done by re-doing some of the points explained—for example, publishing writings to be known more widely, especially among lecturers in Indonesia.

- Developing capabilities and skills; following formal education, doing further studies, attending various seminars, courses, etc. Lecturers need to have more skills and achievements, both in one and several fields. Self-development also has a good impact on everything shared with the public. Personal branding for lecturers is also a medium to encourage lecturers to continue to develop themselves. So that they can improve their abilities and skills in the scientific field that is occupy. Because when personal branding is done, there will be a desire to continue to grow. Then, share the new things achieved with the public.

- Having academic achievements; Success in the academic world can be proven by functional and structural positions on campus. However, to make it easier to become a credible lecturer in the eyes of society, one must have academic achievements. For example, it is very diverse, and the most common is

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related to publications, like international journal publications indexed in Scopus. Then, he/she gets a prestigious scholarship program at home and abroad. There are also many more academic achievements that lecturers can make and strive for.

- Being active on social media; personal branding will be easier if we take advantage of the latest information technology, one of which is social media. Lecturers who carry out personal branding are ready to be publicly known physically and mentally. So please create an account on any social media that makes lecturers comfortable and easy to use. So we can meet or get acquainted with more people from around Indonesia and even the world. At the same time, we have media to introduce ourselves as a lecturer from a university.

- Becoming a friendly and open lecturer; personal branding for lecturers will be easier to succeed if lecturers have positive traits such as being friendly and open to anyone. Because most lecturers on their social media accounts will be followed by their students, other lecturers will follow and then reach the wider community. Suppose the lecturer is known to be unfriendly and uncomfortable in teaching. So, students are reluctant to follow their accounts on social media. It can show that lecturers are less skilled at socializing in their campus environment.

- Develop capabilities and skills; the next tip is to continue to develop abilities and skills. Either by following formal education, doing further studies, or attending various seminars, courses, and the like. Lecturers must have more skills and achievements in one field and several fields. It can continue to show the public that the lecturer continues to grow. Self-development also has a good impact on everything shared with the public.

- Increasing income. Lecturers who do personal branding can get additional income. It could be due to having more academic achievements so that there is more income from the various programs won. Then, the lecturers can also be asked to be guest speakers in seminars on various campuses or workshops of any company. Of course, there will be income from the willingness to become a resource person.

IV. CONCLUSION

Personal branding is essential for academics, particularly lecturers, to establish a strong self-image and a directed career. It helps lecturers become more recognized for their skills and academic achievements. This approach involves creating advertisements about oneself and growing meanings and images about themselves to convey to an audience, aiming to build trust. Personal branding is a self-marketing practice and career branding that focuses on self-development and success as a form of self-packaging. Technological developments have provided numerous benefits, including the ability to build and promote personal branding on various social media platforms. Lecturers play a crucial role in improving the quality of education for students and national education. Critical factors for personal branding include creating knowledge, building trust, creating a reputation, and influencing perception. By focusing on these aspects, lecturers can create a strong reputation and contribute to their career development. In the digital era, personal branding is essential for lecturers, as it allows for a wider public reach and focuses on goals and relationships with the three dharma of a lecturer. Social media platforms like Facebook, Instagram, Twitter, YouTube, LinkedIn, and personal websites/blogs can create a personal brand and establish an online identity—academic and publication portals like Google Scholar, Sinta, ResearchGate, and Orcid.org can also be utilized to promote scientific works and establish a professional image. A lecturer's website is an essential media asset for personal branding, promoting scientific work, and establishing social ties within the community.

Personal branding is recommended to be built by academics, especially lecturers. The goal is for lecturers to be widely known and not just in name and profession as a lecturer. But also skills and academic achievements. Lecturers need personal branding for various reasons, from promoting their capacity to serve as an educator. It is a hobby that likes sharing knowledge, experience, and insight with many people. The figure of a lecturer, who can be said to be among scholars, makes what is conveyed easily heard or listened to by the public—the more educative, inspiring, and valuable personal branding content. Personal branding by lecturers then requires lecturers to introduce themselves to the public. The media used are very diverse, ranging from personal blogs, and popular social media, routinely sending popular articles to the mass media, actively participating in seminars, and others.

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