

Conference Paper

Application of Personal Branding As a Campus “Bela Negara” at UPN “Veteran” East Java

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Abstract

The application of personal branding has become a central element in new management practices throughout the University. Personal branding plays a role in shaping the differentiation produced by a university. Personal branding is considered important for the sustainability of an organization in introducing brands in the community. Some organizations continue to improve and introduce personal branding, including universities in Indonesia. One of the higher education that has strong personal branding is the East Java National Development University 'UPN' East Java. UPN "Veteran" East Java as a Campus “Bela Negara” that emphasizes the values of defending the country as a good citizen to be applied in universities. Various theories and literature approach, applying positive personal branding can be influenced by institution image, institution reputation, and social media. The purpose of the study was to see how many institutions image, institution reputation, and social media influence the personal branding owned by UPN "Veteran" East Java. The sample in this study were students who chose to study in the Study Program of FISIP Business Administration UPN "Veteran" East Java as many as 200 respondents, with a sampling technique method that is purposive sampling. Data analysis uses a model structure (PLS-SEM) with smart pls that are used to test the relationship and influence between research variables. The results of this research show that institution image is positively and significantly related to institution reputation but insignificant on personal branding. On the other hand, the institution reputation is positively and significantly related to personal branding and social media owned by universities can influence personal branding.

Keywords: Institution image, institution reputation, media online, personal branding

INTRODUCTION

All universities in Indonesia are increasingly competing to get qualified students and teachers to face trends in global mobility, reduce financing and recruitment supported by the government. In this competition, all universities must be encouraged to meet the needs to show that they focus on developing the personal branding of an institution (Vásquez, Sergi, & Cordelier, 2013). Building a reputation and branding has become a central element in new management practices throughout the University. In research (Hemsley-Brown, Melewar, Nguyen, & Wilson, 2016), stated that the development of personal branding is very important in the higher education sector to contribute more to new concepts and theories and frameworks. The higher education sector has many benefits from the benefits of personal branding that is owned to be more easily known by the people who need higher education. One of the tertiary education namely the University that has strong personal branding is the UPN “Veteran” East Java.

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Personal branding is inseparable from marketing activities carried out to strengthen and introduce differentiation in society. Some research results show that the strength that can influence the personal branding of an institution is the image and reputation of an organization/institution (Wibowo, 2014). Image as a representative of individuals regarding mental knowledge (beliefs), feelings, and overall perceptions of perceived objects (Lai & Chen, 2011). Positive images owned by an institution will have a strong influence in shaping existing personal branding. Some studies show the relationship and influence between image and personal branding. The results of the study (Hemsley-Brown et al., 2016) explained that the image can influence personal branding due to personal branding as part of the image that is owned by an institution that seems positive. Furthermore, not only images can influence personal branding, but the image can also affect the reputation of an institution. The results of the study (Heinberg, Ozkaya, & Taube, 2017) explain that image can affect an institution's reputation because the image is an impression that is owned by the community show that it can shape an institution's reputation (Mehrotra & Parida, 2017). Some research results also show that not only images that can influence the personal branding of an institution, reputation also has a strong relationship with personal branding.

The results of the study (Wibowo, 2014) explain that "strong reputation" as a key competence for educational institutions to successfully compete in the global market. Many universities are involved in image reconstruction strategies to reposition themselves in the education market and improve their reputation. Some research results such as (Hemsley-Brown et al., 2016) explain that personal branding as a differentiation owned by an organization will be strong if the reputation is good and positive in the community. Conversely, research (Thomas & Kohli, 2009) show that reputation does not provide a strong influence on a personal branding of an organization because differentiation does not see a reputation, only seeing the positive value that exists in society. Thus, some research results provide a difference (gap) to determine whether the role of an institution's reputation will influence people's judgment about their own personal branding so that they can be recognized by the public (Hartman-Glaser, 2017). The development of technology and information through online-based marketing can also help in creating a personal branding of an institution. One of them is online media. Online media has a positive relationship with personal branding. Online media as marketing activities that use brands to be introduced by the community through online-based technologies and information such as websites, Instagram, and others owned by institutions including UPN "Veteran" East Java. Based on a number of theories and research results that have been discussed, how much is the success of the UPN "Veteran" East Java which has personal branding as the "Campus Bela Negara" introduced by the community, namely students who take the option to enter and study at the Bela Negara Campus? Success is seen in the variables that affect personal branding, namely institution image, institution reputation, and online media.

Literature Review And Conceptual Framework

The Influence of Institution Image on Institution Reputation and Personal Branding

Institution image is a complexity based on public perception/impression of an organization that carries out differentiation and comparative assessments (Heinberg et al., 2017). Institution image plays an important role in producing emotional ties, positive responses and high commitment in developing the university together - all lecturers and students and employees who work show that the reputation of a university is also good (Stocchi, Pare, Fuller, & Wright, 2017) The reputation of higher education institutions can be defined as subjective and collective recognition, perceptions, attitudes and evaluations of higher education institutions established among all tertiary stakeholder groups during a certain time based on indicators of quality, past behavior, communication, symbolism, and possibilities and groups to meet satisfying future expectations compared to competitors (Liu, Fang, & Yu, 2018). From some of the statements above, the better the image of an organization, it can affect the reputation of an organization. Several studies were conducted to see the relationship between the two variables. Research (Heinberg et al., 2017) explains that the image of an organization has a positive and significant influence on the reputation of the organization that was built to be able to compete in several organizations in the State of India. The results of the

study (Hemsley-Brown et al., 2016) carried out in higher education showed that there was a positive relationship between image held by a college towards the reputation assessed by students to make choices in choosing a college.

Image as a representative of the individual about the mental knowledge (belief), feelings, and overall perception of the perceived object (Lai & Chen, 2011). Positive images owned by an institution have a strong influence in shaping existing personal branding. Personal branding is a strength that is owned by a person in forming a character that is different from the others. Personal branding helps everyone to be a marketer for themselves (Labrecque et al., 2011). Personal branding is described as a series that continuously encourages a character to be easily recognized by many people as creating a positive image (Nyadzayo, Matanda, & Ewing, 2015). Some studies show the relationship and influence between image and personal branding. The results of the study (Hemsley-Brown et al., 2016) explained that image can influence personal branding due to personal branding as part of the image/impression that an institution that has a positive impression has. The results of the study (Heinberg et al., 2017) provide an explanation that the image owned by an institution will be able to influence the personal branding that is owned as a differentiation between other brands. Based on the literature review, the researcher makes the following hypothesis:

H1: *Institution image* positively influences the *institution reputation*

H2: *Institution image* positively influences personal branding

The Influence of Institution Reputation on Personal Branding

Reputation is an assessment, reputation assessment is a function of the degree to which key constituents feel that an organization and its practices fulfill their unique expectations for quality. The assessment shows the level of trust, admiration, good feeling and overall perception of public appreciation for the organization (Mukherjee, Makarius, & Stevens, 2018). Reputation is a result of consistent performance, strengthened by effective communication and meeting the expectations of employees and the community they serve (Heinberg et al., 2017). Reputation gives a person's confidence in creating personal branding to be valued by the community. "Strong reputation" statement as a key competency for educational institutions to successfully compete in the global market in order to create strong personal branding (Wibowo, 2014). Personal branding is a strength that is owned by a person in forming a character that is different from the others. Personal branding helps everyone to be a marketer for themselves (Labrecque et al., 2011). Some research results such as (Hemsley-Brown et al., 2016) explain that personal branding as a differentiation owned by an organization will be strong if the reputation is good and positive in the community. Conversely, research (Thomas & Kohli, 2009) states that reputation does not provide a strong influence on a personal branding of an organization because differentiation does not see a reputation, only seeing the positive value that exists in society. Thus, some research results provide a difference (gap) to determine whether the role of an institution's reputation will influence people's judgment about their own personal branding to show that they can be recognized by the public (Hartman-Glaser, 2017). Based on the literature review, the researcher makes the following hypothesis:

H3: *institution image* positively influences the personal branding

A. The Influence of Social Media on Personal Branding

The concept of online media is present to make it easier for users to communicate without the limits of time and space. One online communication that is used to increase profits is digital marketing. Digital marketing can be seen as activities, institutions, and processes facilitated by digital technology to create, communicate and provide value to customers (Kannan & Li, 2016). One form of digital marketing is online-based media in carrying out marketing activities. Online media plays an important role in enhancing and building brand loyalty, increasing market penetration, generating e-wom marketing, and creating interest in products (Pauwels, Demirci, Yildirim, & Srinivasan, 2016). Online media is an online-based media or communication channel with the presentation of websites, blogs, and Internet-based communication tools. All types of communication that are on the internet and/or can only be accessed with an internet network connection are called online media (Hajli, Shanmugam, Papagiannidis, Zahay, & Richard, 2017). The development of technology and information through online-based marketing can also help in creating a personal branding of an institution. One of them is online media. Personal branding provides

convenience for someone to be known. Some organizations also form personal branding to help market an internet-based organization (Rangarajan, Gelb, & Vandaveer, 2017). The results of the study (Labrecque et al., 2011) show that online media has a positive relationship and can affect personal branding. Based on the literature review, the researcher makes the following hypothesis:

H4: Social media is positively influencing personal branding

METHODS

Research Design

This research is explanatory research (Explanatory research), aims to determine the relationship between variables of research (institution image, institution reputation, online media, and personal branding). The sample in this study were students of UPN "Veteran" East Java who entered through the SBMPTN and SNMPTN channels. This study uses a sampling technique that is a purposive sampling of 200 respondents. This research was conducted in May 2018 - July 2018. In this study used an interval scale and scale measurement using a Likert scale with a 7 level Likert scale

Description of Respondents

Total respondents in this study were 200 respondents, 74 respondents male sex and 126 female respondents. Respondents with more age categories range from 17-20 years. The entry point for students who become respondents is more dominated by the entrance to the university through the SBMPTN and the semester level of the respondents is more in the 4th semester.

Table 1. Description of Respondents

Sex	Frequency	Percentage
Men	74	37%
Women	126	63%
Age		
17 - 20 years	104	52%
20 – 23 years	96	48%
Entrance		
SNMPTN	82	41%
SBMPTN	118	59%
Tingkatan		
Semester 4	120	60%
Semester 6	80	40%

Techniques Analysis

This research uses data analysis method by using version 2.0.m3 smart pls software that is run with computer media.

RESULT AND DISCUSSION

The following in Table 2 is presented an analysis of each independent variable on the dependent variable, namely institution image, institution reputation, online media affect personal branding. The results of testing the research instruments using SmartPLS software.

Table 2. Convergent Validity, Construct Reliability, AVE, Cronbach's Alpha

	Item	<i>Convergent Validity</i>	<i>Construct Reliability</i>	<i>AVE</i>	<i>Cronbach's Alpha</i>
<i>Institution</i>	II1	0.823	0.862	0.514	0,808
<i>Image</i>	II2	0.632			
	II3	0.788			
	II4	0.558			
	II5	0.766			
	II6	0.698			
<i>Institution Reputation</i>	IR1	0.750	0.746	0.531	0.582
	IR2	0.764			
	IR3	0.571			
	IR4	0.500			
<i>Media Sosial</i>	MS2	0.693	0.859	0.506	0.811
	MS3	0.650			
	MS4	0.710			
	MS5	0.769			
	MS6	0.640			
	MS7	0.791			
	<i>Personal Branding</i>	PB1			
PB2		0.837			
PB3		0.865			
PB4		0.905			
PB5		0.532			
PB6		0.458			

Reliability dan Validity

The construct validity measures how far the indicator is able to reflect its theoretical latent construct. Thus, construct validity gives confidence that the indicator size taken from the sample represents the true score in the population. There are 4 construct validity measures that can be used, namely convergent validity, variance extracted, construct reliability and discriminant validity. Based on Table 2 above shows that the overall value of the loading factor in each indicator item meets the criteria above 0.50. Variance extracted results of all constructs have a good AVE value because they have met the cut-off value condition which is equal to or above 0.50. Furthermore, the results of the variance extracted by all constructs have a good AVE value, because they have met the cut-off value condition which is equal to or above 0.50. The value of composite reliability for each variable is > 0.7 and the Cronbach alpha value for each variable is > 0.5. Thus, it can be concluded that the data used in this study are reliable. Discriminant validity is a test to see constructs of valid variables or not. The following is the result of the correlation output between variable constructs in Table 3. Based on table 3 it is known that the value of discriminant validity > 0.6 so that the construct of the overall variable is valid.

Table 3. Discriminant Validity

	<i>Institution Image</i>	<i>Institution Reputation</i>	<i>Media Sosial</i>	<i>Personal Branding</i>
<i>Institution Image</i>	0.717			
<i>Institution Reputation</i>		0,656		
<i>Media Sosial</i>			0.711	
<i>Personal Branding</i>				0.756

Evaluasi Inner Model (Structural Model)

Hypothesis testing is done using data processing software, SmartPLS, which can be seen in Figure 1 below

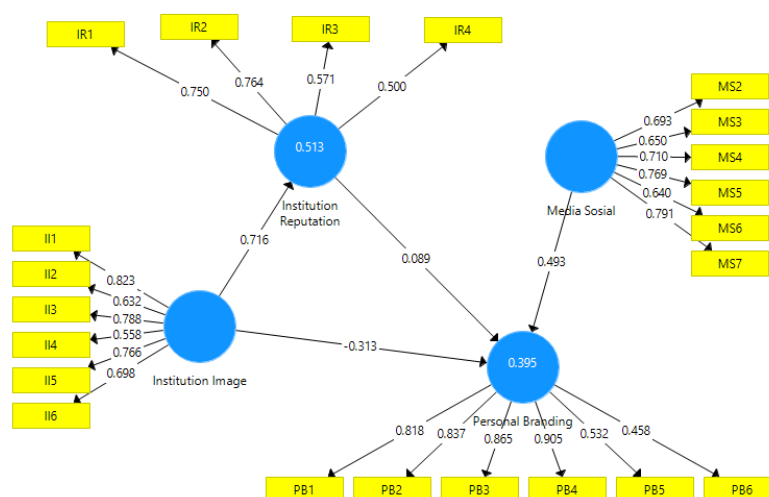


Figure 1. The Results of PLS-SEM Alogaritm

Based on Figure 1 it is known that the highest coefficient value for the institution image variable is II1 that is equal to 0.823 which shows that for the strongest correlation between the other indicators, the lowest value is in II4 of 0.558. For institution reputation variable is IR2 equal to 0.764 which shows for the strongest correlation among other indicators, the lowest value is at IR4 of 0.500. The social media variable that has the highest value of MS7 is 0.791 which shows the strongest correlation between MS7 and other indicators, the lowest value is MS6 of 0.640. The highest personal branding variable is PB4 of 0.905 which indicates that PB4 is the strongest correlation among other indicators, the lowest value is in MB6 of 0.458. Overall the results are positively influenced which shows a positive influence. For the results of hypothesis testing using the PLS-SEM data obtained the following results:

Table 4. Path Coefficients (Mean, STDEV, T-Values)

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
II → IR	0.716	0.726	0.045	15.763	0.000
II → PB	-0.313	-0.322	0.115	0.711	0.107
IR → PB	0.089	0.093	0.118	2.755	0.005
MS → PB	0.493	0.503	0.085	5.768	0.000

Table 5. The Result of Hypothesis

Hypothesis	P. Values	Results
H1: <i>Institution image</i> is positively influences the <i>institution reputation</i>	0.000	Accepted
H2: <i>Institution image</i> is positively influences the personal branding	0.107	Rejected
H3: <i>institution image</i> is positively influences the personal branding	0,005	Accepted
H4: Social media is positively influences the personal branding	0.000	D Accepted

Based on Table 4, it is explained that the effect of II on IR is that the better the image given by students to the educational institutions that they are interested in have a good impact on the reputation of an educational institution so that it is positive for a particular institution's image with the original value of the sample of 0.176. The influence between II and PB is that the better the positive image that a particular institution has, the better it will influence the personal branding of an institution. Institutions that have personal branding to build a positive image are considered effective to give students a memory about the brand of a particular educational institution. The results showed that the sample II of the PB was 0.0313 which explained below II did not have a positive impact on the institution's personal branding due to the image/impression that had not affected the branding of certain institutions so that it was not well known by the public including students about their personal branding.

The influence of IR and PB is that the better the reputation of an educational institution, the impact on the brand of an educational institution creates a positive impact by proving the original sample of 0.089. MS has an effect on PB, that is, the more information obtained through social media, both the information that influences the brand of an educational institution that affects the personal branding of an institution. MS can provide a positive effect on PB successfully which proved the original sample is 0.493.

The impact of Institution Image on Institution Reputation

Based on the results of testing the first hypothesis it is known that the significance value of t is obtained at $0.000 < 0.000$, meaning that the first hypothesis is accepted with a statistical t value of $15.763 > t$ table (1.96). Therefore, there is a positive and significant influence between II and IR. From some of the statements above, the better the image of an organization, it can affect the reputation of an organization. The results showed that there was a positive and significant correlation between II and IR show that the image of an educational institution played an important role in creating a good reputation for educational institutions namely UPN "Veteran" East Java. The results of this study prove empirically that there is an influence of institution image on institution reputation. The results of this study are in line with previous research conducted by (Hemsley-Brown et al., 2016) conducted in higher education shows that there is a positive relationship between the image of a university towards the reputation assessed by students to make choices in choosing a college.

The impact of Institution Image on Personal Branding

Based on the results of testing the second hypothesis, it is known that the significance value of t is obtained at $0.000 > 0.107$, meaning that the second hypothesis is rejected with a statistical t value of $0.711 < t$ table (1.96). Thus, there is no positive and significant influence between II and PB. The results of this study indicate that the image at the UPN "Veteran" East Java educational institution does not affect the personal branding of UPN "Veteran" East Java, namely the Bela Negara Campus. Images that are still less well known cannot help in creating strong personal branding. If the institutional image is strong, then personal branding is also strong. The results of this study prove empirically that there is no influence of institution image on personal branding. The results of this study are not in

line with previous research conducted by (Heinberg et al., 2017) giving an explanation that the image owned by an institution will be able to influence the personal branding that is owned as a differentiation between other brands.

The impact of Institution Reputation on Personal Branding

Based on the results of testing the third hypothesis it is known that the significance value of t is obtained at $0.005 < 0.000$, meaning that the third hypothesis is accepted with a statistic value of $2.755 > t$ table (1.96). Thus, there is a positive and significant influence between IR and PB. The results of this study explain that the reputation of the UPN educational institution "East Java Veterans" is able to create positive personal branding. Reputation provides an assessment of the whole which is assessed by students when they study at educational institutions including UPN "Veteran" East Java. The better the reputation you have, the better it is to create personal branding. The results of this study prove empirically that there is an influence of the institution reputation on personal branding. The results of this study are in line with previous research conducted by (Hemsley-Brown et al., 2016) explaining that personal branding as a differentiation owned by an organization will be strong if the reputation is good and positive in the community. Conversely, research (Thomas & Kohli, 2009) states that reputation does not provide a strong influence on a personal branding of an organization because differentiation does not see a reputation, only seeing the positive value that exists in society.

The impact of Social Media on Personal Branding

Based on the results of testing the fourth hypothesis it is known that the significance value of t is obtained at $0.000 < 0.000$, meaning that the fourth hypothesis is accepted with a statistical t value of $5.768 > t$ table (1.96). So, there is a positive and significant influence between MS and PB. The results of this study explain that the personal branding owned by UPN "Veteran" East Java as a State Bela Campus can be known through online media which has very much provided positive information to students so as to create good personal branding. The more information provided by the university, the better it will be in creating personal branding as a state defense campus. The results of this study prove empirically that there is a social media influence on personal branding. The results of this study are in line with previous research conducted by (Labrecque et al., 2011) showing that online media has a positive relationship and can affect personal branding.

CONCLUSION

Based on the results of research conducted by the influence of institution image, institution reputation, online media have an effect on personal branding (case study on students who choose to study at UPN Veteran, East Java) as follows. First, the results of research conducted to determine the effect of institution image on institution reputation proved to have a positive and significant effect (H1 accepted). This is because the image owned by UPN "Veteran" East Java is very instrumental and successful in creating a good reputation. The better the image of the institution, the better the reputation of educational institutions including the UPN "Veteran" East Java. Second, the results of research conducted to determine the effect of institution image on personal branding proved to have no positive and significant effect (H2 rejected). This is because the image of the East Java UPN "Veteran" educational institution does not affect the personal branding of UPN "Veteran" East Java, namely the Bela Negara Campus. Images that are not well known cannot help in creating strong personal branding as a state defense campus. If the institutional image is strong, then personal branding is also strong. Third, the results of research conducted to determine the effect of institution reputation on personal branding proved to have a positive and significant effect (H3 accepted). This is due to the reputation as a result of the performance of all employees who provide services, facilities, and activities in accordance with the needs of students and provide differentiation as a defense state campus so as to create strong personal branding as an educational institution with a state defense character. Fourth, the results of research conducted to determine the effect of social media on personal branding proved to have a positive and significant effect (H4 accepted). This is because social media is a source of information today that can provide various forms of

information that are very accessible to people including East Java UPN "Veteran" students. The effectiveness of social media has a positive impact on personal branding because more information about the state defense campus as a personal branding of UPN "Veteran" East Java, it will provide knowledge about the information through social media owned by UPN "Veteran" East Java.

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