Personal branding success

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ARTICLE INFO	ABSTRACT
	This article is intended *to* Study the success of building a personal brand that is developed from a scattered mindset. by studying the review of *the* literature and various documents to summarize the idea of building a personal brand from academics. Individual branding success*: Study* the factors that affect the success of building a personal brand. It also outlines the elements of successful business person branding. ***Index Terms—*** *personal branding personal brand success personal brand*

I. INTRODUCTION

Branding has become widely popular since the late 1990s (Khedher, 2015; Scheidt et al., 2020). (Gorbatov et al., 2018 ; Khedher, 2015; Scheidt et al., 2020) Also, a study on personal branding through the business personality of entrepreneurs. For business, competition has not been widely studied. is considered an important strategy of Marketing in the digital age for selling products to target consumers (Waller, 2020) in building awareness So that customers can remember their business (Bilgin 2018) helps in their image and reputation. This will help them stand out (Dominyka, 2023). make the company and its products different from competitors in the eyes of customers (Kim et al., 2019) Therefore, a successful business needs to create a brand that creates value both for the brand itself and for consumers. To mainly meet the interests or profits of the business (Economist, 2018), the importance of branding people nowadays has also become an economic tool. As individuals with different values and assets (Waller, 2020), the success of individual branding will increase business opportunities and increase opportunities for individuals. In addition, the success of personal branding for business owners; will attract customers or business contacts. to be recognized in their industry the success of building that person's brand Comes from a recognized reputation differentiates the business from competitors also to expands the professional network, and increases business opportunities. Therefore, effective personal branding benefits both executives and organizations. (Dominyka, 2023) For individuals, the success of that individual branding gives you better employment prospects. Convince prospective employers that you have the qualifications they need and also increase your credibility (Nutsamon, 2021).

From the above, it can be assumed that the success of a personal brand is the key to bringing the business to survive to create a competitive advantage in the market both now and in the future. with constant changes in the market environment The researcher is therefore interested in studying the aforementioned topics to further develop the concept of branding people who are important to the business.

II. SELF-PRESENTATIONAL THEORY

Goffman (1959) provides a perspective to understand the origin of self-presentation That is like a theatrical performance, that is, every life is in front of the stage as an actor who uses performance to impress the audience.
When people are in any situation, they will begin acting according to the scene of that situation. Therefore, humans must know how to position themselves in what role to play, what to say, and what to act. Because humans will present their unique characteristics according to their roles. to the audience as the audience.
DePaulo et al. (1996) stated that self-presentation is the behavior of individuals who present themselves publicly and are socially supported. Jones (1990), Tedeschi, and Norman (1985) Noted that self-presentation is a form of social influence in which self-presenters attempt to gain authority from the audience. Influencing people's interactions in society Baumeister (1982) Rosenberg (1979) and Schlenker (1980) state that self-presentation is creating an impression of yourself on others, that is, creating a unique identity. which is convincing others that we have behavior Hogan and Briggs (1986) say that presentation is essential to

demonstrating our success in convincing others that we are unique. and how it influences our outcomes in life, Leary et al. (1993) stated that self-presentation allows people to engage in behaviors that promote their appearance to others. In addition, Ahmad (2016) found that self-presentation influenced personal branding strategies. In showing individual brand identity, Jacobson (2020) found that self-presentation of the target audience makes a good impression. Lae encourages the audience to see the image well, while Surapong Sothanasathien (2020) said self-presentation is the essence of life management from a self-impressive perspective. In which humans focus on presenting impressive things to other communicators, performances such as life dramas or the world of dramas are not small things that may be overlooked because fellow communicators must be aware. Because a communicator presents an identity, other communicators may have complex or countless identities depending on the situation one chooses to use.

The researcher therefore used the above theory. It is a conceptual framework for studying the success of individual branding. The self-presentation theory talks about the person who presents himself in communicating to others to create image recognition, which is consistent with the branding of individuals who must present themselves to the target audience.
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III. PERSONAL BRANDING

The concept of self-positioning which is now called "Personal branding" was introduced in 1937 in Napoleon Hill's book Think and Grow Rich, and in 1959 Gofman coined the term "personal branding." "Management of impressions" in the book of self-presentation in everyday life. Thompson-Whiteside, Turnbull A, and Howe-Walsh (2018). The brand is now expanding to include people. (Hughes, 2007) because individuals can market like products. Personal marketing is a human activity. And personal branding is a human activity, from an employee trying to impress his boss to a statesman seeking public support. (Kotler and Levy, 1969) Scholars define personal branding in a variety of ways. Shepherd (2005) states that personal branding is a variety of activities undertaken by individuals to make themselves known in a competitive business marketplace. Thomas (2007) said that personal branding is about delivering something of value to customers. By building emotional connections and connections to customers, as Aruda (2009) Personal branding is all about differentiating yourself and becoming a career path. Through the discovery of the true self and continued personal life. As Montaya and Vandehey (2009) state, a personal brand is the creation of a perception of the quality of a person's lifestyle and status built into people's minds.

From the definition of such scholars Point out the issue of individual differentiation. By creating awareness about the person to the target group. However, there is also a definition of an individual brand. on other issues By Jackson and Jackson's research on " Brand Me" Alley ne   (2004) found that most people think that personal brands arise from personal satisfaction through presentation without embellishment or imitating others, as research on " Lessons of Personal Brand Identity" by Pettis Chuck (2001) found that personal brands should be built based on reality. not an invention Branding a person has to find reality. To present the identity of that person and develop it into a brand in the minds of people in society.

Blackwell and Stephan (2004) said that personal brands are more relevant to consumers than product brands. Personal branding can be intentional or unintentional. This may occur with job roles and Responsibilities that are performed regularly to the point of forming a personal brand of that person in the feelings of people in society. Personal brands do not include Not only appearance and personality but also intangible things that consist of credibility (Reliability), confidence (Confidence), familiarity (Familiarity), accumulated experience (Shared Experience), status (Status), and personality (Personality). Encourage responsive and emotional meaning to the viewer or other person about the value or quality of that person (Kunharska, Content, and Brunetti, 2020). Identity of the brand first for personal brands to grow alive and naturally (Piyachat Issaraphakdee, 2017). Successful people in personal branding are more focused on exploring and figuring out what is key to who they are and finding a way to balance their personalities. To create a unique individual brand of that person (McNally and Speak, 2003).

As for the celebrity phenomenon as a personal brand, it has been around for quite some time. Each person builds a different level of personal branding. To make it easy to understand other people as well as to make an impression. From creating an image to make yourself attractive and attract the attention of others (Haig, 2005). But if it's about building a brand, people who relate to business will tell the brand's story to consumers. To accumulate brand stories as knowledge and use that knowledge to make purchase decisions. Therefore, personal branding is essential to business. and is valuable to social acceptance (Jarahi, 2018).

Table 1. Summary of the 2017-present review of the personal branding literature.

Researcher	Subject	Concept
Kuncharska and Mikotajczak (2017)	Personal branding of artists and art-designers: necessity or desire?	Personal branding leads to commercial skills. as a development cost has a relationship with the economy
Kuncharska (2017)	Consumer social network brand identification and personal branding. How do social network users choose among brand sites?	user expression Social media plays a part in determining identity. and aims to create a personal brand Therefore, personal branding is a commercial tool.
Rengaragan and Gelb And Vandaveer (2017)	Strategic personal branding– And how it pays off	Personal branding consists of personal abilities and qualities.
Amoako and Okpattan (2018)	Unleashing salesforce performance: The impacts of personal branding and technology	Salesperson efficiency comes from developing a personal brand that comes from talent, training.

Researcher	Subject	Concept
	in an emerging market	
Pathmanathan and Dodamgoda (2018)	The Impact of Personal Characteristics on Personal Branding in Reflection to the Employability	The impact of personal branding on employment includes personal identity. Personal image and personal brand
Viterar (2019)	Generation Z and the Use of Social Media for Personal Branding	branding conveys the identity and uniqueness of an individual. It has become an important tool for young people to help them succeed . An online media platform to build a personal brand.
Kuncharska (2019)	Personal Branding - A New Competency in the Era of the Network Economy. Corporate Brand Performance Implications	Personal branding builds reputation and creates a positive association with a corporate brand. It also positively affects the effectiveness of a corporate brand through its personal brand reputation.
Gorbatov and Khapra and Lysva (2019)	Get Noticed to Get Ahead: The Impact of Personal Branding on Career Success	Personal Branding Leads to Career Satisfaction Self-Career Efficacy Affects Personal Branding highlights the importance of personal branding as a contemporary career. and create individual brand identity
Baharuddin and Kassim (2020)	Conceptualizing Personal Branding for Librarians	A positive personal brand allows librarians to demonstrate the level of knowledge and professionalism they possess. Personal Brand Development for Librarians It consists of 3 aspects : educational level, ability and interest.
Dumont and Ots (2020)	Social dynamics and stakeholder relationships in personal branding	Personal branding is a social, stakeholder-driven practice. There are three types of resources to describe a personal brand : material resources, information resources, and symbolic resources.
Gorbatov (2020)	Personal brand equity: Scale development and validation	Personal branding metrics Employment perception forecasts career success and operation
Shafiee at al (2020)	Proposing a new framework for personal brand positioning	Personal brand positioning consists of strategy, talent, differentiation, followers, and the effectiveness of a personal brand.
Kushal and Nargundkar (2020)	Employer-oriented personal branding: methods and skills for Indian business school students	Student personal branding requires self-presentation skills. Skills for using social media platforms For professional and commercial impact
Kucharska and Confente and Branetti (2020)	The power of personal brand authenticity and identification: top celebrity players' contribution to loyalty toward football	consumer awareness and consumer behavior plays a part in determining the brand personal brand of soccer players Affects the loyalty towards individual brand success.
Luwie and Pasaribu (2021)	The Influence of Personal Branding in The Establishment of Social Media Influencer Credibility and The Effect on Brand Awareness and Purchase Intention	personal branding build the credibility of influencers They also found that the credibility built by social media influencers is influential in generating exposure. consumer intent to purchase the product.
Yansen, Widjaja and Beranato (2021)	Orientacion a la Marca Personal: una exploracion de sus 12269 ntecedentsy consecuencias	A personal brand affects the performance of a company . by virtue of its popularity in social media from the individual brand of the corporate owner and can improve work efficiency by Communicating the vision with the team effectively In addition, a person's expertise is also helpful in shaping a person's brand strategy.
Lin and Lulu (2022)	Foodstagramming as a self-presentational Behavior: perspectives of tourists and residents	Perceiving self-efficacy - presentation, which subsequently evokes a perception of behavioral intention. The impact of experience values on self-efficacy in relation to personal branding.
Khairy and Solimon (2022)	Personal branding of hotel employees: top management support and guest attitude perspective	Employee branding affects consumer attitudes. from the charm of the brand brand awareness and brand differentiation

IV. PERSONAL BRANDING SUCCESS

Klaus-Dieter Koch (2013) That said, a successful brand has a growing identity. Showing the highest brand means the brand is effective. which from internal management to external customers sponsor The fundamental characteristic of a successful brand is having a loyal customer base who is passionate about the brand's values. Brands are attractive and differentiated. from competitors leads to all elements that are fundamentally oriented strategies for building a successful brand while Ho, Lado, and Rivera-Torres (2017) stated that the success of brand building is due to positive consumer attitudes and perceptions towards brands. (2022) said Success will help the brand grow forward sustainably. It involves setting goals and objectives from both the brand's perspective and the customer's perspective. That affects the creation of value and value for the brand itself, including the value in the eyes of customers. Brand success metrics will help assess the potential of the brand to see how successful the brand is the indicators of brand success come from business reputation, products, services, names of products Logos, both for the brand itself and for each type of product. Brand Awareness Customer perception, recognition, and recall of a brand or product. acceptance of changes in different aspects of the brand and brand loyalty, while Michael (2022) said that the success of personal branding must create stability Individuals need to make their brand valuable to potential customers or followers to increase business opportunities. Successful people consist of 7 steps: 1.) Build a strong team 2.) Study future market trends 3.) Create new things to happen 4.) Solve problems 5.) Must be able to adapt, and

be flexible, 6.) Must learn more automatically, and 7.) Must have a flair for predicting the environment. In addition, Esanu (2020) said that the success of personal branding involves building your public image by reflecting on who you are and how others view you . and building a reputation in the current or desired industry personal branding is about people. So, life stories will give you a competitive edge. Whether it's a career endeavor or your branding doesn't happen overnight. It's a process that requires a lot of effort and good planning. Which must consist of choosing a target audience delivering quality content using the art of storytelling appropriate media. and must promote individual brands.

Therefore, the researcher concluded that The success of personal branding is an individual's ability to overcome problems, and obstacles, or to work effectively to achieve their goals. By trying to strive to do what one wants to achieve the best results, here is to create an image for a person so that that image can affect the emotional feelings of others. and is consistent with the business that person operates to create a connection between individuals and businesses The image must have a distinctive value that is different and through the process of communication or transferring that value to the desired target group. Personal branding may occur intentionally or unintentionally. In building a personal brand, the emphasis is on reputation to be used to build on various aspects that are related to businesses and consumers together. Therefore, the success of personal branding requires building relationships with people to bring business value.

V. RESULTS

Based on the analysis of data from systematic literature reviews. related to individual branding On academic databases that are reliable, including Scopus Web Of Sine Emerald and other sources. Related to management, society, economy, and marketing, amounting to 1,064 items, the results can be summarized as follows.

Factors affecting the success of personal branding consist of 5 factors as follows.

1) Economic factors: For branding individuals related to the economy are the rise of professional competition (Gandini, 2016) which leads to personal branding as a competitive business strategy. The economic environment therefore encourages the use of personal brand reputation mechanisms to increase the likelihood of success in businesses and individuals (Abrate and Viglia, 2017).

2) Social factor: Many researchers have focused on social changes that affect the emergence of personal branding. By focusing on the needs of self-advertising. both at work and in personal life Specifically, people's current consumption of social media (Eagar and Dann, 2016) as well as Chen (2016) have asserted that amateur individuals are using social media for personal branding purposes. It is worth noting that different cultures in a society may have different levels of preference for individual branding principles.pages.

3) Technology factor: The main driver for personal branding is the ease of access to technology and tools such as social media (Harris and Rae, 2011; Holton and Molyneux, 2017), as well as Pera et al. (2016) mentioned that online tools will turn personal reputation into a key marketing task in supporting personal branding. However, when technology media is an important factor in building a personal brand. However, this can make it difficult to differentiate itself in an environment where technology is saturated and highly dynamic (Ottovordemgentschenfelde, 2017).

4) Individual factor: The individual factor is motivated by the reputation demands of positive individual branding. which consists of the need for self-esteem; Ownership and reciprocal needs (Zinko and Rubin, 2015), in which individual qualities corresponding to a personal brand contribute to the effectiveness of individual branding. Including the specific skills needed to build a personal brand, including technology skills. Directing skills creative skills and critical skills (Lorgnier and O'Rourke, 2011), as well as individual cultural and social costs, are essential for an effective personal branding process (Khedher, 2015).

5) Industrial role factor: Individual branding is linked with the requirements, expectations, and limitations of industrial roles. Today's work needs to support itself through personal branding (Bridgen, 2011; Harris and Rae, 2011). High transparency level It has led to increased personal branding (Brems et al., 2016; Holton and Molyneux, 2017). More personal branding for employees, with Amoako and Okpattah (2018) saying that companies investing in personal branding for their employees enjoy greater financial benefits. And political figures who have gained public attention are increasingly involved in personal branding.

VI. SUCCESS ELEMENTS OF PERSONAL BRANDING

In this study, the researcher has summarized the success factors of personal branding, consisting of 3 components: 1.) Brand Trust, 2.) Personal Brand Reputation, 3.) Participation (Patient engagement) and the following.

1) Brand Trust means that consumers have a sense of interest and preference in valuing or changing the values they hold as the cause. Occurs within the mind of the individual (Skinner, 1904). Larzelere and Huston (1980) Said that consumer trust in a brand is characterized by trust in the recipient or the customer. to the messenger or organization through creating a feeling of confidence and trust that the brand or organization will deliver on its promises as Parasuraman, Berry, and Zeithaml (1985) said Brand trust is a commitment to

the brand. Customers have confidence and trust in choosing products or receiving services. Which indicates that the product or service is effective. Moorman (1992) said that trust in the brand. It is the willingness to trust the exchange by gaining the trust of the organization. The trust of people will consist of confidence, satisfaction, and positive perception that indicates that the product or service reliable is. This will have an impact on customer loyalty. In addition, Morgan and Hunt (1994) said that brand trust is the feeling of consumers towards the brand of the organization, that is, trust will generate a desire to want that product from confidence. and affect the performance of the brand.

Therefore, the researcher concluded that Brand trust is when a customer has confidence in a product or service that comes from a positive perception. It leads to the desire to choose or receive services in such products, resulting in the effectiveness of the brand. In this research, it is the trust that the followers trust in the personal brand.

2) Personal Brand Reputation The researcher summarized the management of personal brand reputation by saying that the management of personal brand reputation is a positive or negative perception from a target audience such as customers, employees, investors, or stakeholders. Fame is an intangible asset. But it is important to build a personal brand (Waller, 2020) by dividing the issue of personal brand reputation management into 2 issues: maintaining reputation and intellectual property laws as follows

Maintaining personal brand reputation: Blackwell and Stephan (2004) stated that personal branding and personal branding are less costly and more cost-effective than brand-new personalities. always good in public opinion Because the image of all individuals will be presented and appear through the media to let society recognize their identity that is different from other people. Under the sentiment of each group of people in society and the target group to become a brand of that person who will have a good image until the reputation follows. Afzal (2011) said that maintaining a personal brand reputation means credibility and honesty. and honesty It can be judged from consumer opinions, opinions, estimations, and beliefs if someone recommends using the brand. Consider it a sign of a good reputation. Brand reputation can be developed through advertising and public relations. And help raise the quality, while Donchai Bunyaratwet (2016) said that developing and maintaining a reputation for the sustainability of individual brands involves consistently keeping the brand's promise to the target audience. Because it will make the brand powerful and lively. and affecting the decisions of consumers. The researcher therefore concluded that Maintaining a personal brand reputation is about maintaining and developing a reputation for the sustainability of a personal brand. which must keep the contract with the target group to create credibility and honesty by communicating differences be attractive and create awareness among individual brands to create a memory and maintain a reputation So that consumers can decide whether they like it or not. Therefore, personal brands need to be dynamic at all times.

Intellectual Property Laws: Waller (2020) states that personal brands without legal protection are at risk of losing their brand to other individuals and companies. Therefore, to protect the value of the individual brand. Every brand should seek legal advice from the moment they begin their branding. Intellectual property is when a person uses their intelligence to create something out of their personality (Damich, 1988). This is complex because it deals with the artistic, cultural, and moral sensitivities of humanity (Joyce, 2016). Yu (2018) said that intellectual property covers works from autobiographical to fictional, academic, storyteller and writer, as well as personal brands. or a literary genius in marketing It's not just about telling and sharing stories. but also to protect brand ownership. Thus, the copyright industry is one of the fastest-growing economic sectors. Copyright law seeks to protect copyright owners and the effects of the industry on individuals.

Personal brands are trademarks that are personal names. Therefore, a name is the most valuable asset of a personal brand. The best way to protect a personal brand reputation is to use a trademark which helps to build a brand for the business and create ownership it's a strategic process. in enables consumers to associate a mark with a purchase (Resai, 2012). Furthermore, trademarks aim to differentiate a product or service from the competition. It is registered with the government to protect the business name, logo, packaging, and slogans that create a unique brand positioning. When others use brand names in the same industry If the value propositions are similar, it will reduce the brand's market share and consequently affect the brand's equity (Ertekin, Sorescu and Houston, 2018).

The researcher therefore concluded that the dimension of intellectual property law Represents a personal brand that is an intangible asset. But protection must be protected. because it is a trademark from a business point of view Therefore, it affects the operating results. which has value to the individual and is associated with the brand

3) Patient engagement: Customer participation (Customer Co-producer) The study began in the year 1980 by Toffler (1980); Gronroos (1990); Gummesson (1991); Davidow and Malone (1992); Pine (1993) From the concept that focuses on understanding the needs of customers. in response to satisfaction and relationship building Elements of Customer Engagement It uses strategies to build relationships. Creating a good attitude towards products or services In response to the customer's participation will affect the business. and succeeded in creating Loyalty that customers have for the brand. Hollebeek and Rather (2019) said that

customer engagement must be driven by customer motivation, which is related to emotional factors. Behavioral awareness and understanding of the environment Therefore, brands must make consumers feel that brands are tangible. able to participate or interact This can be measured by tracking sales, where engagement will make consumers feel closer to the brand.

Therefore, the researcher concluded that Engagement is the relationship between a brand and its customers. It comes from the motivation, the environment, and the interaction between the customer and the brand. which comes from emotional factors, satisfaction that responds to consumers And results in brand loyalty, Here it is to create engagement between followers or customers and individual brands.

CONCLUSION

The results of personal branding are characterized by a variety of different perspectives from scholars (Gorbatov, 2018). To develop a conceptual framework in a systematic, process based on the theory of personal branding. The success of a personal brand explains the factors that affect the success of a personal brand. The success components of the individual brand will lead to research hypotheses and can be used to test further. which can be summarized as a model of the relationship as shown in Figure 1.
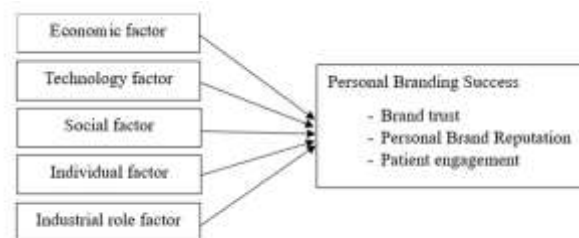

Figure 1. Success model of personal branding

SUGGESTION

The presentation also lacks a gap in the academic development of personal branding success metrics to explain the current personal branding phenomenon, which, since the 1970s, has held the value of intangible assets such as data, and property. Intellectual and brand are difficult for organizations to define and measure while consumers are looking for intangible value. and non-measurable elements such as taste, sound, and other experiential elements which these are The strength of a brand comes from qualitative experiences, so it is difficult to measure the value of an individual brand. Brands will increase in value over time (Scammell, 2007), and there is also a lack of leadership education. Develop their brand that has a relationship between leaders and organizations and the relationship between leadership branding activities and organizational outcomes. (Dominyka, 2023) Therefore, this study can be used to test relationships and develop measures of personal branding success in the future.

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