



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 24, 2021

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

The Importance of Self-Awareness in Building Personal Branding of Brawijaya University Students through Instagram

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Abstract. This study aims to analyze the effects of the Self-Awareness Outcomes Questionnaire (SAOQ) in building the personal branding of Brawijaya University students through social media Instagram. The research sample used a random sampling technique consisting of 283 students from various faculties. The method used in this research is descriptive quantitative. The Self-Awareness Outcomes Questionnaire (SAOQ) is divided into sub-variables reflective of self-development, acceptance, proactive at work and emotional cost. The results showed that reflective self-development, acceptance, proactive at work and emotional cost had a significant influence in building the personal branding of Brawijaya University students through social media Instagram. It can be concluded that the interest of Brawijaya University students in building personal branding through Instagram is importance by reflective self-development, acceptance, proactive at work and emotional costs.

Keywords. Personal Branding, Social Media, Self-Awareness, Communication, Brawijaya University

1. Introduction

Personal branding is the process of someone actively trying to show skills, abilities and experience toward others. It can be concluded that academics, especially students, are important to build personal branding through social media in preparing professional careers in academia and practitioners. Many studies have examined the use of technology for personal branding, such as YouTube channels (Chen, 2013), Facebook profiles (Labrecque, Markos, & Milne, 2011), LinkedIn profile photos (Arghyadeep, 2021), personal branding of journalists through Twitter (Brems, Temmerman, Graham, & Broersma, 2017) and Instagram profiles (Restusari & Farida, 2019). It can be concluded that social media has an important role in building personal branding.

Personal branding is quite popular among professional workers, but it is also important for young people, especially students, to recognize changing market needs and provide appropriate education to students to prepare them for the work environment that personal branding through social media is very important (Wetsch, 2012). California Polytechnic State University students want to make them stand out from their colleagues in the professional world through social media (Hitchings, 2014).

Romanian University communication major students, public relations and advertising are enthusiastic about their personal development through a simple personal branding strategy that students and young professionals are capable of (Ilies, 2018). Linnaeus University students in Sweden who have social media, blogs, and personal websites, which describe student perceptions toward personal online branding (Benjamin, Guillaume, & Sasaki, 2017). Building personal branding according to (Johnson, 2017) students need to understand the concept of personal branding through social media, so that self-awareness in understanding someone became important to build personal branding.

Self-awareness is very important in personal branding, research shows that when someone sees themselves clearly, we became more confident, communicate better, and increase relationships (Noor, 2020). The understanding of self-awareness is closely related to the way a person reflects on his life to be able to improve himself and design a better life, which is often also called self-reflection. Meanwhile, according to (Porter, 2017) argues that self-reflection is careful thinking, which gives the brain the opportunity to pause for a moment in the midst of problems at hand to be able to sort out observations and experiences.

This study deepens how the self-awareness process has an influence in building student personal branding through social media. So this research focuses on one of the social media that is quite popular in Indonesia, namely Instagram with a number of 85 million users and is the number 3 largest social media in Indonesia as reported by Detik.com (Haryanto, 2021). Researcher observes Instagram as a social media that is flexible and has many features, users can post photos, videos, stories and long videos on IG TV. So that Instagram is a social media that is quite potential in building personal branding for students.

1.1 Research Problem

Researcher see that there are several problems faced in some of the research that have been described, researcher assumes that there is no problem in personal branding among workers because the respondents who are taken already have certain abilities or skills that can be developed. Meanwhile, students are still unable to answer with certainty the functions or benefits of using social media in building personal branding.

Previous research (Sebayang, 2017) revealed that active students of Brawijaya University in 2016 stated that 68% of 241 students chose Instagram as a unique and modern social media. However, this study suggests that further researchers were able to examine deeper about the impact of Instagram users on aspects of someone's life. So that the researchers filled the research gap by choosing the personal branding theme of Brawijaya University Students through Instagram, which could be an alternative to develop a career in the future when graduated from college or already working.

This study fills the research gap (Sebayang, 2017) regarding the motives of Brawijaya students in using Instagram, which has not yet revealed the impact of Instagram users on aspects of someone's life. In addition, researcher also fill research gaps (Hitchings, 2014), (Ilies, 2018), and (Benjamin et al., 2017) which have not answered the importance of student awareness in building personal branding through social media.

2 Literature Review

2.1 Personal Branding

Personal branding has evolved, which can be attributed to computer-mediated communication and the advent of social media which has given people the ability to use the internet to create and encourage self-presentations (Albright & Simmers, 2014). Today, personal branding relies on a combination of offline and online self-presentation. Therefore,

personal branding is not the same as an offline self-presentation. However, personal branding is also not entirely new and different.

Self-presentation is an important driver of online brand-related word of mouth (Pasternak, Veloutsou, & Morgan-Thomas, 2017). Technology itself does not require change, rather social media has provided a new arena for building identity, performance, and management. It is important of personal branding to utilise technology such as social media (Gorbatov, Khapova, & Lysova, 2019) explains that building personal branding is divided into 3 important parts as described which are strategic, differentiation and technology-based.

2.2 Self-Awareness Outcomes Questionnaire (SAOQ)

Self-reflection and self-awareness are related each other so this research uses the Self-Awareness Outcomes Questionnaire (SAOQ) (Sutton, 2016) which combines the two concepts into one part. Based on the SAOQ conceptualized in a number of different ways, including insight, reflection, contemplation and attention, they have particularly attracted widespread attention in recent research. SAOQ is divided into sub-variables the reflective self-development subscale (reflective self-development), the acceptance of self and others subscale (acceptance), the proactive at work subscale (proactive at work) and the emotional costs of self-awareness (emotional costs).

First, reflective self-development is almost the same as the concept of self-reflection, which is the evaluation stage, but the difference is in the further stages, not only evaluating but also learning in various aspects of career, social life and other activities. Previously, self-reflection according to (Gorbatov, Khapova, & Lysova, 2018; Scheidt, Gelhard, & Henseler, 2020) has a direct correlation with personal branding.

H1: Reflective self-development has positive effect on building personal branding for students of Universitas Brawijaya Malang through Instagram.

Second, acceptance is a process of understanding him/herself toward others, that process is part of self-awareness in dealing with other people. Personal branding is a way of person to differentiate from others, by understanding other people automatically someone is able to highlight their abilities and not only skills but also the way they communicate such as through social media (Gorbatov et al., 2019). The difference here is not merely breaking the norm, it is difficult to express someone's true self, with social pressures that cause most people to adapt to the norm (Scheidt et al., 2020).

H2: Acceptance has a positive effect on building personal branding for students of Universitas Brawijaya Malang through Instagram.

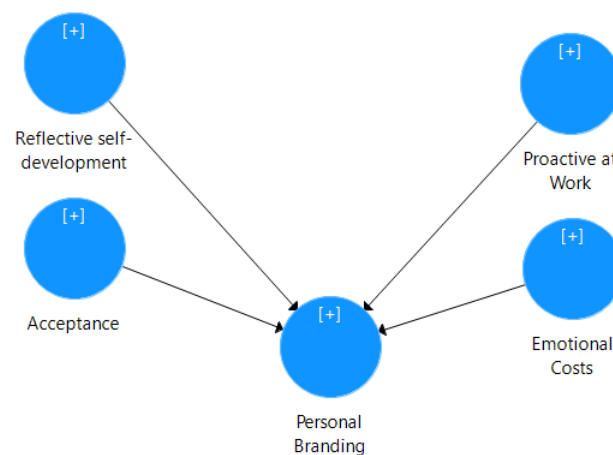
Third, proactive at work is a way of person to be active in every job, not only about working in the office environment but also in other social lives such as in the education, group work, organizations, social activities and others. The goal of self-awareness in the context of adult development is to improve leadership, performance, and effectiveness in the workplace, however only one definition refers to this as the goal of self-awareness (Mccarthy & Garavan, 1999). In addition, the concept of personal branding originated in marketing research (Keller, 1993) and (Keller, Sternthal, & Tybout, 2002) since it has entered the field of organizational and vocational studies as a type of proactive work behavior (Crant, 2000).

H3: Proactive at work has a positive effect on building personal branding for students of Universitas Brawijaya Malang through Instagram.

Fourth, emotional costs is the price that must be paid when forming self-awareness. Case studies that discuss emotional branding such as fashion brands that speak to consumers' hearts (Text, Kim, & Sullivan, 2019). The formation of brand-consumer relationships at the sensual and emotional level (Akgun, Kocoqlu, & Imamoglu, 2013). It is related to the human brand (Close, Moulard, & Monroe, 2011) defining a human brand as "a persona, well known or emerging, which is the subject of marketing, interpersonal or inter-organizational communication". Emotional feelings are the state of someone's feelings provides a description of the mental state. A person's emotions are very dependent on recognizing and understanding the emotions of the audience. Intelligent people are emotionally skilled at putting themselves on someone else's position.

H4: Emotional cost has a positive effect on building personal branding for students of Universitas Brawijaya Malang through Instagram.

Figure 1 Research Model



3. Research methods

3.1 Sample

This study uses quantitative methods by distributing questionnaires to respondents. As the object of research in this study, there are 72.714 students of Universitas Brawijaya 2021, reported from the Higher Education Database (PDDikti). Data were collected using random sampling technique. Determination of the sample size of a particular population developed from Isaac and Michael for error rates, 1%, 5%, and 10%. This study uses a 90% confidence level with an error rate of 10% and the required sample is 270 (Sugiyono, 2013). Following this recommendation, the minimum sample size for this study is 240 samples (24 indicators x 10). While this study has met the requirements that have collected 283 samples or respondents so that it has fulfilled the research requirements.

3.2 Measurement

A self-administered questionnaire survey is used to collect data. The questionnaire was designed based on a review of the relevant literature. This study uses a likert scale by provided

a list of questions or questionnaires directly to respondents 1” representing “Strongly Disagree” and “5” representing “Strongly Agree”. This study uses a measuring instrument that has been modified to fit the theme under study which consists of 4 exogenous variables and 1 endogenous variable.

Tabel 1. Research Instrument

Variable	Indicator	Question Items
Reflective self-development	RSD1	I try to understand myself and my environment through Instagram.
	RSD2	I try and learn to build a positive image through Instagram.
	RSD3	I try to change my behavior better in using Instagram.
	RSD4	I responsible for managing my own Instagram.
	RSD5	I feel it is important to use Instagram to build relationships.
Acceptance	A1	I have a good image on Instagram.
	A2	I have good relationship with other people through Instagram.
	A3	I often keep in touch with other people through Instagram.
	A4	I understand myself well through Instagram.
Proactive at Work	P1	I reflect on my old uploads via Instagram, to become a better person
	P2	I feel that my posts on Instagram reflect my true personality
	P3	I have a good relationship with my followers through Instagram.
	P4	I receive positive feedback from other people for my uploads on Instagram
	P5	I understand the good and bad impact of uploading something on Instagram
Emotional Costs	E1	I feel no longer have privacy after uploading something on Instagram
	E2	I find it difficult to make changes and use Instagram for the better.
	E3	I find it difficult to accept other people's criticism of my uploads on Instagram
	E4	I feel ashamed of my old posts on Instagram.
Personal Branding	PB1	I try to look experienced in my field, to improve my professional image on Instagram.
	PB2	I have Instagram to expand my relationship with other people.
	PB3	Proactively i seek support from others through Instagram, to improve the quality of my work.
	PB4	I try to be different with my skills on Instagram.
	PB5	I use data to estimate the impact I have on my professional network.
	PB6	I use data and evaluate my content on Instagram to increase engagement.

First, the exogenous variable Self-Awareness Outcomes Questionnaire (SAOQ) by (Sutton, 2016) is a measurement scale that combines the large concepts of self-reflection and

self-awareness into one part, resulting in 38 question items which are divided into 4 variables. The reflective self-development subscale (reflective self-development), the acceptance of self and others (Acceptance), the proactive at work subscale (proactive at work), and the emotional costs of self-awareness (emotional costs). The two endogenous variables of personal branding by (Gorbatov et al., 2019). The research instrument can be seen in the **table 1** that has been carried out a series of validity and reliability tests.

3.3 Data Analysis

This study uses the Structural Equation Modeling (PLS) method, especially with the SmartPLS 3.2.9 software. The researcher uses SmartPLS 3.2.9 based on PLS SEM because this research is exploratory or developing a theory and is not used to confirmatory or confirm a suitable theory using CB-SEM-based software (Hair et al., 2010). This study the aim is to test the relationship among constructs and does not have non-normally distributed data, PLS is better.

3.4 Measurement evaluation

This study uses a reflective model of the arrow pointing to the indicator variable indicating that the basic construction for determining the value of the measured and representative indicator variable. Although convergent validity testing measures such as the above composite reliability or Cronbach's alpha fit within the reflective model. This study is to test the validity and reliability for the reflective model starting from convergent validity, discriminant validity, composite reliability, and Cronbach's alpha (Husein, 2015).

First, Convergent Validity is detected through loading factor score and Average Variance Extracted (AVE). An indicator is indicated as free from convergent validity problems if it has a loading factor of more than 0.7 and AVE of more than 0.5. Convergent validity analysis shows that there is no problem in this study **table 2**.

Table 2. Loading Factor and AVE

Variable	Indicator	Loading Factor	AVE
Reflective self-development	RSD1	0.776	0.651
	RSD2	0.867	
	RSD3	0.818	
	RSD4	0.722	
	RSD5	0.842	
Acceptance	A1	0.872	0.731
	A2	0.858	
	A3	0.820	
	A4	0.870	
Proactive at Work	P1	0.830	0.656
	P2	0.746	
	P3	0.826	
	P4	0.843	
	P5	0.800	
Emotional Costs	E1	0.821	0.709
	E2	0.853	
	E3	0.824	
	E4	0.868	
Personal Branding	PB1	0.839	0.717

	PB2	0.834
	PB3	0.906
	PB4	0.834
	PB5	0.830
	PB6	0.835

Second, discriminant validity is tested by comparing the AVE square root score for each construct with their correlation. The square root of the AVE must be greater than the correlation to indicate the measurement is free from discriminant validity problem. The discriminant validity analysis shows that the discriminant validity problem is not found in this study **table3**.

Tabel 3. Discriminant Validity

Variable	Acceptance	Emotional Costs	Personal Branding	Proactive at Work	Reflective self-development
Acceptance	0.855				
Emotional Costs	0.111	0.842			
Personal Branding	0.556	0.211	0.847		
Proactive at Work	0.660	0.084	0.564	0.810	
Reflective self-development	0.711	0.092	0.619	0.667	0.807

Third, Composite Reliability in the measurement if the value achieved is > 0.70 then it can be said that the construct has high reliability. Composite reliability shows that it is above > 0.70 so it can be said that the construct has high reliability. Fourth, Cronbach's alpha, the value achieved is > 0.70 . More details can be seen in **table 4**.

Tabel 4. composite reliability & Cronbach's alpha

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Reflective self-development	0.865	0.881	0.903	0.651
Acceptance	0.877	0.878	0.916	0.731
Proactive at Work	0.869	0.878	0.905	0.656
Emotional Costs	0.865	0.884	0.907	0.709
Personal Branding	0.921	0.924	0.938	0.717

4. Hypothesis Testing

The hypothesis proposed by this study is used alpha at level 5% ($t\text{-statistic} \geq 1.96$). Hypothesis 1 predicts the direct effect of reflective self-development on Personal Branding. PLS estimation result shows that reflective self-development has a significant positive effect in building student personal branding through Instagram ($t=5.510$). Hypothesis 2, acceptance has a significant positive effect in building student personal branding through Instagram ($t=2.050$). Hypothesis 3, the effect of proactive at work on personal branding with ($t=3.432$). So proactive at work has a significant influence in building student personal branding through Instagram. Hypothesis 4, the effect of emotional cost on personal branding with a path coefficient of

($t=2.846$). The emotional costs has a significant effect in building student personal branding through Instagram. **Table 5** summarizes the results of the hypothesis test.

Table 5. Hypothesis Test

Hipotesis	Path	P Values	t-statistik	Results
H1	RSD - PB	0.000	5.510	Supported
H2	A -PB	0.041	2.050	Supported
H3	P - PB	0.001	3.432	Supported
H4	E - PB	0.005	2.846	Supported

5. Discussion

This study aims to determine the relationship between SAOQ which consists of reflective self-development, acceptance, proactive at work and emotional costs in building personal branding for students through Instagram. First, this study found a positive effect of reflective self-development toward student personal branding through Instagram. This supports the statement (Gorbatov et al., 2018; Scheidt et al., 2020) that self-reflection or reflective self-development can be a method of evaluating and reflecting on potential things that can be developed by students' personal branding through Instagram. These two studies found a significant effect of acceptance on students' personal branding through Instagram. These two this study found a positive effect of acceptance toward student personal branding through Instagram. This supports the statement (Gorbatov et al., 2019) Personal branding is a way of person to differentiate from others, by understanding other people automatically someone is able to highlight their abilities and not only skills but also the way they communicate such as through social media. These three studies found a positive effect of proactive at work toward the personal branding of students through Instagram. This supports the statement (Crant, 2000; Keller, 1993; Keller et al., 2002; Mccarthy & Garavan, 1999) that proactive at work has an important role in building self-awareness and personal branding. These four studies found a significant effect of emotional costs on student personal branding through Instagram. This supports the statement (Akgun et al., 2013; Close et al., 2011; Text et al., 2019) defining brand as having emotional feeling in understanding consumers as personal branding understand the audience on Instagram.

Conclusion

This research shows that SAOQ which consists of reflective self-development, acceptance, proactive at work and emotional costs have an important role in building personal branding of Brawijaya University students through Instagram. SAOQ it is important for students to understand themselves and others. This is able to create a good communication relationship with the audience through Instagram. In the next generation, further research can introduce other variables that influence students in building personal branding through Instagram or other social media.

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