



SERTIFIKAT

diberikan kepada

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Peserta

Workshop Personal Branding

“Strategi Personal Branding di Era Digital”

Yang diselenggarakan oleh Fakultas Dirasat Islamiyah
UIN Syarif Hidayatullah Jakarta

Jakarta, 20 Juni 2024

Dekan,



Dr. Yuli Yasin, M.A

PERSONAL BRANDING

S T R A T E G Y

 M. Nurul Djihad



**“Personal brand is what
people say about you after
you have left the room”**

JEEF BEZOZ – Ceo of AMAZON



**“Apa yang kamu
pikirkan jika memikirkan
brand air mineral?”**



WHATS IN YOUR MIND?



Toko Ijo

Toko Orange

PERSONAL **BRANDING**

Personal



Branding



PERSONAL **BRANDING**



Self-branding (Personal Branding) adalah suatu kesan yang berkaitan dengan **nilai, keahlian, perilaku**, maupun **prestasi** yang dibangun oleh seseorang baik **secara sengaja** maupun **tidak sengaja** dengan tujuan untuk menampilkan **citra dirinya**. (Robby Firmansyah, dkk)

Manfaat?

PERSONAL BRANDING

Top of Mind



Networking Luas



Banyak Kesempatan Terbuka



Meningkatkan Citra Diri

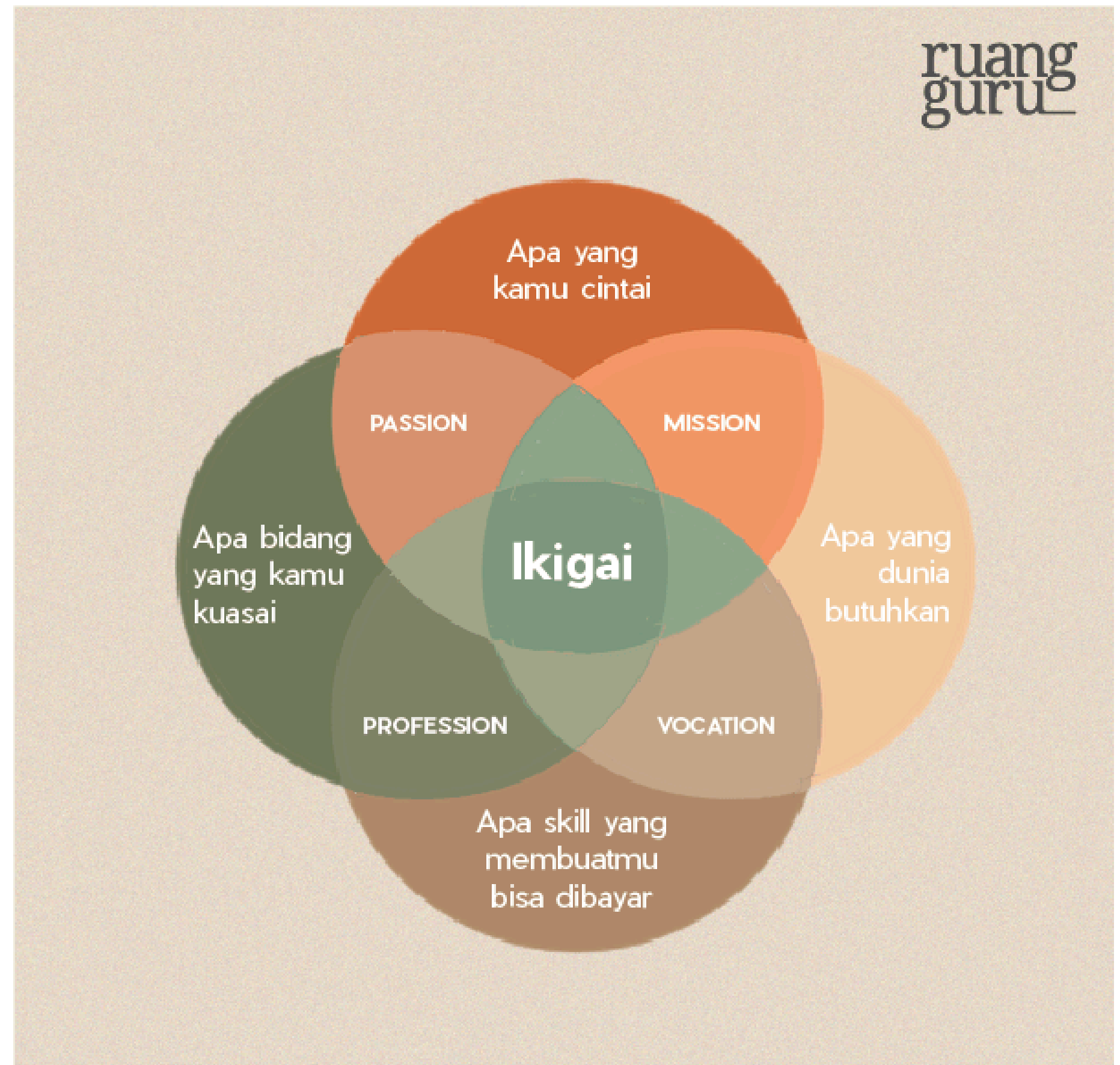


Langkah Membangun **PERSONAL BRANDING**

- #1** Kenali diri sendiri
- #2** Tentukan Fokus & Tujuan
- #3** Lakukan Riset
- #4** Konsisten
- #5** Be geunin, dont be fake



KONSEP IKIGAI

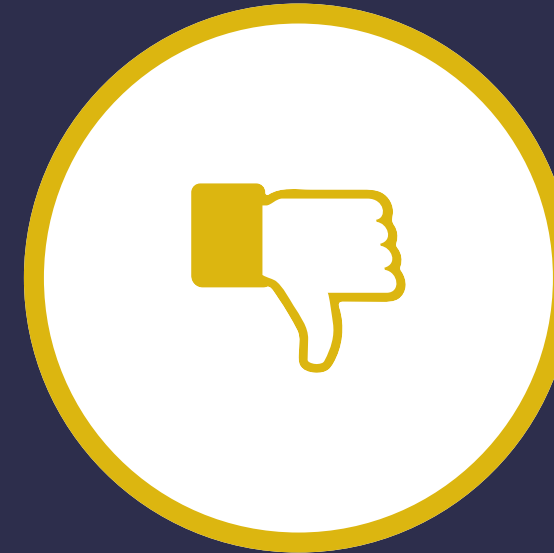


VISUAL: AYUANDINA

ANALISA **S.W.O.T**

STRENGTHS

What are you doing well?
What sets you apart? What
are your good qualities?



WEAKNESSES

Where do you need to improve?
Are resources adequate? What
do others do better than you?

OPPORTUNITIES

What are your goals?
Are demands shifting?
How can it be improved?



THREATS

What are the blockers you're
facing? What are factors outside
of your control?

HARD SKILL VS SOFT SKILL

RUMUS **PERSONAL BRANDING**

INPUT x OUTPUT

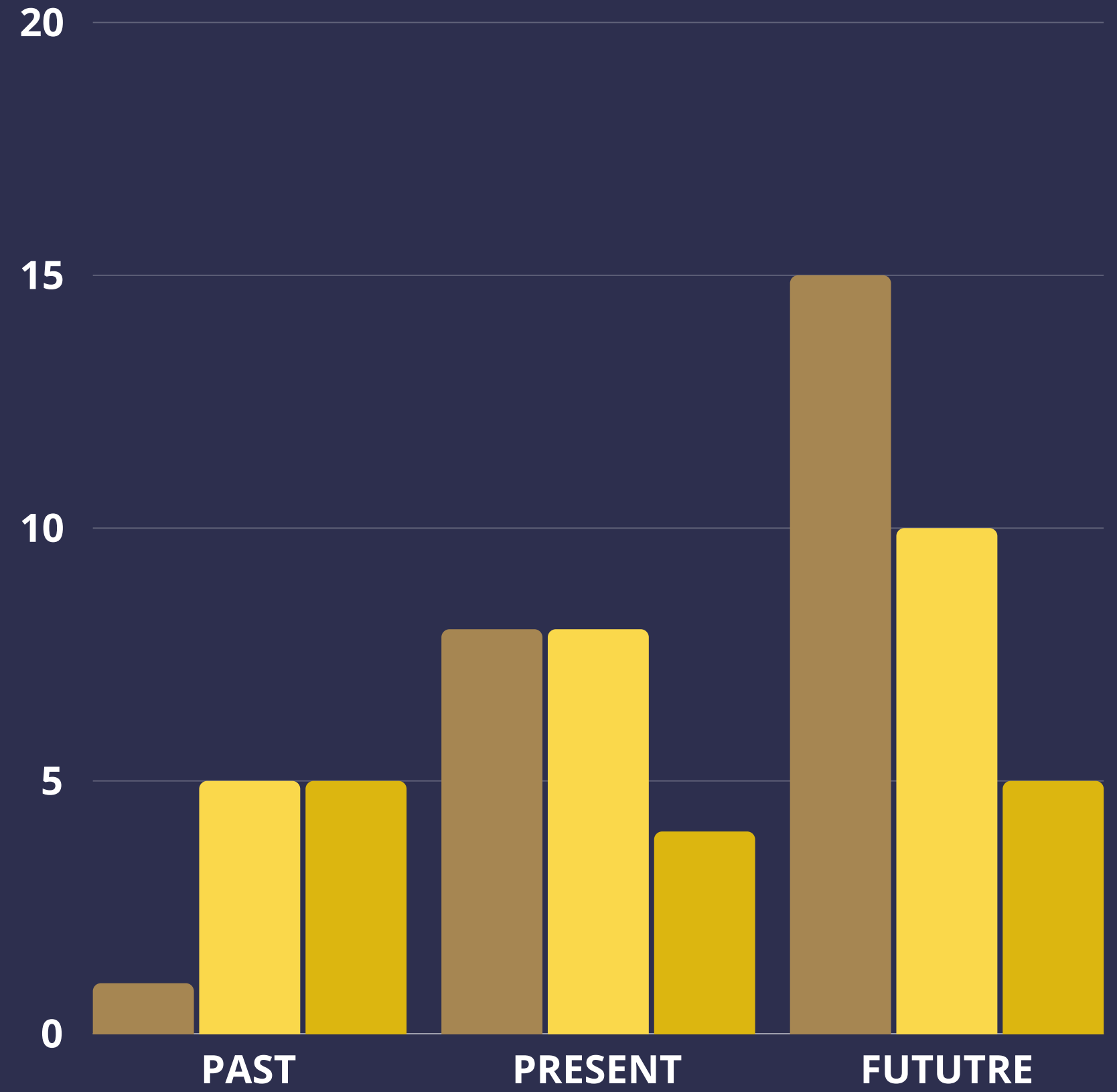
Built from inside, then go out!

PROSES PERSONAL BRANDING

01 - PAST

02 - PRESENT

03 - FUTURE



CONTOH PERSONAL BRANDING SUKSES



Reza Rahardian



Pandji Pragiwaksono



Lionel Messi



CONTOH PERSONAL BRANDING SUKSES



Reza Rahardian
Aktor



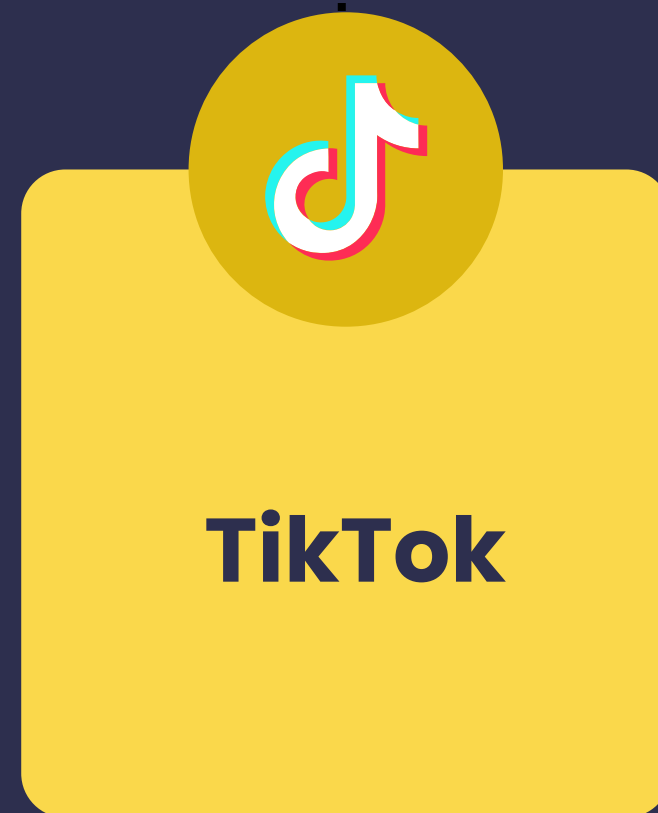
Pandji Pragiwaksono
Stand Up Comedian



Lionel Messi
Football Player



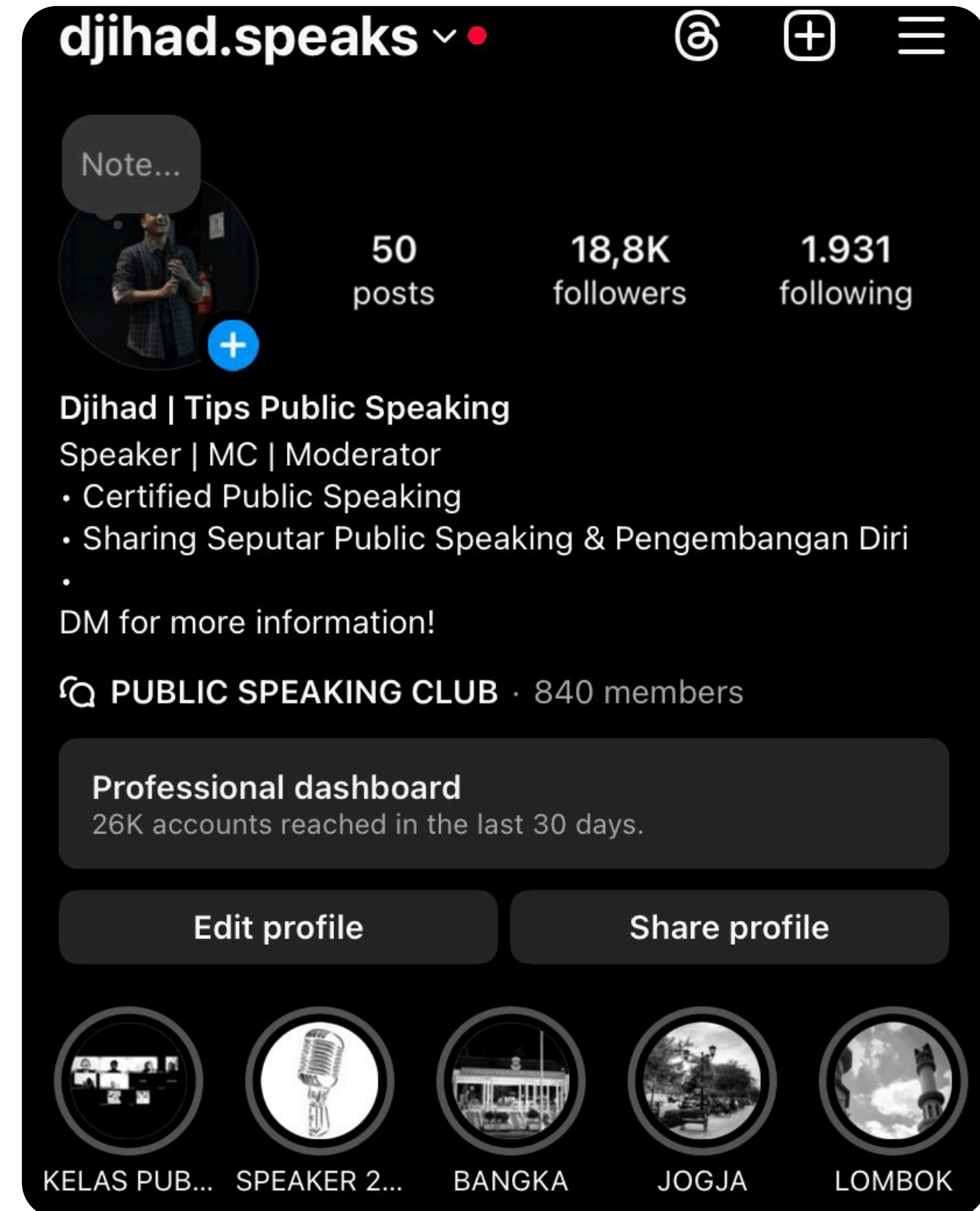
PLATFORM MEMBANGUN PERSONAL BRANDING



djihad.speaks



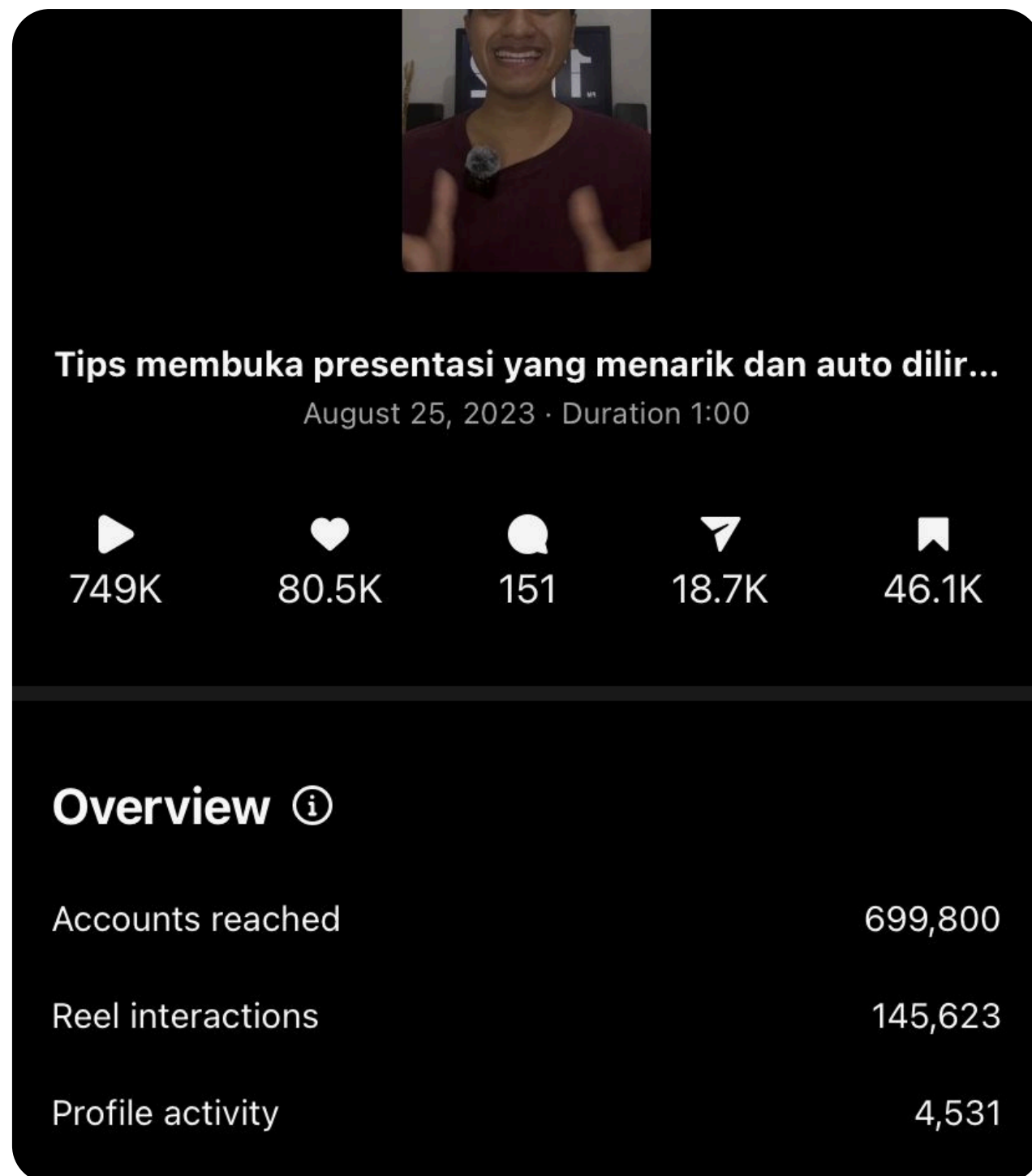
before



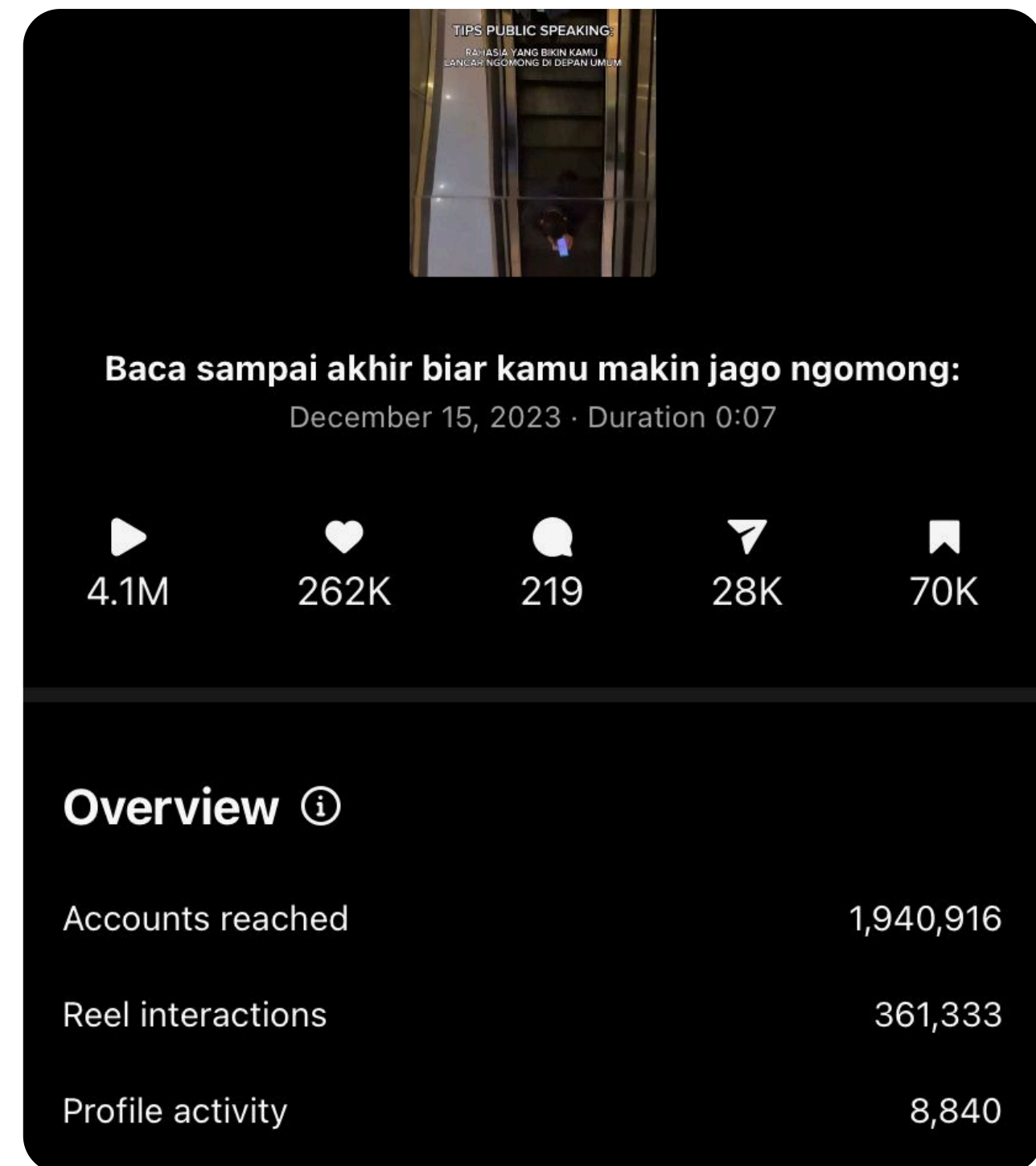
after

insight konten

Insight Konten



konten pertama



konten paling viral

“Yang perlu kamu lakukan ketika ingin membangun personal branding adalah **MEMULAI. Kamu tidak perlu menunggu **SEMPURNA** untuk memulai, tapi **MULAILAH** untuk menjadi sempurna!”**

M. Nurul Djihad

QnA