

Model Personal Branding Management Trainee as a Means of Improving Corporate Brand (Case Study on Retail Company PT Home Center Indonesia)

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Abstract

Branding is a common thing in the world of marketing, whether it is done by groups such as organizations, institutions or companies or individuals. In the world of marketing, branding is done to distinguish one product from another so that it brings out its distinctive characteristics. Along with the development of the branding context, now branding has penetrated into many lines, including one's self-development. This is what is known as personal branding. This study reviews the personal branding analysis of Management Trainees at the PT Home Center Indonesia company. Management Trainee is a position acceleration program created by the company in order to create a cadre of young leaders to occupy high enough positions in the company in a short period of time to get the position of Deputy Operational Manager or even Area Manager. One of the objectives of this research is to explore the Personal Branding model created by Management Trainees in improving the Corporate Brand of PT Home Center Indonesia. This is the main focus of this research because self-existence is a fundamental thing that must exist in a person, including Management Trainees at PT Home Center Indonesia. This study uses a qualitative descriptive method that is supported by eight personal branding concepts by Peter Montoya.

Keywords

management trainee; personal branding; social media



I. Introduction

Industrial image or corporate image is an industrial added value that can be made by customers or stakeholders as a factor in making policies to determine a product or service when all the minimum standards for goods and services are the same. Brand image makes presentations and expresses brand personality. When an industry or group wants to have a good brand image in its external stakeholders, the industry or its group must manage the brand and describe the brand culture which tomorrow can create industry promises or groups within its stakeholders. Burhan (2008, 79).

In creating a good image in the eyes of external stakeholders, the company needs to pay attention to the people aspect in it, the quality of human resources in an organization or company greatly affects the level of public trust in a product or service in the organization or company. In the early 1990s companies around the world were faced with enormous pressure to do business, the demand for talented employees far outpaced supply, creating a global talent shortage. This condition began to develop in the late 1990s with the emergence of global talent management challenges. Schuler (2018, 110)

Global talent management is a systematic activity in managing human resources to attract talented candidates, namely by developing the company's reputation, attracting individuals, and recruiting needed positions, then developing talent, namely activities to

develop individuals to work effectively in a global environment and maintain talent, namely retaining high quality individuals in accordance with the company's strategic direction in a highly competitive environment. Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

One of the retail companies that implements a talent management program is PT Home Center Indonesia or commonly referred to as Informa, Informa itself is a subsidiary of PT Kawan Lama Sejahtera where this company is engaged in retail furniture with the concept of one stop shopping. Informa stores themselves are spread in several big cities in Indonesia such as Jakarta, Surabaya, Makassar and so on with more than 100 stores with more than 10,000 employees. In creating a company goal that matches their expectations, Informa itself creates a program where this program is called Management Trainee or in other words talent management.

The most important thing in implementing talent management is the manager. Manager is a key position in creating organizational culture and managing talented employees correctly and effectively. Therefore, the only way for an organization to overcome competitive conditions and maintain a strategic position is to properly educate future managers. For this reason, organizations tend to invest in new managerial candidates within the organization through the implementation of managerial candidate training or the so-called Management Trainee (MT) program. Management Trainee (MT) programs generally take the form of coaching, mentoring, internships, teamwork, project work, job simulations, rotational method orientation, business academies and web-based educational programs that have developed rapidly in recent years.

The previous explanation illustrates that the management trainee (MT) program has an important role in the process of creating future managers in the organization, although according to Wanberg and Kammeyer Mueller (2000) not all organizations can provide a maximum and effective training process. To achieve the objectives of an effective training process, it is hoped that efforts will not only come from the organization but also come from the trainees, such as making their own efforts in adapting to the organizational environment and being pro-active in learning everything that is in the new organizational environment. Proactivity is the behavior of taking the initiative in work and actively adapting to the surrounding environment.

Informa itself prioritizes Management Trainee candidates, which is specifically for fresh graduates with a maximum age of 24 years with unmarried status and several other supporting requirements, which is a big challenge for management trainee (MT) candidates here, namely where they are given a 12-month briefing to be prepared to become a trainee. a leader who will lead many people, create a reliable marketing strategy, create personal branding that is good in the eyes of internal and external stakeholders of the company.

With the management trainee program, participants are expected to be able to create the character of people who are not ordinary in general, in other words they can create a personal branding where at a young age they are required to be able to lead many people and occupy managerial positions. This privilege is definitely supported by extraordinary facilities from the company with the hope that through this program, Management Trainee

participants can provide a new image for the company to be more trusted by their external stakeholders such as the community or customers.

In this era, many retail companies indirectly create many competitors with various kinds of creativity. With the increasingly fierce business competition, retail businesses must have characteristics that will be used to maintain satisfaction and become the buyer's choice for these products. Because it will be difficult to retain customers if you do not maintain the quality of the products sold. Branding itself is an effort to create or build a brand or brand, which can be done by anyone and on any product. As Terence said, "Branding can be done in various capacities, both in advertising, public relations actors and others to develop and display messages from different objects. Both in products, services, activities and in a person.

Personal Branding itself is part of a public relations strategy that is applied to individuals. This strategy is certainly different from that applied to the product. Personal Branding is an activity that can control the perspective of other people's perceptions of someone, so that in doing Personal Branding, people can influence the views of others on themselves according to what they want. Kertajaya said that "Brands are not only based on products, but people can make themselves as a brand. Currently the phenomenon of Personal Branding is increasing and many people are realizing the importance for themselves to get the desired position. Personal Branding is a brand that is built on goods in the form of humans. Tuti (2017, 588)

One of the steps to make consumers royal is to build a strong Brand Image or Corporate Branding of products or services and also maintain Personal Branding from retail operational actors. Management Trainees are not only known as young people who have just graduated from college with various organizational experiences and are considered to represent the image of young people who can hold fairly high or managerial positions. Brand Informa must maintain loyalty and strong emotional ties between products or services and the people aspect with consumers. With the aim of making consumers satisfied with the money spent with the quality of products and services as well as management operations received from Informa. Because when the product is remembered by consumers with a satisfactory level of quality and professional service as well as campaigns from internal stakeholders that are managed optimally, consumers will not hesitate to buy a second time. Having consumer trust is a strong asset that will keep the product in the market. Seeing the phenomenon that has occurred recently where Indonesia is experiencing a Covid-19 pandemic, giving rise to a new bureaucracy regarding restrictions on large-scale activities so that many companies experience quite complicated difficulties regarding their business development. One of them is PT Home Center Indonesia, where during the Covid-19 pandemic the company worked hard to implement various kinds of action plans in order to maintain its business during the covid-19 pandemic, one of them is by utilizing Management Trainees to create creativity in order to create their personal branding with the aim of increasing the company's corporate brand. This can be used as a competition between prospective young managers or Management Trainees, how do they create a personal branding both from real life and on their social media from Instagram, LinkedIn and so on.

II. Research Method

Methodology is the process, principles and processes that we use to approach problems and seek answers. In other words, methodology is a general approach to studying research topics. Research (research) means "to research for, to find". In Latin, research

comes from the word "re" which means again and "cercier" which means to seek. In general, research means "looking for information about something" (looking for information about something). It can also be interpreted as an attempt to discover something. Sugiyono (2009, 95)

The author in this study uses a qualitative approach, because the problems relate to humans which fundamentally depend on observation. Qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation, action and others holistically and by way of description in the form of words and language, in a special context that is natural and with using various natural methods.

It can be concluded that the qualitative approach is an approach that is carried out in its entirety to the research subject where there is an event where the researcher becomes the key instrument in the research, then the results of the approach are described in written words. meaning rather than generalization. In qualitative research, the main instrument is the researcher himself so that he can explore the problems that exist in society. Researchers are actively involved in carrying out research plans, research processes and implementation, as well as being a determining factor in the overall process and research results.

2.1 Object of research

The object of research is the point of attention of a study. The point of attention is in the form of substance or material that is researched or the problem is solved using the relevant theories, namely the theory of community empowerment, cultural values and local wisdom.

In this research, the object is Instagram and LinkedIn social media, Instagram itself is a photo sharing application that allows users (users) to take photos, apply digital filters, and share them to various social networking services, including the user's personal Instagram account. Instagram social media users are increasingly being pampered with a variety of new features in it such as Instagram-Stories, Instagram Live, Instagram TV, and various features that exist in each of the components of Instagram, which indicates that there are more and more different ways for users to do things. self-disclosure (self-disclosure) on social media Instagram.

LinkedIn is the world's largest professional network on the internet. Where users can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills users need to succeed in their careers. Users can access LinkedIn from their desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.

2.2 Unit of Analysis

According to Arikunto (2002, 215), the unit of analysis is the unit that refers to the research subject. The unit of analysis or the unit being targeted in this research is the individual, namely Management Trainee at PT Home Center Indonesia Company, with more specifically an overview of the phenomena that exist in Management Trainee at the PT Home Center Indonesia company. The reason for choosing the subject as a source of data in this study is to get a clearer picture of the personal branding of Management Trainees in improving the Corporate Branding of PT Home Center Indonesia. Sources of data in this study are oral data sources and written data sources. Oral data were obtained from interviews with several employees and the community. The written data was obtained from one of the Human Capital Management teams owned by PT Home Center Indonesia

and documentation in the form of images and videos. The data source is used to obtain the object in this study in the form of activities in the form of personal branding management trainees in improving the corporate branding of PT Home Center Indonesia.

2.3 Data Collection Methods and Sources

Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Without knowing the data search technique, the researcher will not get data that meets the data standards set. Data search can be done in various settings, various sources, and in various ways. When viewed from the setting, data can be collected in a natural setting, in a laboratory with an experimental method, at home with various respondents, in a seminar, in a discussion. When viewed from the source of the data, the data collection can use primary sources and secondary sources. Primary sources are data sources that directly provide data to data collectors, and secondary sources are sources that do not directly provide data to data collectors. for example, through other people or documents.

III. Result and Discussion

A brand is reluctant to rely on big names alone, but also needs to show and protect the performance of People, Product, Place, Price, Promotion, Process and Physical Evidence, which when talking about maintaining a corporate brand has a very strong correlation with how the industry is managed, especially People aspect or their internal stake holder. PT Home Center Indonesia or commonly known as Informa is reluctant to be able to survive in relying on big names that are already well-known, but must carry out movements in maintaining and improving its corporate brand by managing people or internal stakeholders in it, one of which is Management Trainee.

Running according to expectations which is a program Management Trainee which has been implemented since 2017 has been quite successful in passing hundreds of candidates. Where those who have studied for one year or earlier have occupied quite high positions in the company, starting from the position of Deputy Operation Manager to Area Operation Manager. The new status they have achieved is reluctant to rule out the possibility that Management Trainees will show their social media the achievements they have obtained, namely the status of a manager with a young age.

PT Home Center Indonesia prospectively analyzes the performance produced by Management Trainees, what innovation ideas are their action plans, of course this is very relevant to the world of work where there are KPIs (Key Performance Indicators), on the other hand there are aspects that support the assessment of an employee. This Management Trainee is known as Performance Appraisal where the assessment in this aspect is more directed to the Personality, Behavior, Attitude and so on from a Management Trainee in carrying out their Daily Activity while being an employee of PT Home Center Indonesia.

In maintaining stability and improving the performance of their internal stakeholders, PT Home Center Indonesia carries out a controlling activity, especially in the Management Trainee division. This activity is quite easy for the Human Capital Learning Development team to do by creating an application innovation idea called KLA Mobile which is maintained by the division. This application functions as a platform that can only be used or accessed by someone who is registered with the employee system, in other words, people who are not part of PT Home Center Indonesia are reluctant to access the application and this application is reluctant to be available on the play store and appstore.

With the recent Covid-19 pandemic, the industry is in a management crisis which is quite complex, but the efforts made to deal with this management crisis are quite optimal, one of which is to expect all Management Trainees as the frontline of the industry in order to maintain the good running of the industrial economy. in terms of Sales Achievement, Promotion Aspect and People Management. Therefore, the industry continues to strive to provide guidance, both in the form of soft skills or hard skills,

Personal Branding will be directly proportional to the concept of the Good Name (The Law of Goodwill). Seeing the Management Trainee daily activity where briefing activities with the aim of providing direction are always carried out every day, one person's personal branding will have an influence on another if it is perceived as optimal by the surrounding community. At this stage, it can be said that Management Trainees have special characteristics when publishing themselves as well as channeling their ideas and thoughts compared to other teenagers in general, for example in terms of the language used in conveying a material, in general the language conveyed uses scientific language that is rarely conveyed by other leaders.

There is an adoption stage which states that an innovation is accepted or rejected. This situation is about to change again as a result of the influence of the area of the adoption recipient. That's why, Rogers (1983) again witnessed his theory of innovation policy, namely: Knowledge (knowledge), Persuasion (persuasion), Decision (determination), Implementation (implementation), and Confirmation (confirmation).

3.1 Knowledge stages

At this stage, a person is reluctant to have information about new innovations. Therefore, information about these innovations must be conveyed through the various communication channels available, either through electronic media, print media, or interpersonal communication between individuals. The stages are also influenced by many characteristics in making policies, namely socio-economic characteristics, personal values and communication patterns.

3.2 Persuasion Stages

At this stage, a person is in innovation and actively finds information/details about the innovation. The second stage occurs more in the level of thinking of potential users. Innovation is defined as sustainable in the characteristics of innovation, namely: Strengths, innovation, level of harmony, complexity, can be tried and can be seen.

3.3 Policy Stage

The policy stage in the innovation policy stage occurs when a person or other policy-making unit has activities that lead to options for adopting or rejecting the innovation. Adoption is the requirement to take full advantage of the innovation as the best available course of action. Rejection is a policy to be reluctant to adopt an innovation. It is important to remember that the stages of an innovation policy can logically lead to rejection and adoption decisions.

From this explanation, PT Home Center Indonesia is in the decision stage of an innovation that is created more towards the principle of the background problems or constraints that occur in the industry. So that with these problems, innovation ideas arise in order to minimize problems that are con-sidered reluctant to create an effectiveness in operational activities. The KLA Mob ap-plication initially became a scourge especial-ly for employees, there needed to be a fairly long transition regarding training which was usually offline but with advances in infor-mation technology, time and team con-straints and the

problem of the COVID-19 pandemic, where social distancing activities were mandatory so that training activities are carried out online by accessing the KLA Mob application.

3.4 Implementation Stage

In this stage, employing a person for different innovations depending on the situation. During this stage, one finds the function of innovation and can find more information about it. From this explanation, with the E-Learning innovation, this has become a new culture for the industry, especially the individuals who are in it. One of them is the Trainee Management which was confirmed by one of the names of Cahaya Geovani Fiskia who said that:

The initial use of this application was rather difficult, where several times there were problems with access to study the material provided through the media, while we were given a target for completing the post test or there was a duration of the post test. From the obstacles that occur, the industry is trying to improve the system of the application, so that for now it is easier to get material that supports our self-improvement as someone who is prepared to become an industry leader in the future and it is easier for us to access the post-test given which has a big impact. good enough in order to become a supporting medium to achieve a higher level position or advance in career with the certificate obtained.

3.5 Confirmation Stage

After a policy is created, one then wants to find justification in his policy. reluctant to rule out the possibility of someone later changing their policy, refusing to accept the innovation after carrying out the assessment.

At this stage it applies to Management Trainees where, the initial process when they are accepted at the company as part of the employees always receive offline material which is carried out in a class like school or college. But gradually due to decisions and consequences that they must be ready to be placed in all Indonesian branch areas, so to optimize their performance, the trainer team always monitors the development of management trainees through the KLA Mob application. Because this has become an obligation for management trainees to upgrade themselves by using the application, learning E-Learning materials through the application is acceptable and has become a culture for industrial operations actors, especially management trainees themselves.

The supporting theory used is the innovation diffusion theory which consists of two equivalent words, namely diffusion and innovation. Rogers 1995 in Sciffman and Kanuk (2010) defines diffusion as (the process by which an innovation is communicated through certain channels overtime among the members of a social system), the stage in which an innovation is communicated through certain channels over a certain period of time between members of a social system. the social system beside it. Diffusion can also be considered as a type of social change, namely a stage of change that occurs in the structure and use of social systems.

The E-Learning material contained in the application is only a basic thing for Management Trainees in creating personal branding in improving an industrial brand through their social media, namely Instagram and LinkedIn, but the rest each individual has their own way and style to package a personal branding model that like what they created but still guided by the company's operational standards.

From the overall explanation above, that the material received and must be done by the Management Trainee is not small. All kinds of aspects related to operations, both soft skills and hard skills, must be implemented optimally. all of this aims to maintain and improve the image of the company, where the industry will manage human resources for

the position of Management trainee to the maximum, by providing an extraordinary job description, but behind that there are benefits provided in terms of rewards and facilities from the industry for it .

All ideas, new techniques, or objects are carried out by someone as something new, namely innovation. Only here is reluctant only in the period of time since the invention or the first use of the innovation. The main condition is novelty in opinion, or subjective novelty, the condition that is defined for a person, who chooses his reaction to the innovation. In other words, if something is seen as new to a person, then the situation is innovation (Nasution, 2004). The speed with which innovation spreads throughout the market depends on the amount of communication between marketers and consumers, or communication between consumers (Schiffman and Kanuk, 2010). Rogers in Mardikanto (1988) argues that the communication channel is a channel through which messages can be conveyed from the source to the recipient.

Entering the era of information openness and the expansion of technology in social networks, some are considered that the presence of social media is only a one-time situation that will disappear tomorrow. This situation still creates many disputes in many circles. However, the existence of social media in the midst of social life is a situation that should be praised because the situation is part of the advancement of information technology that can make a fantastic breakthrough.

What is certain is that with guidance from the Human Capital Learning Development team who will direct Management Trainees such as self-discipline, character mastery, public speaking, product knowledge, operational management, problem solving, customer relation management and many more. Where the results of the learning can make a campaign from each individual in creating a personal branding model that can improve their corporate brand through social media and their daily activities with the hope of realizing the industrial vision and mission of making the retail industry the number one in Indonesia. Customer relation management and much more. Where the results of the learning can make a campaign from each individual in creating a personal branding model that can improve their corporate brand through social media and their daily activities with the hope of realizing the industrial vision and mission of making the retail industry the number one in Indonesia. Customer relation management and much more. Where the results of the learning can make a campaign from each individual in creating a personal branding model that can improve their corporate brand through social media and their daily activities with the hope of realizing the industrial vision and mission of making the retail industry the number one in Indonesia.

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IV. Conclusion

This research intends to see to know the personal branding model of Management Trainees in carrying out their daily activities while being employees of PT Home Center Indonesia regarding what Management Trainee highlights both in their lives directly and from their Instagram and LinkedIn social media. According to the results of research in any personal branding model that stands out for Management Trainees in their daily lives and through social media, it can be concluded that Management Trainees highlight 8 of 8 personal branding concepts, namely: Leadership (The Law of Leadership), Personality (The Law of Leadership), Difference (The Law of Distinctiveness), Visible (The Law of Visibility), Unity (The Law of Unity, Keteguhan (The Law of Persistence) and Good Name (The Law of Goodwill).

From the explanation above, this research found one concept that is part of an existing concept, namely the concept of Multitalent (The Law of Multitalent), where from the eight existing concepts and one concept found in this research refers to the idea of innovation, namely the KLA Mob application. who have expectations with the existence of this media, Management Trainees can learn about aspects of being an industry leader who is versatile both soft skills and hard skills in a very short period of time with a guarantee of a brilliant career as well as being a medium in order to create a positive personal branding model to improve good corporate brand in the eyes of the general public and even competitors.

Based on the results of research on Management Trainee's personal branding model on social media accounts and in their daily lives, it was witnessed that the personal branding model they were trying to create was an optimal form of personal branding and lead to a sense of pride that they describe for being part of the largest retail industry in Indonesia. so that people who are reluctantly directly related to a Management Trainee both family, neighbors and followers on social media as well as industrial competitors know more about the existence of PT Home Center Indonesia or Informa as the number one furniture industry in Indonesia.

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