

# Tips on Building Personal Branding with Rachel Amanda Aurora

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**HumasUPNVJ** - In order to provide provision for students and new graduates to go to the world of work, UPN Veteran Jakarta through the UPT Career Development and Entrepreneurship organizes an online Student and Graduate Training Softskill Seminar with the theme "Building Personal Branding in Preparing Yourself for the World of Work" which took place on Thursday (15/10/20).

UPN Veteran Jakarta as a competent graduate-producing university, and to support the Indonesian Ministry of Education and Culture's Freedom to Learn program. With this, students and graduates need to be equipped to face the real world of work.

In front of more than 200 participants who attended this virtual seminar, Dr. dr. Ria Maria Theresa conveyed a message to the participants to keep trying to seek knowledge and experience from anywhere because by getting positive values from anywhere, we can find the personal branding we want.

"Even though we have graduated, we still seek knowledge because without seeking knowledge and adding connections outside we cannot find our personal branding, keep working to continue to provide benefits for ourselves and also the wider community and we need to know that success in the world of course we need collaboration and must be able to adapt. well. only people who can adapt well can face the current conditions and situations," explained dr. Ria.

Please note, Personal Branding is what people see and talk about you, when you are not in the room. Personal brand can help you develop yourself while strengthening your position as a leader in a field or industry. A personal brand can also help you increase your career success and provide opportunities to achieve your goals.



When people know that you have a strong character and expertise in a field, many opportunities and paths will open up in building your career. In addition, you will increasingly be sought after by various people or industries that need these skills.

Interestingly, these tips for building Personal Branding were delivered directly by a beautiful and accomplished actress who has starred in dozens of feature films, soap operas and also FTV, namely Rachel Amanda Aurora, who we usually call Amanda. In the midst of her busy life, Amanda shared her experience and knowledge in accordance with the field she is currently living in.

In this case, Amanda conveyed the various experiences she had from being a child actress to now growing up with her newest roles.

"Talking about my career, I've worked since I was small because I really liked acting since I was little, then it was quite intense in commercials. But talking about Personal Branding it seems that I just encountered it when I entered the world of higher education, with the activities that I did and the new roles that I took on, from there people just knew that Amanda was not a child actress anymore because all this time many thought Amanda was an actress. littleâ€¢.

â€¢Sometimes we also think about how to build Personal Branding at this time, it also happens that studying psychology majors makes us more aware that Personal Branding does not only show an â€¢imageâ€¢ in front of many people, but we also have to be more aware of ourselves what kind of values we want to display, so it's not about just "wanting to be good" in the eyes of other people, "said Amanda

"In the past, maybe I felt like I wanted to be seen as a mature woman, but now I want to be seen, just as I am, and eventually other people understand that."



In this two-way seminar, participants can also ask questions and have a direct conversation with Amanda at any time. One of them is Afif who asked how to balance Personal Branding on social media and what we are in reality. For example, on social media we look passive, but in reality we are happy to interact.

Amanda believes that we can add one level of Personal Branding on social media by opening interactions with followers, such as opinions or views on issues that are being discussed by many people at that time. this can be tried and we can do our own research on how the audience responds.

"Personal Branding is ultimately in yourself, so identify and value what is good in us then bring out these positive things to become our Personal Branding" concluded Amanda.

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