

DEVELOPING ESSENTIAL SKILLS FOR PERSONAL BRANDING IN THE 4.0 ERA

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Abstract: Personal branding development is an important aspect of competing in the Industrial Revolution 4.0 era, which is characterized by technological advances and increasingly competitive market demands. This study aims to identify four core skills-communication, adaptability, professional networking, and self-promotion-as the foundation of effective personal branding. Using a descriptive quantitative approach, with a 20-item questionnaire as the instrument, the study involved a survey of 21 young professionals in the technology and creative sectors. Results showed a significant relationship between the mastery of these core skills and the enhancement of an individual's personal branding. The findings highlight the importance of technological adaptation, communication skill development, utilization of professional networks, as well as appropriate self-promotion strategies in building reputation and career sustainability. This research provides practical and theoretical contributions for individuals who want to build strong personal branding in the digital age.

INTRODUCTION

The Industrial Revolution 4.0 brings significant changes in various aspects of life, including competition in the world of work. This era is characterized by the integration of advanced technology that requires individuals to highlight their uniqueness. One of the keys to staying relevant in this competition is the development of personal branding. Personal branding helps individuals build a strong and authentic self-image, thus being able to compete in an increasingly competitive market. Therefore, specialized skills are needed to build effective personal branding.

Personal branding is not only about visual image or self-promotion, but also involves mastering certain skills. In the context of the Industrial Revolution 4.0, effective communication, adaptability, extensive networking, and the ability to promote oneself are

important components. These skills support individuals in building reputation and trust that support their careers. Given the importance of these skills, this study aims to explore the relationship between mastery of these skills and personal branding success.

Several studies have discussed the importance of personal branding in facing the challenges of the Industry 4.0 era. Research by Suhernik (2018) highlights how the Industrial Revolution 4.0 is changing the role of librarians, who now have to adapt to technology to keep their profession relevant through building perceptions of institutional quality, service improvement, and librarian brand awareness. Furthermore, according to Salsabila (2023), personal branding is proven to increase employee competence in the digital era, especially at BSI KCP Perbaungan, by helping them stand out in fierce competition. Meanwhile, the study by Salsabila, et al. (2022) discusses how millennials can build effective personal branding through social media and technology to create a strong self-image. In addition, an article by Raju dan Setiawan (2024) emphasizes the importance of personal branding on social media as a strategy to increase individual visibility and reputation in the digital era. From these various studies, personal branding has proven to be an important factor that individuals and professionals need to develop to remain relevant and competitive in the Industry 4.0 era.

Previous research shows a diverse focus in discussing personal branding in the Industry 4.0 era, such as its application to librarians, employees in the Islamic banking sector, and millennials. Most of these studies underscore the importance of using social media, digitalization and technological adaptation to build personal branding. However, your research is fundamentally different by specifically identifying four core skills-communication, adaptability, networking and self-promotion-that form the foundation of personal branding. In addition, your research uses a descriptive quantitative approach with a survey of young professionals in the technology and creative sectors, which provides a new contribution by analyzing the relationship between these skills and strengthening personal branding.

Public awareness of the importance of personal branding needs to be increased to encourage more individuals to develop relevant skills. In the long run, strong personal branding can create sustainable career opportunities. That way, individuals are not only able to compete, but also contribute to the development of industries in the modern era. This research is the first step in providing practical and theoretical guidance to build effective personal branding in the era of Industrial Revolution 4.0.

RESEARCH METHODS

This study used a descriptive quantitative method with a survey as the data collection technique. The research instrument was a 20-item Likert scale-based questionnaire designed to measure four core skills-communication, adaptability, networking, and self-promotion-in relation to personal branding. The questionnaire was distributed to 21 respondents randomly selected from among young professionals in the technology and creative sectors. This approach is expected to provide significant insight into the importance of developing these skills in supporting career success in the era of the Industrial Revolution 4.0.

RESULTS AND DISCUSSION

Frequency Distribution

Communication in personal branding

Table 1. Communication in personal branding

			1	2	3	4	5
Statement	N	SD	D	N	A	SA	
I feel confident in conveying ideas verbally in public.	21	-		2 (9,5%)	8 (38,1%)	8 (38,1%)	3 (14,3%)
I am able to adjust my communication style according to different audiences.	21	-	-		11 (52,4%)	6 (28,6%)	4 (19%)
I actively listen to others' opinions in discussions or meetings.	21	-	-		5 (23,8%)	10 (47,6%)	6 (28,6%)
I feel able to convey messages clearly through writing, such as emails or reports.	21	-		1 (4,8%)	7 (33,3%)	9 (42,9%)	4 (19%)
I often ask for feedback to improve my communication skills.	21	-		1 (4,8%)	7 (33,3%)	9 (42,9%)	4 (19%)

Most respondents felt fairly confident in conveying ideas verbally in public, with 38.1% agreeing and strongly agreeing (SA). A total of 52.4% of respondents were able to adapt their communication style to the audience, indicating good communication adaptability. In terms of active listening, 47.6% of respondents agreed, indicating they tend to focus on others' opinions in discussions or meetings. In addition, 42.9% of respondents felt able to convey messages clearly through writing such as emails or reports, while 33.3% were neutral on this ability. A total of 42.9% of respondents also frequently ask for feedback to improve their communication skills, signaling an intention to keep improving.

The importance of effective communication skills has been discussed in various studies. For example, Marfuah (2017) found that the application of the Jigsaw-type cooperative learning model can significantly improve students' communication skills. In addition, Rahma (2017) showed that the window shopping cooperative method can increase student participation in classical counseling guidance, which has implications for improving interpersonal communication skills.

Thus, the results of this survey are in line with previous findings that emphasize the importance of communication adaptability, active listening skills, and clarity in written communication. Efforts to continuously solicit feedback and improve communication skills reflect an awareness of the important role of communication in various contexts, both educational and professional.

Adaptability in personal branding

Table 2. Adaptability in personal branding

			1	2	3	4	5
Statement	N	SD	D	N	A	SA	
I feel comfortable working in an environment where technology changes frequently.	21	-	1 (4,8%)	8 (38,1%)	8 (38,1%)	4 (19%)	
I can easily learn new skills to suit the needs of the job.	21	-	1 (4,8%)	5 (23,8%)	11 (52,4%)	4 (19%)	

I am open to new ideas even if they differ from my point of view.	21	-	-	4 (19%)	12 (57,1%)	5 (23,8%)
I can manage stress well when faced with unexpected situations.	21	-	1 (4,8%)	6 (28,6%)	8 (38,1%)	6 (28,6%)
I feel able to work effectively with a team that has different backgrounds.	21	-	-	4 (19%)	14 (66,7%)	3 (14,3%)

The majority of respondents (38.1%) felt comfortable working in an environment of frequent technological change, while 19% strongly agreed with this statement. In learning new skills to meet the needs of the job, 52.4% of respondents agreed that they could easily do so. In addition, 57.1% of respondents were open to new ideas even if they differed from their own views, reflecting high flexibility. When faced with unexpected situations, 38.1% of respondents stated that they are able to manage stress well, and 66.7% of respondents feel effective working with teams that have diverse backgrounds.

This finding is in line with previous research that emphasizes the importance of adaptation and self-efficacy in improving employee performance. The study by Syam et al. (2023) found that self-efficacy and adaptability have a positive and significant effect on employee performance at the Central Bureau of Statistics of Gowa Regency. In addition, other studies show that adaptability and consistency have a positive effect on employee performance, as found in a study at PT ISS Indonesia Area Thamrin Plaza Medan (Rajagukguk, 2024).

In the context of the Industrial Revolution 4.0, adaptability to technology is becoming increasingly crucial. These changes create opportunities for a workforce that is ready to adapt and improve technical and analytical skills. Previously manual jobs now require an understanding of technology and data analysis. While there are challenges in automating some sectors, the Industrial Revolution 4.0 opens the door to innovation and upskilling, allowing humans to work smarter and more efficiently, and creating a brighter and more opportunity-filled future of work.

Networking in presonal branding

Table 3. Networking in presonal branding

		1	2	3	4	5
Statement	N	SD	D	N	A	SA
I actively build professional relationships with people in my field.	21	-	3 (14,3%)	6 (28,6%)	7 (33,3%)	5 (23,8%)
I feel comfortable interacting with new people at networking events or seminars.	21	1 (4,8%)	5 (23,8%)	4 (19%)	8 (38,1%)	3 (14,3%)
I utilize social media to build professional relationships.	21	1 (4,8%)	1 (4,8%)	9 (42,9%)	6 (28,6%)	4 (19%)
I have mentors or connections that help me in my career development.	21	1 (4,8%)	4 (19%)	10 (47,6%)	4 (19%)	2 (9,5%)
I often participate in communities or activities relevant to my career.	21	1 (4,8%)	2 (9,5%)	6 (28,6%)	10 (47,6%)	2 (9,5%)

In terms of building professional relationships, 33.3% of respondents agreed that they actively do so, although 14.3% disagreed. Interacting with new people at networking events or seminars is challenging for some respondents, with only 14.3% strongly agreeing that they feel comfortable in these situations. A total of 42.9% of respondents used social media to build professional relationships, although 4.8% strongly disagreed with this. Support from mentors or connections for career development was only rated as strongly agreed by 9.5% of respondents. Participation in career communities received approval from 47.6% of respondents, indicating moderate engagement.

Research shows that networking is considered an important factor in career development as it provides many benefits, such as access to opportunities, communication skill development, professional development, mentorship, and industry insights. By building a good network of

relationships, one can benefit in career and business and expand opportunities to achieve their goals (Isabirye, et al. 2024).

Self-promotion in personal branding

Table 4. Self-promotion in personal branding

			1	2	3	4	5
Statement	N	SD	D	N	A	SA	
I actively demonstrate my expertise to my boss or colleagues.	21	-	3 (14,3%)	8 (38,1%)	7 (33,3%)	3 (14,3%)	
I use social media to showcase my portfolio or achievements.	21	-	4 (19%)	8 (38,1%)	7 (33,3%)	2 (9,5%)	
I was able to talk about my strengths without being overbearing.	21	-	2 (9,5%)	10 (47,6%)	5 (23,8%)	4 (19%)	
I feel that my personal branding reflects who I really am.	21	-	1 (4,8%)	7 (33,3%)	9 (42,9%)	4 (19%)	
I consistently develop skills that enhance my professional image.	21	-	-	10 (47,6%)	7 (33,3%)	4 (19%)	

A total of 38.1% of respondents agreed that they actively demonstrate their skills to superiors or colleagues, although 14.3% disagreed. In using social media to showcase portfolios or achievements, 33.3% of respondents agreed with this, but 19% disagreed. The ability to talk about their strengths without exaggeration received approval from 47.6% of respondents, with only 9.5% disagreeing. A total of 42.9% of respondents felt that their personal branding reflected their true identity, while 4.8% stated otherwise. In addition, 47.6% of respondents agreed that they consistently develop skills to enhance their professional image, demonstrating a strong effort in self-promotion.

In addition, research shows that effective personal branding can increase career satisfaction through enhancing perceptions of one's employability. A study of Gorbатов, et al. (2019) found that personal branding is positively related to career satisfaction, mediated by perceived employability. That is, individuals who actively build a personal brand tend to feel more satisfied with their careers as they feel more capable and competitive in the job market. This is due to the ability of social media to reach a wider audience and allow individuals to showcase their skills and achievements more effectively.

Core skills (communication, adaptability, networking, and self-promotion) contribute to the development of personal branding in the Industry 4.0 era

Core skills such as communication, adaptability, networking, and self-promotion play an important role in the development of personal branding in the Industry 4.0 era. Effective communication allows individuals to clearly convey their value and expertise, both through face-to-face interactions and digital platforms. Adaptability helps individuals adjust to changes in technology and industry trends, ensuring that their personal brand remains relevant and competitive. In addition, the ability to build a strong network through social media and professional platforms expands the reach and influence of one's personal brand. Strategic self-promotion, especially through digital media, allows individuals to showcase their expertise and achievements to a wider audience, increasing their visibility and professional reputation.

In addition, a study by Kongsri & Jaroenwanit (2024) discusses the factors that influence success in building a personal brand. The article concludes that elements such as consistency, authenticity and a deep understanding of the target audience are crucial in creating a successful personal brand. It highlights the importance of adaptability and networkability in the personal branding process.

Overall, the existing literature suggests that core skills such as communication, adaptability, networking and self-promotion are essential in the development of personal branding in the Industry 4.0 era. The ability to communicate effectively, adapt to change, build strong networks, and promote oneself strategically through digital media can increase professional visibility and reputation, which in turn can open up better career opportunities.

A significant correlation between the mastery of these four skills and career sustainability in the Industry 4.0 era

Mastery of skills relevant to Industry 4.0 has a significant correlation to career sustainability in this era. According to Pinzone, et al. (2017), digital transformation in industry requires the workforce to master new skills suited to advanced technologies such as automation, Internet of Things (IoT), and data analytics. The study emphasized that individuals who are proactive in developing these skills are better able to adapt to change, thereby enhancing their career sustainability amidst rapid industry evolution.

In addition, other studies have shown that the integration of Industry 4.0 technologies in sustainable business practices requires the development of specific skills among employees. The study highlights that sustainable business practices in the context of Industry 4.0 depend not only on the adoption of advanced technologies, but also on the ability of employees to adapt and utilize such technologies effectively. As such, mastery of Industry 4.0-relevant skills is a key factor in ensuring individual career sustainability in this digital age.

CONCLUSIONS AND RECOMMENDATION

Core skills such as communication, adaptability, networking and self-promotion play an important role in personal branding development in the Industry 4.0 era. Effective communication, both verbal and written, as well as the ability to listen actively and solicit feedback are key foundations. Adaptability to technological changes, openness to new ideas, and the ability to work in teams with different backgrounds are also key factors that support the success of personal branding.

To increase competitiveness, individuals need to build professional networks through social media and other networking activities. In addition, strategic self-promotion through digital media allows individuals to increase their professional visibility and reputation. Research shows that mastery of these skills is positively correlated with career sustainability, especially amidst rapid technological change.

Individuals are advised to attend communication, adaptability and stress management training to face the challenges of Industry 4.0. The use of social media as a networking and digital portfolio building tool needs to be optimized, along with active participation in professional communities. With this approach, individuals can create strong personal branding, reflect an authentic identity and expand career opportunities in the digital era.

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