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SYLECTION

**Personal Branding of Dra.
Hj. Kustini Sri Purnomo in
Local Leaders Election of
Sleman District 2020**

Facing *Hierarchy Woman Politics*
in Yogyakarta

Leading the
biggest
population in
Yogyakarta

How *Personal Branding*
Theory Works

Facing other challenges in
becoming the *first female regent*
in Sleman

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الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY
بنى الإنسان أبناءاً نجساً بملابسنا



Data from Yogyakarta's 2019 General Election

"Highlights the underrepresentation of women among registered voters and legislative roles"

a situation often exacerbated by cultural barriers within patriarchal settings. These challenges necessitate addressing to enhance women's political participation and promote increased political engagement and civic education, particularly among the younger generation



“Indonesia's 1945 Constitution = ensuring equal rights and responsibilities for all citizens”

In Sleman Regency, female representation in parliament stood in 2019 and increased 2020

26% to 28%

primarily due to affirmative action prompted by constitutional changes. Law No. 12 of 2003 mandates that political parties participating in elections must ensure that at least 30% of their candidates for legislative positions are women

(Priandi & Roisah, 2019) - **Upaya Meningkatkan Partisipasi Politik Perempuan Dalam Pemilihan Umum di Indonesia**
Source : Jurnal Pembangunan Hukum Indonesia

(Ignatius, 2010) - **Strategi Meningkatkan Keterwakilan Perempuan**
Source : Dokumen Dewan Perwakilan Daerah

Covid-19

In 2020, Indonesia faced the challenge of conducting Local Leaders Elections (Pilkada) during the global COVID-19 pandemic, notably impacting the election process and public attention

Hierarchy Woman Politics in Yogyakarta

Despite increased female participation in Indonesian politics since 1955, gender disparities persist, particularly in legislative and executive positions, leading to women being underrepresented in high-ranking roles.

First Woman Regent in Sleman History

Media plays a pivotal role in influencing public perceptions of women, with positive portrayals fostering more favorable attitudes, and negative depictions generating adverse perceptions, highlighting the media's substantial impact on public attitudes toward women.

(Iman, 2023) - **Peran Masyarakat Dan Kuota Perempuan Dalam Pemilihan Umum Serentak Tahun 2024**
Source : Jurnal Pembangunan Hukum Indonesia

(Pudji, 2008) - **Citra Perempuan Dalam Politik**
Source : Yinyang: Jurnal Studi Islam Gender dan Anak



How can **Kustini Sri Purnomo** win the Sleman Regional Election in 2020 amidst these obstacles with **Personal Branding Theory Scope?**



Qualitative Research

This qualitative descriptive research involves gathering data in the form of textual descriptions from written or spoken sources and observing observable behaviors.

Case Study

A case study is a method in this research that extensively explores a specific issue. It involves in-depth data collection from various sources and delves into particular individuals or social units within a specific timeframe. This approach focuses on comprehensively, intensively, and meticulously understanding the problem or contemporary phenomenon being studied.

Data Collecting Techniques

Data analysis followed Miles and Hubberman's approach, involving data reduction, presentation of condensed data, and the formulation and validation of conclusions based on the collected and processed data.

Triangulation Data

The data from these diverse sources are subsequently analyzed by describing, categorizing, and identifying both their commonalities and distinctions

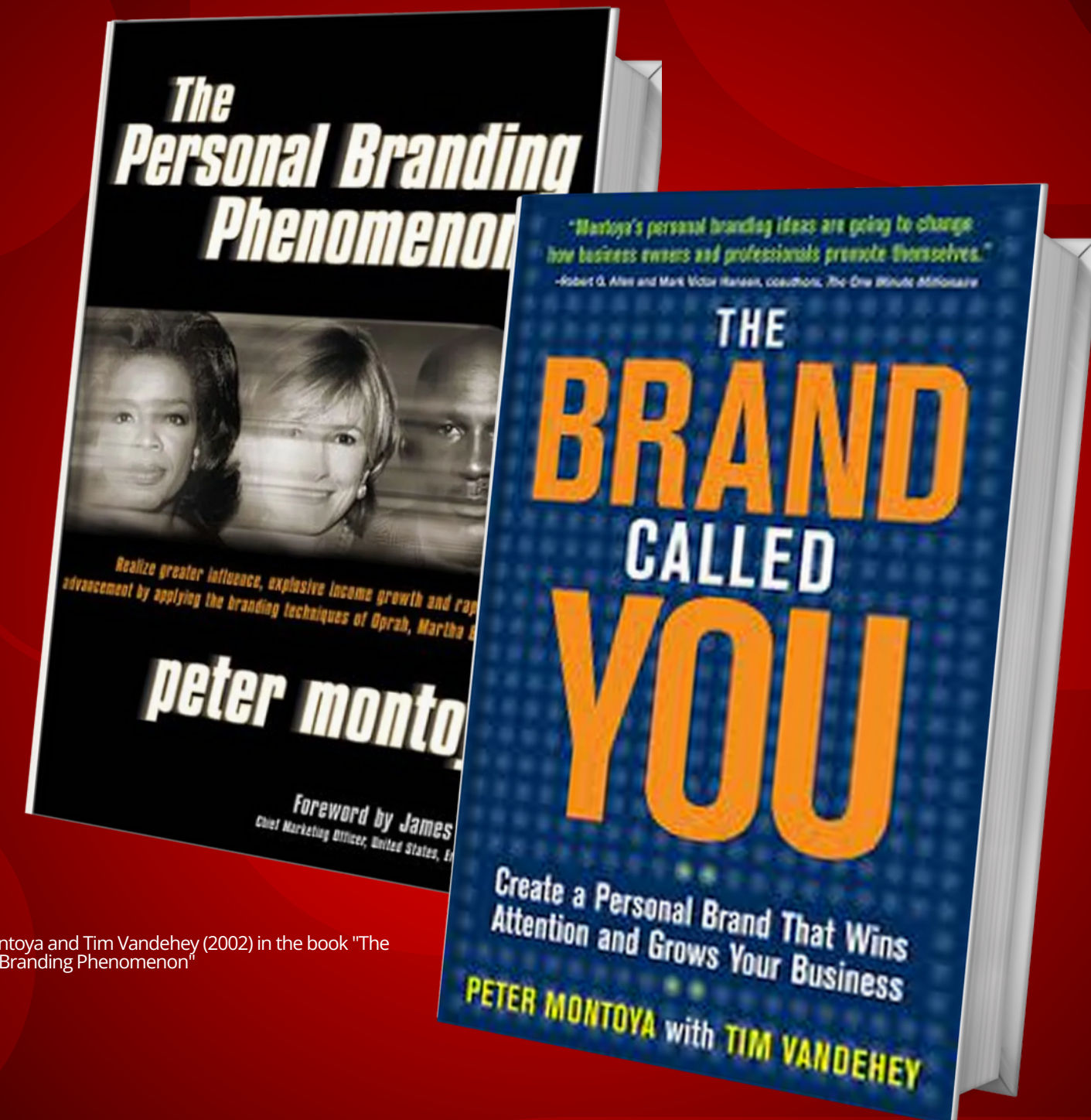
(Zuchri, 2019) - **Metode Penelitian Kualitatif**
Source : Syakir Media Press

(Murdiyanto, 2020) - **Metode Penelitian Kualitatif (Teori dan Aplikasi disertai Contoh Proposal)**
Source : Lembaga Penelitian dan Pengabdian Pada Masyarakat UPN "Veteran" Yogyakarta Press

(Samiaji, 2021) - **Analisis Data Penelitian Kualitatif**
Source : PT. Kanisius

(Haryoko, et al., 2020) - **Analisis Data Penelitian Kualitatif (Konsep, Teknik, & Prosedur Analisis)**
Source : Badan Penerbit Universitas Negeri Makassar

Personal Branding Theory According to;



Peter Montoya and Tim Vandehey (2002) in the book "The Personal Branding Phenomenon"

Peter Montoya and Tim Vandehey (2002) in the book "The Brand Called You : Create a Personal Brand That Wins Attention and Grows Your Business"

According to Peter Montoya and Tim Vandehey (2002) in the book "The Brand Called You : Create a Personal Brand That Wins Attention and Grows Your Business" there is 3 point to succeeding the personal branding and Kustini Sri Purnomo related to those point such as

Clarity

Kustini Sri Purnomo effectively conveys a clear and transparent image to the public, openly sharing her identity and specialized services via various media channels, while also demonstrating her strong commitment to community welfare through active engagement in programs documented and shared on social media, strategically targeting specific demographics through platforms like Facebook and Instagram.

Specialization

In her pursuit of personal branding, **Kustini Sri Purnomo is the only woman in Sleman District regent history. The public recognizes her distinctiveness in capturing public attention, differentiating herself from competitors.** Hence, she sought to establish a particular position in the political landscape that set her apart from her peers.

Consistency

throughout her campaign and involvement in the Sleman 2020 regional head election, **Kustini Sri Purnomo consistently upheld her messaging and actions, actively engaging with the women's community, advocating for women's values, and effectively communicating her husband's prior regency programs to the public.** She has consistently conveyed her personal brand to the public, maintaining unwavering core messages. This sustained consistency has cultivated a perception of reliability in her political identity and commitments



The results also findout Kustini Sri Purnomo there connect with 8 Laws of Personal Branding and to ensure the discussion already being stated before, According to Peter Montoya and Tim Vandehey (2002) in the book "The Personal Branding Phenomenon" such as;

Specialization

to embody the critical aspects of personal branding, and one must emphasize specialization in specific areas of expertise. **Kustini Sri Purnomo demonstrates exceptional vision, upholds a positive and innovative management style, lives a unique and hardworking lifestyle, and gains inspiration from significant individuals who have supported her.** Moreover, she adeptly manages multiple roles, participating actively in various organizations while successfully running her furniture business, showcasing her multifaceted leadership

Leadership

before her successful election as the Sleman regional head, **Kustini Sri was actively engaged in various organizations and communities, such as the Sleman Regency Sports Women's Association, where she initiated activities to revitalize Deggung Park through gymnastics programs.** Moreover, she achieved several accolades in her previous leadership roles, including the Champion of Orderly Administration (Madya III) in Sleman Regency, underscoring her outstanding contributions and exceptional leadership abilities.

Personality

Kustini Sri Purnomo is well-regarded for her amiable and protective personality, maintaining a warm and professional demeanor while actively engaging with the community and local government staff. Her confidence and composure were notably demonstrated during the first debate of the 2020 Pilkada, highlighting her poised and self-assured character.

Distinctiveness

Kustini Sri Purnomo, as the first woman to be elected regent in Sleman District, challenges and disproves traditional gender hierarchies in Yogyakarta by taking on responsibilities that women can effectively manage. She understands the importance of standing out and embraces her uniqueness and distinctive perspective. During her inauguration as sleman's regent, she emphasized her readiness to listen to the community's aspirations and build humanitarian solidarity, especially among those affected by COVID-19, setting herself apart and garnering public attention.

Visibility

She actively engages with the community, both online and offline, using well-timed and purposeful interactions. Her social media presence is notably effective, with engaging content on platforms such as Instagram, Facebook, and YouTube, each tailored to different age groups and interests. Furthermore, her visibility and recognition increased when she initiated the creation of Sleman Regency's "Sinom Parijoto Salak" batik in 2017, supported by her husband, Sri Purnomo, further enhancing her public profile

Unity

Kustini Sri Purnomo consistently aligns her personal life with the values she conveys through her branding, exhibiting wisdom, compassion, and a genuine connection with the Sleman community. Her commitment to her family, respect for her husband, and her dedication to raising a successful son reinforce the ethical principles that underpin her branding, fostering trust and credibility among her acquaintances

Persistence

she has invested in academic and reputation capital, evident in the awards she garnered over 15 years. Moreover, her successful 2020 campaign for Sleman Regency had strong support from groups like the Association of Indonesian Bridal Makeup Experts (HARPI) Melati DPD DIY, which regarded Kustini Sri as an exemplary figure dedicated to the development of Indonesia, particularly Sleman.

Goodwill

Kustini Sri Purnomo's successful personal branding is rooted in her dedication to virtuous causes and positive societal impact. **Her motivations are firmly grounded in improving societal welfare and seeking spiritual rewards consistent with her religious beliefs.** This commitment was further kindled by Professor Siswanto, a lecturer at Sunan Kalijaga State Islamic University, who encouraged her to run for the position of regent in Sleman Regency despite the considerable responsibilities it entailed

Conclusion

Sylection Conference Presentation 2023



In this research, the analysis results underscore the significant importance of personal branding for individuals. It transcends the realms of celebrities and social media influencers, emphasizing its relevance for everyone. Personal branding reflects an individual's identity and is an effective platform for showcasing their values and capacity to generate positive impacts in their surroundings. Furthermore, it serves as a distinguishing factor, simplifying the recognition of individuals based on their distinct attributes that deserve recognition and respect

Kustini Sri Purnomo, as the first female regent in Sleman Regency, serves as a prime example of building a robust personal brand by incorporating the eight elements of personal branding, thereby establishing herself as a credible and dedicated leader. Her branding is harmoniously aligned with the principles of specialization and noble objectives rooted in her religious convictions.

Muhammad Raikhan Natsir Ismail - Personal Branding of Dra. Hj. Kustini Sri Purnomo in Local Leaders Election of Sleman District 2020

PENERBITAH KABUPATEN
SLEMAN



sylection
Symposium of Literature, Culture, And
Communication science

thank
you

Best Regard,
Muhammad Raikhan Natsir Ismail



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