

Public speaking and personal branding skills for student organization managers at Dharma Wanita High School Surabaya

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Public speaking and personal branding skills for student organization managers at Dharma Wanita High School Surabaya

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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2021-11-06 Revised: 2021-12-24 Accepted: 2022-02-01 Published: 2022-02-04</p> <p>Keywords Public speaking Personal branding Training Student organization High school</p>	<p>Self-confidence Not everyone has good self-confidence. Therefore, it needs to be encouraged in several ways: through public speaking combined with personal branding. The purpose of this service was to develop public speaking and personal branding skills for student organization managers at SMA Dharma Wanita Surabaya through the PIKAT scheme. The training is divided into two; offline and online. The training program is carried out by carrying out counseling on public speaking and personal branding based on theories in communication. The second activity is to train public speaking and personal branding where the participants can practice their public speaking skills. Monitoring after mentoring and training activities is still carried out. At the end of the program, there are four outputs/recommendations, training modules, activity news, and community service journals. It can be concluded that this activity encourages the development of public speaking and personal branding skills for student organization managers at SMA Dharma Wanita Surabaya.</p>
<p>Kata kunci Public speaking Personal branding Pelatihan Organisasi mahasiswa Sekolah Menengah Atas</p> <div data-bbox="255 1646 383 1780"></div> <div data-bbox="175 1780 470 1848"></div>	<p>Keterampilan berbicara di depan umum dan personal branding bagi pengelola organisasi kemahasiswaan di SMA Dharma Wanita Surabaya. Tidak semua orang memiliki kepercayaan diri yang baik. Oleh karena itu, perlu didorong dengan melakukan beberapa cara: melalui public speaking yang dipadukan dengan personal branding. Tujuan pengabdian ini adalah untuk mengembangkan keterampilan public speaking dan personal branding bagi pengelola organisasi kemahasiswaan di SMA Dharma Wanita Surabaya melalui skema PIKAT. Pelatihan dibagi menjadi dua; offline dan online. Program pelatihan dilakukan dengan melaksanakan penyuluhan tentang public speaking dan personal branding berdasarkan teori-teori dalam komunikasi. Kegiatan kedua adalah melatih public speaking dan personal branding di mana para peserta dapat melatih kemampuan public speaking mereka. Pemantauan setelah kegiatan pendampingan dan pelatihan tetap dilakukan. Di akhir program, terdapat empat luaran/rekomendasi, modul pelatihan, berita kegiatan, dan jurnal pengabdian masyarakat. Dapat disimpulkan bahwa kegiatan ini mendorong berkembangnya keterampilan public speaking dan personal branding pengelola organisasi kemahasiswaan di SMA Dharma Wanita Surabaya.</p> <p>Copyright © 2022, Juwito et al This is an open-access article under the CC-BY-SA license</p> <div data-bbox="1133 1780 1316 1848"></div>

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INTRODUCTION

Self-confidence is one of the most important aspects of a person's personality. Self-confidence is the belief that someone can overcome a problem with the best situation and provide something pleasant for others. Awareness of the importance of having self-confidence is fundamental to realize early on, especially for teenagers who will begin to step on the stage of the process of self-maturation. Several factors influence a person's self-confidence, one of which is environmental factors (Nadiyah et al., 2019).

Related to Sustainable Development Goals by UNESCO, aspect number 4, quality education, this program offers public speaking training. Through this training, the community service team believes that the team can educate students how to present themselves in public through public speaking. In addition, through this training, students can also learn the benefits of public speaking for their education and career in the future. Students will also be more open to issues, topics, and communications that happen out of their school environment when they are about to create content for their public speaking. They will also be trained to think more critically and analyze the issues they encounter more deeply. As asserted by Nadia and Yansyah (2018), public speaking training has been proven effective to promote students' speaking skill although it did not affect too much in lowering students' anxiety level. It needs more intense trainings, so that other benefits of public speaking can be gained. However, as stated by Endahati (2020), students' speaking skill is still quite low. Teachers can choose a variety of teaching methods to teach public speaking. As asserted by Nadia and Yansyah (2018), games, speech competition, and conversations with native speakers can be used to teach public speaking to students.

The importance of self-confidence is a precious attribute in a person social life. Without self-confidence, it will cause many problems in a person. Through self-confidence, a person can actualize all his potential. In addition, by having self-confidence, someone can do some important elements in public speaking, one of which is delivering the points of the public speaking in memorable ways (Angraini, 2016). Unfortunately, there are not a few teenagers who still do not dare to be confident and still have doubts about themselves. They generally still face the fear of trying new things, the fear of being the center of attention, the fear of being underestimated by people. These prejudices make many teenagers undeveloped and unable to practice their skills (Herbein et al., 2018).

Public speaking is one of the means so that a person can increase his confidence. Everyone will at some point face the opportunity to speak in public. People often get nervous when they speak in front of public or many people that is called public speaking (Netta et al., 2020). Therefore, it is essential for today's youth to learn public speaking skills as an asset for the future. Someone who pursues public speaking skills will help his/her confidence to become a public speaker. By having high self-confidence, a person will know the potential within him/herself. Understanding of self-potential can develop into a person's hallmark, namely personal branding. Expertise in personal branding can make it easier for others to know us. The unique personal branding, the stronger our confidence (Kadiyono et al., 2020). In addition, as stated by Siahaan, Daulay, and Hadi (2020) everyone can speak, but not everyone has a good public speaking skill. It is also claimed as a scary subject for students (Mufanti et al., 2018).

Therefore, it is essential to hold public speaking and personal branding training activities to increase self-confidence for the administrators of student organizations at Dharma Wanita High School Surabaya. Through this training entire student organizational environment will become more positive, competitive, collaborative and increase students' self-confidence. The training as a form of community service activity took place at Dharma Wanita High School Surabaya, Jalan Kendang Sari V, Tenggilis Mejoyo District, Surabaya City, East Java Province. The urgency of this community service is to grow and increase awareness of the importance of self-confidence through public speaking and personal branding in the digital era (Afrilia, 2018).

Dharma Wanita High School then and now are very different. From a simple aspect, for example, the name is already different, SMADHANI. The name SMADHANI, which is an abbreviation of SMA Dharma Wanita, emerged from the students. However, as an educational community that is responsive to change, if it does not deviate from the culture and character of SMADHANI education, namely polite and high achievement, the school accommodates this designation as a colloquial term. For Smadhani, students are an essential partner in achieving educational goals. So, in setting policies, the orientation is for students' good, not just the interests of foundations and institutions.

Dharma Wanita High School is a private school with adequate facilities and prioritizes discipline for its students. To support government programs and community needs, especially in this global era, Dharma Wanita High School prepares its graduates with mature knowledge and life skills. Based on this background, Dharma Wanita High School has magnificent building facilities, a conducive learning atmosphere, and air-conditioned computer, science, and language laboratories to support educational progress and implement the curriculum at the education unit level (KTSP). Dharma Wanita High School, established in 1983, has equalized status in 2000, and in 2004 has Accredited A status until now, and has carried out community service to give meaning to the surrounding environment.

The vision of Dharma Wanita High School is to excel in quality, character, equipped with science and technology, based on noble character. Hence, the missions of SMA Dharma Wanita, among others: (1) Develop intensive and practical learning and guidance, (2) Develop and improve the quality of human resources (HR) teachers and employees, (3) Improve students' abilities in the field of Information Technology, English and Languages Mandarin certified by a competent institution, (4) Foster appreciation and experience of religious teachings adopted through habituation of daily attitudes

and behavior, (5) Implement quality-based management of national education standards.

Education is a spirit of simultaneous and continuous improvement from time to time. Therefore, education itself requires a refresher according to its time. SMA Dharma Wanita Surabaya always makes refreshment efforts by devoting all abilities and spurring themselves to develop students' educational goals.

As Ki Hajar Dewantara, an Indonesian education figure, said, "Education is a demand in the life of children's growth, guiding all the natural forces that exist in these children so that they as humans and as members of society can achieve the highest safety and happiness" (Mardiyah & Achmad, 2017).

The obstacle of Dharma Wanita High School during the COVID-19 pandemic was the low public speaking ability by the administrators of student organizations. Because since the admission of new students last year, they have never received sufficient training in organizational skills due to the COVID-19 pandemic. Even since the orientation period, students have never received a face-to-face organizational briefing. At the same time, the teachers' ability in terms of public speaking is still inadequate because no one has special education in communication science.

The results of the student opinion poll through the distribution of google forms showed that the administrators of student organizations acknowledged that they were often anxious and trembling when speaking in public. They did not have basic public speaking techniques and had never received training on public speaking proficiency techniques. Anxiety becomes an obstacle for many people when doing public speaking. The leading cause of anxiety is a lack of self-confidence. Some studies that discuss anxiety in public speaking has been conducted, one of which was the study conducted by Sugiyati and Indriani (2021) who asserted that most students in a school experienced a medium level of anxiety in public speaking. The role of teachers is also important, as their lack of teaching creativity may lead to students' passive responses in the class, including during public speaking sessions (Tiyas et al., 2019). Dharma Wanita High School students in charge of student organizations demand that they receive public speaking training.

Thus, in this regard, community service activity is significantly important to be conducted at Dharma Wanita High School aiming at improving students' competence in public speaking skills. Through series of activities on public speaking training, students are expected to gain some confidences so that it increases their self-value among peers and public. Most importantly, this skill will improve their personal branding quality. The purpose of this service was to develop public speaking and personal branding skills for student organization managers at SMA Dharma Wanita Surabaya.

METHOD

The method of implementing community service activities regarding Public Speaking and Personal Branding Training for Student Organization Managers at Dharma Wanita High School Surabaya takes place as shown in the Figure 1.

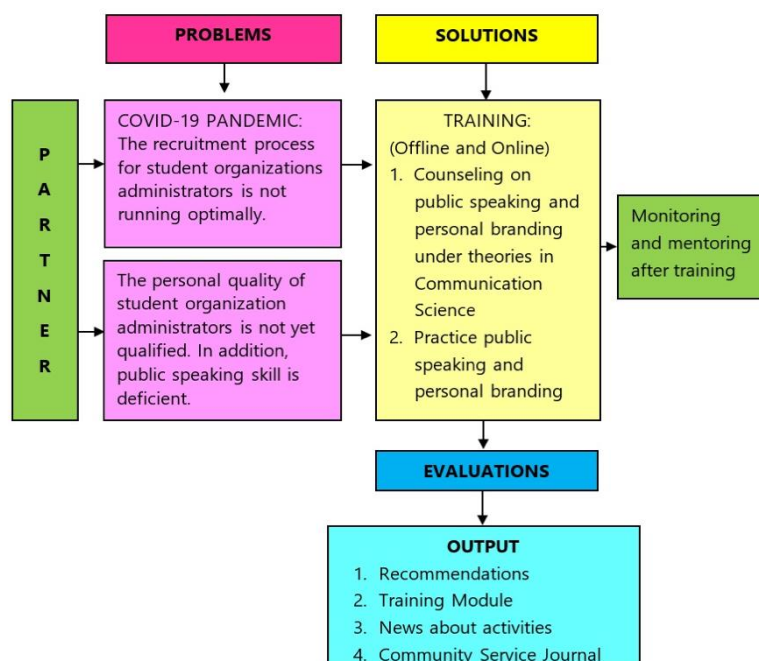


Figure 1. Chart of the Implementation of PIKAT Activities in SMADHANI

In this training activity, the team involves three students who will assist the Proposing Team in the following activities: (1) preparing licensing administration matters. (2) assisting in site surveys and initial observations in opinion polls for student council members and extra-curricular activities. (3) prepare the location of the event, including being the operator of the zoom platform.

The participation of Dharma Wanita High School as a partner in the implementation of this program are: (1) Partner seeks to improve the knowledge and skills of the student council and extra-curricular administrators in terms of public speaking and personal branding. (2) Partner tries to apply different leadership training methods by adding the essential element of mastering public speaking and personal branding by involving lecturers and students from UPN Veterans East Java

After this activity is completed, the community service team and partners will provide integrated and sustainable assistance to evaluate program implementation and program sustainability in the field. Integrated mentoring is that the proposing team will not only assist partners and students in terms of theory application, but the proposer team will also assist partners in practical evaluation. In a sense, the proposing team will assist partners starting from training activities to running the organization. The proposing team also assists in structuring the students' social media accounts, if conditions allow.

This Community Service Activities with the scheme for the Utilization of Science and Technology for the Community (Pikat) is chaired by Dr. Zainal Abidin Achmad, S.Sos., M.Si., M.Ed. with members of Drs. Juwito, M.Si. and accompanied by four students of the Communication Studies Study Program, namely Muhammad Yusril (16043010176), Ira Kaestiningtyas (18043010001), Prahasti Ken Dewani (18043010038), and Aldy Solehudin Mahendra (18043010069), to equip the student council and Extracurricular administrators with public Speaking and Personal Branding skills.

This activity was held on Tuesdays and Wednesdays, June 8 and 9, 2021, and took place in a hybrid manner, through online training activities with zoom meetings on 8 June 2021 and offline face-to-face with a minimal number (15 students in one room capacity of 50 people) on 9 June 2021. Offline activities were held in one of the Smadhani classes located at Jalan Kendangsari V (YKP), Surabaya 60292.

The activity on Tuesday, 8 June 2021, takes place for 95 minutes, starting from 14.00 to 15.35 WIB. Students who are members of the SPIN CLUB extracurricular with 50 zoom participants attended this activity. The online activities contain material delivery on (1) Basic public speaking techniques by Dr. Zainal Abidin Achmad, S.Sos.,M.Si,M.Ed., and Ira Kaestiningtyas. (2) Utilization and Development of Personal Branding by Prahasti Ken Dewani. As the moderator is Muhammad Yusril. While the form of offline activities is in the form of practicing public speaking by training students to make presentations. The instructors for this activity were Ira Kaestiningtyas and Aldy Sholehudin. At the same time, Prahasti Ken Dewani handled the host and public relations.

On Wednesday, June 9, 2021, the activity lasted for three hours in one of the classes on the Second Floor of the Smadhani School Building. The event started at 08.00 WIB, starting with a speech from the head of the school. Principal Andik Anang Ishari, S.Pd., welcomed this activity and acknowledged that the COVID-19 pandemic had indeed affected the process of regeneration and recruitment of student organization management. The students have different qualities and do not yet have good public speaking and personal branding skills, so they require upgrading skills from college elements (lecturers and students of Communication Sciences). The presence of Smadhani alumni who continue their studies at the Communication Studies Program of UPN Veterans East Java is beneficial in meeting the needs of Smadhani to provide these upgrade skills. Through this training activity, the Principal and the teachers hope that the entire student organizational environment at Smadhani will become more positive, competitive, healthy, and contribute to advancing school achievement.

The first session in the offline training activity was the practice of public speaking by giving an example of public speaking by Ira Kaestiningtyas. Furthermore, from the 25 students who attended, they practiced public speaking for 10 minutes each to present their organization's program of activities. After two hours of practice time, all participants took a break to drink for 15 minutes. The second session was the practice of personal branding through social media, with Ken Prahasti as the facilitator. All participants were required to use their gadgets to access their respective social media accounts. In addition, each participant received directions on managing social media to form personal branding.



Figure 2. OSIS administrators of SMADHANI



Figure 3. Scout administrators of SMADHANI

The results of the evaluation of online training activities (first day), most of the Dharma Wanita High School students still lack confidence because many are still shy to activate the camera during the training process via zoom. However, the service team consisting of presenters, MCs, and moderators continues to try to help instill in students' minds to be more confident in all aspects. Thus, with their self-confidence, they can grow their optimism in reaching their hopes in the future.

During the online activity for delivering public speaking material, students asked many questions regarding good self-discipline when making presentations. For example, in delivering personal branding materials, many students did not know the importance of personal branding. The students responded to this as something new. As a result, students began to think about what they want to look like in the eyes of others without having to pretend to be someone else. Meanwhile, the practice of presenting in front of the class was also a way to raise students' confidence so that they can do a good presentation.

RESULTS AND DISCUSSION

The preparation before conducting counseling and training activities is to take care of documents for licensing activities. The extracurricular party from SMA Dharma Wanita sent a letter to invite cooperation by asking for socialization assistance to the campus and taking care of the assignment letter and notification to the campus. After obtaining the permit, this service team prepares interesting, short, and concise material in addition to preparing materials, designing for zoom backgrounds, designing activity banners, and selecting the training class's location. Our group continues to communicate with the school until the day of the event to avoid miscommunication.

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During the online activity for delivering public speaking material, many questions were asked by students regarding good self-discipline when making presentations. In delivering personal branding materials, many students did not know the importance of knowing personal branding. That they needed to prepare themselves to create a desire for what others see them. The students responded to this as something new. Students begin to think about what they want to look like in the eyes of others without having to pretend to be someone else. Meanwhile, the practice of presenting in front of the class is also a way to raise students' confidence so that they can do a good presentation.

After practicing public speaking and personal branding, the results of the evaluation of offline training activities (second day), all participants provided feedback in the form of an assessment of the benefits of the training activities. All participants acknowledged that this training could strengthen their self-confidence through public speaking and personal branding, beneficial for their future. This benefit was in line with Al-Tamimi (2014) who asserted that public speaking could develop students' speaking competence and reduce their communication apprehension that is often encountered by the students. Furthermore, they stated that the counseling and training had opened their eyes through an egalitarian discussion process with lecturers and students of Communication Science. The best assessment from the students is that with good public speaking skills, at least it provides a basis for them to face various obstacles when speaking in public. In addition, students also have an early picture of how to form an image through social media by being themselves without pretending to be someone else.

Schools expected students to maintain their confidence when entering adulthood because not a few students are still doubtful and unsure of their abilities. The problems commonly faced by teenagers who are about to enter adulthood are the fear of starting new things, being underestimated, the fear of being the center of attention, and so on. Through public speaking, students will begin to practice and develop their confidence to appear in front of many people without hesitation, and public speaking is an activity that everyone cannot avoid. In addition to public speaking, students can show that they can be more confident and want to believe in themselves more through personal branding, which everyone will see. Therefore, this socialization will help them better organize themselves according to their wishes. Some studies have found out that students' public speaking can be boosted through oral presentation activities. As stated by Laili (2015), students show better public speaking skill and engagement in teaching and learning activities can be improved through oral presentation activities.

The first primary capital of public speaking is self-confidence. Next is the variation of sound or vocal technique when speaking, explaining a material, or conveying ideas. By intonation and tone so that the delivery of the message is alive. Next is the use of gestures and facial expressions to support message delivery. Moreover, one of the keys to the success of public speaking is proficiency in the material, so it is necessary to prepare to study the material before presenting it to the public.

Meanwhile, three central components need to be considered to create a personal brand: values, skills, and behavior. Values are character and charm in a person that consistently characterizes a person. Skills are related to a person's ability

to do a particular job and communicate his skills to others effectively. Finally, while the behavior is a person's various efforts to support a personal brand, these efforts must be in line with the formation of personal branding. When a person behaves with specific characteristics continuously, then others will remember him with these characteristics.

To overcome anxiety is to increase confidence by thinking positively that the effort is thriving and smooth, avoiding feelings of fear of failure, preparing for appearance (dressing, dressing up, tidying up), convincing oneself that each person is unique so that they have a different speaking style, understanding if they make their own mistakes when appearing in public.

Public speaking is one of the means so that a person can increase his confidence. By having high self-confidence, a person will know what potential he has in himself. In addition, by developing self-confidence, a person can develop into a uniqueness or characteristic called personal branding. Everyone's self-confidence has different levels, therefore increasing self-confidence is necessary so that the sense of self-love and optimism is even greater. The importance of self-confidence is a precious attribute in a person in social life. Without self-confidence, it will cause many problems in a person. With self-confidence, a person can actualize all his potential. Unfortunately, there are not a few teenagers who still do not dare to be confident and still have doubts about themselves. The problems faced are usually afraid to try new things, be the center of attention, and fear being underestimated. This prejudice makes most teenagers undeveloped and unable to practice the skills that exist in themselves.

Public speaking is an activity to convey ideas or messages in public using strategies to be more effective. Public speaking can also mean speaking in front of many people and conveying messages that can be understood and trusted by the listener public. Public speaking can provide information, provide knowledge, and explain a process. Public speaking is a continuous process of communication in which messages and symbols recirculate continuously between speaker and listener (Zarefsky, 2017). Anyone can do public speaking, and of course, everyone can do public speaking because they continue to practice and learn and must be confident.

There are three elements in public speaking (Gallego et al., 2021) namely: (1) The speaker is a transaction center that acts as a communicator. Speakers need to recognize the "tastes" of the audience so that the audience can understand the speaker's intentions and understand the benefits of the contents of his speech for their lives. (2) Order. All messages in public speaking activities flow, starting from the speaker to the listener. Messages sent and received simultaneously and vocally indicate effective message distribution because one and another complement each other. (3) Audience. The listeners or audiences involved in the process of public speaking activities are essentially different and have their peculiarities. Moreover, each of these listeners is involved in a public speaking situation with different intentions, motives, expectations, knowledge, attitudes, beliefs, and values.

Some situations that are classified as public speaking include lectures, travelogues, announcements, announcements, reports, instructions, lessons and instructions science), nomination, appointment, and nomination, and speech (eulogy) (Priyadi, 2013). The purpose of public speaking is to (1) convey the ideas in the speaker's mind to the audience, with the aim that the audience understands. (2) To influence the audience, (3) Entertain the audience. While the benefits of public speaking are to (1) increase self-confidence, (2) build and improve a relationship, (3) be able to understand problems and practice critical thinking, (4) help improve leadership skills, and (5) improve future careers (Herbein et al., 2018).

Obstacles in doing public speaking are anxiety, mastery of public speaking techniques and mastery of the material. Anxiety is an obstacle that is often faced by many people when doing public speaking. The main cause of anxiety is a lack of self-confidence. Other than that students are often faced with their inability to speak fluently and clearly both in words and meaning. Students often find that they cannot also maintain their eye contacts, gestures, and body languages. They also lack self-confidence, preparation, and practice public speaking (Nadiyah et al., 2019).

The first technique that needs to be considered when doing public speaking is to be confident. Next is the variation of voice or vocal technique, when speaking to explain a material or when conveying an idea, you must use intonation and tone so that it has more life when conveying a message. Furthermore, using gestures as support and with facial expressions that match the message conveyed.

When going to do public speaking, prepare the material to be delivered to the audience, study it in depth. Get the material to be delivered from various trusted sources and the truth can be justified. Spontaneous learning in communicating, because spontaneous communication is needed on various occasions. We don't need to memorize the text. Especially when reading the text, it results in a rigid speech style and does not establish a personal closeness with the audience. The easiest way is to make important points from the material to be delivered, so that our communication style becomes spontaneous and natural. If the material is mastered, we can improvise.

Personal branding material

Personal branding is a familiar word to hear. Personal branding is a factor that is inherent in every individual. It plays a very important part in someone's career development (Dani, 2018). The formation occurs in the process of interaction that is carried out by each individual with other individuals. Where personal branding is correlated with the communication made and the process will later be used in the world of work.

Based on the book *Personal Branding-INC, Secrets to success and survival in a career* written by Erwin Parengku and Becky Tumewu, to create a personal brand in yourself there are three main components that need to be considered,

namely values, skills, and behavior. The values that exist in a person and are consistently displayed to others will stick in other people's thoughts about you. The skill of a person doing a certain job, the stronger his personal brand will be. It doesn't just stop there, it also requires the ability to effectively communicate the skills possessed to others. A person's behavior must be sought to support the formation of a personal brand, These efforts must be in line with the personal branding that you want to build and run consistently. When you behave in the same way over and over again, someone will remember you with that trait.

Personal branding is important to increase credibility

Along with the development of technology, of course other people will find it easy to find out everything about you through search engines. Building personal branding is a long-time process. It is a continual process, and currently, social media have also taken part in promoting someone's personal brand. Therefore, if someone wants to use social media to develop their personal branding, they have to be careful and precise in considering some aspects such as trends and perceptions they are creating on social media (Johnson, 2017). Where just by typing your name, all information can be obtained. On the other hand, if you don't have any online presence, then others can give you an assessment that you don't have a clear reputation and your credibility is questionable. Likewise if someone searches for you and finds a social media profile that hasn't been updated in years. Or not much information about who you are and what you do. If this is used to select prospective employees, those of you who do not have personal branding in the digital world will lose to people who have an image in the digital world.

Having an image in the digital world also makes other people more interested in getting to know and also knowing more about you. But that doesn't mean you have to go overboard in building personal branding on social media. Too much self-promotion will also make you look less good. Some experts also suggest that you only use 10% of your total internet presence to promote yourself.

Regarding the use of internet and social media on students, it is believed that social media and technology make students give positive responses in the language used in the class. Later, it is teacher's duty to provide social media platforms that suit their students' needs (Namaziandost & Nasri, 2019). It is strengthened by Marleni and Asilestari (2018) who found out in their study that students that use social media in the form of WhatsApp got better the English speaking skill than they are who did not.

Personal branding is useful for gaining trust

Creating a personal branding will also make it easier for you to gain the trust of others. Whether you are looking for a job or starting your own business, a positive self-image will effectively increase the trust of others in you. This will make them more confident to be able to work with you. By recognizing the self-image that is built, of course people will become more comfortable when they think they can predict what you will do.

In addition, if you can create good communication, of course, it will result in higher loyalty and credibility in the eyes of others. Self-image is of course a competitive advantage that can separate a person from other competitors. Especially in front of potential bosses or customers. Where the more we build a good self-image, of course there is no need to work hard to convince others if our presence is the best solution. You must be able to apply how to build the right self-image. This self-image can help in achieving the desired career path.

However, sometimes, students encounter communication apprehension. In this case, public speaking is expected to reduce students' communication apprehension and boost students' speaking skill (Al-Tamimi, 2014). Therefore, students' ability to recognize their self-image is important that later they can know their strengths and weaknesses in public speaking.

Personal branding can lead to being a good leader

By building a strong personal branding, you will become a leader. With this self-image, it will certainly encourage you to be able to take a stronger attitude in dealing with problems. These personal qualities will later help you to start a much better career path. You also have to show the image of someone who is assertive and strong in various unique ways so that later you stand out from others. This will make it easier to gain the trust of others.

Building a personal brand will make you focus on your strengths, not weaknesses. Because the purpose of personal branding is to show your superiority to the public so that it becomes a hallmark. Over time, you will progress to become better at your own version. Positive feedback will also come from other people, and make your self-confidence increase. But you have to stay humble. If the value of personal branding can be implemented in real life, it will increase credibility. You will start to be known by others with your skills. Because in addition to what you say, what you do is also a matter of judgment. Eventually you will be recognized as an expert, if you are consistent. As public speaking does not focus only on the words conveyed but also body language (Oktavianti and Rusdi, 2019), in strengthening personal branding, someone must also pay attention to their body language and gesture when delivering a speech in front of public.

If personal branding is done consistently, it will have an impact on our added value in the eyes of others. Like a portfolio, the public will know all about our track record to our personality. If the personal brand that you hope for has been built, you can use it as a field to make a living. In the virtual world, we connect with each other easily. One of the

benefits of personal branding in cyberspace is that it brings us together with many successful people who can unleash our potential.

Personal branding is not to please everyone. But with personal branding, someone will have followers who are focused on what that person is branding. Maybe at first the number of followers is small, but as the network grows and continues to grow, you can benefit from it. Some suggestions are deemed important both for students and teachers. The teachers are suggested to give and insert public speaking tasks in their speaking lessons. In addition, the students are suggested to practice public speaking. It also recommended that they bring controversial issues to their speech that it is still related to the lesson materials given to them (Rahmah & Sari, 2012). Another suggestion can be about the learning module. Students are suggested to be given learning module. Endahati and Purwanto (2016) believe that learning module helps teachers during the learning process which also applies in public speaking teaching. Furthermore, Raja (2017) also asserted the importance of cooperation and between students and teachers to make public speaking task successful. The teachers should facilitate the students well, and the students should also be active and responsive to the training and practice given.

CONCLUSION

Community service activities at Dharma Wanita High School resulted in several valuable conclusions about the importance of providing public speaking and personal branding training for student organization administrators. One of the program's successes is the openness and good response from the principal and Dharma Wanita High school teachers in accepting community service activities from lecturers and students of the Communication Studies Program.

Before the service activities, the student organization administrators at Dharma Wanita High school had low self-confidence, lacked public speaking skills, and did not know personal branding. After the training, all of the trainees believed that self-confidence would help them get good results. All of the trainees realized that public speaking could benefit various ways and help get support from others for job success. Meanwhile, mastery of personal branding in today's digital era is essential for young people to manage social media positively and responsibly. Personal branding helps shape their self-image and character for others. This kind of activity should be replicated in various other schools, considering the enormous benefits of honing students' soft skills to be confident, speak in public well, and manage social media responsibly.

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