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*by* Elfrida Silalahi

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## **SPEAKING GRADUATE STUDENT FOR PERSONAL BRANDING AND EMPLOYMENT OPPORTUNITIES**

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### **Abstract**

This is certainly very useful considering the importance of having the ability to speak English. Research methodology is descriptive qualitative methods. The data was taken from student's population in class a, b and c D3 Bahasa Inggris UNMER Malang 2022 as sampling in class b consists of 17 students. The data was collecting by interview. This research explains how important English communication is to improve personal branding for better job opportunities and heaving ability to speak English will provide better and wider job opportunities. The result of this research is students communicating optimally lead a person to better job opportunities that proved form interviewing those students get better job opportunities. Communication can be in the form of oral or written, English is chosen as the language used in the world of work. Personal branding is a factor that already exists in every individual; it is formed differently depending on the surrounding environment. Where personal branding is correlated with the communication made and the process will later be used. The purpose of building personal branding is to gain the trust of people around us for our credibility. In the current era of growing globalization, the role of communication is becoming increasingly vital.

**Key words:** *Speaking, Languages, Employment, Personal branding*

### **INTRODUCTION**

In the current era of growing globalization, the role of communication is becoming increasingly vital. The era of scientific and technological progress increasingly rapidly opens up opportunities to communicate internationally. The implementation of the free market demands that the Indonesian people have competitive competencies in various fields. Indonesia can no longer rely solely on natural resources and physical capabilities to achieve the welfare of its nation but must rely more on professional human resources. One of the absolute requirements to achieve this is to have good communication skills (Ahmad et al., 2018).<sup>7</sup>

The main means of communication throughout the world is language. Language is a symbol system in the form of sound, arbitrary, used by the community to speak, work together, communicate, and identify themselves (Cartney, 2006). As a medium of communication, language

offers various skills to be mastered by users so that they can be used to produce effective communication with other parties. Although not realized, in communicating humans can receive and provide information through language. (Fitriana, 2012). States that English is a global language. This statement represents the meaning that English is used by various nations to communicate with nations around the world. So, English is an international language as well as a global language. Learning and understanding English is a necessity that cannot be avoided. By learning English, a person will open up his horizons and knowledge internationally. By improving their English, it is possible to achieve two things, namely increasing personal branding and getting better job opportunities. (Maguire & Pitceathly, 2002) concluded that communication in English is very important because of its global impact. Then, furthered this argument and considered the English

language as a tool in the workplace that could assure success to promotion in any working environment.

Based on the explanation and some expert opinions above, it can also be said that everyone should be able to improve their English skills to get better job opportunities. Thus, the author is interested in writing "English Communication to Improve Personal Branding for Better Employment Opportunities". The objective of this research is to provide information and an overview of the importance of communicating using English to improve personal branding and for better job opportunities. By knowing the importance of the above, hopefully, readers will be more aware of how important English language skills are in today's era. Expected to give a good contribution to University of Merdeka Malang students, especially D3 English Program students, about the importance of English communication on personal branding for better employment opportunities and for general readers that needed this reseach.

English is the language used as a medium of communication and as the first international language used to interact with other people around the world. English comes from the Anglo-Frisian language family, a subgroup of the West Germanic languages. West Germanic language itself is a branch of the Germanic language family, while Germanic is part of the Indo-European language family. (Silalahi, 2020) English is widely accepted as the main international language. English is now increasingly recognized as a basic skill needed by every student in every education system. English is the first international language used to communicate in various aspects of life such as education, economy, politics, and culture in an international scope. English has an important role in the current era of globalization, where almost all jobs require prospective employees to have the ability to speak English. In the world of work,

English acts as an international language as a communication tool to support successful cooperation.

In the current era of globalization, English plays an important role in supporting one's career (Silalahi, 2020). English communication skills are the ability to communicate in English orally and in writing, to support technical skills when entering the world of work. Therefore, several companies have expressed their commitment to demand that their prospective employees be able to at least communicate a little using English by following the hard skills and soft skills that are relevant to the field of work that will be chosen (Trimastuti et al., 2017).

In looking for job opportunities, English communication skills are useful when carrying out daily activities in the company later (Pandey & Pandey, 2014) The ability to communicate in English is also a competitive advantage for prospective employees. English is considered a global language. Many media state that English is a unifying tool for business people from all over the world. Having sufficient English skills both oral and written can also support the professionalism of an employee. They will have the ability to negotiate with potential foreign investors, present investment offers proposals, report on company performance and product sales, make product and service advertisements, communicate business reports and financial data to company management, and write bilingual accounting reports.

Communication skills in English certainly don't just happen, but by making some efforts to support and improve them. Especially when someone will enter the world of work, there will be a lot of preparation from within to show the best. Opportunities will be bigger if someone has good English skills. As quoted from wiki How, (Munadzdzofah, 2018) "How to Improve English Communication Skills". <https://www.wikihow.com/Improve-English-Communication-Skills>. Here are

some ways that can be done to improve communication skills using English:

a. Look for native English speakers

This can be done when someone wants to learn to communicate and interact using English. Readers can find friends who are native speakers who will be able to teach and at the same time improve the way we communicate using English.

b. Talk to yourself

This does sound a bit strange, but the most important thing in improving English speaking skills is to keep practicing them consistently. One way to do this is to talk to yourself in English. You can use a mirror at home and start speaking in front of it in English. Speak as if you were creating an English dialogue with another person. If done consistently, slowly your English speaking skills will improve.

Personal branding is a process of forming, attracting, and maintaining public perceptions related to aspects that a person has such as skills, achievements, personality, or values that are built intentionally or unintentionally to display a positive image so that it can continue to build trust and loyalty can be used as a marketing tool. Personal branding is also very influential for our career path and future job prospects.

Personal Branding and Job Opportunities. (Putra & Vipraprastha, 2022) In the world of work, having personal branding is very necessary, as said by , that personal branding is a process when people use themselves or their careers as brands. Personal branding is the art of attracting and actively maintaining public perception which can be built from people, names, signs, symbols, or designs that can be used as a differentiator from its competitors. Personal branding is the way a person shows and promotes their self-image as an individual (Setiawan, 2018). Others can see the mix of skill and experience that makes a person who he is. Someone will show superior value, uniqueness, or value

that is different from others. Therefore, someone needs to build personal branding to help his career journey. Because it is from personal branding that someone will find a job, a client, or build a business.

Because having the ability to speak English will open up more job opportunities and become more valuable for prospective employees.

Employment opportunities are opportunities where a person can take advantage of what is his advantage which can then be used as capital in finding work. Good job opportunities are also obtained when someone can make good use of them (Maguire & Pitceathly, 2002). In the context of speaking English, a prospective worker who has better English skills will first have the opportunity to enter the job he is applying for. Prospective employees who have skills and are communicative in English will be very useful when they are officially part of a company, such as when making oral presentations, discussing with foreign business partners, and others.

English as a Job Opportunity, as stated above, English is the most commonly used language in the business world knowledge of English is one of the most important job skills (Jailani & Nurbatra, 2019). Knowledge of English is much sought after in the business world. Proper English does not mean just the ability to make grammatically correct sentences (Fitriana, 2012) This means other related skills for effective communication such as presentation skills, persuasion, negotiation skills, and interpersonal skills using the language.

The importance of English Communication to Improve Personal Branding for Better Employment Opportunities. Communicating in English is very important for the future, one of which is in the world of work. There are many ways to learn English. Examples include reading dictionaries or other books that use English, watching foreign films that use English and are equipped with

subtitles, listening to music, etc. After that try to communicate with other people using English. If you feel you are proficient, please take the TOEFL test to test your English language skills.

When you succeed in getting better job opportunities because of your ability to speak English, one's self-branding will automatically improve. It is very important for someone who wants to work to have personal branding, one of which is by having English communication skills. Because some companies that will recruit new employees at this time will usually include the point "can speak English" in their job vacancies brochures. Therefore, having the ability to speak English can open up many opportunities and opportunities for the future. If you are already professional in speaking English, of course, the company will see you as having more value (Thariq et al., 2021). Then there will be more opportunities that come for us.

If someone can master English, then it can increase your career opportunities at work. Just imagine if you are working in a company, and suddenly your company cooperates with a foreign company, then only you can speak English well and can talk with representatives of the foreign company (Putra & Vipraprastha, 2022). Of course, this will be an added value for you in the eyes of the leadership. As a result, this will open up your opportunities for promotions.

#### **METHOD**

The design of this research is categorized to qualitative descriptive methods. (Setiawan, 2018), a qualitative research is a type of research which tries to describe an object. Analysis of qualitative data is a creative process. Therefore the contents of this quick guide are suggestion for the basic direction that qualitative analysis should take and should not be taken as strict procedures or rules. The data was taken from student's interview students graduate of D3 English Program Universitas Merdeka clas A, B and C as

population and sampling wa taken from class B program Double Degree.

#### **FINDINGS AND ANALYSIS**

This research explains how important English communication is to improve personal branding for better job opportunities and heaving ability to speak English will provide better and wider job opportunities. The resulting of this research is students in class B Program Double Degree as sampling have good communicating optimally. Then person who having optimally comunication in English lead to better job opportunities that proved form students interviewing those students get better job opportunities.

Communication can be in the form of oral or written, English is chosen as the language used in the world of work. Personal branding is a factor that already exists in every individual; it is formed differently depending on the surrounding environment. Where personal branding is correlated with the communication made and the process will later be used. The purpose of building personal branding is to gain the trust of people around us for our credibility.

The data analysis of this research is authors tried to interviewed the students graduate D3 English Programs with English languages interview and founded the resulting of their observation and interviewed (Ahmad et al., 2018). Students that could answer the interview in English fluency and accurate and students that who better in English got the better opportunities job desk. There's students and observer about question and answer to measure the speaking competence. Data from students interviewed process and transcript in the latter word. Followings below:

Data 1: Describe yourself in five words

I am driven, dependable, creative, organized, and results-oriented. I enjoy looking for new ways to achieve project milestones and collaborating with others to make that happen. I always push for the

best results in my assigned tasks. I suppose that's because I take pride in my work. It feels great to get a job done well.

Data 2: Why do you want to work with us and what do you know about us? You are a market leader because of your commitment to innovation and nation-building. I recently read in The Jakarta Post that you are launching a new line of products specifically for low-income markets. That product line will make a difference in people's lives, and that's the kind of endeavor that I feel passionate about and have the skills for.

Data 3: How would you describe your current work style?

While I feel I have the skills and expertise for independent work, I also see the value of working with a team. My previous work experience has trained me to collaborate with employees of different levels and from various departments. Because of this, I think I would be a good fit for your company's collaborative culture.

Data 4: What kind of challenges have you experienced in your past or current job?

In my last position, I was tasked to increase sales in one of our key regions by 20%. I brought our digital marketing, IT, and sales teams together to create and launch a social media campaign that drove new customers to our website. As a result, the team was able to meet our new sales target.

Data 5: What are your strengths and weaknesses?

I focus on measurable results, and I feel that this is one of my biggest strengths. To run a creative team successfully and efficiently, you have to champion groundbreaking ideas, but I work on getting the numbers to support those proposed innovations.

I also recognize that my field has innovated quite a lot since I started. Digital marketing has taken the reins when it comes to reaching more consumers at the right time. I must admit that it is not my strongest suit. At least, not yet. To go

beyond my basic knowledge of digital marketing, I'm currently taking my Master's Degree in Digital Marketing online.

Data 6: How do you handle pressure at work?

I've been in this industry for quite some time and I am all too familiar with how stressful it can be. As a leader, I've made it a habit to check in with my team members regularly. Letting them air their concerns or feelings not only helps ease the pressure. It's also an opportunity for us to troubleshoot the situation and come up with a better workflow process.

Data 7: What are your long-term goals?

This company has always championed innovation, which is something I have always felt strongly about. In life and business, one has to keep looking ahead. You have to move forward while thinking of ways to improve your products or services in a way that meets emerging trends or changing consumer needs. The impact my career has on other people's lives is important to me. My long-term goal is to ideate and develop products that will make a positive change in the lives of consumers.

Data 8: Why should we hire you?

I understand that other candidates are also vying for this position. I think what would set me apart from them is my experience working with various departments and companies in our field. Leading cross-functional teams has sharpened my collaborative, communication, and analytical skills. It has allowed me to effectively manage employees with different work styles to achieve their tasks and goals. I feel that's an asset for someone who would be in this high-level position.

Data 9: *What are your salary expectations?*

Based on my experience and portfolio, I have an expectation between RpX – RpY, which is the average salary for this

position in other companies. However, i think we can discuss more about this.

Data 10: Do you have any questions for me/us?

Yes, Do you have any examples of projects that I would be working on if I were to be offered the job?

### CONCLUSION

English is the language used as a medium of communication and as the first international language used to interact with other people around the world. English has an important role in the current era of globalization, where almost all jobs require prospective employees to have the ability to speak English. In the world of work, English acts as an international language as a communication tool to support successful cooperation. English has an important role in the aspect of finding better job opportunities, companies will pay more attention to prospective applicants who have English communication skills (Dody wahyudi Purnama & Anugrah Ilham Sanusi, 2022). There are several ways you can improve your English, such as looking for native English speakers, talking to yourself, and also getting used to reading and listening to something in English.

Personal branding is a self-improvement process that can be improved, one of which is English language skills. Not all employees have good English communication skills, therefore English will strengthen a person's branding in finding better job opportunities. In addition, English in the current era has become a requirement for entering the company for every employee who will apply for a job. (Setiawan, 2018) The importance of communicating English helps improve personal branding for better job opportunities. Other people will see us as someone who is "good" in English and as someone who has a good job. The company will provide "added value" for employees who have good English skills. And also having the ability to speak

English can open up many opportunities for the future.

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