



# **PERSONAL BRANDING FOR JOB OPPORTUNITIES FRESH GRADUTE**

Elfrida BR. Silalahi

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# Introduction

## Background

- In the current era of globalization, the ability to communicate internationally is an important thing that underlies someone's ability.
- Speaking skill is a tool to communicate so that someone can receive and provide information.
- Communicating in English plays an important role for several things such as opening up international horizons, improving personal branding, and getting better job opportunities.

# The Objective



To provide information and an overview of the importance of communicating using English to improve personal branding and for better job opportunities.



To remind how important English skills are in today's era.

# Significances

Delivers what is the importance of English communication for the readers.

To give a good contribution to University of Merdeka Malang students, especially D3 English Program.

# Speaking Skills

- Speaking skills are the ability to pronounce articulation sounds or words to express, say and convey thoughts, ideas, and feelings (Tarigan; 1983). Speaking for most people is considered the most difficult skill because it includes many aspects of English language skills, including pronunciation, listening, grammar, and vocabulary (Yanto; 2015).
- Speaking is one of the skills that must be mastered and really must be able to be practiced in the field with other people as the interlocutor (Astrawan; 2013)

# Language

- ✓ English language is the medium of communication
- ✓ English language as the first international language to interact with other people around the world.
- ✓ English language as demand for prospective employees to have the ability to speak English.
- ✓ English skills support someone's career
- ✓ English communication skills will support the professionalism as an employee
- ✓ Look for native speakers, talking with ourselves, also practice read and listen



## Personal Branding

- ✓ Personal branding maintenance public perception.
- ✓ English and personal branding are very potential capital in getting better job opportunities.
- ✓ English will increase the degree of personal branding.

## Employment

- ✓ Can take advantage of job opportunities when they can take advantage of their advantages
- ✓ Better Job opportunities will come when someone has better English skills
- ✓ English is one of the most important job skills

The importance of English  
Communication to Improve Personal  
Branding for Better Employment  
Opportunities

- ✓ English is the most basic hard skill that must be mastered.
- ✓ Personal branding/*self-branding* will automatically improve.
- ✓ The company will see you as someone who has more value.
- ✓ Access various information not only from Indonesia but from other countries.

# Methods

- Methods used for this research is qualitative descriptive Methods. The data were taken from students recording speech task with population students in D3 English Program Universitas Merdeka Malang and sampling students in class B consist of 20 students. Author did some steps to found resulting that are: Observing, and Reviewing the speech and gives questioner sheet.

# Resulting

Students in graduate Get better job opportunities works in broadcasting, teachers and tour guide

Getting new friends in overseas

Using network and social media actives in english languages

# Conclusions & Suggestions

English has an important role in the aspect of finding better job opportunities.

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

English will strengthen a person's branding in finding better job opportunities.

English skills will be an added value in a company.

English helps improve personal branding for better job opportunities.

Add or search more broadly about the importance of speaking English in addition to improving personal branding and better job opportunities.

Develop this final report into research.

Complete the data with field observations, questionnaires, or interviews to support this writing so that it can be more perfect.

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# Thank You!

Question and Answer.





**English Lecturers and Teachers Association (ELTA)**  
**Perkumpulan Profesi Dosen dan Guru Bahasa Inggris**

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Medan, August 5, 2022

## LETTER OF ACCEPTANCE

Dear Mr/Ms. Elfrida Silalahi

We are pleased to inform you that your article has been accepted to be presented in ELTA Virtual International Conference and Workshop on Scientific Writing.

**Title : Speaking Graduate Students for Personal Branding and Employment Opportunities**

Speakers : 1. Elfrida Silalahi  
2. Agnes Gabriella Tanabara

We are looking forward to seeing you on August 12<sup>th</sup>, 2022 via Zoom Meeting to present your article. And if you have questions, feel free to contact us at ielta8731@gmail.com

Chairperson of Committee



**Marice Saragih, M.Pd**



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No	Speakers	Topics	Duration
1	Prof. Dr. Milisi Sembiring, M.Hum.	How to Write and Publish a Scientific Paper in Reputabel Journal	6 Hours
2	Ackwene Godwill Chenyuei, Ph.D	First Step in Publishing, Challenges and Suggestion	3 Hours
3	Togue Nana Dipanda Franklin, Ph.D	Anatomy of Scholar Article (Applied Scientific and Humanities approach)	3 Hours
4	Alemanjoh Mariana Nkea, M.Ling.	English Academic Writing Skill of Francophone Students in the University of Younde 1.	3 Hours
5	Prof. Dr. Sondang Manik, M.Hum	Elements of Writing	3 Hours
6	Edi Suprayetno, M.Pd.	The Use of Hypnotic Language Patterns in English Classroom (The Milton Model Review)	2 Hours
7	Masri Silalahi, M.Pd.	A Morphosyntactic Analysis on Narrative Writing of the First Year Students's of Management Informatics AMIK MEDICOM	2 Hour
8	Darman Pangaribuan, M.Pd.	Academic writing: from paragraph to essay	2 Hours
9	Jonris Tampubolon, M.Pd.	Planning for Effective Teaching; Writing Skills	2 Hours
10	Marice Saragih, M.Pd.	Teaching Writing Expository Text through Mind Mapping	2 Hours
11	Fricilla Sembiring, M.Pd	Improving Stusent Learning Outcomes Using wall Chart Media in Writing Narrative at Grade IV SD 056005 Gohor Lama Academic Year 2021/2022.	2 Hours
12	Imarson Hulu, M.Pd.	The Basic steps of effective Academic Writing	2 Hours
13	Elfrida Br.Silalahi. M.Pd	Speaking Graduate Student For Personal Branding and Employment Opportunities	2 Hours
<b>Total of Duration</b>			<b>34 Hours</b>



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**Elfrida Br. Silalahi, M.Pd.**

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