

Protection Law to Power Work Personal Branding in Social Media

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Abstract

Personal branding is a factor that already exists in every individual, with the personal branding that is formed in each community or individual being different depending on the surrounding environment. Where personal branding correlates with the communication carried out as well as from that process later utilized in the world Work. Organization The company has divisions that have been divided to facilitate performance within the company and make it more effective. This will form the trust and respect shown to managers by employees. When someone wants to build their personal brand, they must pay attention to aspects of skill set, aura and identity. These three aspects are very important in building and developing personality branding individual, so that the result maximum. No only just do Personal branding by sharing photos or various actual activities is felt to have less than optimal impact, and can even be contradictory to the original goal.

Keywords: Protection Legal, Personal branding, worker.

INTRODUCTION

Personal branding is an effort to shape a person's self-image through personality, ability and uniqueness Which There is on himself so that you can create a good impression of yourself from the perception of others. And also a personal identity that can form an emotional response to other people regarding the quality and self-worth that a person has in the world of work. Having a strong personal brand can help gain a positive image of a person in the eyes of superiors, colleagues and even clients or customers. Therefore, it is important for every worker to build an effective personal brand in order to gain a positive perception of themselves. Labor law studies emphasize the importance of personal branding in the world of work. By developing a strong personal brand a worker can improve it his reputation in place Work And open opportunity career Which more Good in future. However, to achieve this, there needs to be appropriate efforts and strategies in building personal branding, therefore it is important for every worker to maintain their physical appearance and behavior and develop expertise or skills that are relevant to their work. Apart from that, social media is also an important factor in building personal branding In today's digital era, many companies use

media social as source information about candidate his employees important for everyone worker For own profile media social Which professionaland in accordance with company values.

METHOD

The research approach used in this research is a normative juridical approach. This approach examines legal problems based on legal norms applies. Study This can give understanding Which comprehensive about draft, elements, nature and legal aspects of personal branding. Apart from that, this research can also provide a legal basis to protect workers who build their personal branding properly, which must be adjusted to the focus and objectives of the research. Research using the interview method: This research was conducted by interviewing respondents who were workers in various fields. Interviews were conducted to collect more in-depth data about personal branding practices carried out by respondents, factors that influence personal branding practices, and the impact of personal branding practices on respondents.

RESULTS STUDY AND DISCUSSION

A. Understanding Personal Branding

Personal branding is A process in forming, interesting and maintain Public perception is related to aspects of a person's abilities, such as skills, achievements, and personality or values Which built in a way on purpose nor No on purpose with The aim is to display a positive image so that it can lead to trust and loyalty used as tool marketing. Implications law from personal branding for workers can nature positive nor negative. Worker Which build personal the branding can properly obtain legal protection. However, workers who develop their personal branding poorly can be subject to legal sanctions. Personal branding according to postgraduates includes:

1. According to Haroen (2014), personal branding is the process of shaping people's perceptions of aspects of a person's possessions, such as personality, abilities, or values And How all That create perception positive from the community that can be used as a marketing tool.
2. According to Montoya (2006), personal branding is the art of attracting and maintaining more clients by actively shaping public perception.
3. According to Wasesa (2011), personal branding is a process when people use themselves or their careers as brands. Personal branding is the art of attracting And

guard perception public in a way active Which where build it Can from people, names, signs, symbols or designs that can be used as a differentiator from competitors.

4. According to McNally And Speak (2004), personal brands is perception Which embedded and maintained in the minds of other people, which has the ultimate goal of making the public have a positive view of it so that it can lead to trust and loyalty.
5. According to Parengkuan and Becky (2014), a personal brand is an impression related to skills, behavior and achievements that is built by a person, either intentionally or unintentionally, with the aim of displaying his or her image. Personal brands can made something identity Which used person other in remembering someone.

Law Number 13 of 2003 concerning Employment (Employment Law) has several implications for personal branding for workers. These implications include: Legal protection for construction workers personal the branding with Good. Act Employment ensure rights workers' basic principles, including the right to work and obtain protection at work. These basic worker rights also apply to workers who build their personal branding well.

For example, worker Which build personal the branding with Good through skills development And knowledge can obtain increase salary or promotion position. Workers who build personal the branding with Good Also can obtain chance broader work. Legal risks for workers who develop their personal branding poorly. The Employment Law also regulates sanctions for workers who violate legal provisions. These sanctions also apply to workers who do not build their personal branding well. For example, workers who use social media to spread false news or hate speech can be subject to sanctions in the form of termination of employment. Workers who use other people's trademarks without permission can also be subject to sanctions in the form of fines or criminal penalties.

The following are several examples of the implications of the Employment Law on personal branding for workers:

- a. Worker Which build personal the branding with Good through development skills and knowledge can earn a salary increase or promotion. This matter Because worker which has Skills And knowledge Which tall will be more required by the company
- b. Workers who build their personal branding well through participation in activities social can obtain image positive in eye public. Matter This can increase trust self worker And the opportunity For get chance Work Which more wide.
- c. Workers who build their personal branding well through the use of social media can increase their visibility in front of the public. This can help workers to promote

themselves and get wider job opportunities.

B. Legal protection for workers who build their personal branding well through the use of social media

ITE Law (Constitution information And transaction electronics) guarantee protection law for workers who build their personal branding well through the use of social media. For example, workers who use social media such as influencers, content creators and entrepreneurs to post positive and useful content can receive protection law from ITE Law. Constitution Number 19 Year 2016 about Electronic Information and Transactions (ITE Law) The ITE Law consists of 17 chapters and 113 articles. Chapters I to V regulate general provisions, electronic information and electronic documents, electronic signatures, electronic system administrators, and personal data protection. Chapters VI to Chapter XV regulate prohibited acts, criminal sanctions, administrative sanctions, and transitional provisions. Chapter XVI regulates closing provisions. These implications include:

Act ITE aim For:

- Ensure security, order and legal certainty in electronic system maintenance .
- Push utilization information Technology And electronic transactions to increase the nation's efficiency, effectiveness and competitiveness.
- Prevent abuse technology information And transaction electronic.

Act ITE arrange a number of deed Which forbidden, like:

- Dissemination information electronic Which own load Which violate decency.
- Dissemination information electronic Which own load insult or defamation.
- Dissemination of electronic information containing threats of violence or intimidation.
- Abuse data personal.
- Attacker to system electronic.

Violation of the provisions of the ITE Law can subject to sanctions criminal, administrative sanctions, or both. Penalty criminal can form prison the longest 6 years and/or fine most widely IDR 1 billion. Administrative sanctions can form reprimand written, fine, or freezing of activities.

As for Power Work personal branding in media social can face various legal risks, including:

- **Copyright infringement** . Personal branding workers can violate copyright if they use copyrighted content without the owner's permission. Content that protected right create covers work write, work art, work music, work photography, and audiovisual works.

- **Defamation** . Personal branding workers can be sued for defamation good if make statement that can be defame well other people. The statement can be in the form of writing, images or videos.
- **Fraud** . Personal branding workers can be prosecuted for fraud if they commit acts that deceive other people, such as offering products or services that do not correspond to reality.
- **Invasion of privacy** . Personal branding workers can violate other people's privacy if they share other people's personal information without permission. This personal information includes name, address, telephone number, and photo.

Personal branding workers can protect themselves from legal risks in social media by making various efforts, including:

- **Do research before carrying out personal branding activities** . Personal branding workers must ensure that the content to be used does not violate other people's copyrights. This can be done by searching for information about the content on the internet or contacting the copyright owner.
- **Create a clear employment contract with the employer** . The employment contract must regulate the rights and obligations of each party, including responsibility for legal risks. A clear employment contract can protect personal branding workers from lawsuits by employers or other parties.
- **Maintain personal privacy** . The personal branding workforce must be careful when sharing personal information on social media. This personal information can be used by others to commit fraud or other crimes.
- **Conduct education about personal branding law** . Personal branding workers must understand personal branding law in order to avoid legal risks. Personal branding law regulates various aspects, such as copyright, defamation, fraud, and privacy.

In worker personal branding in media social We must notice What just Which we want for so spared from various type sanctions law. Following is Some specific tips to protect yourself from legal risks in social media:

- Use original content or your own work that is effective to display in a way that is different from others so that it is unique and unique to that person so can be famous because people are easy to remember. Avoid using copyrighted content without the owner's permission.
- Name it content source used. If using content belongs to someone else, clearly state the source of the content and avoid pornographic content

- Make edits or modifications to the content used. This can help to avoid accusations of copyright infringement.
- Be careful in make statement in media social. Avoid make statements that could be considered defamatory or fraudulent.
- Convey limited personal information. Only share personal information that is not too Specific because Can happen Action crime like distributing identity cards, house numbers, home addresses and others. which could be detrimental to that party.
- **Report content Which violate law** . If find content Which violate the law, immediately report it to the authorities.

Example Profession Which use Personal Branding

1. Influencers

According to the Merriam Webster dictionary, an influencer is defined as a person who influences or inspires the actions of others. In a business context, an influencer is someone who is able to influence, coordinate and encourage creators to create a new product. Such as YouTubers, Instagram celebrities, artists and so on.

2. Content creator

Content creator is somebody Which focused on making content, Good That in in the form of writing, images, videos, podcasts, or other forms. They have creative skills in producing interesting and meaningful content for their audience. The content they create is distributed to various available social media platforms, such as YouTube, Instagram, or Facebook.

3. Entrepreneur

An entrepreneur is someone who has creative and innovative ideas who are able to develop a business to achieve success. Every entrepreneur has a different definition of success. Entrepreneurship is an important factor in economic growth because it is able to open various job vacancies, create innovation and encourage technological development. Like Bill Gates, Bill Gates is the richest person in the world and the founder of Microsoft, the largest software company in the world world, Jack Ma Jack Ma is the founder Origin e-commerce China namely Alibaba.

CONCLUSION

Legal protection for personal branding workers on social media is an important thing to pay attention to. Law Number 13 of 2003 concerning Employment (Employment Law) has several implications for personal branding for workers. These implications include: Legal protection for workers who build their personal branding well. The Labor Law guarantees workers' basic rights, including the right to work and receive internal protection Work. Rights base worker This Also applies for worker Which build personal branding with Good. Act ITE. Constitution Number 19 Year 2016 about Information and Electronic Transactions guarantee legal protection for workers who build their personal branding well through the use of social media. For example, workers who use social media such as influencers, content creators and entrepreneurs. This legal protection can provide legal certainty for personal branding workers to avoid crimes such as spreading hoax information, plagiarism and so on.

Following is a number of suggestion For increase protection law to power personal branding work in social media:

- Government need do socialization And education about law personal branding to the workforce, personal branding and employers. This can be done via various media, like seminar, training, And socialization through media social. Government need do socialization And education about law personal branding to the workforce, personal branding and employers
- Personal branding professional organizations need to develop personal branding standards and codes of ethics. These standards and codes of ethics can serve as guidelines for personal branding professional organizations that need to develop personal branding standards and codes of ethics
- Educational institutions need to include material about personal branding law in their curriculum. This can help personal branding workers understand personal branding laws from an early age.

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