

# Adjunct Lecturer as a Form of Community Service in Building Brand Personality Lecturer

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*The digital era has begun with marked rapid development of information technology. So when the increasingly widespread digital world appears the term "everybody is a news maker". In this case a person is able to cover his own activities through social media. It is also influential in the process of personal branding in the world of education. Where the role of lecturers are published by many media is now an opportunity to perform personal branding.*

*The concept of college tridharma which includes education, teaching and community service is a mandatory activity for a lecturer. In the world of education itself is known as flying lecturers or extraordinary lecturers who have hours of teaching in various universities. Tridharma high spending alone is a big task in developing the science either academically or practically with different teaching methods that are nicely packaged by personal personality.*

*The purpose of this study is to find out and explore more deeply about the profession of lecturers, especially lecturers fly through digital media in performing daily activities as an effort to increase the existence of himself and the function of community service.*

**I. Keywords:** communication, personal branding, Adjunct lecturer. Media and digital

## II. INTRODUCTION (HEADING 1)

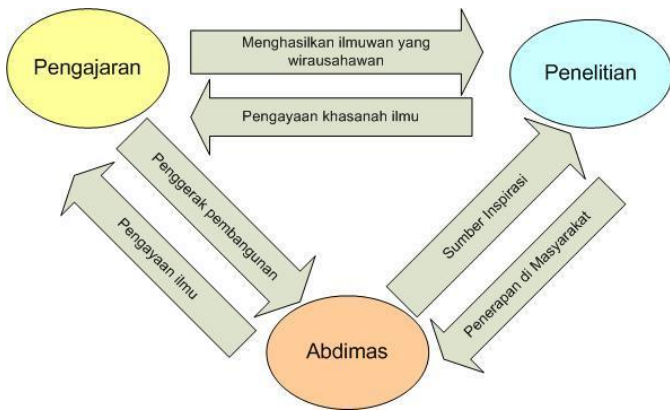
Digital era has started from a few years ago marked by Information Technology is growing very rapidly in various fields including in the world of education. The changes that occurred in the world of education provides many consequences one of them is a very tight competition to be the best in every important element of education including lecturers who are the main actors in every learning method that exists. Lecturers as stated in the law "professional educators and scientists with the primary task of transforming, developing and disseminating science, technology, and the arts through education, research, and community service" (Law of the Republic of Indonesia no 14 2005) an important role in the implementation of teaching activities where in addition to

getting the things described in the law, embedded also the duty of the main duty of each lecturer known as Tri Dharma as reported by gopena.com, Tri Dharma College includes:

1. Doing educational and teaching activities
2. Undertake research tasks
3. Provide devotion to the community

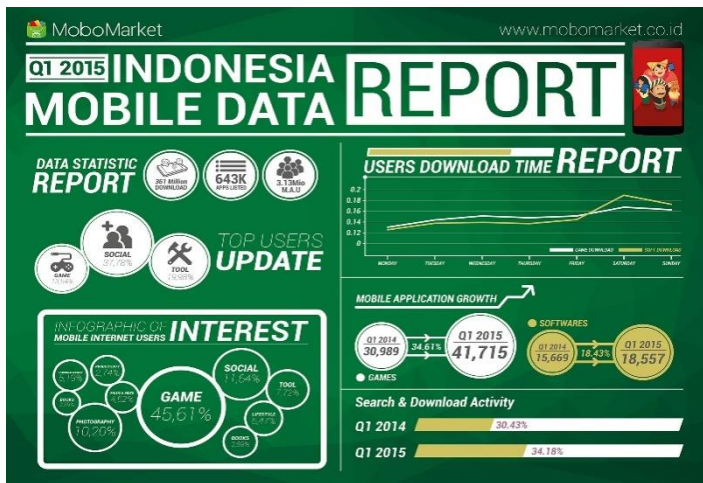
The three factors of Tri Dharma College have a close relationship where the research itself is highly respected both dharma others. The research factor itself is needed to develop knowledge. In doing research is not an easy thing so that lecturers as experts generated through the process of education. The existence of universities has a very important role to influence changes to society. Science is increasingly changing. The science that has been developed as one of the results of education and research should be used through community service. So that people are able to take advantage and also enjoy the progress of science and technology.

In other words, the lecturer plays a role in giving instruction to the students and is obliged to continuously improve their knowledge through research actions whose results need to be applied as dedication to the community. So noble as well as complex tasks carried by a lecturer because as a lecturer should have a deep understanding of the material taught with high scientific content, as well as applying the understanding in everyday life. The following scheme can illustrate the role

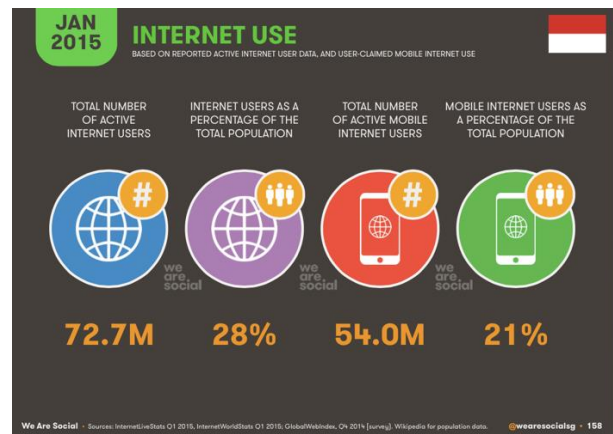


(Source Tjipto Haryono –Unesa)

This enormous demand requires that lecturers take full responsibility for the development of science and become the factory of great discoveries arising through both academic and practical research activities. All research activities undertaken aim to give every knowledge possessed to be useful for the benefit of the crowd. This complete task is increasingly challenging to be applied in the era of digital technology that requires lecturers to find unique and interesting methods by utilizing the use of internet access which is increasingly increasing day by day (<http://mobomarket-users-infographic.com> accessed June 12, 2015, 2.21 am)



The Internet began to enter Indonesia in 1992 to 1994 and now has spread to various sectors of human life. The Internet has even become a necessity in a variety of daily activities, until the assumption appears without the internet, everything becomes impossible to do.



This internet development becomes an important pillar in the implementation of unique teaching method for lecturer one of them with pangajaran method which is not limited by distance and place known as flying lecturer. A flying lecturer is a lecturer who teaches at several universities outside the area where the main task is located far apart so that must be boarded an airplane ([www.kamusbesar.com](http://www.kamusbesar.com))

Flying lecturers have advantages besides profound academic ability also have high mobility - experience provides teaching in different places as well as absorb the wisdom of local culture that is very rich in every location he visited and with the development of the internet that exist, teaching with this profession can be done in real time and accessed by students from different parts of the world. This unique and interesting method will attract students to be more enthusiastic to follow lectures in the background of places relevant to teaching materials, the process of delivering 'real' courses and interactions that can be done with various methods either Frequently Asked Questions, via mail, blog and available social media.

The greatness of the use of this method is determined by the greatness of the lecturer who acts as the actor, has a major role to deliver the material clearly, competently and attractively so that it takes a unique personality that offers a different thing in order to be a value for the lecturer itself yourself, 2014: 27)

Along with the rise of social media, lecturers also upload a lot which indirectly formed the perception of his students or those who had been taught by the lecturer. Personal branding is a unique fanomena because basically everyone has their own brand in this case has its own characteristics. Public can now distinguish names of names that become familiar among them Syahrini with typical, Jokowi with the way he talks, Ahok with his style and much more. To get lasting branding results and provide maximum benefits then the branding process must be sourced from the evidence of authentic, real and original (Haroen, 2014 in Pamungkas, 2016)

The point of personal branding is an effort to establish one's identity, including managing the image and public perception of one's own where the end goal of personal branding is the

people trust. If people already believe in the capability of someone who is imaged then he would choose the person to be their representative. (Pamungkas, 2016)

Based on this background, the purpose of this research is to dig deeper in the profession of lecturers especially flying lecturers as a unique method of teaching in the digital age. Researchers are interested to see more about "The role of flight lecturers program as a form of community service in building a lecturer brand personality.

Research question

- 1) How can flying lecturers support in community service?
- 2) How is the personality built as a lecturer flying in a career other than a lecturer?

Pamungkas and Lestari (2016) in his book Marketing communication in cyber media era explain Lahirnya web 2.0 brings mobile technology that is the medium of exchanging the latest information in this modern era so that segmentation and targetting can be said to switch to virtual conditions where there is no age and distance limitations in the world virtual so that the birth of marketing communication approach in a new way. Initially, the marketing approach is vertical, top-down and one to many but along with perkembangan change into:

#### 1. Horizontal

All segments are now considered equivalent in the virtual world for example how to communicate on facebook will be different from face to face where still looking at age and who we are talking to.

#### 2. Bottom-up

In the previous era, marketing communications started from the company to the consumer (top to down) marketers now have to start from the consumer and then continued the strategy by the company (bottom-up) in this case, the marketer started a marketing communications strategy started by doing customer needs research

#### 3. Peer to peer

Each message is considered equivalent, there is no demographic limit.

#### 4. Many to many

The marketing message is now wider for example some people will share content for some more so marketers should pay attention to their marketing content so that many people are willing to spread information to more people.

### 2.2. Digital Branding

The development of the era has made every business sector must do branding. No more reasons for lack of funds or no budget. Along with the increasing use of digital then this will be an opportunity for a business with its brand is still small even to communicate its brand to the community.

Developments such as networking sites, blogs, social media, online video, smart phones along with the development of

media convergence provides an opportunity to create low-impact high budget but the more sensitive is its content.

In his book Aaker on Branding (2014, 155-156 in Pamungkas, 2016) and his explanation I simplify to mention that digital media is a tremendous force for brand and brand-building because:

#### 1. Engaging

Digital programs, especially involving a community, often get comments and recommendations. Audience involved tends to change his attitude especially when it comes to the experience of others. In this digital age "everybody is a newsmaker" and this can be said to be more ruthless than the ads they watch.

#### 2. Enabling diverse content.

In social media can contain information in large numbers. Content may be experience in status, video as it is for placement on youtube or content can be a deep story.

#### 3. Target

In the digital world the message is more to the individual because people act as an account

#### 4. Gather trust

Network site content and online customer opinion have a higher level of trust as more content is experiential and there is no substantial for the purpose of selling.

Aaker (2014,156-171) describes the attributes to build a brand in the digital world and an explanation of each of the authors though:

#### 1. Increase Offer

Digital programs can enlarge offerings and add functional functional benefits. AirAsia's example as an airline company has an application for mobile check in. With this service, passengers more easily if you want to monitor flights and make reservations. This is a separate offer for the flight.

#### 2. Supporting Offers

Digital programs can support the offer by making the penawarn more understandable and reliable so the buying process is not a hassle. Currently when people know the company then he wants to check on the company via the internet. Here the company can build trust through the official website listed.

Digital programs can also encourage the development of new applications and indirectly this can add to the offer. Through existing applications customers can engage in product development and evaluation.

#### 3. Create a brand-building platform

Digital platforms (such as Video Online and Social Media) from brand building can play a central role and serve as the main activity and this can support other marketing communication activities as supporters. For example, Singapore Airlines is sponsoring video contest activities where participants collect a video containing their favorite holiday site in Asia. The winners get flight tickets along with a voucher to stay at a four star hotel.

A viral online video platform can be a brand building platform. Online video can stimulate quality exposure and involve target audience in low budget and high impact.

#### 4. Enhance brand building platform

Digital media is the most suitable means to make brand-building work harder and more effectively. Specifically, the website is now the center of all forms of information, this is the first step to membangun brand building for the first time in which support other tools such as sponsorship, advertising, event and so on.

### Guide to Building a Digital Media

Here are some guidelines that build digital media to make brand building more effective:

#### 1. Creating integrated information.

Treatment in the digital world requires more than one platform in delivering the information. Usually the website will be integrated with other media. For example if the website we can menyediakan complete news in the form of coverage, then we can integrate news links to social media by giving Headline fishing people to visit your site. This can help the marketing process.

#### 2. Make it easy for people to understand your content

Social media as one of the digital platforms must be filled with content where the content is entertaining, functional, bringing an agenda or in harmony with one common interest then the content can be transmitted. Therefore, with the limitation of character writing content in the social media content should be easily understood by pembacannya.

#### 3. Listen to what people say

The digital media is not controlled by the brand owner. With the principle of "everybody is a news maker" then either the audience or the customer will contribute to the development of the brand. Customer contributions are usually identical to their brand experience so brand owners have to listen to what audiences or customers are saying about you.

#### 4. Seeing the outside world as an opportunity

The digital world is fast-paced and chances arise and disappear. Like Friendster is now where the go of social media that had ngehits before Facebook. From this situation Marcomers can not remain silent against any changes or the emergence of new applications.

### 2.3 Personal Branding

Definition of Personal Branding The following are some definitions of Personal Branding:

Personal branding is a personal image representing a set of skills, a brilliant idea, a belief system, and a value equation that others find interesting. Personal Branding is everything that is in you that distinguishes and sells, such as your message, self-nature and marketing tactics. (Kupta) "A personal presentation that represents a skill set, a big idea, a belief system, and value-equation that other people find of interest. Personal Branding is everything you that

differentiates and market yourself, such as your message, self-presentation, and marketing tactics "(Kupta)

2. Personal Branding is an art in attracting and nurturing more clients by forming an active public perception. (Montoya, 2006) "Personal Branding is the art of attracting and keeping more clients by actively shaping public perception" (Montoya, 2006)

3. Personal Branding is something about how to take control of others' judgment of you before any direct encounter with you. (Montoya & Vandehey, 2008) "(Montoya & Vandehey, 2008)" Personal Branding is about taking control of how other people perceive you before they come into direct contact with you. "(Montoya & Vandehey, 2008)

4. Personal Branding is the ability to use attributes freely that show your ability to manage the expectations that others want to receive in the meeting with you. (Mobray, 2009)

"The ability to deliberately use attributes that demonstrate your capability to manage the expectations will receive from an encounter with you." (Mobray, 2009)

Three Elements In Personal Branding In building a personal branding of course required the main elements, where the elements must be integrated and built together. Personal Branding can be divided into three main elements, namely (Montoya & Vandehey, 2008):

1. You, or in other words, the person himself. One can form a personal branding through a polished and well-crafted communication method. Designed to convey two important points to the target market: - Who is that person as a person? - What specialization does a person do? Personal Brand is a picture of what society thinks about a person. It reflects the values, personality, skills and qualities that make a person different from others.

2. Promise. Personal Brand is a promise, a responsibility to meet the expectations that arise in society as a result of the personal brand itself.

3. Relationship. A good personal branding will be able to create a good relationship with the client, the more attributes that clients can accept and the higher the power level of a person, indicating the better the level of relationships that exist in the personal branding.

### Research result

Beginning this research, the researchers asked informants about your personal vision and mission as a lecturer and the informant replied:

Informant 1 replied:

If I say vision and mission anyway ... I never declare formally even though make my formal. The point is I am happy if I can give or sharing knowledge on others and others know something from me

Informant 2 replied:

I just want to teach and give knowledge where hope I hope my knowledge is useful

Researchers ask informants about how often you are the speaker outside the city where you are living

Informant 1 replied:

When calculated on average, I become a speaker 2 to 3 times a month

Informant 2 replied

Not sure how many times it is, so you can say in a week there are usually 2 times but if I try to count on average a month yes approximately 4 times

The researcher asks what your strength as a lecturer thinks you are

Informant 1 replied:

Yes if you say the power yes ... Intentions are the main, because not everyone can teach, although I do not say I myself already perfect ya in teaching but yes for me my great strength yes I have my own intention and passion

Informant 2 replied:

Strength ... hmmm what ya ... I think my strength is ... hmmm .... A strong desire to make others understand the science that I teach, yes like that is the strength I think

The researcher asks back to the informant what is your weakness as a flying lecturer?

Informant 1 replied:

Of course I as a human that many weakness , so suppose I still need a lot to learn when to teach

Informant 2 replied:

Weakness ... hmm many lah .. one of them is the adaptation every place that I visit to teach, for example campus A its child's diligent, diligent child's campus not attention in class yes sometimes i need time for adaptation.

Can you explain the background of your work as a lecturer?

Informant 1 replied:

I have a music studio business, editing, shooting ads and others

Informant 2 replied:

At first I was working on Radio, but I am currently doing culinary home business in Bogor

Researchers asked informants about what underlies to choose as a flying lecturer or freelance lecturer?

Informant 1 replied:

I work as a lecturer actually want to share, but initially I am an entrepreneur and I also need to exchange ideas, see the latest consumer behavior and I can share knowledge so for me will always update. So there is a kind of mutual benefit too .. I can give knowledge, I also can always update about anything from mahasiwa. In essence we exchange knowledge.

Informant 2 replied:

I like to share knowledge with anyone, so I can give knowledge not just to one place. while I was young. Hehehehe .... The point is I can share science to anyone.

Researchers asked the informant about the place of teaching in several universities?

Informant 1 replied:

Yes I teach in beberapa perguruan tinggi

Informant 2 replied:

Yes in Jakarta and Bandung

The researcher asked whether the informant is supported by your institution to teach in various places?

Informant 1 replied:

Yes .. because the company has my own yes I certainly support my own

Informant 2 replied:

Yes .. I'm a business myself

Researchers asked informants about when speakers other than in college as a form of community service?

Informant 1 replied:

If in college I think it is "teaching" but when I am asked for help to be a speaker in community service program, of course this will be a community service activity.

Informant 2 replied:

If I teach "teaching" of course, I have been asked to teach the mother of PKK mother with one of the universities, well this is my opportunity to serve the community.

Researchers ask about how the strategy of the informants in facing new things in terms of knowledge that you wakii?

Informant 1 replied:

Before teaching I always update, when there is sharing with students and that new knowledge for me, I update immediately. The point is we do not embarrassed to accept new knowledge from anyone. including students. Because science can come from anyone.

Informant 2 replied:

I always read the latest news, which will be a source of new knowledge for me before I teach.

Researchers ask informants about how to deal with students who are critical in responding to the way you teach? Is this what you do at every place you teach?

Informant 1 replied:

No matter what a critical student, at least it becomes a reference for me to judge myself that they are what makes me

want to teach better. During my teaching, I always thank those who want to criticize me.

Informant 2 replied:

As long as I teach, I hear what they say as an input.

How does the role of lecturer fly to support your career as a permanent lecturer or your job in your work?

Informant 1 replied:

What I feel is, many of my clients are appreciate with what I do .. sometimes I am often called "wah pak lecturer euy .. shooting .." sometimes the word "lecturer" it adds to the trust of clients who use my services .. either this is what I experienced naturally. But I still think positive aja, maybe because I teach because Allah, then I was given what well ....

The term is "blessing" with what I do

Informant 2 replied:

Of course .. yes believe it does not believe it, the lecturers are teaching, well believe that we become more appreciated

What personal branding do you want to make among practitioners and academics? (as an example: want to be known as an active, academic or practicing markom consultant) is this what you do at every place you teach?

Informant 1 replied:

Hmmmm ... what yah hehehehe ... difficult euy question .. but I try to answer yes ... I want to be known as a lecturer who is not easy to give up. For example I have a studio and have employees. nah I pangen my students will be an entrepreneur and can also share knowledge

Informant 2 replied:

What well ... .. maybe I want to inspire the women, that the work of a lecturer could be a charity field yes .. of course seizing husband .. in essence, we can still be a blessing for many people

Researchers ask informants about what informants can do when interacting while avoiding boredom in teaching? Do this you do in every place you teach

Informant 1 replied:

Every time I teach, I invite reviews with games, or melalukan ice breaking that has value according to the material, so start the lessons we can laugh laugh first.

Informant 2 replied:

Every teaching I still like to greet them as usual continue review, but if the afternoon class is usually a lot of students mind where his body where, well I always bring small things like 3 chocolates deh .. nah biasanya they always spirit. then I love their review questions .. seneng is not his chocolate, if there are students who win their chocolate they are willing loh share with his friends.

Researchers ask informants about how to deal with students who are opposed to how you respond?

Informant 1 replied:

Differences of opinion is reasonable, as long as the students submit it politely then I appreciate it

Informant 2 replied:

Yes reasonable aja mas kalo different opinion mah, as long as they deliver well yes I tried to digest well yes what they say  
Researchers ask what the informant did to build the first relationship with the students while interacting in the classroom?

Informant 1 replied:

Breaking the rigidity, usually the first student is the time to observe his lecturer and also vice versa. usually I want them to introduce themselves in a fun way. Games for example ...

Informant 2 replied:

Well .. it's that hard when getting into a new place. from one place to another is sometimes different. Usually I try to make a game, which is important liquid first

The researcher asked the informant to name the form of appreciation obtained from the student or the most memorable one ever given.

Infoman 1 replied:

Appreciation form ... hmmm. Oh yes I've met a student who has graduated and told me "wah sir, luckily my father taught me to edit the video in a short way, apparently kepake pak in work, gara gara that I accepted the work" well for me recognition science that I give useful is a form of appreciation.

Informant 2 replied:

When students are still admonishing me even though they have a lot of work

Researchers ask informants about the extent to which they have a career whether students or college students judge you as an expert in the field you are currently in?

Informant 1 replied:

Hahah .. I do not know tuh mas ...

Informant 2 replied:

Hmmm .. that mah their judgment yes .. I can not declare mah also heheheh

The researcher asks about the expectations of what the informant would like to associate with you

Informant 1 replied:

If people say I'm an artist lecturer, but yes that they say yes ..

Informant 2 replied

So far I still have expectations what is what .. yes ngalir aja  
Researchers ask informants about the process of building relationships with teaching plus your expertise in the field that you tekuni in order to be able to build a good relationship with the client

Informant 1 replied:

As I've said before, the point is when the client knows I'm a lecturer, somehow this job is like a blessing on its own. basically I am more trusted, sometimes the client is appreciate when I know this is a lecturer. It could even be the beginning of a good conversation.

Informant 2 replied

When I was in business I never told that I was a lecturer, but when people know I'm a lecturer usually they appreciate more what I make in the culinary field.

## CONCLUDE

1) The role of flying lecturers can be said to support the community service if supported by institutions that hire them and involve them in community service activities. Basically this flying lecturer is only related to teaching alone.

2) Personality that build as a lecturer to fly in a career other than a lecturer is very awakened, his job as a lecturer is greatly cultivated by society . Sometimes the public can appreciate his or her career outside the lecturer because he is a lecturer.

## SUGGESTION

a) The existence of research on lecturers and image as a job where this can know how the current view of the profession lecturer and its image in the community

b) Create project in the form of social media tanyangan to build the image of lecturer to the community.

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