



# Personal branding of Dra. Hj. Kustini Sri Purnomo in local leaders election of Sleman District 2020

Muhammad Raikhan Natsir Ismail<sup>1</sup>, Nur Sofyan<sup>2\*</sup>

<sup>1,2</sup>Department of Communication Studies, Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

\*Corresponding author's email: [nursofyan@umy.ac.id](mailto:nursofyan@umy.ac.id)<sup>1</sup>, [nursofyan@umy.ac.id](mailto:nursofyan@umy.ac.id)<sup>2</sup>

## ARTICLE INFO

## ABSTRACT

### Keywords

Local Leaders Election in Sleman  
Women in Politics  
Women's Representation  
Personal Branding

The Local Leaders Election Pilkada in Sleman Regency reflects a unique dynamic in the world of politics, with the main highlight being the election of a woman as regent. Her success as a woman in winning the regent position in Sleman demonstrates that women can succeed in a political landscape predominantly dominated by men with the proper support and personal branding strategy. Personal branding is central to communicating political visions and ideas to voters. The campaign of Kustini Sri is a concrete example of how she successfully built her image as a strong and convincing leader capable of overcoming gender barriers often encountered in politics. Qualitative research with a case study approach, including extensive interviews and document analysis, is crucial to understanding the personal branding strategies employed by Kustini Sri Purnomo. Triangulation data sources are also used to validate findings and gain a more comprehensive understanding of the role of personal branding in Kustini Sri's successful election and its connection to personal branding theory. This research offers knowledge in Personal Branding of Kustini Sri Purnomo by becoming the first woman regent who actively participates and motivate in various women's community and groups, showcasing her strengths and abilities as a woman capable of influencing those around her in a political landscape predominantly dominated by men. The Findings reveal eight laws of personal branding and branding theory. Kustini Sri Purnomo embodies element one of the Law of Distinctiveness; Kustini Sri Purnomo became the first woman regent in Sleman District History.

## 1. Introduction

Personal branding is a communication study to create a distinct and meaningful image that enhances an individual's self-confidence and influences their actions. It involves the process of identification and communication to make an individual stand out and become more memorable to others, ultimately contributing to their success in various aspects, including business (Sholichah & Febriana, 2022).

This phenomenon is that historical context significantly influences women's political perceptions, particularly in regions like Yogyakarta, known for educational gender equality, yet falling behind in electing female leaders compared to other areas (Fajarani, 2021). Data from Yogyakarta's 2019 general election highlights the underrepresentation of women among registered voters and legislative roles, a situation often exacerbated by cultural barriers within patriarchal settings (Qorin Munandiyal & Fajar Junaedi, 2022). These challenges necessitate addressing to enhance women's political participation and promote increased political engagement and civic education, particularly among the younger generation (Widiyastuti, 2021).

Indonesia's 1945 Constitution underscores gender-neutral principles, ensuring equal rights and responsibilities for all citizens, including political matters. These principles were reiterated in 1978 through the State Policy Guidelines. Indonesia's commitment to gender equality is further demonstrated by its endorsement of the convention against discrimination of women in 1980, which

was subsequently enacted into law through Law No. 7 of 1984 (Priandi & Roisah, 2019). In Sleman Regency, female representation in parliament stood at 26% in 2019 and increased to 28% in 2020, primarily due to affirmative action prompted by constitutional changes. Law No. 12 of 2003 mandates that political parties participating in elections must ensure that at least 30% of their candidates for legislative positions are women (Ignatius, 2010).

While female participation in Indonesian politics has risen since the 1955 general elections, persistent gender disparities are observed, particularly in legislative and executive positions, where women often face challenges in obtaining high-ranking roles, leading to a higher concentration in less prominent government positions compared to men (Iman, 2023). This situation is further exacerbated by the media's influential role in shaping public perceptions of women; positive portrayals can lead to more favorable societal attitudes, while negative depictions can create adverse perceptions, underscoring the media's significant impact on public attitudes toward women (Pudji, 2008).

The pandemic presents a unique challenge to democracy, as it can lead to government overreach, sometimes under the pretext of "emergency measures." While these measures are framed as responses to the health crisis, they can be exploited for political gains. This can involve diverting funds towards public health while curbing fundamental freedoms. Such restrictions, often justified by health concerns, can compromise the quality of democracy (Fairuz et al., 2020).

In 2020, Indonesia faced the challenge of conducting Local Leaders Elections (Pilkada) during the global COVID-19 pandemic, notably impacting the election process and public attention. Despite the pandemic's disruptions, the Indonesian government proceeded with the December 9, 2020, Pilkada. This decision posed significant implications for electoral democracy, emphasizing the importance of maintaining democratic processes during challenging times (Ika & Dewi, 2021).

Kustini Sri Purnomo, an Indonesian citizen with a solid educational background, actively engages in various organizations in Sleman Regency and has achieved recognition for her contributions, including introducing Batik Parijotho Salak as a distinctive feature of Sleman Regency's batik. Her unwavering commitment is demonstrated as she continues her husband's legacy in his pursuit of regency leadership in Sleman.

This research, titled "Personal Branding of Dra. Hj. Kustini Sri Purnomo in the 2020 Local Leaders Election of Sleman Regency," examines the significant influence of personal branding on Dra. Hj. Kustini Sri Purnomo's success in the 2020 Local Leaders Election of Sleman Regency (Supriyadi et al., 2021). The study delves into the role of personal branding in the political landscape, especially during the 2020 Sleman Regency Local Leaders Election, while considering the challenges related to the political hierarchy of women and the COVID-19 pandemic (Suher et al., 2021). It analyzes the personal branding strategies employed by Dra. Hj. Kustini Sri Purnomo during the 2020 Local Leaders Election in Sleman Regency, drawing from the "Eight Laws of Personal Branding" and Elements of Personal Branding outlined in "The Personal Branding Phenomenon" by Peter Montoya and Tim Vandehey. This research aims to assess the uniqueness and impact of Dra. Hj. Kustini Sri Purnomo's campaign through the application of these personal branding theories.

In a relevant study titled "Political Branding of Female Politician Tsamara Amany Alatas," the critical emphasis lies in using personal branding strategies within political branding, specifically enhancing Tsamara Amany Alatas' image through her Instagram account (Panjaitan & Harahap, 2021). Tsamara skillfully employs her Instagram platform for robust political branding, focusing on issues concerning millennials and women, nurturing a sense of community among her followers, and employing captivating strategies (Dittmer, 2007). This research delves into an exploration of how Tsamara Amany Alatas adeptly utilizes Personal Branding as a pivotal strategy within her political branding, utilizing her Instagram account as a prime medium (Mudrikah, 2020).

Studies that also use the same subject title, "Political Marketing Strategy of Kustini Sri Purnomo and Danang Maharsa for the 2020 Sleman Regency Election," find out how Kustini Sri and Danang Maharsa use strategy in political tools such as Push, Pull, and Pass Marketing (Pratama & Rahmawati, 2023). which also makes this research unique by focusing on how Personal Branding Theory is used by Kustini Sri, according to Peter Montoya and Tim Vandehey in their book.

Modern researchers have acknowledged the vital role that personal branding strategies play in achieving success in local leadership elections. These tactics are crucial for establishing public visibility, providing a direct channel for candidates to convey their party's objectives and principles to the electorate. Furthermore, they enable direct engagement between candidates and the public, influencing how the candidate is perceived in terms of their character. The groundbreaking triumph of Dra. Hj. Kustini Sri Purnomo, as the first female regent ever elected in Sleman District, underscores the significance of employing these strategies.

## 2. Method

This qualitative descriptive research involves gathering data in the form of textual descriptions from written or spoken sources and observing observable behaviors (Zuchri, 2021). This research prioritizes comprehending the overall context and the individuals, focusing on how Dra. Hj. Kustini Sri Purnomo using personal branding in the 2020 Sleman Regency local leader's elections.

A case study is a method in this research that extensively explores a specific issue. It involves in-depth data collection from various sources and delves into particular individuals or social units within a specific timeframe (Rinawiyanti & Kusumo, 2023). This approach focuses on comprehensively, intensively, and meticulously understanding the problem or contemporary phenomenon being studied (Murdiyanto, 2020). It can be stated that in this research, the researcher employs a case study approach to obtain in-depth information based on facts and data collected directly from the field, including interviews and other documents (Prathisara & Masduki, 2023).

The study employed various interview formats, including structured, semi-structured, and unstructured interviews, to gather data from participants like Kustini Sri Purnomo, her associates, and community members (Harahap, 2020). Data analysis followed Miles and Hubberman's approach, involving data reduction, presentation of condensed data, and the formulation and validation of conclusions based on the collected and processed data (Samiaji, 2021).

The author adopts a triangulation data approach in this research to ensure a comprehensive and reliable information base. This approach involves cross-referencing data from multiple sources, including interviews, archives, and official offline and online documents. It's a method to validate the data by comparing information from various sources. The data from these diverse sources are subsequently analyzed by describing, categorizing, and identifying both their commonalities and distinctions (Haryoko et al., 2020).

## 3. Result and Discussion

### 4.1. Branding

Dra. Hj. Kustini Sri Purnomo effectively established a robust personal brand by actively engaging with various community and organizational roles she previously led, successfully portraying herself as a capable and effective leader, particularly as a woman navigating complex public leadership dynamics, even amid the challenges of the COVID-19 pandemic, as discussed by Duncan.

### 4.2. Personal Branding

Personal Branding, as per Robin Fisher Roffer, is a process that helps individuals discover their identity, gain appreciation for their unique qualities, create a magnet for their desires, increase interest from others, foster trust, and establish integrity, ultimately setting them apart in their chosen field (Susan, 2014). Effective personal branding necessitates strict adherence to structured guidelines and meticulous planning to ensure a successful image shaping process for intended public outreach, as any missteps can rapidly lead to negative public perceptions, as illustrated by political candidates in the 2020 Sleman local leadership election (Zabojnik, 2018).

According to Peter Montoya and Tim Vandehey (2002) in the book "The Brand Called You : Create a Personal Brand That Wins Attention and Grows Your Business" there is 3 point to succeeding the personal branding and Kustini Sri Purnomo related to those point such as;

Clarity, Kustini Sri Purnomo effectively conveys a clear and transparent image to the public, openly sharing her identity and specialized services via various media channels, while also

demonstrating her strong commitment to community welfare through active engagement in programs documented and shared on social media, strategically targeting specific demographics through platforms like Facebook and Instagram.

**Fig 1.** How Kustini Sri Purnomo use Instagram as an Annual Report to attract Public Attention



Source : Official Instagram Account of Kustini Sri Purnomo (2023).

Specialization, in her pursuit of personal branding, Kustini Sri Purnomo is the only woman in Sleman District regent history. The public recognizes her distinctiveness in capturing public attention, differentiating herself from competitors. Hence, she sought to establish a particular position in the political landscape that set her apart from her peers.

Consistency, throughout her campaign and involvement in the Sleman 2020 regional head election, Kustini Sri Purnomo consistently upheld her messaging and actions, actively engaging with the women's community, advocating for women's values, and effectively communicating her husband's prior regency programs to the public. She has consistently conveyed her personal brand to the public, maintaining unwavering core messages (Rachmawati & Afifi, 2022). This sustained consistency has cultivated a perception of reliability in her political identity and commitments.

The results also find out Kustini Sri Purnomo there connect with 8 Laws of Personal Branding and to ensure the discussion already being stated before, According to Peter Montoya and Tim Vandehey (Peter & Tim, 2002) in the book "The Personal Branding Phenomenon" such as;

- a) Specialization, to embody the critical aspects of personal branding, and one must emphasize specialization in specific areas of expertise. Kustini Sri Purnomo demonstrates exceptional vision, upholds a positive and innovative management style, lives a unique and hardworking lifestyle, and gains inspiration from significant individuals who have supported her. Moreover, she adeptly manages multiple roles, participating actively in various organizations while successfully running her furniture business, showcasing her multifaceted leadership.
- b) Leadership, before her successful election as the Sleman regional head, Kustini Sri was actively engaged in various organizations and communities, such as the Sleman Regency Sports Women's Association, where she initiated activities to revitalize Danggung Park through gymnastics programs. Moreover, she achieved several accolades in her previous leadership roles, including the Champion of Orderly Administration (Madya III) in Sleman Regency, underscoring her outstanding contributions and exceptional leadership abilities.
- c) Personality, Kustini Sri Purnomo is well-regarded for her amiable and protective personality, maintaining a warm and professional demeanor while actively engaging with the community and local government staff. Her confidence and composure were notably demonstrated during the first debate of the 2020 Pilkada, highlighting her poised and self-assured character.
- d) Distinctiveness, Kustini Sri Purnomo, as the first woman to be elected regent in Sleman District, challenges and disproves traditional gender hierarchies in Yogyakarta by taking on responsibilities that women can effectively manage. She understands the importance of standing out and embraces her uniqueness and distinctive perspective. During her inauguration as Sleman's regent, she emphasized her readiness to listen to the community's aspirations and build humanitarian solidarity, especially among those affected by COVID-19, setting herself apart and garnering public attention.

- e) Visibility, this law is vital in personal branding, and Kustini Sri Purnomo excels. She actively engages with the community, both online and offline, using well-timed and purposeful interactions. Her social media presence is notably effective, with engaging content on platforms such as Instagram, Facebook, and YouTube, each tailored to different age groups and interests. Furthermore, her visibility and recognition increased when she initiated the creation of Sleman Regency's "Sinom Parijotho Salak" batik in 2017, supported by her husband, Sri Purnomo, further enhancing her public profile.
- f) Unity, Kustini Sri Purnomo consistently aligns her personal life with the values she conveys through her branding, exhibiting wisdom, compassion, and a genuine connection with the Sleman community. Her commitment to her family, respect for her husband, and her dedication to raising a successful son reinforce the ethical principles that underpin her branding, fostering trust and credibility among her acquaintances.
- g) Persistence, building a personal brand is time-consuming and labor-intensive, and Kustini Sri Purnomo exemplifies unwavering commitment to her well-established personal brand. As both a chairwoman and the wife of a former regent, she has invested in academic and reputation capital, evident in the awards she garnered over 15 years. Moreover, her successful 2020 campaign for Sleman Regency had strong support from groups like the Association of Indonesian Bridal Makeup Experts (HARPI) Melati DPD DIY, which regarded Kustini Sri as an exemplary figure dedicated to the development of Indonesia, particularly Sleman.
- h) Goodwill, Kustini Sri Purnomo's successful personal branding is rooted in her dedication to virtuous causes and positive societal impact. Her motivations are firmly grounded in improving societal welfare and seeking spiritual rewards consistent with her religious beliefs. This commitment was further kindled by Professor Siswanto, a lecturer at Sunan Kalijaga State Islamic University, who encouraged her to run for the position of regent in Sleman Regency despite the considerable responsibilities it entailed.

Based on data obtained, Kustini Sri Purnomo unconsciously used Personal Branding Element and 8 Laws of personal Branding to get public attention by her dedication and how she has a good purpose on how she led the regional area.

#### **4. Conclusion**

In this research, the analysis results underscore the significant importance of personal branding for individuals. It transcends the realms of celebrities and social media influencers, emphasizing its relevance for everyone. Personal branding reflects an individual's identity and is an effective platform for showcasing their values and capacity to generate positive impacts in their surroundings. Furthermore, it serves as a distinguishing factor, simplifying the recognition of individuals based on their distinct attributes that deserve recognition and respect. Kustini Sri Purnomo, as the first female regent in Sleman Regency, serves as a prime example of building a robust personal brand by incorporating the eight elements of personal branding, thereby establishing herself as a credible and dedicated leader. Her branding is harmoniously aligned with the principles of specialization and noble objectives rooted in her religious convictions.

#### **5. Acknowledgement**

The extensive scope of this research necessitates substantial assistance from reviewers when assessing articles submitted for publication. We are sincerely thankful to numerous domestic and international colleagues for their thorough, valuable, and generally timely responses to our inquiries for advice and guidance. Unfortunately, current policy prevents us from formally acknowledging those who assisted in this manner in this study. Nevertheless, we trust that this brief acknowledgment conveys our deep appreciation for their support.

## 6. References

- Dittmer, J. (2007). Changing American metanarratives of Russia in NATO expansion debates, 1993-2002. *National Identities*. <https://doi.org/10.1080/14608940601145687>
- Fairuz, A. A., Moh., P. T. E., & Azka, A. A. (2020). The Democratic Decline in Indonesia Under Covid-19 Pandemic. *JWP (Jurnal Wacana Politik)*, 5(2), 102.
- Fajarani, S. T. (2021). Liberal feminist values as reflected in Leo Tolstoy's Anna Karenina. *Commicast*, 2(1), 8. <https://doi.org/10.12928/commicast.v2i1.2733>
- Harahap, N. (2020). *Penelitian Kualitatif* (H. S. M.A (ed.); Cetakan pe). Wal ashri Publishing Jl. Ekarasmi Medan Sumatera Utara.
- Haryoko, S., Bahartiar, & Arwadi, F. (2020). *Analisis Data Penelitian Kualitatif (Konsep, Teknik, & Prosedur Analisis)*.
- Ignatius, M. (2010). Strategi Meningkatkan Keterwakilan Perempuan. In *Dokumen Dewan Perwakilan Daerah* (p. 2).
- Ika, P., & Dewi, E. (2021). Efektivitas Pilkada Serentak Tahun 2020 di Tengah Pandemi Covid-19 Indonesia. *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 3(3), 4-5.
- Iman, W. O. N. (2023). Peran Masyarakat Dan Kuota Perempuan Dalam Pemilihan Umum Serentak Tahun 2024. *Journal Publicuho*, 6(1), 153.
- Instagram Kustini Sri Purnomo. (2023). *Akun Instagram Sosial Media Bupati Sleman @kustinisripurnomo*.
- Mudrikah, I. M. (2020). Political Branding Politisi Perempuan di Instagram: Kasus Pada Tsamara Amany Alatas. *Jurnal Politikom Indonesiana*, 5(2), 36-37.
- Murdiyanto, E. (2020). Metode Penelitian Kualitatif (Teori dan Aplikasi disertai Contoh Proposal). In *Bandung: Rosda Karya*. Lembaga Penelitian dan Pengabdian Pada Masyarakat UPN "Veteran" Yogyakarta Press.
- Panjaitan, F. R., & Harahap, M. S. (2021). Community opinion on the personal brand of Bobby Nasution to Prospective Medan Mayor in 2020. *Commicast*, 2(1), 76. <https://doi.org/10.12928/commicast.v2i1.3152>
- Peter, M., & Tim, V. (2002). *The Personal Branding Phenomenon: Realize greater influence, explosive income growth and rapid career advancement by applying the branding techniques of prah, Martha & Michael*. (R. Andrew & R. Robert (eds.)). Personal Branding Press Publishing.
- Pratama, D., & Rahmawati, D. E. (2023). Political Marketing Strategy of Kustini Sri Purnomo and Danang Maharsa for the 2020 Sleman Regency Election. *Journal of Governance and Public Policy*, 10(1), 102-103.
- Prathisara, G. P., & Masduki, A. M. (2023). Marketing strategy in "Bakpiapia Djogja" food product packaging design. *COMMICAST*, 4(1), 48-63. <https://doi.org/10.12928/commicast.v4i1.6823>
- Priandi, R., & Roisah, K. (2019). Upaya Meningkatkan Partisipasi Politik Perempuan Dalam Pemilihan Umum di Indonesia. *Jurnal Pembangunan Hukum Indonesia*, 1(1), 110.
- Pudji, T. M. (2008). Citra Perempuan Dalam Politik. *Yinyang: Jurnal Studi Islam Gender Dan Anak*, 3(1), 5-6.
- Qorin Munandiyal, Q. M. H., & Fajar Junaedi, F. J. (2022). Production management of digital content for social media in the department of communication and informatic Batang Central Java. *COMMICAST*, 3(3), 181-191. <https://doi.org/10.12928/commicast.v3i2.5953>
- Rachmawati, M. A., & Afifi, S. (2022). The integrated marketing communication in digital environment: a case study of local radio in Yogyakarta. *The Indonesian Journal of Communication Studies*, 14(2). <https://doi.org/10.31315/ijcs.v14i2.5470>
- Rinawiyanti, E. D., & Kusumo, A. H. (2023). Clustering of business strategies among Indonesian manufacturing firms. *International Journal of Communication and Society; Vol 5, No 1: June 2023*. <https://doi.org/10.31763/ijcs.v5i1.746>

- Samiaji, S. (2021). *Analisis Data Penelitian Kualitatif* (M. Flora (ed.)).
- Sholichah, M., & Febriana, P. (2022). Konstruksi Citra Diri Dalam Media Baru Melalui Aplikasi Instagram (Analisis Semiotik Postingan Instagram @Maudyayunda). *Jurnal Spektrum Komunikasi (JSK)*, 10(2), 2.
- Suher, H. K., Tetik, T., & Denizel, D. (2021). New Communication in the Post-Pandemic Era: Media, Education, and Information. In *New Communication in the Post-Pandemic Era: Media, Education, and Information*. <https://doi.org/10.3726/b18868>
- Supriyadi, A., Wang, T., Pribadi, P., Mauludin, M. A., Ma'arif, F., & Nuryana, Z. (2021). A review of institutional response and Covid-19 pandemic risk communication in regional autonomy system in Indonesia. *International Journal of Communication and Society*, 3(1), 39–51. <https://doi.org/10.31763/ijcs.v3i1.192>
- Susan, C. (2014). *Personal Branding for Dummies*. John Wiley & Sons.
- Widiyastuti. (2021). *Peta Politik Perempuan Kota Yogyakarta*. Badan Kesatuan Bangsa Dan Politik.
- Zabojnik, R. (2018). Personal branding and marketing strategies. In *European Journal of Science and Theology*. <http://www.ejst.tuiasi.ro>. [http://www.ejst.tuiasi.ro/Files/73/16\\_Zabojnik.pdf](http://www.ejst.tuiasi.ro/Files/73/16_Zabojnik.pdf)
- Zuchri, A. (2021). *Metode Penelitian Kualitatif* (R. Patta (ed.); Issue 1). Syakir Media Press.