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Analysis Personal Branding Fashion Student State University Semarang Through Dress Style

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Abstract

This research is motivated by the inconsistency of the dress style of Semarang State University students with dress etiquette in the campus environment. There is a gap between academic values that uphold decency and the reality of student behavior that tends to prioritize fashion trends without considering the suitability of the context, place and time. This phenomenon shows the urgency to instill an adaptive attitude in dressing as a reflection of the character and professional maturity of students in the academic space. In the digital era and the industrial revolution 4.0, Personal Branding is a crucial instrument in building a professional image, where the style of dress plays a role as a person's identity, competence, and authority. This study aims to analyze the personal branding of students of Fashion Education at Semarang State University. The research method used is quantitative descriptive. The research population includes 368 students of Fashion Education at Semarang State University from 2022 to 2025, with a sample of 192 determined through simple random sampling techniques (5% error rate). Data was collected through a questionnaire that measured five indicators: Consistency, Authority, Relevant, Visibility, and Goodwill. The statistical analysis technique uses the clustering method and the K-Means algorithm. The results of the study showed that Semarang State University Fashion Education students had a high Personal Branding Level with an overall average score of 3.73. This emphasizes that students place more emphasis on the substance of ethics, role relevance, and professionalism rather than just striking visual appearances. Statistically, the test results of the instrument were declared valid and reliable with a Cronbach's Alpha value of 0.930. Based on these results, students are advised to continue to improve consistency in aligning fashion trends with academic ethics in order to maintain the credibility of the Personal Branding that has been formed.

Keywords: personal branding, dress style, fashion design, students

INTRODUCTION

Advances in digital communication technology have fundamentally changed the way humans interact, work, and express themselves. In the era of the industrial revolution 4.0, a person's ability to display a strong and credible self-image in the digital space has become an important part of professional competence. One of the concepts that stands out in this phenomenon is personal branding, which is the process of building and managing public perceptions of the individual self through planned and consistent communication (Ilma Wulansari Hasdiansa, Sitti Hasbiah, Nurul Fadilah Aswar, Isma Azis Riu, 2025)

In general, personal branding reflect a person's skills, abilities, and lifestyle that can provide positive value and help the individual build self-image. Personal branding is one of the important elements for everyone, especially among students. Personal branding Not only does it help in building self-image, but it can also affect the way a person is judged by others, including in social and professional contexts (Juhfatul Mucharom, 2025)

As the times develop, the function of clothing has changed, not only as a protector or body covering according to applicable norms, now a garment can also describe a person's characteristics or identity, to become an identity for a certain profession or institution. The dress style of today's society is not only a way of dressing that is polite, neat, comfortable, and ethically viewed, but also a pride or

a means to increase confidence. Everyone has their own style of dressing that is usually determined by their character, personality, or even beliefs (Indriyati, 2024)

The diversity of clothing styles must of course be balanced with sufficient knowledge, not just relying on the desire of each individual to create harmony in clothing in accordance with ethics and aesthetics. Basic knowledge of dress procedures that are in accordance with ethics and aesthetics needs to be known by students, considering that as the times develop, there are many fashion styles that are not appropriate to imitate (Indriyati, 2024)

However, the reality shows that in the Fashion Environment of Semarang State University, there are still many students who are not fully aware of the importance of dressing neatly and politely. The style of dress displayed by some students is still not in line with the academic norms and ethics of the campus. This makes some students prefer to appear according to trends, rather than considering the context of the place or situation. In fact, the academic space has its own values that should be appreciated. A good style of dress doesn't mean it's boring. Students can still look cool and contemporary, as long as they understand when to look relaxed and when to adjust to more formal moments. With this kind of adaptive attitude, students will not only be appreciated for their style, but also for their maturity and intelligence in reading situations. Ultimately, dressing on campus is a reflection of the student's own character. It's not just about following trends, but also about how they position themselves in an ethical academic environment.

This research is based on the research gap from several other researchers. Such as (Karisma Tri Wahyuni, 2025) Personal branding It is a characteristic that first comes to mind when thinking of a name, this can be observed with anything that is seen, such as for example physical shape, personality, and potential. Having something unique is the only way to become famous on social media. In addition, the uniqueness that a person has in building personal branding They can help a person be identified in the real and virtual worlds to increase trust and get something of value to the public. Research results (Anaz Nur Puja, 2022) arguing that through trends and innovations in the concept of dress style affects the way others view ourselves which is displayed through what we use and how we display it, more than just marketing and promoting ourselves, personal branding that is done to build each individual to continue to develop and have differences between himself and others, which is indirectly personal branding be a person's effort to build uniqueness and values that are different from other individuals. Research results (Fadhilah Akbar Yasim, Ali Alamsyah Kusumadinata, 2024) shows that clothes play an important role in shaping a person's personal identity and social image. Appearance not only becomes an aesthetic representation, but also shows the social and psychological structure of the individual. In the context of students, the style of dress can be a tool to affirm existence, build confidence, and show affiliation to a certain group or community. This shows that fashion trends have a deeper influence than just a matter of style.

The novelty of this research lies in the concept personal branding, where in the book Hubert K. Rampersad (Dita Rachmawati, 2018) believes that personal branding What is shown must come from within so that it must not be made up. According to Hubert K. Rampersad (Dita Rachmawati, 2018) criteria for personal branding Includes: 1.) Consistency; consistency requires courage, consistency can be a message that is conveyed continuously. 2.) Authority; recognized in a certain field where recognized as a person who is indeed experienced in his field in doing Personal Branding 3.) Relieves; that personal branding must be relevant to the target audience according to the surrounding environment 4.) Visibility; in the personal branding achieved when self-identity is broadcast consistently and repeatedly 5.) Goodwill; good relationships that are related to positive and beneficial things so that they will give good results that are more lasting in personal branding.

By considering various previous researchers, personal branding on students' clothing styles is important to understand how identity is formed, expressed, and negotiated in daily life, especially in the Fashion Environment of Semarang State University. Therefore, the main focus of the researcher is to examine **Analysis Personal Branding Fashion Student State University Semarang Through Dress Style.**

Based on this background, the formulation of the problem in this study includes: 1.) What is personal branding for Semarang State University Fashion Designers? 2.) How much is the value of the indicators of personal branding in Fashion Fashion students of Semarang State University?

Based on the formulation of the problem above, the objectives of this research include: 1.) To find out personal branding in Fashion Fashion students of Semarang State University 2.) To analyze how much personal branding achievement in Fashion Designers at Semarang State University.

METHOD

This research is a quantitative research using quantitative descriptive research methods. The types of data used are primary data and secondary data. The population in this study is students in the Fashion Education study program of Semarang State University, the details are as follows:

Table 1. Fashion Student Population

No.	Status	Population
1.	Students Class of 2022	84
2.	Students Class of 2023	95
3.	Students Class of 2024	97
4.	Students Class of 2025	92
Quantity		368

Source: Fashion Education Study Program Student Data 2022-2025

The sampling technique of this study uses simple random sampling which will be carried out randomly. To determine the number of samples from the number of populations, in this study the Slovin Formula technique, the following calculations are used:

$$n = \frac{N}{1 + N(e^2)}$$

Description:

- n : Sample size
- N : Total population (368)
- e : Margin of error (in decimal form)

$$n = \frac{368}{1,92} = 191,66 \text{ (rounded up to 192)}$$

From the calculation using the Slovin Formula, it was found that the sample size in this study amounted to 192 respondents with the selection of the margin of error (margin of error) was 5%. The data collection techniques used in this study were questionnaires and documentation studies. The research instrument used to measure the value of the variables (Personal Branding) that is researched uses the research measurement scale, the Likert scale. The Personal Branding Questionnaire consists of 5 indicators, including: 1.) Consistency, 2.) Authority 3.) Relevant 4.) Visibility 5.) Goodwill. In which each indicator has 5 statements with a total of 25 statements for each respondent.

In this study, statistical analysis techniques using the clustering Algorithm Day K-Means. The instrument was tested on 192 respondents from Fashion Education Students to carry out validity tests and reliability tests. Test the validity instrument using the formula (Nindri Permata Sari, 2021). Refers to the validity condition where the statement item is declared valid if it has a value of r calculated $> r$ table. The results of the validity test in this study are presented in the following table:

Table 2. Validity Test Results

Grain Range	Number of Statements	Calculated R Value (Min – Max)	Table R Values	Status
P1 – P25	25 Butir	0,280 – 0,769	0,142	Valid

Source: Primary Data Processed using Microsoft Excel application in 2026

Based on the presentation of data in Table 2 above, it can be identified that 25 statements related to Personal Branding in Fashion Education students are found that r counts $> r$ table. Therefore, from the validity test carried out, it can be concluded that the entire statement item is valid.

Then for reliability test using the formula $(=VAR)$ to determine the item variant and the total variant, the formula $=(\text{Number of Statement}/\text{Quantity Statement} - 1) * (1 - \text{Number of Variants}/\text{Total Variants})$ to determine Cronbach's Alpha. Refers to the reliability requirement where the statement

item is declared reliable if it has Cronbach's Alpha > 0.6 (Nindri Permata Sari, 2021). The results of the reliability test in this study are presented in the following table:

Table 3. Reliability Test Results

No.	Cronbach's Alpha	Reliable Standard	Ket.
1.	0,930	0,6	Reliabel

Source: Primary Data Processed using Microsoft Excel application in 2026

Based on table 3, it can be identified that this questionnaire has a Cronbach's Alpha value of > 0.6. So it can be said that all valid statements are also reliable. With a Cronbach's Alpha value of 0.930, it can be said that this questionnaire has a high reliability score.

RESULTS AND DISCUSSION

The results of this research were obtained through a questionnaire that had been disseminated in the form of a statement through a google form given to 192 Fashion Education students and had been answered by the respondents. Respondents in this study were taken from students from the class of 2022 to 2025.

Respondent Characteristics

The respondents' identity data can be seen in the following tables:

Table 4. Respondent Identity by Age Group

Yes	Age Group	Frequency (f)	Presentase %
1.	18 – 19 years old	67	34,89%
2.	20 - 21 years old	89	46,35%
3.	22 - 23 years old	36	18,75%
Quantity		192	

Source: Primary Data Processed using Microsoft Excel application in 2026

Table 4 shows that respondents are divided into 3 categories, namely 18-19 years, 20-21 years and 22-23 years. Based on the results above, it can be concluded that most of the respondents are in the age group of 20-21 years (46.35%). Meanwhile, respondents based on age group were the least in the 22-23 years group (18.75%).

Table 5. Respondent Identity Based on Year of Force

No.	Year of the Force	Frequency (f)	Presentase %
1.	Year 2022	41	21,35%
2.	Year 2023	49	25,52%
3.	Year 2024	48	25,00%
4.	Year 2025	54	28,13%
Quantity		192	100%

Source: Primary Data Processed using Microsoft Excel application in 2026

Table 5 shows that respondents are divided into 4 categories, namely the class of 2022, 2023, 2024 and 2025. Based on the results above, it can be concluded that most of the respondents are in the 2025 cohort (28.13%). Meanwhile, the least respondents were based on the 2022 cohort year (21.35%).

Descriptive Analysis of Respondents' Answers

This analysis was conducted to get an idea of the respondents' answers to the items used to measure the personal branding variables. The personal branding variables in this study were measured using 5 indicators, where each indicator had 5 statements with a total of 25 statements for each respondent. Referring to the questionnaire that has been disseminated in the form of a statement through a google form given to 192 Fashion Education students from 2022 to 2025. The results of the respondent's statements on each questionnaire were assessed based on the following scales:

$$\text{Scale range} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of classes}}$$

$$\text{Scale range} = \frac{5 - 1}{5} = 0,8$$

According to Ghozali (Irvan Ardiansyah, Nathaniel Igracio Leonaputra, Verdi Indra Rizky, 2023), the standards for the five class categories are:

1,00 - 1,80	= Very low
1,81 - 2,60	= Low
2,61 - 3,40	= Enough
3,41 - 4,20	= Height
4,21 - 5,00	= Very High

Table 6. Results of Respondents' Statements on Personal Branding

Indicator <i>Personal Branding</i>	Ket.	VL 5	L 4	E 3	H 2	VH 1	Quantity	Average
Consistency	Frequency	215	345	278	84	38	960	3,64
	Weight	1075	1380	834	168	38	3495	
Authority	Frequency	279	350	242	55	34	960	3,82
	Weight	1395	1400	726	110	34	3665	
Relevant	Frequency	326	366	194	36	38	960	3,94
	Weight	1630	1464	582	72	38	3786	
Visibility	Frequency	142	241	324	148	105	960	3,17
	Weight	710	964	972	296	105	3047	
Goodwill	Frequency	397	350	148	29	36	960	4,09
	Weight	1985	1400	444	58	36	3923	
							17.916	3,73

Source: Primary Data Processed using Microsoft Excel application in 2026

Based on the presentation of the data in Table 6 above, it can be interpreted that the majority of respondents gave an assessment with an average score of 3.73. This achievement reflects a very positive trend in efforts to form personal branding among students. Statistically, the score of 3.73 is in the range of 3.41 to 4.20.

Discussion

This study aims to find out and analyze the achievements of personal branding in Fashion Designers students of Semarang State University through the style of dress in the academic environment. The results of the descriptive analysis showed that students consciously used fashion as a visual communication instrument to build a positive and professional self-image.

This is evidenced by the acquisition of an overall average score of 3,73, which according to Ghozali (Irvan Ardiansyah, Nathaniel Igracio Leonaputra, Verdi Indra Rizky, 2023) are in the range of 3.41 – 4.20 with the category "High". These findings are in line with the view (Juhfatul Mucharom, 2025) which states that personal branding It is crucial for students because it influences the way others assess them in a social and professional context.

Indicator Goodwill emerged as the main determinant factor with the highest average score of 4,09 and achieved a percentage of 81.73%. Students show high moral awareness in maintaining the reputation of the Study Program by avoiding clothes that are too revealed, such as Crop Top or ripped jeans, and prioritizes disciplined and neat character. This is in line with Rizky's research (Nabilla Rachma Arrusdi, 2024) kA person's ethics create a good image in the eyes of the public, personal branding will have a greater and lasting effect. Thus, goodwill Not only does it create a positive image, but it also becomes a strong foundation in building a successful personal branding.

On the indicator Relevant, students recorded a significant average score of 3,94. Students are able to align their personal identity with the rules of modesty at UNNES and adjust the type of clothing to the context of the activity, both during theoretical lectures and practicum in the sewing laboratory. These findings support the results of the study (Anaz Nur Puja, 2022) which suggests that clothing trends and innovations influence other people's views of the unique value that individuals have according to their environment.

Indicator Authority obtained an average score of 3,82. This aspect of authority is reflected in the students' attention to the quality of the seams and the professional selection of materials, which implicitly confirms their deep competence in the field of fashion. This is in line with research (Fadhilah Akbar Yasim, Ali Alamsyah Kusumadinata, 2024) which states that appearance is not just an aesthetic representation, but also shows the social structure and professionalism of the individual.

Indicator Consistency Be in the high category with an average score 3,64. This data shows a synchronization between students' fashion styles in the real world and images displayed on social media, such as the use of color palettes or certain motifs as a fixed visual identity. This phenomenon strengthens the opinion (Karisma Tri Wahyuni, 2025) that personal branding is a characteristic that first appears in the minds of others through what they see physically and the personality displayed in a mock manner.

On the other hand, the Visibility recorded the lowest score with an average score 3,17 which is included in the "Sufficient" category. Even though they still pay attention to appearance, UNNES Fashion students do not make efforts to appear flashy or become the center of attention as a top priority. This is in line with Hubert K. Rampersad (Dita Rachmawati, 2018) that the construction of their self-image places more emphasis on the substance of ethics and the suitability of the role rather than simply the pursuit of visual popularity or instant recognition through a style that accentuates uniqueness.

Statistically, the credibility of the data in this discussion is supported by the test results of instruments that are declared valid and reliable. The validity test of the 25 statements resulted in a Calculated R value (0.280 – 0.769) that was greater than the Table R (0.142), while the reliability test showed a Cronbach's Alpha value of 0.930. With such a very high reliability score, this questionnaire has proven to be very consistent in describing the real condition of students' personal branding through their style of dress in the campus environment.

CONCLUSION AND SUGGESTIONS

Conclusion

Research shows that Semarang State University Fashion Education students have a high level of personal branding through their style of dress, with an overall average score of 3.73. Students consciously use fashion as a visual communication instrument to build a positive and professional self-image in an academic environment. The "Goodwill" indicator is the main determining factor with the highest achievement (81.73%), which reflects the high moral awareness of students in maintaining the reputation of the study program by avoiding clothes that are too revealing and prioritizing neatness and discipline. On the other hand, the "Visibility" indicator recorded the lowest score of 63.48% in the "Sufficient" category. This shows that UNNES Fashion students focus more on the substance of ethics, role relevance, and professionalism rather than just an effort to look flashy or pursue visual popularity through styles that highlight uniqueness.

Suggestions

1. For Students: Can maintain and continue to improve consistency in dressing that aligns fashion trends with academic ethics, so that the Personal Branding that is formed remains credible and professional.
2. For Study Programs: The results of this research can be used as a reference in fostering student character, especially in strengthening understanding of the importance of dress ethics as a representation of competence in the field of fashion.
3. For Further Researchers: It is recommended to explore other variables that might influence Personal Branding, or expand the scope of the research population to gain a broader perspective on student dress behavior in different areas of expertise.

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