

TOASTMASTER

UNIT KEGIATAN BAHASA ASING

KOORDINATOR : ELSA MULIA

WAKIL KOORDINATOR : RAHMI KURNIAWAN

TOPIC 1

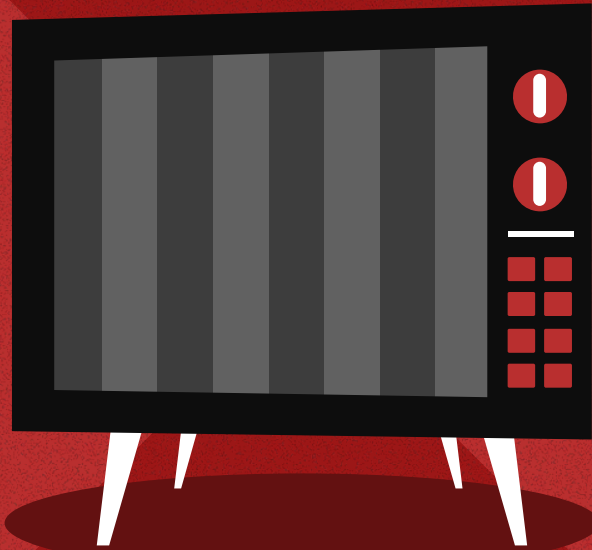
PERSONAL BRANDING OF PUBLIC SPEAKING

HI!



PERSONAL BRANDING

Personal branding is a person's perception of you and what you can offer professionally now and in the future.



PUBLIC SPEAKING

Public speaking is the ability to make someone look confident when speaking in front of many people

MAIN BASIS

- HONEST
- ATTITUDE
- INTERESTED IN THE MATERIAL
- OPEN WITH YOURSELF



BEDA SPEAKING DAN TALKING



SPEAKING

USED IN FORMAL SITUATIONS, AND USUALLY THE HIGHLIGHT OR SPEAKER IS ONLY 1 PERSON



TALKING

USED IN MORE CASUAL SITUATIONS, USUALLY INVOLVING 2 SPEAKERS

KENAPA AUDIENCE DAN PEMBICARA HARUS DEKAT

25%

To connect with
each other

25%

Building
personal
branding

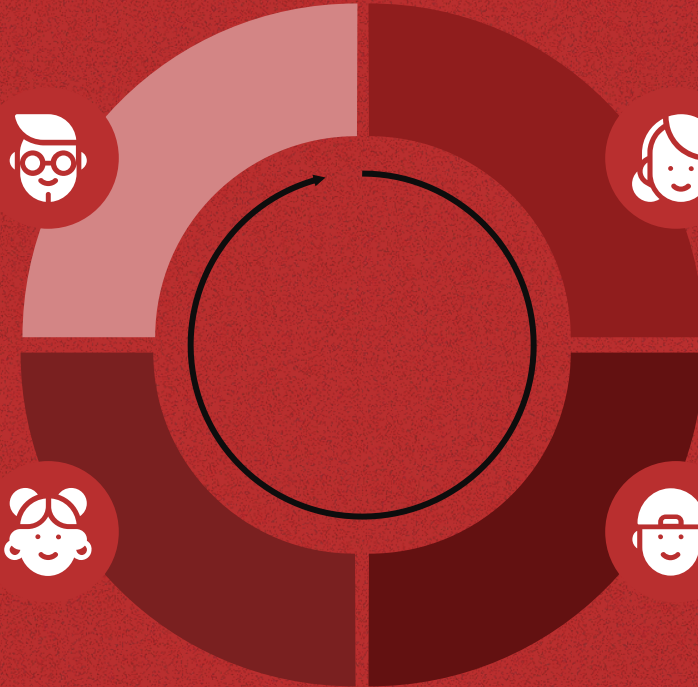


25%

To get the
message across

25%

Hypnotize the
audience



CARA MEMBANGUN PERSONAL BRANDING

3 ELEMEN PEMBENTUK *PERSONAL BRANDING* (Montoya dan Vandehey : 2008)

- *You*, atau dengan kata lain seseorang itu sendiri
- *Promise*
- *Relationship*

8 KONSEP PEMBENTUK *PERSONAL BRANDING* (Mufid : 2012) :

- Spesialisasi
- Kepemimpinan
- Kepribadian
- Perbedaan
- Terlihat
- Kesatuan
- Keteguhan
- Nama baik

Make sure you have stopped speaking
before your audience has stopped
listening.

—SOMEONE FAMOUS





"Then, what plays a role in the formation of personal branding?"

One of them is public speaking. It's the art of speaking in public orally or communicating to the public creatively."

The image features a vibrant red background with a sunburst or starburst pattern. The rays of the sunburst are a slightly darker shade of red and radiate from a central point, creating a dynamic and energetic feel. Overlaid on this background is the text "THANK YOU YEAH!!!". The text is rendered in a bold, white, sans-serif font with a thin black outline, making it stand out prominently against the red background. The words "THANK YOU" are on the top line, and "YEAH!!!" is on the bottom line, both centered horizontally.

**THANK YOU
YEAH!!!**