



DIGITAL
TALENT
SCHOLARSHIP

UK II

MENCIPTAKAN KESAN DAN CITRA DIRI YANG POSITIF

Pokja Paska Pelatihan

(Nama Tenaga Pengajar)



KOMINFO

#JADIJAGOANDIGITAL

Badan Penelitian dan Pengembangan Sumber Daya Manusia

Profil Pengajar

Photo Pengajar



Jabatan Akademik (tahun dan jabatan terakhir Pengajar)
Latarbelakang Pendidikan Pengajar

- AAA
- BBB
- CCC

Riwayat Pekerjaan

- AAA
- BBB
- CCC

Contact Pengajar

Ponsel :

Email :

Course Definition

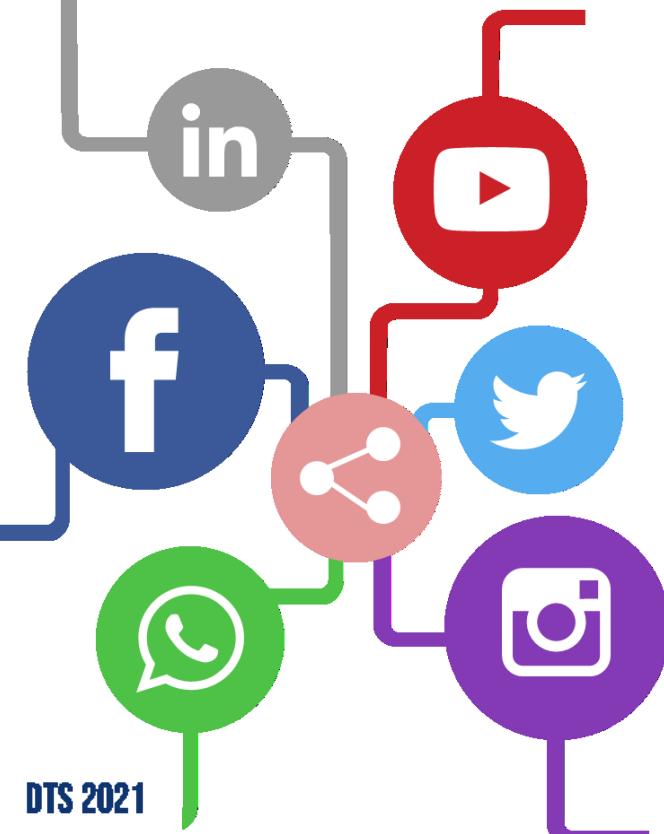
PELATIHAN INI BERTUJUAN MEWUJUDKAN KETERAMPILAN PESERTA DALAM BIDANG SOFTSKILL UNTUK MEMBANTU KESIAPAN KERJA PESERTA. SECARA KHUSUS, PELATIHAN INI DITUJUKAN BAGI ALUMNI PESERTA PELATIHAN DTS YANG INGIN MENEMUKAN DAN MENDAPATKAN PEKERJAAN YANG TEPAT SESUAI DENGAN SEKTOR INDUSTRI YANG DIMINATI SEHINGGA PADA AKHIRNYA MAMPU MENCiptakan KESAN, CITRA, DAN REPUTASI DIRI YANG POSITIF DI MATA PENYEDIA PEKERJAAN. MATERI PELATIHAN MENCAKUP 4 (EMPAT) UNIT KOMPETENSI, MULAI DARI MEMAHAMI CARA MEMBENTUK DAN MEMPERTAHANKAN KESAN DAN REPUTASI DIRI, MEMASARKAN DIRI SEBAGAI MEREK (BRAND), MEMBUAT KEMASAN DIRI DAN MENCiptakan KESAN DAN CITRA DIRI YANG POSITIF.,

Learning Objective

1. MEMBUAT PROFIL DIRI DI WEBSITE PRIBADI/BLOG
2. MEMBUAT PROFIL DIRI DI AKUN MEDIA SOSIAL
3. MENGEVALUASI HASIL POSTINGAN PROFIL DIRI
4. MEMPROMOSIKAN KONTEN PROFIL DIRI

MERUBAH MINDSET..





I. MEMBUAT PROFIL DIRI DI WEBSITE PRIBADI/BLOG

MENURUT SURVEY DI DOMAIN.ME

61% of the survey respondents admitted that they have received a job after because of their blog.

79% said their blog is either very important or important for their personal brand.

MANFAAT MEMBUAT BLOG/SITUS PRIBADI

- MENGASAH KETERAMPILAN MENULIS
- BERBAGI INFORMASI DAN PENGALAMAN
- SARANA PERSONAL BRANDING
- MENGHASILKAN UANG
- MEMBANGUN NETWORK

PILIHAN WEBSITE/SITUS PRIBADI

- WORDPRESS
- BLOGGER
- WIX
- TUMBLR
- GOOGLE SITES

MULAI MEMBUAT SITUS PRIBADI DARI SEKARANG..

- Temukan nama domain untuk situs anda.
- Sign up untuk web hosting (we recommend Bluehost).
- Instal WordPress via the Bluehost interface.
- Pilih free theme WordPress from Bluehost onboarding.
- Gunakan beberapa must-have WordPress plugins yg membantu pertumbuhan situs anda.
- Mulailah membuat halaman situs dan konten blog anda.

HOW TO WRITE A BLOG POST IN 5 EASY STEPS

- **STEP 1: PLAN YOUR BLOG POST BY CHOOSING A TOPIC, CREATING AN OUTLINE, CONDUCTING RESEARCH, AND CHECKING FACTS.**
- **STEP 2: CRAFT A HEADLINE THAT IS BOTH INFORMATIVE AND WILL CAPTURE READERS' ATTENTIONS. (MAKS 25 WORDS)**
- **STEP 3: WRITE YOUR POST, EITHER WRITING A DRAFT IN A SINGLE SESSION OR GRADUALLY WORD ON PARTS OF IT. (ONCE A WEEK IS ENOUGH, THE KEY IS CONSISTENCY)**
- **STEP 4: USE IMAGES TO ENHANCE YOUR POST, IMPROVE ITS FLOW, ADD HUMOR, AND EXPLAIN COMPLEX TOPICS.**
- **STEP 5: EDIT YOUR BLOG POST. MAKE SURE TO AVOID REPETITION, READ ALOUD TO CHECK ITS FLOW, HAVE SOMEONE ELSE READ IT AND PROVIDE FEEDBACK, KEEP SENTENCES AND PARAGRAPHS SHORT. LINKS TO YOUR SOCIAL MEDIA PROFILES AND GENERAL CONTACT INFORMATION, FOR VISITORS WHO WANT TO FOLLOW YOU OR GET IN TOUCH**

CARA MEMBUAT BIO/POSTING KONTEN DI WORDPRESS

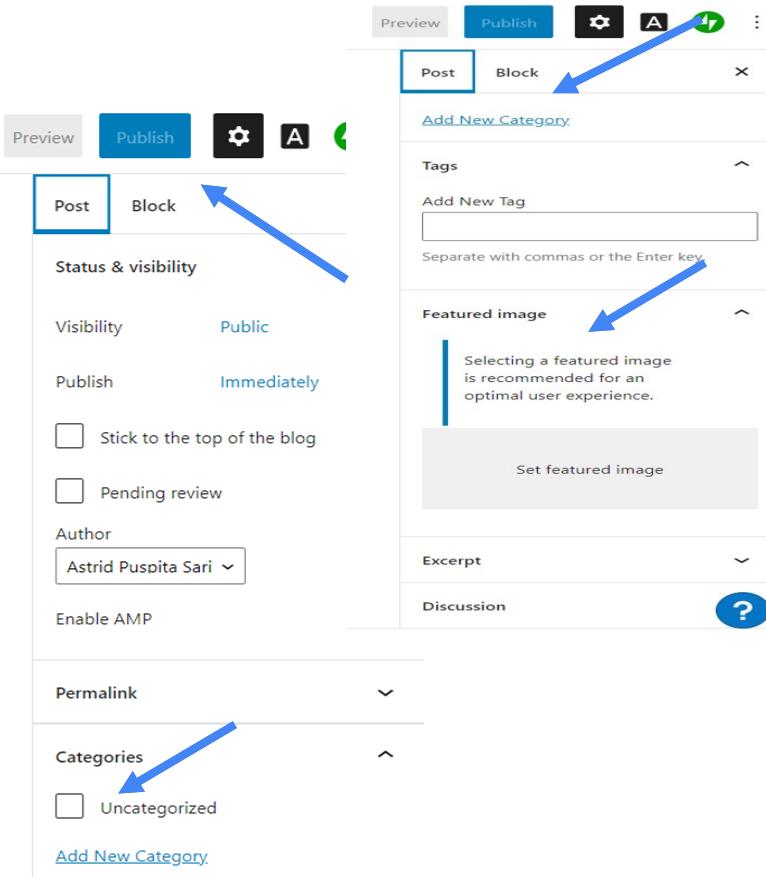
1. Masuk ke dashboard WordPress Anda.
2. Pilih **Posts**, kemudian pilih **Add New**.
3. Selanjutnya, **Add New Post**. Masukkan judul pada kolom isian **Add title**.
4. Rubah fitur pilihan teks formatting di WordPress (bold, italic, bullets, numbering, quotes, alignment, strikethrough, text color dll)
5. Untuk menambahkan gambar, video, atau audio, klik tombol **Add Media**.
6. Klik tombol **Select Files** untuk mengunggah gambar

The screenshot shows the WordPress dashboard with the 'Posts' screen selected. At the top, there's a navigation bar with 'Write' and 'Screen Options'. Below it, a search bar and a filter for 'Published' posts (2). The main area lists two posts: 'Introduction' (published an hour ago) and 'Tools of social media analytics to improve your brand' (published 2 hours ago). At the bottom right of the main content area, there's a 'Select Files' button, which is highlighted by a large blue arrow pointing from the list item above it.

The screenshot shows the WordPress editor in the Block Editor mode. At the top, there's a toolbar with 'Preview', 'Publish', and other settings. Below it, a 'Post' status bar shows 'Status & visibility' as 'Public' and 'Publish' as 'Immediately'. The main area has a 'Type / to choose a block' input field with 'Add title' and a 'Blocks' tab selected. To the right, there are three columns of media blocks: 'MEDIA' (Image, Gallery, Audio, Cover, File, Media & Text), 'TEXT' (Paragraph, Heading, List), and 'CONTENT' (Quote, Code, Classic). A blue arrow points from the list item to the 'Add title' field. Another blue arrow points from the list item to the 'Blocks' tab in the toolbar. A third blue arrow points from the list item to the 'Image' icon in the media library.

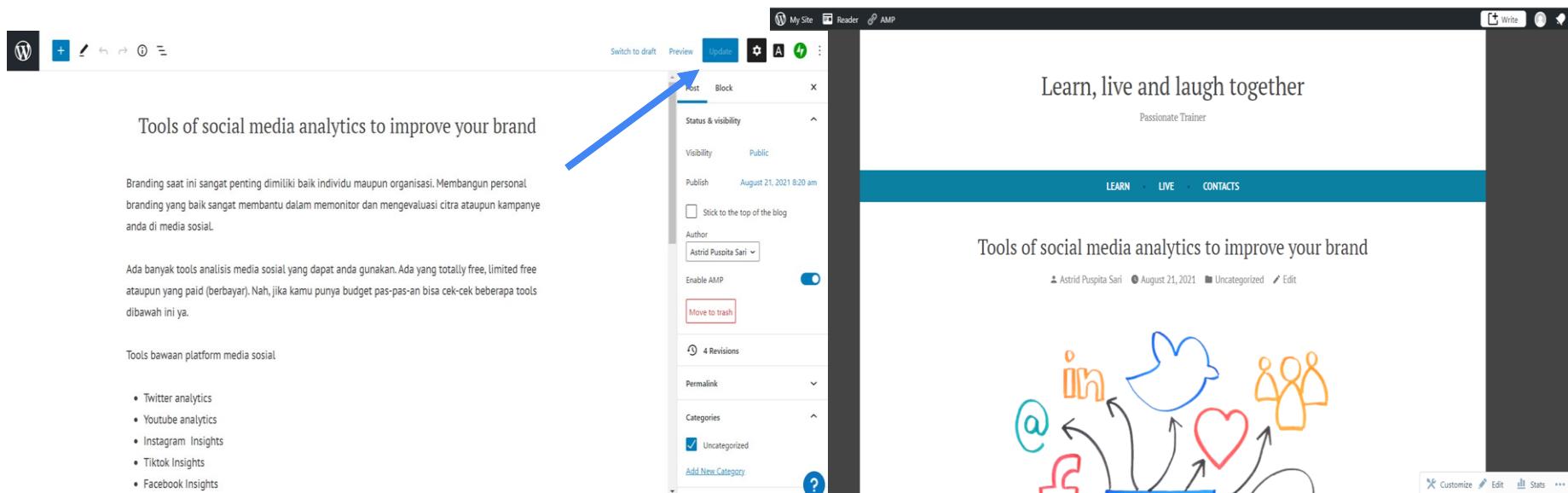
CARA MEMBUAT BIO/POSTING KONTEN DI WORDPRESS

7. Isi **Title**, **Caption**, dan **Description** dengan keterangan sesuai gambar. Anda juga dapat melakukan pengaturan alignment, ukuran, maupun pengalihan tautan di sini..
8. Kategorikan postingan Anda. Anda dapat menggunakan kategori yang sudah ada. Jika belum memiliki kategori, Anda dapat membuat kategori baru dengan cara klik tautan + **Add New Category**
9. Fungsi tags dapat mengategorikan postingan Anda ke dalam tema yang lebih spesifik. Masukkan tag yang Anda inginkan pada kolom isian, kemudian klik **Add**.
10. Permalink atau slug URL bawaan WordPress terlihat kurang menarik. Anda dapat mengubahnya dengan cara klik tombol **Edit** di bawah kolom isian judul.
11. Featured image adalah gambar muka postingan WordPress Anda. Tambahkan dengan cara klik tautan **Set featured image**.



CARA MEMBUAT BIO/POSTING KONTEN DI WORDPRESS

12. Selanjutnya adalah menerbitkan postingan WordPress. Pada pojok kanan halaman editor WordPress, klik **Publish**. Di sini Anda dapat mengatur status postingan, menyimpan draft, melihat preview, menentukan siapa yang dapat melihat postingan Anda, serta menjadwalkan postingan.



TOOLS MEMAKSIMALKAN WEB/BLOG

- **YOAST SEO**
- **GOOGLE ANALYTICS**
- **MYSTOCK.PHOTOS**
- **FREEPIK**
- **GRAMMARLY**
- **BUZZSUMO**
- **GOOGLE TRENDS**
- **TRENDSEMAP**
- **SNAPSEED**
- **REMOVE.BG**
- **CANVA**

WONBO WOO

Wonbo Woo, executive producer of video at WIRED, is an Emmy Award-winning producer, and a recipient of the prestigious Nieman Fellowship at Harvard. From 2012-2015, he was a producer for NBC's *Nightly News*, writing, editing and producing news and feature stories for the network's flagship newscast. He joined NBC after more than a decade at ABC News, working for *Nightline* and *World News Tonight* with Diane Sawyer, Charles Gibson, and Peter Jennings.

At NBC, he covered both the Republican and Democratic National Conventions, and produced anchor interviews with Republican Presidential Candidate Mitt Romney during his foreign policy trip in London and former President Bill Clinton on the day of his DNC address. He covered the tragic mass shootings at the Pulse night club in Orlando, Sandy Hook Elementary School in Newtown, Conn., and Century movie theater in Aurora, Colo., and contributed to NBC's duPont Award-winning coverage of Superstorm Sandy. He also produced some of the most-watched online videos in the show's history.

Corey Wainwright



<http://blog.hubspot.com/>



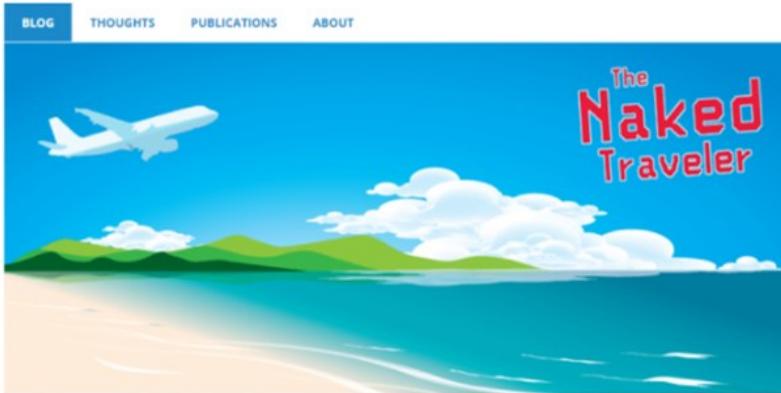
Corey is a Bruce Springsteen fan who does content marketing, in that order.



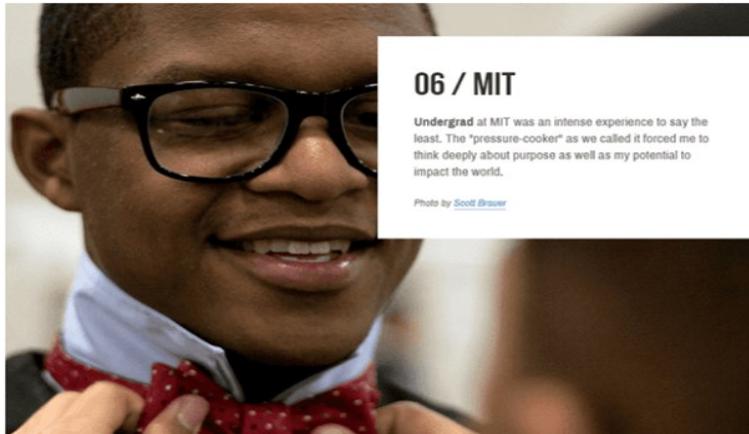
ABOUT ANN

This is Ann Handley's website, and this is a bit of copy about her. She is best-selling *author*, social media and content marketing *keynote speaker*, the Chief Content Officer of MarketingProfs, and a monthly columnist for Entrepreneur magazine. That's not giving you a lot of detail, is it? So read more [here](#).

Trinity Traveler



Quinton Harris



Gary Sheng

— Here's what I've done so far —



Google Cloud

Front-End Software Engineer (Lead), Since Fall 2015
New York, NY

My team works on building amazing user experiences for G helped carry out the top-to-bottom redesign and implement Datastore's UI, and currently lead the front-end team of Goc March 2017, we launched our PostgreSQL offering – which total addressable market by ~40%.



Dancing Pineapple

Co-founder & Partner, Founded 2014
Los Angeles & New York

Dancing Pineapple curates electronic music and hosts con Los Angeles. Our goal is to share music and experiences th portion of the proceeds from many of our events go to sup education via Little Kids Rock.

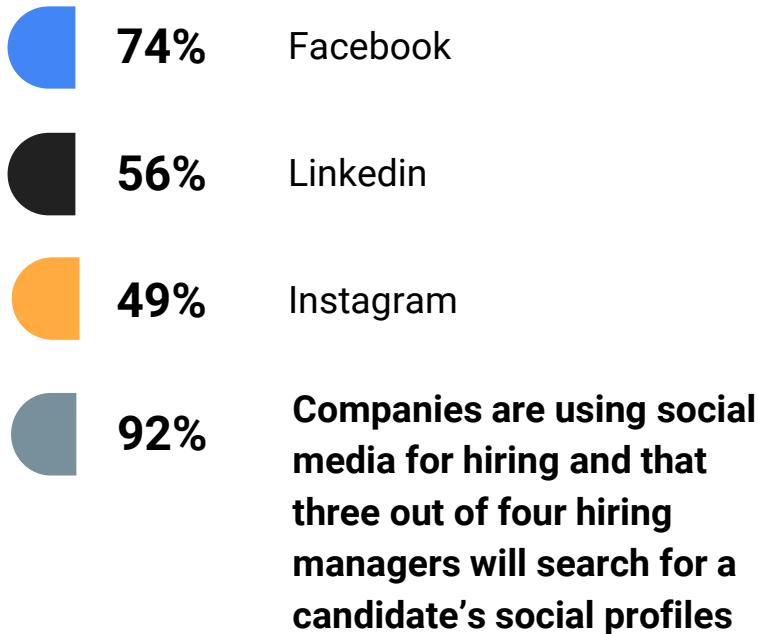
Robby Leonardi



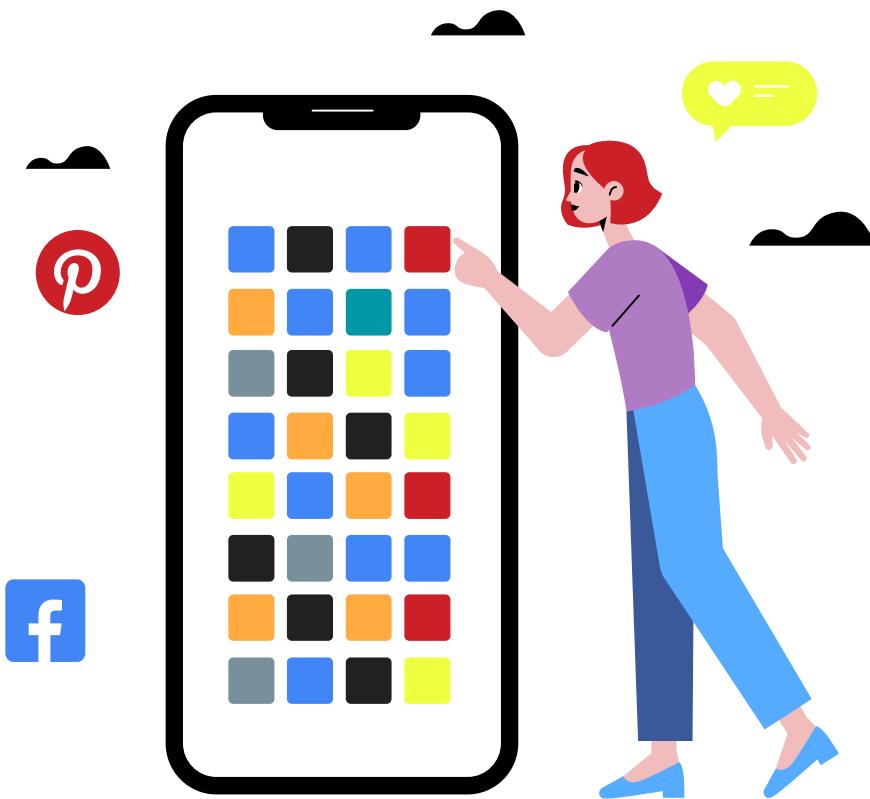


II. MEMBUAT PROFIL DIRI DI AKUN MEDIA SOSIAL

MANAGING YOUR PROFESSIONAL SOCIAL MEDIA PRESENCE



Source: [LiveCareer](#)



Social Media = Portfolio

- a.Posting Important Event
- b.Posting Positive Content
- c.Posting Appropriate Pictures
- d.Using good wordings & Hashtags

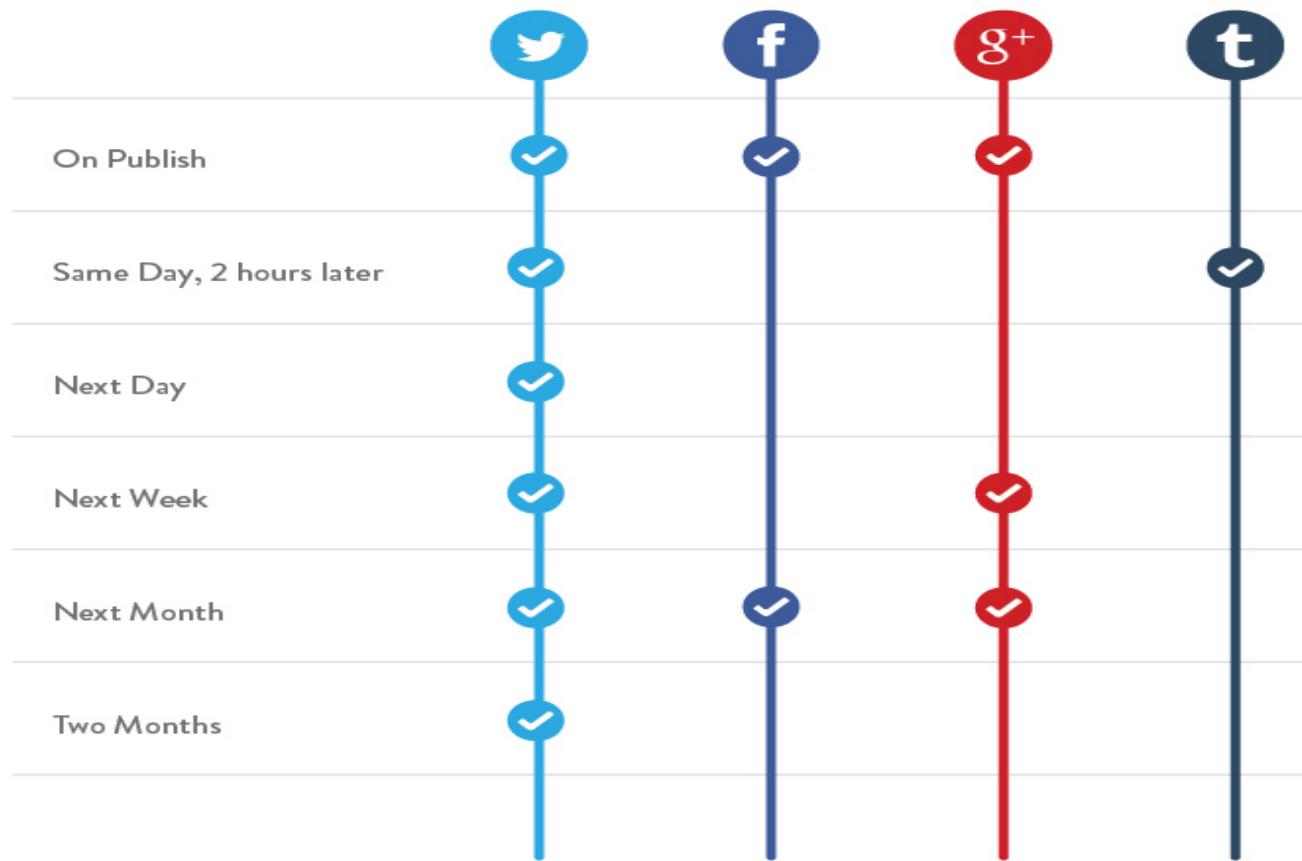
TIPS MEMBANGUN PERSONAL BRANDING DI MEDSOS:

- Gunakan Nama yang Sama untuk Semua Sosial Media.
- Memperbarui Profil Sosial Media Secara Berkala.
- Temukan dan Posting Konten Sesuai Passion.
- Bergabung dalam Grup atau Komunitas.
- Pilih Media yang Tepat
- Ikuti Akun-akun yang Bermanfaat
- Minta Testimoni dari Orang yang Anda Kenal

PLANNING YOUR CONTENT



A Social Sharing Schedule Timeline



MENGGUNAKAN MEDIA SOSIAL UNTUK MENCARI PEKERJAAN

- Biarkan orang lain tahu jika kalian sedang mencari pekerjaan
- Ikuti percakapan terkait industri/bidang yang kalian minati di Twitter
- Terlihat profesional di mesin pencarian contohnya google. Cobalah search nama kalian dan lihat apa yg muncul?
- Gunakan Facebook Lists
- Follow hashtags yg sedang trending
- Tambahkan profiles media sosial anda ke dalam resume/CV or website
- Jangan sungkan mengirimkan Message Pribadi

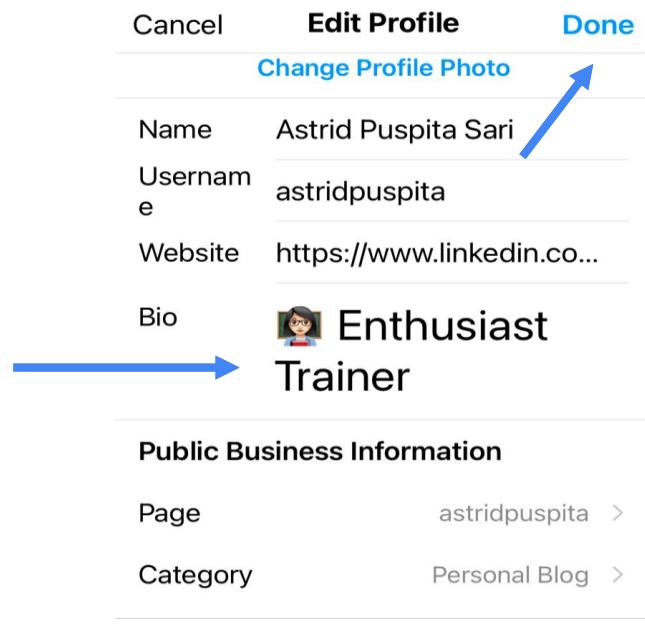
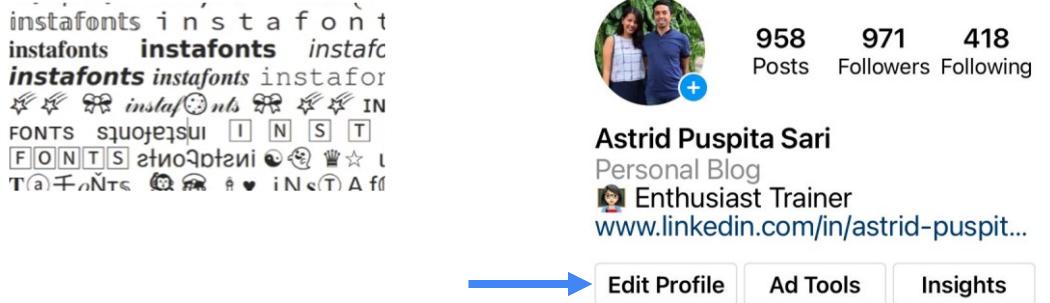
Source: Forbes

HERE'S AN EXAMPLE..

- I'm currently looking for a job in marketing or advertising. If you know anyone who's hiring, please forward them my resume [LINK].
- Make sure you have your resume **uploaded online** so you can share it with your social post. If you're posting to Facebook, **make sure it's public**.
- For both Twitter and Facebook, you can use relevant hashtags related to your industry so it shows up in the right feeds. For a job in marketing would only need a quick Google search of "marketing hashtags" to find what they needed.

Cara Edit Bio Instagram

1. Login Web Font Untuk Edit Bio Instagram contoh **Lingojam**, **InstgramFont** (opsional) kemudian Copy paste teks dan font yg disukai
 2. Log in ke Instagram dan masuk ke profile anda
 3. Klik Edit Profile
 4. Masukan emoticon ke bio Instagram (opsional)
 5. Koreksi editan (double check for typo)
 6. Klik Done



Cara Edit Bio Facebook

1. Log in ke Facebook dan masuk ke profil anda
2. Klik Edit Bio
3. Silakan ketikan teks bio
4. Koreksi editan (double check for typo)
5. Klik Done/Selesai



Astrid Puspita Sari

Enthusiast trainer

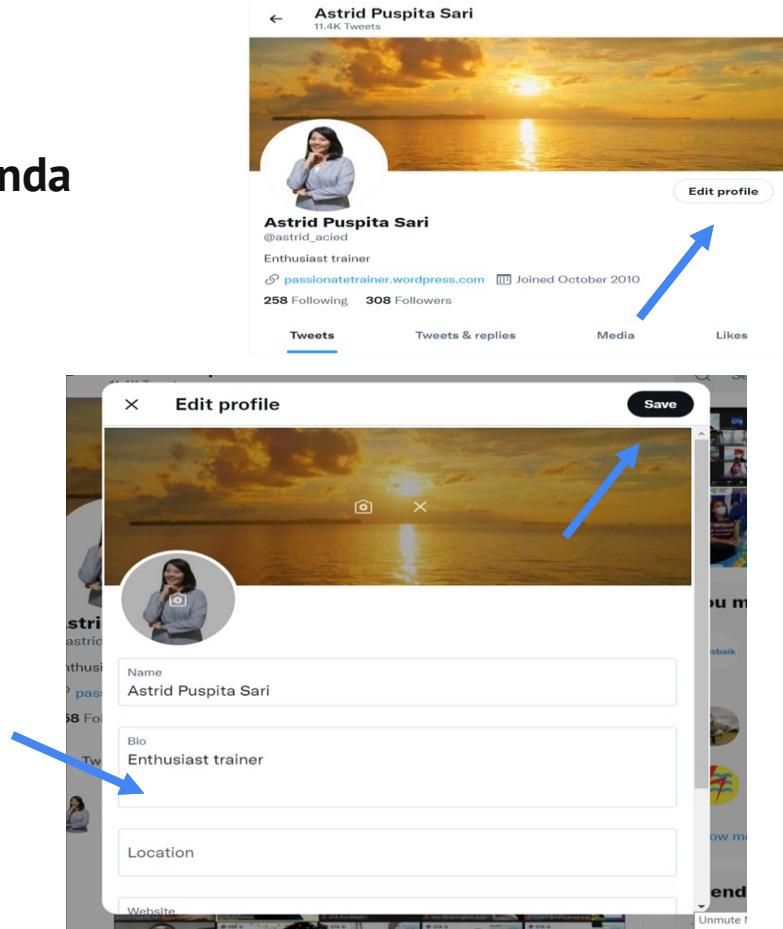
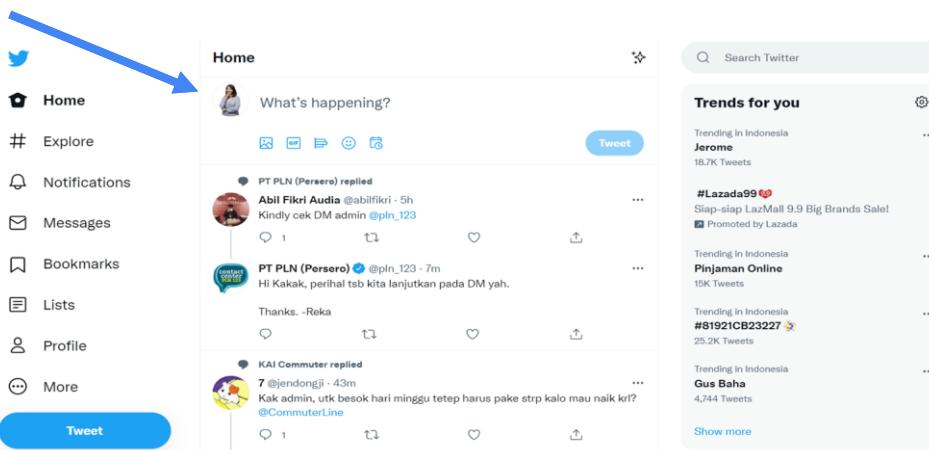
83 characters remaining

Public

Cancel Save

Cara Edit Bio Twitter

1. Log in ke Twitter dan
2. Klik foto anda dan masuk ke halaman akun anda
3. Klik Edit Profile
4. Silakan ketikkan teks bio
5. Koreksi editan (double check for typo)
6. Klik Save



OPTIMALKAN PROFIL ANDA

- 1. Avatar:** Gambar logo atau foto Anda yang berbentuk lingkaran atau bujur sangkar kecil.
- 2. Cover (pada Google+, Facebook dan LinkedIn) atau Header (Twitter):** Ini adalah elemen gambar yang paling besar pada profil dan biasanya bercerita tentang Anda atau bisnis Anda.
- 3. Bio:** Ringkasan singkat tentang Anda serta pekerjaan dan latar belakang pendidikan.
- 4. Links:** Biasanya link menuju ke website atau blog atau media sosial lainnya.

Social Media Image Size Cheat Sheet 2015



Facebook

Cover photo 851x315
Profile photo 180x180
Tab 111x74
Link image 1200x627
Shared image 1200x1200

All dimensions listed in pixels



Twitter

Header 1500x500
Profile photo 400x400
Shared photo 1024x512
In-stream photo preview 220x440



Google+

Profile photo 250x250
Cover photo 2120x1192
Shared image [minimum] 250x250



LinkedIn

Standard logo 100x60
Square logo 50x50
Banner image 646x220
Shared image size limit 100 MB



Pinterest

Profile photo 600x600
Board thumbnail 222x150
Pin 600xinfinite



Instagram

Profile photo 161x161
Image viewed on desktop in lightbox as 612x612
Image feed 510x510



YouTube

Profile photo *Pulled from Google+*
Channel Art 2560x1224
Custom Video Thumbnail 1280x720



Contoh kata kata bio yang bagus untuk akun bisnis:

“ Contoh 1:

Ilyas + Blogger + Desainer + Jasa Pembuatan Blog + Jasa SEO : PM =
085779052090.

“ Contoh 2:

Nama Toko Kamu Store
Menjual barang elektronik bintang lima harga kaki lima.

WA : 085779052090
Pembayaran : BRI, BCA, atau Rekber
Pengiriman : JNE, J&T, Dll.

Tunggu apalagi? Oder sekarang juga!
<https://tokopedia.com/akuntokopedia>



Instagram Bro

bro.do Follow ...

3,454 posts 370k followers 35 following

BRO.DO

Shoes and essentials for Bros
Call Center: 08118545555
Line@: @bro.do
Whatsapp: 081316914381
Click if you #Ready2Fleet:
rebrand.ly/Ready2Fleet



birchbox Follow ...

birchbox 🌸 Beauty made easy. Try, love, buy. Tag your posts with #Birchbox 🌸
Snapchat: birchbox 💡 Shop our feed: have2have.it/birchbox

5,357 posts 502k followers 2,100 following





Instagram

Search

designbyhumans Follow Insights ...

517 posts 55k followers 766 following

DesignByHümans

- Empowering independent artists and creators
- Officially licensed apparel and accessories
- Gaming and streamer merch @dbhgaming

www.designbyhumans.com

Followed by [gemaalfaputra](#)

Hümans

Mehvish Home

A SINCERE APOLOGY TO ALL VICTIMS OF MY SOCIAL AWKWARDNESS

Timeline About Friends 287 Photos Archive More

91 items for you to review

Intro A Designer and dreamer

Works at

What's on your mind?

Compose Post Photo/Video Live video Life Event

#Takeout... OKsnow2... Sunshine... VeryVanH... Portland Yule Duel Rowena's

DJ NEXUS Liked Following Share ...

DJ NEXUS @DJNexus4

MORE INFO

Genre Hip-Hop - Dancehall - Downtempo - Trap - Drum and Bass - Deep House - Afrohouse - R&B/Soul

Hometown Boston, MA

Affiliation Super Plus Movement
The Untouchables
Yurp Nation
YoSoy Inc
Play Radio

About Quiet during the day. QUITE LOUD at night!
Instagram/Twitter/Soundcloud : DJNexus44

Home About Posts Photos

miss604 Follow ...

3,018 posts 15.5k followers 902 following

Rebecca Bollwitt

- BC's most award-winning blogger est. 2004
- Travel writer, 2x book author
- Non-profit Board Director
- Wife to @JohnBollwitt All my own pics

miss604.com

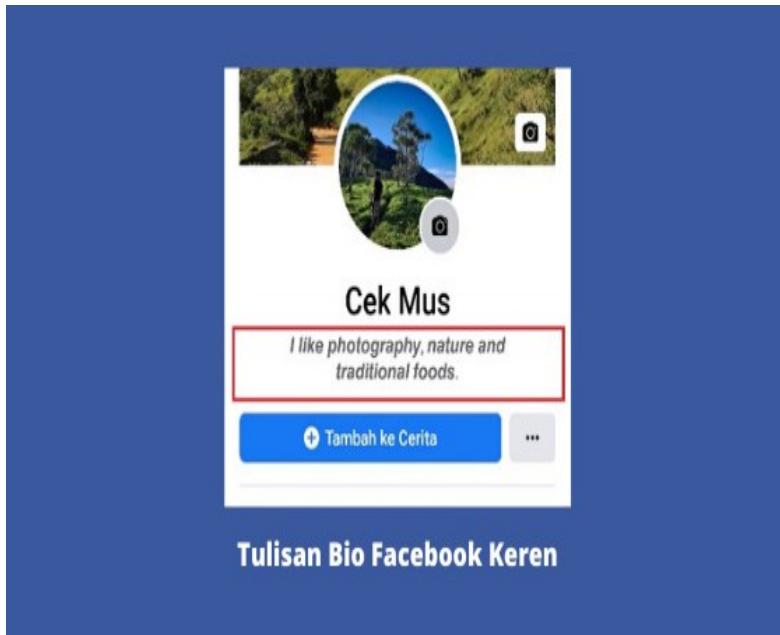
#Takeout... OKsnow2... Sunshine... VeryVanH... Portland Yule Duel Rowena's



Tom Hanks

@tomhanks

I'm that actor in some of the movies you liked and some you didn't. Sometimes I'm in pretty good shape, other times I'm not. Hey, you gotta live, you know?





Carishma

...



@carishma ✅

13

4149

26.8K

Following

Followers

Likes

Follow



Artist
Entrepreneur

Watch HIGHER LOVE Music Video on YouTube
Now!

🔗 <http://www.whiteorangeskincare.com>



clausiee

⋮



1.057 113RB 1.887
Postingan Pengikut Mengikuti

Claudia Lee Wijaya

Tokoh Publik

#stillkawaii

เทคโน • game • beauty

DigitalAlliance • LG • TeamGroup

@unipinindonesia

Business Inquiries : +6287723455665

(Manager)

Lihat Terjemahan

← iqbaal.mhd



1:

post

Muhammad Iqbaal

Kreator Video

I'm not a singer, but love to sing.

@vsco @tumblr @indomusikgram

lqbaall.mhd@gmail.com

DESEMBER [Cover]

1 1 1 #berkaryatanpabatas

LIHAT TERJEMAHAN

youtu.be/YfWYrPComSEL0AK.com

Subscribe ↗

Padang, Indonesia

Akun instagram ini dibuat pada tahun 2014, Music

Diikuti oleh [egameisty](#), [noviraanggriyani](#), [syarifahliantn](#), + 2 lainnya

Sosial Media • Game • Aplikasi



Contoh kata kata untuk mengisi bio di facebook, instagram, whatsapp, dan lainnya.

“ Contoh 1:

Ilyas- Blogger - Designer - Analis SEO, email : cs@ilyasweb.com

“ Contoh 2:

Seorang blogger dari Cianjur yang suka banget buat konten blogger dan optimasi SEO, kenali saya lebih dekat. Email: cs@ilyasweb.com

15.46

heramua ...



2.246 posts 113K followers 1.370 following

[Follow](#)

Professional Makeup Artist
Beauty, Cosmetic & Personal Care
Wedding Service,etc
Fast Respon > Line : @heramua (Pakai @)
Admin : 081 2330 77 227
Info Price List Hub Admin (NO DM)
Surabaya.Indonesia/
Followed by hwp_photo, bellahabsyi, imelvilentcia + 20 more

[SEE TRANSLATION](#)

16.13 1

albertleonardo ...



256 posts 11,8K followers 649 following

[Follow](#)

Entrepreneur, Marketer
Entrepreneur
◆ Ecommerce Entrepreneur
◆ Instagram and Facebook Marketing Coach
◆ @marketist.entrepreneur

Launching AdsMastery (Facebook & IG Ads Guide)
[adsmastery.co/](#)

Followed by duniadaster, dryudhis and coveringstory

← naonomnom ✨ ...



1.459 Postingan 461RB Pengikut 1.651 Mengikuti

Naomi
Aktor

Germany, Indonesia
Bali-Jkt
Endorsement and business inquiries?
WA 081296015689 or Email [WA](#) [Email](#)

[Lihat Terjemahan](#)
[youtu.be/JNS3BRP1tHA](#)

Alex Heath



Post Edit About Activity Log More

[Edit Bio](#)

Reporter at Tech Insider
Lives in Brooklyn, New York
From Louisville, Kentucky
Followed by 177 people

✉️ 📲 📸 🎥 📹 📺 📱 📷 📰 20% 09.18

← miftaharmia ...



377 postingan 18,3rb pengikut 499 yang diikuti

Kirim Pesan

miftah
Tokoh Publik
Professional networker
Public speaker
Digital marketer
Traveller



III. MENGEVALUASI HASIL POSTINGAN PROFIL DIRI

**“IF U CAN'T MEASURE IT,
YOU CAN'T IMPROVE IT”**

PARAMETER MENILAI WEBSITE

Accesibility

Seberapa baik sebuah website dalam aspek aksesnya. Apakah website tersebut sudah dapat diakses menggunakan teknologi-teknologi terbaru yang ada saat ini seperti melalui ponsel atau PDA ?

Readibility

Apakah situs tersebut nyaman untuk dibaca ? Apakah pengakses bisa mudah membaca dan mengerti isi situs tersebut?

Speed

Kecepatan tampilnya sebuah situs. Pengakses cenderung tidak mau menunggu terlalu lama untuk melihat sebuah situs. Semakin cepat situs itu dalam melakukan loading time pastinya akan semakin baik.

Content

konten atau Isi dari website adalah bagian paling penting. Konten haruslah menarik, relevan, dan sesuai untuk target audiens yang dituju.

Technology

aplikasi atau teknologi apa saja yang digunakan dalam pengembangan website tersebut misalnya dalam segi mendesain website dan seberapa baik desain itu dibangun.

MULAI EVALUASI KONTEN MEDSOS KITA..

1. Analisis medsos adalah salah satu fitur atau tools yang disediakan oleh platform medsos berupa statistik dasar yang berguna untuk memahami lebih dalam bagaimana karakteristik follower, kapan mereka menggunakan, efektifitas konten yang kita buat, serta dampak dari campaign yang kita buat (Interaksi, Engagement).
2. Fitur untuk mengevaluasi strategi pengelolaan konten yang kita gunakan

TOOLS TO IMPROVE YOUR PUBLISHED CONTENT

- Google Analytics
- BuzzSumo
- Brand24
- Tools Analytics dari platform medsos (IG Insights, FB Business Insights, Twitter Analytics, Youtube Analytics)
- socialblade.com
- igblade.com
- phlanx.com
- FB Creator Studio
- [ShareThis](#)
- [MashShare](#)
- [SumoMe](#)
- [GetSocial](#)



Facebook Insights

12:53

← Page Insights

Discovery ?

237.1k
Page reach
▼ 260.5k last 28 days

2,096
Page views
▼ 584 last 28 days

WHERE YOUR CONTENT IS REACHING PEOPLE

Posts 236,41

Stories 79

Page reach will start including reach from stories
Your Page reach will start counting the number of people who had
any of your Page's content, such posts and stories, on their screen.

Audience

5,940

Total Page likes
▲ 241 last 28 days



Rudi Caniago, Dhevyytri Arum Pratiwi and 5.9k other people like your Page

See More >

Recommended actions



X

Close

12:53

← Page Insights

9 September - 6 October

Last 28 days ▾

Post reach
236.4k
▼ 52%

Post engagements
5,676
▼ 39.4k

New Page likes
241
▼ 15

Posts ?

26 posts published in the last 28 days.

SEE MORE

MOST ENGAGING POSTS



PEMBUKAAN PENDAFTARAN REGIONAL DEVELOPMENT A...
14 September

Reach 2.3k
Engagements 377



PEMBUKAAN PENDAFTARAN THEMATIC ACADEMY (TA) - I...
10 September

Reach 3.4k
Engagements 308



5 Alasan Utama kenapa KAMU harus belajar Big Da...
12 September

Reach 1.6k
Engagements 218



Encourage people to recommend your Page

Create a post that lets people know that they can leave feedback about their experience.

12:53

← Post insights

9 September - 6 October ▾ Last 28 days

236.4k
Post reach

5.7k
Engagements

2k
Link clicks

Posts ?

26 posts published in the last 28 days.

MOST ENGAGING

RECENT

MOST ENGAGING POSTS



PEMBUKAAN PENDAFTARAN REGIONAL DEVELOPMENT A...
14 September

Reach 2.3k
Engagements 377



PEMBUKAAN PENDAFTARAN THEMATIC ACADEMY (TA) - I...
10 September

Reach 3.4k
Engagements 308



5 Alasan Utama kenapa KAMU harus belajar Big Da...
12 September

Reach 1.6k
Engagements 218



PROGRAM PELATIHAN THEMATIC ACADEMY (TA)....
11 September

Reach 1.2k
Engagements 170



5 Alasan Utama kenapa KAMU harus belajar Digital ...
13 September

Reach 939
Engagements 145

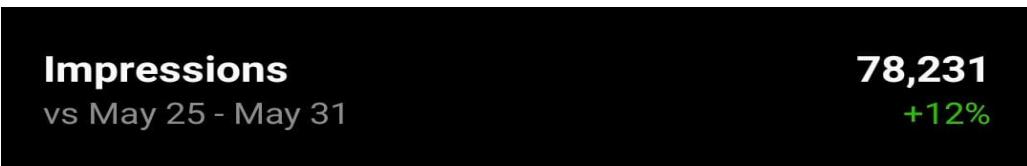
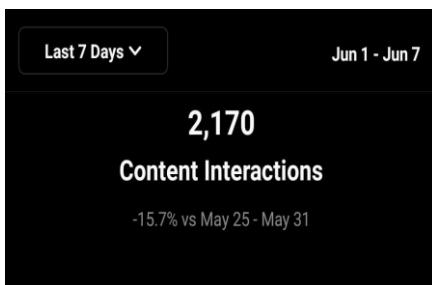
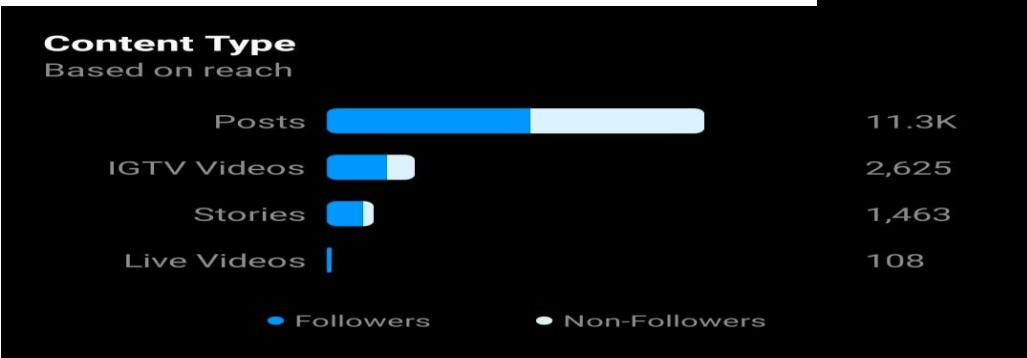
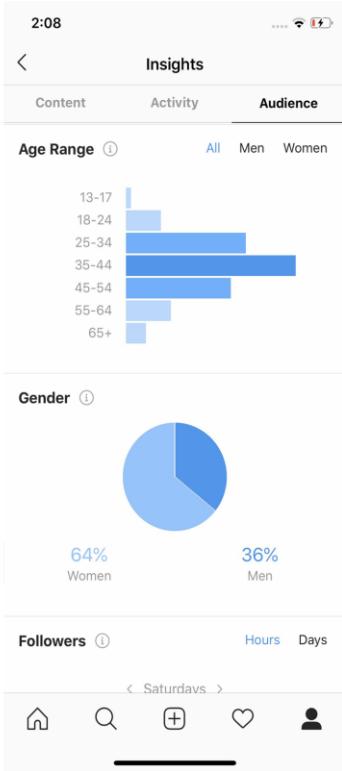


Hi, #Digiers! Buat kalian yang...

Reach 987



Instagram Insights





Youtube Analytics

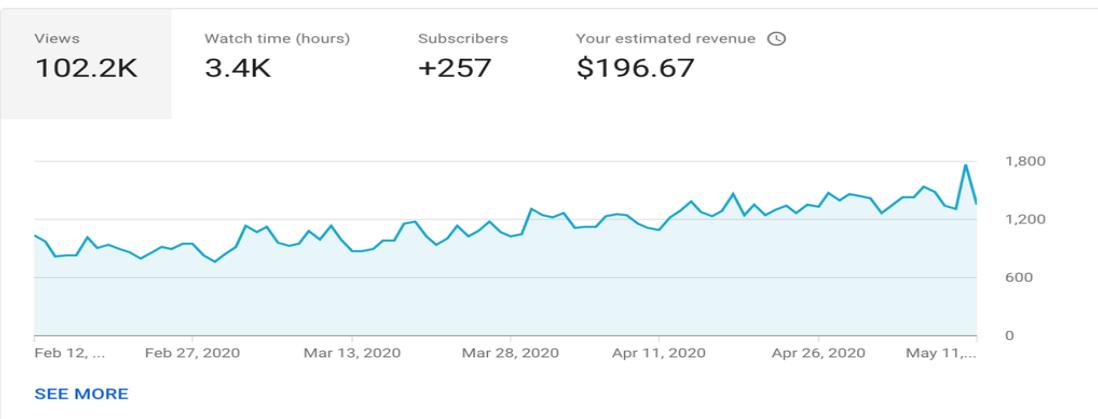
Channel analytics

[Overview](#)[Reach](#)[Engagement](#)[Audience](#)[Revenue](#)

Feb 12 – May 11, 2020

Last 90 days

Your channel got 102,198 views in the last 90 days



Realtime

Updating live

4,019

Subscribers

2,675

Views · Last 48 hours



Top videos

Views	Learn Latex in 5 minutes	1,763
	Latex Tutorial How to write...	498
	Latex Video Tutorial: How t...	110

SEE MORE



Twitter Analytics

Tweet activity

Your Tweets earned 15.7K impressions over this 28 day period



Tweets Top Tweets Tweets and replies Promoted

Impressions Engagements Engagement rate

I ❤️ Dedi Irawan @drawarisme - Mar 2
JETAK. I hope, Mr. Zuckerberg would make Facebook security safe active in West Sumatra to monitoring earthquake victim and survive over there.

4,845 44 0.9%

Engagements
Showing 28 days with daily frequency

ENGAGEMENT RATE
1.4%
Mar 17
3.3% engagement rate

Engagement 1

Kolom Top Tweet dan Penampakan Impresi Akun dalam Sebulan

ENGAGEMENT RATE
1.4%

Mar 17
3.3% engagement rate

LINK CLICKS

22

Mar 17
0 link clicks

On average, you earned 1 link clicks per day

RETWEETS

23

Mar 17
0 Retweets

On average, you earned 1 Retweets per day

LIKES

15

Mar 17
0 likes

On average, you earned 1 likes per day

REPLIES

12

Mar 17
1 reply

On average, you earned 0 replies per day

Engagement 2

Sumber: Buzzsumo

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
Jika Mau Bersabar Sedikit Saja, Bukankah Jodoh Sebenarnya Sederhana? hipwee.com - More from this domain By Nendra Rengganis - Apr 27, 2015 Article	80.6k	0	666	0	148	81.4k
Sekolah Cuma 5 Jam, Tanpa PR & Ujian Nasional, Kenapa Pelajar di Finlandia Bisa Pintar? hipwee.com - More from this domain By Hardiana Noviantari - Dec 5, 2014 Article	77.4k	39	675	0	27	78.1k
Untukmu yang Terpisah Dariku dan Hidup Berbeda Kota. Bersabarlah, Jarak Ini Hanya Sementara hipwee.com - More from this domain By Tokopedia - May 22, 2015 Article	76.4k	0	329	1	41	76.8k
Saat Anak Atau Adikmu Main iPad, Anak-Anak Bos Google dan Apple Asyik Main Tanah di Sekolah hipwee.com - More from this domain By Nabila Inaya - Dec 4, 2014 Article	72.0k	39	1.1k	100	58	73.2k
Karena Mereka Tidak Mengemis, Tak Perlulah Menawar Habis-habisan Barang yang Mereka Jual hipwee.com - More from this domain	60.6k	0	261	0	30	60.9k



IV. MEMPROLOSIKAN/ MEMVIRALKAN KONTEN PROFIL DIRI

DEFINISI

- Konten viral adalah konten yang menarik perhatian banyak orang, tidak hanya dalam bentuk tulisan tapi juga gambar maupun video.
- Konten dengan **interaction** dan **engagement tinggi**.
- Contoh di media social twitter menjadi trending topic, di tiktok jadi #fyp

TEKNIK MEMBUAT KONTEN VIRAL YANG MENARIK

- Buat Judul Yang Menarik
- Buat Konten Singkat Namun Jelas
- Gunakan Gambar yang Menarik Perhatian
- Bagikan Konten
- Buat Konten Yang Enak Dipandang
- Selalu Dapat Diakses
- Bangkitkan Emosi
- Berikan Referensi Yang Bisa Dipercaya
- Buat List Video
- Lakukan Pengaturan Waktu yang Tepat
- Buat Konten Yang Interaktif
- Kesimpulan

STRUKTUR PENULISAN ARTIKEL



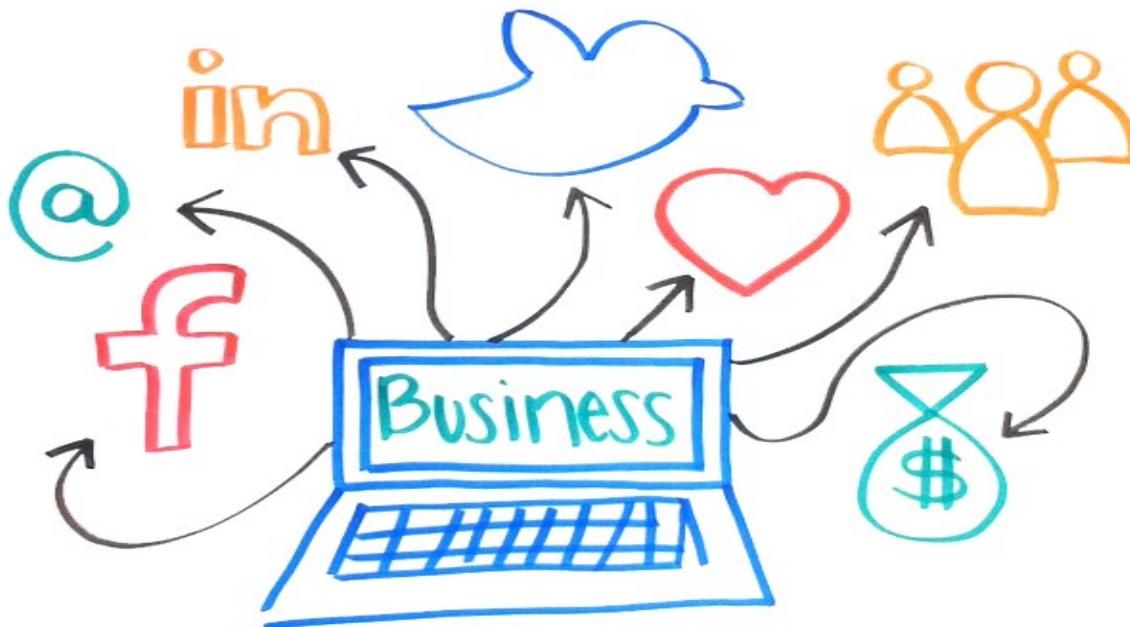
CARA MEMBUAT ARTIKEL VIRAL

1. Menentukan Judul yang Menarik
2. Membuat URL / Slug yang Baik
3. Mempunyai Sub Header
4. Menulis Dengan Singkat (audiens cenderung “hanya” membaca tiga paragraf pertama dari sebuah artikel)
5. Bentuk Artikel yang Panjang
6. Gambar Artikel yang Representatif
7. Mepublikasikannya Artikel Pada Channel yang Tepat (plugin social share)

MENEMPATKAN GAMBAR DI KONTEN SITUS PRIBADI

- Sisipkan gambar setidaknya setiap 300 kata
- Mengikuti ukuran yang ringan, untuk mempercepat loading speed sebuah halaman
- Menggunakan gambar jenis infografis, (gambar dengan bentuk infografis cenderung lebih disukai dan di-share oleh pembaca)

PRAKTIK



TUGAS

- Buatlah Profil diri di situs pribadi anda kemudian di-capture/screenshot dan sertakan linknya.
- Buatlah Profil diri di salah satu media sosial anda kemudian di-capture/screenshot dan sertakan linknya.
- Buatlah 1 konten yang diposting di situs pribadi Anda dan 1 konten yang diposting di media sosial pribadi Anda
- Ukurlah interaksi dan engagement dari konten anda

Pastikan media sosial for Public, tidak di-private dan atau unlisted atau Kumpulkan tugas di LMS dengan format .pdf berisi link postingan anda.

Tema : **Branding yourself to build positive image**

Referensi

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 - <https://wahyublahe.id/contoh-blog/>



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