
The effect of library exterior design building on increasing student's personal branding through selfie

Moch. Fikriansyah Wicaksono¹, Ajrun 'Azhim Al As'hal¹
Rajeev Kumar Attri²

¹Islamic Library and Information Science, UIN Sayyid Ali Rahmatullah
Tulungagung, Indonesia

²University Librarian, University of Petroleum and Energy Studies, Dehradun,
India

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Abstract

Background of the study: The exterior design of the library building is an alternative in attracting visitors to come and visit. However, in reality this is not only limited as a means of promotion, it can even be a means of enhancing personal branding. This situation is currently happening to student of IPII UIN Sayyid Ali Rahmatullah Tulungagung who like to take selfies with the exterior view of the library building

Purpose: This research aims to explain the effect of the exterior design of the UIN Sayyid Ali Rahmatullah library building on increasing student personal branding through selfies

Method: This research uses quantitative methods with explanative approach. Data collection techniques through questionnaires, literature study, and observation. The population and sample were 50 students of IPII at UIN Sayyid Ali Rahmatullah Tulungagung who took selfies with the exterior background of the library building and used quota sampling for sampling.

Findings: The results explain that there is an influence between the exterior design of the library building on student personal branding through selfies with a significance value of $0.000 < 0.005$ and an influence value of 35.3%.

Conclusion: The exterior design of the UIN Sayyid Ali Rahmatullah Tulungagung library building had a significant impact on the personal branding of IPII students in the form of an increase in the number of likes, followers, comments, viewers. Some even got Paid Promote offers and endorsements

Keywords: *Exterior Design, Personal Branding, Students, Selfies*

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* Correspondence:
Moch. Fikriansyah Wicaksono

E-mail:
fikriansyah@gmail.com

Introduction

The development of digital technology makes it easy for everyone to search, obtain and disseminate information. This is proven by data on active internet users in Indonesia until January 2022 which reached 204.7 million people, and according to data from Kepois analysis, it is clear that internet users increased by 2.1 million (an increase of 1%) between 2021 and 2022 (Data Reportal, 2022). A similar explanation was also expressed by APJII Secretary General [Soemartono \(2020\)](#) who explained that Indonesian internet users (users) in the 2019-2020 period were 73.7 percent, this situation proves an increase of 64.8 percent compared to 2018. Ministry of Communication and Information also added that the majority of active internet users in Indonesia use it to enjoy content and also surf social media ([Tempo, 2016](#)).

The activities of surfing and enjoying content on social media can no longer be separated. In fact, this activity is like a necessity that must be carried out by everyone. According to data from the Tri Indonesia cellular operator, 95 percent of its active customers are smartphone users who use it to access social media and as many as 70 percent of its users use their quota to play social media (Liputan 6, 2020). Based on data distributed by the advertising resource Meta, Facebook is at the top with 129.9 million active users in Indonesia in 2022, while the Instagram application has 99.15 million users in 2022. In third and fourth place are TikTok. with more than 92.07 users and Twitter has around 18.45 million users in 2022 (Reportal Data, 2022).

Social media is not only used for entertainment and performance, but social media now also plays a role in shaping a person's identity in the social community ([Franzia, 2018](#)). Personal branding is an image/reflection that is displayed, shown and built by someone in order to gain an advantage for themselves, this is usually associated with the qualities and abilities of each person ([Franzia, 2018](#)). Personal branding makes everyone, especially Gen Z, compete to make themselves look perfect so that they are known and get attention from many people. One of them is by posting photos (selfies) and videos in aesthetic places. According to [Widiastuti \(2017\)](#), there is a way that can be used to build someone's personal branding, namely through marketing strategies in promoting someone. This strategy is known as the GDP model.

Positioning, Differentiation, Branding (PDB) is a relationship that is related to building a person's personal branding. Positioning is an identity that is built by other people about a person. So that person will give a certain image, whether the image given is positive or negative. Differentiation is a way to differentiate someone from other people. It is hoped that this person will have their own uniqueness and characteristics. Branding is all activities undertaken to create a brand of its own ([Haroen, 2014](#)). Selfies or what are often known as selfies are a habit that is often done by everyone, especially Gen Z. According to [Busetta \(2015\)](#) selfies are a person's interaction with social media and the current form of visual beauty which is able to revive traditional ideas such as subjectivity, privacy and celebrity. This phenomenon certainly cannot be separated from the name of a personal device (a camera integrated into a cell phone/HP). The purpose of selfies is very diverse, ranging from capturing experiences that are considered valuable to being a way to show off/show off oneself (Kompas, 2019). Apart from that, the selfie phenomenon is also a form of proof or self-recognition so as not to be out of date ([Oktavia & Sudaryanto, 2018](#)).

[Krisnani, et al \(2017\)](#) explained that during adolescence, or what is usually known as puberty, they are at an identity crisis stage. So, usually they need recognition from other people, they want to always appear present (on), therefore, they often do everything they can to look perfect, which causes many Gen Z people to always want to look beautiful, handsome and charming. Gen Z currently really likes places that have unique and beautiful interior and exterior designs. They look for places that are considered unique and interesting so they can take selfies and then post them on social media. Currently, millennials and Gen Z really like



classy and freer architectural styles. Because they want to have something different that other people can show. In line with what was conveyed by [Agustina & Angkawijaya \(2019\)](#) explained this situation in their research that most interior and exterior designers of a building will be designed by taking into account the uniqueness of the theme, visual branding markers, and angles and objects that can provide a touch. stunning visual beauty when it becomes the object of visitor photography. According to [Berman & Ervans \(2013\)](#), there are 5 important indicators, starting from an attractive front appearance and building/buildings, symbols or written names that are attractive and also clearly visible, wide entrances that do not create traffic jams, a clean environment. comfortable, and the parking area is safe and spacious. Therefore, many places are designed to be as attractive as possible to attract Gen Z people to visit and come to these places. Starting from providing interesting concepts, magnificent interior and exterior building designs, to providing Instagrammable photo spots.

This situation was also carried out by UIN Sayyid Ali Rahmatullah in attracting the attention and interest of its students to come to the library. Namely by constructing a new library building. This library, which has an area of 3,917 m², will be the most magnificent library building in Tulungagung. The UIN Sayyid Ali Rahmatullah Library is not only used and utilized as a medium to support the teaching and learning process but also as an aesthetic place to take selfies. It has been proven that many students have taken photos (selfies) in front of the library building and then posted them on social media, especially Instagram. The students thought that the exterior design of the UIN Sayyid Ali Rahamtullah library building was very interesting and unique. So you can increase your personal branding. Apart from that, in front of the UIN Sayyid Ali Rahmatullah Tulungagung library building there is a statue of K.H. Abdurrahman Wahid (Gus Dur) who can add philosophical value and uniqueness to the exterior design.

Students of the Islamic Library and Information Science Study Program (IPII) at UIN Sayyid Ali Rahmatullah Tulungagung are one example of students who often take selfies either in front of or against the background of the UIN Sayyid Ali Rahmatullah Tulungagung library building. The IPII study program is a study program that is related to libraries. Because the scientific studies discussed and studied during learning are always about libraries. Students are educated to understand and understand how to process and empower libraries. This process makes IPII students have certain advantages compared to other study programs at UIN Sayyid Ali Rahmatullah Tulungagung. IPII students usually take selfies with a view of the library building to celebrate something such as after completing the mid-term exam, final semester exam, graduation, after completing the term of office (re-organization), and so on. There are even those who take selfies just to display/upload them to social media to get attention from the public and get new followers, views or adsense.

This reason is what makes researchers interested in researching the influence of the exterior design in the UIN Sayyid Ali Rahmatullah Tulunggaung library building in improving students' personal branding. Because many students come and visit not only to read or to look for sources of reference material for course assignments, but also to take selfies in front of/with a view of the exterior of the library building which are then uploaded to personal social media. The aim of this research is to determine the influence of library building exterior design on increasing student personal branding through selfies. The research will focus on active IPII students who have taken selfies with a view of the exterior of the UIN Sayyid Ali Rahmatullah Tulungagung library building and uploaded them to social media.

Method

Research Design

This research uses quantitative research with an explanatory approach. According to



[Siregar \(2013\)](#), quantitative research is research that uses data in the form of numbers, which are then processed or analyzed using statistical calculation techniques. The purpose of quantitative research is to draw conclusions to generalize correct theories. The method for collecting this data uses surveys and questionnaires.

Location

This research was carried out in the library building of UIN Sayyid Ali Rahmatullah Tulungagung with the research time being 23 October 2022- 23 November 2022. The research subjects used were active students of the Library and Information Science Study Program who had taken selfies with a view of the library building. UIN Sayyid Ali Rahmatullah Tulungagung and uploaded the photos to social media such as Instagram, Facebook, TikTok, Youtube, WhatsApp Story. The research object used was the exterior of the UIN Sayyid Ali Rahmatullah Tulungagung library building.

Population and Sample

Population is all objects or subjects within the area that is the research target ([Siregar, 2013](#)). The population of this study was used to determine the increase in personal branding of IPII students who had taken selfies in the UIN Sayyid Ali Rahmatullah Tulungagung library building and uploaded them on social media, totaling 50 people, while the sample was a unit of the population that had certain characteristics which would later be studied ([Siregar, 2013](#)). According to [Arikunto \(2016\)](#) explains that if the research population is less than 100 then the entire sample taken is the total. So, in this research the entire population will be used as a sample because IPII students have taken photos/selfies in front of or with a background (view) of the exterior of the UIN Sayyid Ali Rahmatullah Tulungagung library building and uploaded their photos to social media such as Instagram, Facebook, TikTok, Youtube, WhatsApp There are 50 stories in total. The sampling technique in this research used Quota Sampling. According to [Siregar \(2013\)](#) Quota Sampling is taking samples from a population that has certain characteristics to obtain the desired number. This research uses a percentage formula ([Sudijono, 2014](#)):

$$P = \frac{f}{N} \times 100\%$$

Information:

P = Percentage Number

F = Frequency for which the percentage is sought

N = Number of frequencies/number of individuals

Data Collection and Analysis

This research collects data using questionnaire techniques, literature study and observation. According to [Sugiyono \(2018\)](#) a questionnaire is a technique, method and instrument for collecting data which is carried out by researchers by giving respondents a collection of questions to answer. The instrument used by researchers is a closed question sheet, namely using an answer scale. The scale used is the Likert Scale. Meanwhile, according to [Sugiyono \(2018\)](#), literature study is a study that has theoretical connections through references related to values, culture and also norms that develop in the social environment being studied. This research was carried out by collecting data from various literature/additional reference materials both from research journals, scientific articles and books that are related to the object being researched and studied. And observation is a data collection technique that has certain characteristics when compared with other techniques. Observation techniques are not only limited to people but also to other natural objects. This observation was carried out before the



research and also after conducting the research. The analysis technique uses assistance from IBM SPSS V25.

Hypothesis

H0: There is no influence of the exterior design of the library building on students' personal branding via selfie

H1: There is an influence of the exterior design of the library building on students' personal branding through Selfie

Result and Discussion

Validity Test

According to [Arikunto \(2016\)](#) explains that validity testing is the validity or correctness of an instrument. Validity test is a test carried out to determine the suitability of statement items in defining variables. The technique in this test uses r calculation. We compare the calculated r results from the SPSS output in each statement with the r table $df=n-2$ and calculate a significance level of 5% or 0.05. To analyze the validity of each questionnaire item by looking at the r table where the number of respondents (n) in this study was 50 people, so the r table in this study was 0.279. Next, calculate the significance level (sig.2-tailed). If the significance value is less than 0.05 then the item is valid, conversely if the significance is more than 0.05 it is said to be invalid. This research uses the help of the IBM SPSS V25 program. The following are the results of the validity test with a sample of 50 respondents

Table 1 Validity Test Results for Variable

Questionnaire Number	Correlation Value	r Value	information
X1	0,804	0,279	Valid
X2	0,749	0,279	Valid
X3	0,519	0,279	Valid
X4	0,614	0,279	Valid
X5	0,624	0,279	Valid
X6	0,658	0,279	Valid
X7	0,702	0,279	Valid
X8	0,662	0,279	Valid
X9	0,459	0,279	Valid
X10	0,690	0,279	Valid
X11	0,639	0,279	Valid
X12	0,699	0,279	Valid
X13	0,547	0,279	Valid
X14	0,402	0,279	Valid
X15	0,719	0,279	Valid
X16	0,663	0,279	Valid
X17	0,685	0,279	Valid
X18	0,556	0,279	Valid
X19	0,423	0,279	Valid
X20	0,624	0,279	Valid

Source: Processed Primary Data, 2023

Based on table 1 above, it shows that the calculated r value $>$ r table so it can be concluded that all questions for variable X are valid. The following is a validity test of variable Y

Table 2 Validity Test Results for Variable Y

Questionnaire Number	Correlation Value	r Value	information
Y1	0,592	0,279	Valid
Y2	0,682	0,279	Valid



Y3	0,645	0,279	Valid
Y4	0,632	0,279	Valid
Y5	0,655	0,279	Valid
Y6	0,611	0,279	Valid
Y7	0,621	0,279	Valid
Y8	0,648	0,279	Valid
Y9	0,672	0,279	Valid
Y10	0,669	0,279	Valid
Y11	0,501	0,279	Valid
Y12	0,723	0,279	Valid
Y13	0,588	0,279	Valid
Y14	0,317	0,279	Valid

Source: Processed Primary Data, 2023

Based on table 2 above, it shows that the calculated r value $>$ r table so it can be concluded that all questions for variable Y are valid.

Reliability Test

Reliability means being able to be trusted and reliable (Arikunto, 2016). Reliability testing is useful for measuring the stability and consistency of respondents in answering questions in the questionnaire. Reliability testing in this study used Cronbach's alpha with an alpha value of 0.60.

In this study, researchers tested the reliability of the instrument using the Cronbach's Alpha technique with the help of IBM SPSS V25. The following are the results of the reliability test with a sample of 50 respondents:

Cronbach's Alpha Result	N of items	Information
0,913	20	Reliable

Source: Processed Primary Data, 2023

Cronbach's Alpha Result	N of items	Information
0,866	14	Reliable

Source: Processed Primary Data, 2023

Table 3 and Table 4 show Cronbach's Alpha values of 0.913 and 0.866. This shows that the question items in the questionnaire have high reliability and each question item is able to get consistent results, so that if the question is asked again, you will get an answer that is relatively the same as the previous answer.

Simple Linear Regression Test

Model	Adjusted R Square	Std Error of the Estimate
1	.339	4.056

Source: Processed Primary Data, 2023

This test is one part of a simple linear regression test called Determination Coefficient Analysis (R²). This test is useful for measuring the size of variable x (exterior design) against variable y (personal branding). And from the table above it is known that the correlation/relationship value (R) is 0.594. And from these results we also obtained a coefficient of determination R square of 0.353 or 35.3%, which shows that there is a simultaneous influence between variable x and variable y of 35.3% and the remaining 64.7% is influenced by other variables. Next, the researchers carried out a regression analysis to find

out whether there was an influence between the exterior design of the library building on students' personal branding.

Table 6. Regression Analysis

Model	t	Sig.
(constant)	4.502	.000
Eksterior design	5.115	.000

Source: Processed Primary Data, 2023

Regression analysis functions to estimate the influence of variable x and variable y. It is known that the results from the table above are the calculated t value $5.115 > 2.010$. Because t calculated $>$ t table then H1 is accepted. So, it can be concluded that H1 is accepted, which means there is an influence between variable x (exterior design) on variable y (personal branding). The exterior design of the UIN Sayyid Ali Rahmatullah Tulungagung Library Building has a significant and positive influence on the Personal Branding of IPII Students. This also explains that the better/more beautiful the exterior design of the library building, the greater the increase in personal branding of IPII students who take selfies, and vice versa, if the exterior design of the library building is worse/uglier, the personal branding of IPII students who take selfies will decrease.

The researcher then carried out a hypothesis test with the following results

Table 7 Hypothesis Testing

Model	F	Sig.
Regression	26.168	.000

Source: Processed Primary Data, 2023

The results from this table show that the calculated F value is 26.168 with a significance level of $0.000 < 0.005$. The conditions for the test are if the sign value is > 0.05 then H0 is accepted, whereas if the sign value is < 0.05 then H1 is accepted. So it can be concluded that the regression model can be used to predict participation variables or in other words there is an influence between variable x and variable y.

Researchers also carried out the last test, namely the correlation test. The following are the results of the correlation test.

Table 8 Correlation Test

		Eksterior Design	Personal Branding
Eksterior Design	Pearson Correlation	1	.594

Source: Processed Primary Data, 2023

It is known that the significance value for variable x (exterior design) is $0.000 > 0.005$ and the significance value for variable y (personal branding) is $0.000 > 0.005$, so it can be concluded that variable x and variable y have a relationship/correlation. The correlation value of variable x (exterior design) is 0.594 and the correlation value of variable y (personal branding) is also 0.594, so it can be concluded that variable x (exterior design) to variable y (personal branding) has a correlation with a moderate degree of correlation and a positive relationship.

Exterior Design of the UIN Sayyid Ali Rahmatullah Tulungagung Library Building

According to the Encyclopedia of Art, design is a drive for beauty, beauty presented in a composition; a composition plan that has something unique and interesting both in motifs, tonal composition, and also others ([Diminimalis, 2021](#)). The exterior itself can be described as the outer space of a building, the exterior focuses on the form and skin of the building ([Kusyanto, 2015](#)). According to [Prambudi, et al \(2020\)](#) also explain that the exterior design

itself covers all elements outside the room that are directly exposed to water, air, even rain, such as on the terrace, yard, doors, and so on. So the meaning of exterior design is an art design that shows/focuses on the outside of an object/building/building so that it looks attractive, aesthetic and also beautiful. Making and designing the exterior design of a building/building does not only focus on the aesthetic aspect, but also must look at other aspects such as the psychological side in determining the color of building paint, structure/building materials, and knick-knacks (carvings) formed on the sides. outside the building. Apart from that, the exterior design will also display/become visible the culture, period, circumstances and developments of the era through the patterns and motifs presented in every stroke of the exterior design.

The developments in the current era influence every creation and design selection of a building. This situation applies and is applied in libraries. The existence of a library building in a school or college environment is useful for encouraging educational activities for the entire academic community ([Istiqomah, 2022](#)). However, today's library is not just a building containing a collection of books, but the library has been transformed into an attractive and unique building that can make all people (users) feel at home and want to linger in the library. Many libraries are changing and renovating their library buildings in order to attract visitors. One of them is remodeling and updating the exterior design of the library building. A person's first impression will make that person curious and try something. Just like when the attractive and unique appearance and impression presented outside the library building (exterior) will definitely make all users want to come in and have a look at the contents of the library building. This statement is in line with research by [Cahyono & Maskan \(2020\)](#) which explains that exterior design has a significant influence on buyers'/customers' decisions to come and visit. Because the exterior design of a library building is a benchmark for users to determine how impressive and amazing the library is. So, the design selection must really be done to attract users to want to visit the library. Choosing patterns, paint colors and supporting ornaments is one of the obligations of a library building exterior designer when designing a building. Choosing striking paint colors can attract the attention of readers. Because using striking paint will look more attractive than using calm colors (pastels). Apart from that, adding aesthetic ornaments and patterns can give a charming impression to the library. So users can also use it as a means of taking selfies because the spot is instagrammable.

The UIN Sayyid Ali Rahmatullah Library is an example of a State University Library (PTN) that has been transformed into a modern and unique library. The library is not only used as a facility to broaden the insight and intellect of the UIN Sayyid Ali Rahmatullah Tulungagung academic community, but also as a charming aesthetic facility/spot to immortalize every historical moment. According to [Agustina & Angkawijaya \(2019\)](#), a building that is designed will take into account its visuals so that it can become a charming place for photography objects. This is what attracts students, lecturers and all staff to continue visiting the library. The UIN Sayyid Ali Rahmatullah Tulungagung Library has an area of 3,917 m² and will be the most magnificent library building in Tulungagung. This library has 5 floors. The exterior design of the building is very majestic and luxurious. This building also has bright colors, namely using the dominant colors gray and white and adding beautiful ornaments. The words "Library" is written in a unique font with an orange color which gives a fresh and beautiful impression. [Putri \(2021\)](#) explained that the colors orange, purple, yellow and blue in the outdoors will have charming visuals. In front of the UIN Sayyid Ali Rahmatullah Tulungagung library building itself there is also a statue of K.H. Abdurrahman Wahid (Gus Dur) is reading a book so he can add philosophical value and uniqueness to the exterior design. Plus, the statue is right in the middle of the fountain. Apart from that, this building also has a unique roof that looks like an open book. The large pen in front of the library building is in line with the vision and mission of a library as an education center and the addition of the logo from



UIN Sayyid Ali Rahmatullah Tulungagung makes it a symbol of ownership and a sense of pride for the entire academic community of UIN Sayyid Ali Rahmatullah Tulungagung.



Figure 1 View of the Library Building (Source: Author's Process)

Strategy for Improving Personal Branding for IPII Students

Personal Branding comes from the English words personal (self, personal) and also branding (creating a brand, image, brand). So it can be concluded that personal branding is a pattern of activity that is intentionally and consciously carried out and produced by someone to form a personal brand ([Franzia, 2018](#)). Personal branding itself is a brand or thought that comes into someone's mind about something they see or hear ([Butar & Ali, 2018](#)). According to [Haroen \(2014\)](#) explains that personal branding is a self-identity that can produce an emotional response to other people about something, whether the quality or competence and also the values that person has. Personal branding refers to several human life values and relationships that have a high relevance to that person.

Personal branding is a method used by someone to build a good image that can be useful for that person. Personal branding itself is very important in increasing a person's existence to the outside world. One example of the result of personal branding is that the person is easily recognized by other people (famous) ([Montoya, 2014](#)). Therefore, many people do various things to improve their personal branding. Increasing a person's personal branding cannot be separated from the role of social media as a link between people. Currently, there are many kinds of social media starting from Instagram, TikTok, Facebook, YouTube, Twitter, and so on. The widespread existence of social media makes everyone continue to exist. This is what makes the selfie phenomenon popular among people.

Many of them can take selfies anywhere and anytime. Even willing to do anything to get satisfactory results. This is also what the majority of IPII students feel and experience. They are currently competing to find instagrammable spots to get and attract the attention of the general public. Selfies themselves are actually an effective step in increasing one's personal branding. Through selfies which are then uploaded to social media, many people will know and get to know you. [Montoya \(2014\)](#) explains that someone who is able to show himself eating will be easily recognized by other people. One of the most prominent spots and most frequently visited by students is the UIN Sayyid Ali Rahmatullah Tulungagung library. They think that

the exterior design of the library building is very unique and interesting, so they often take selfies with the library building in the background.



Figure 2 Selfie with the Library Building in the Background as a form of memory (Source: Author's Process)

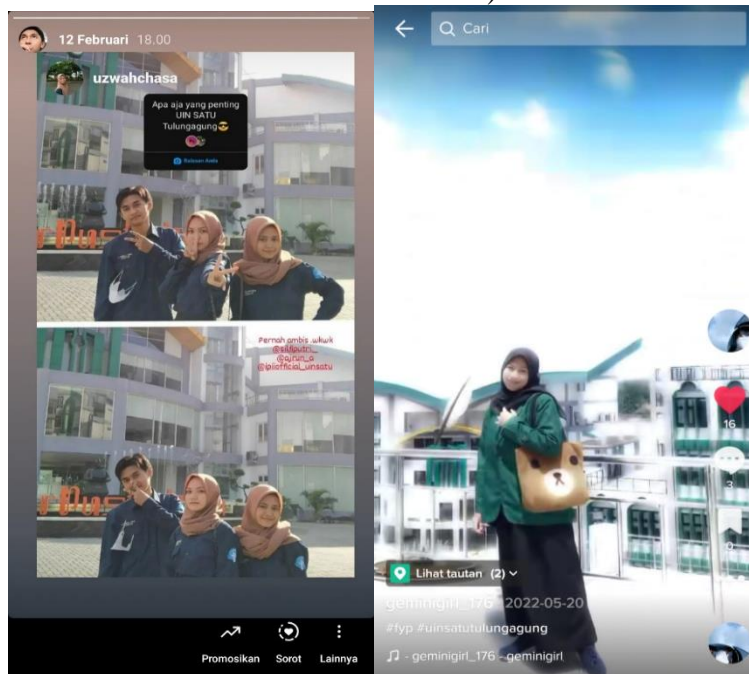


Figure 3 Selfie with Library Building in the Background (Source: Author's Process)

The picture above is an example of a selfie taken by the researcher together with other IPII study program friends in front of the UIN Sayyid Ali Rahmatullah Tulungagung library building. The selfie was then uploaded to social media Instagram to get a lot of attention from the public. Apart from being a form of increasing personal branding, this activity is also a form of memorial/remembrance of your time as a student. In order to add to the aesthetic aspect, the selfie must also be given interesting effects or features. So that it will make many people like and also comment on the social media account.

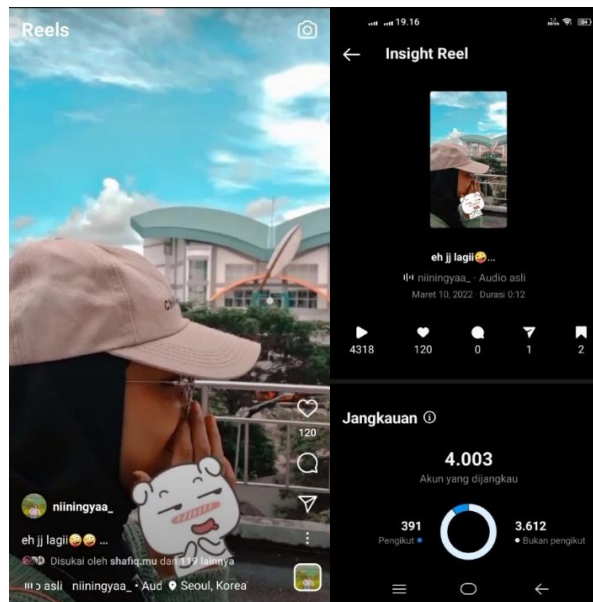


Figure 4 Example of improving Personal Branding (Source: @niiningyaa_)

The picture above also shows that the content creator who is also an active student of the IPII study program is taking a selfie in front of the library building which is then given a "jj" effect and also an animated sticker. He uploaded the video which came from a selfie on Instagram reels. The results show a significant increase in the number of likes and views. The uploaded video managed to get 4,318 viewers, 120 likes, 0 comments, 1 user who shared it, 2 users who saved the video. In fact, according to the data shown, the video was able to reach 4,003 accounts with a division of 391 followers and 3,612 non-followers. Proving that a selfie taken by the content creator with the UIN Sayyid Ali Rahmatullah Tulungagung library building in the background which was then uploaded to social media was able to have a significant impact on that person (increased personal branding).

The Influence of Exterior Design of Library Buildings on Improving IPII Students' Personal Branding

Exterior design has a strong influence in attracting people to come and visit. A good exterior design according to [Berman & Ervans \(2013\)](#) has 5 important indicators, namely starting from an attractive front and building/building appearance, symbols or written names that are attractive and clearly visible, the entrance is wide and does not create traffic jams, a comfortable environment, and safe and spacious parking. Indicators from the exterior design can also be used as a benchmark and basis for building library buildings. This phenomenon is also felt by the UIN Sayyid Ali Rahmatullah Tulungagung library which has a beautiful and attractive exterior design. The exterior design of the UIN Sayyid Ali Rahmatullah Tulungagung library building is not only used as a means to attract visitors. However, it is also used to improve the personal branding of students, especially IPII students.

Building personal branding within a person is a strong effort and desire that a person makes in order to show a good and superior self-image to the general public. According to [Widiastuti \(2017\)](#), there is a way that can be used to build someone's personal branding, namely through marketing strategies in promoting someone. This strategy is known as the GDP model. Positioning, Differentiation, Branding (PDB) is a relationship that is related to building a person's personal branding. Positioning is an identity that is built by other people about a person. So that person will give a certain image, whether the image given is positive or negative. Differentiation is a way to differentiate someone from other people. So, it is hoped that the person will have their own uniqueness and characteristics. Branding is all activities undertaken

to create a brand of its own (Haroen, 2014).

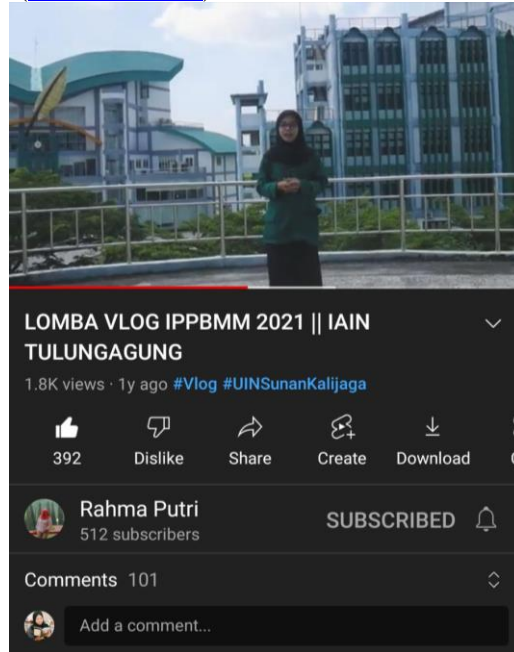


Figure 4 IPII Students Become Campus Representatives in IPPBMM 2021
(Source: Dzata Iffah N. on Rahma PutriYt Channel)

This image is an example of personal branding carried out by IPII students, namely by participating in vlog competitions. This vlog competition is one way to increase the personal branding of IPII students to the outside world by utilizing the exterior of the UIN Sayyid Ali Rahmatullah Tulungagung library building as a background and optimizing the use of GDP strategies. This will make students who take part in the competition more confident and well-known among outsiders. According to [Franzia \(2018\)](#) personal branding will have a big impact, starting from becoming more famous to other benefits. Apart from that, it can also be a free promotional tool for the campus to spread the word that UIN Sayyid Ali Rahmatullah Tulungagung has a magnificent and beautiful library building.

The influence of the exterior design of the UIN Sayyid Ali Rahmatullah Tulungagung library building in increasing students' personal branding is proven by the results of a regression test conducted by researchers which produced a figure of $5.115 > 2.010$ which shows that the exterior design of the UIN Sayyid Ali Rahmatullah Tulungagung library building has a significant and positive effect on personal branding. IPII students. So it means that the more beautiful and beautiful the exterior design of the UIN Sayyid Ali Rahmatullah Tulungagung library building, the higher the personal branding of IPII students will be. Increasing student personal branding does not only have an impact in increasing followers, likes, comments or viewers. However, some of those who took selfies using the background of the library building got other results, namely paid promotions and endorsements. So that makes them celebrities who can get money from the results of carrying out these activities.

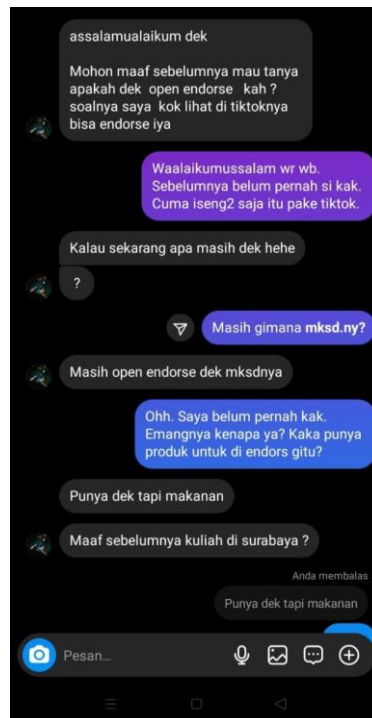


Figure 5 IPII students receive endorsements

(Source: Author's Process)

Conclusion

Based on research conducted by researchers, it can be concluded that the exterior design of the library building has a significant influence on increasing the personal branding of students who take selfies with the exterior of the UIN Sayyid Ali Rahmatullah Tulungagung library building as a backdrop. Proven by an increase in followers, views, likes and comments. And there were several IPII students who received offers of cooperation ranging from paid promotions to endorsements. The limitation of this study is that the respondents are only from one department, even though there are many departments that also use the library building as personal branding. If respondents come from different majors, you will get mixed results. Suggestions for further research are to emphasize student personal branding by utilizing the library, so that it can improve the library's image among the community.

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Authors' Contributions

All authors have contributed to the final manuscript. The contribution of all authors: Moch. Fikriansyah Wicaksono and Ajrun 'Azhim Al As'hal: conceptualization, methodology, formal analysis, writing original draft preparation, writing review and editing. Rajeev Kumar Attri: writing review and editing. All authors have read and agreed to the published version of the manuscript.

Conflict of Interest

All authors have no conflict of interest related to this study.

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