FACTOR ANALYSIS OF PERSONAL BRANDING FORMING OF PSSI FORMER GENERAL PERSON EDY RAHMAYADI

ANALISIS FAKTOR PEMBENTUKAN PERSONAL BRANDING KETUA UMUM PSSI EDY RAHMAYADI

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Abstrak. *Personal branding seorang eksekutif merupakan proses menjaga identitas, reputasi, dan citra publik seseorang. Mantan Ketua Umum PSSI, Edy Rahmayadi, menerima petisi online yang memaksanya mundur. Petisi online tersebut dipicu oleh maraknya pemberitaan di media massa dan media sosial. Meme kontroversial yang dibuat oleh Edy menanggapi pertanyaan jurnalis dibuat dan disebarluaskan di internet. Diketahui bahwa pengguna internet didominasi oleh pengguna internet. Berdasarkan hal tersebut, maka penelitian ini bertujuan untuk menganalisis faktor personal branding Edy Rahmayadi dalam pandangan kaum milenial sebagai pengguna internet dan media sosial terbesar. Variabel origin yang digunakan dalam penelitian ini. adalah Authentic Personal Branding variable. Hasil penelitian menunjukkan empat faktor baru terbentuk, yaitu Mampu menjelaskan sebelas faktor asal dan faktor personal branding pembentuk Edy Rahmayadi, Faktor pertama adalah Faktor Keunggulan, faktor kedua adalah Faktor Inovasi, Faktor ketiga adalah Faktor Pakar, dan Faktor keempat adalah Keunikan. Faktor yang menjelaskan variabel asal adalah faktor keunggulan.*
Kata Kunci: *Authentic Personal Branding, Edy Rahmayadi, Analisis Faktor*

Abstract. An executive's personal branding is the process of maintaining one's identity, reputation and public image. Former PSSI Chairperson, Edy Rahmayadi, received an online petition that forced him to resign. This is happened when he handled the crisis that occurred in the PSSI organization. The online petition was triggered by the rise of news coverage on him in the mass media and social media. The controversial memes made by Edy in response to journalists' questions were made and disseminated on the internet. It is known that internet users are dominated by millennial generation, where this is directly proportional to social media users. Based on this, this study aims to analyze Edy Rahmayadi's personal branding factors in the view of millennials, as the biggest internet and social media user. The origin variable uses in this study is the Authentic Personal Branding variables. The results shows four new factors formed, which are able to explain eleven origin factors and the personal branding factors forming Edy Rahmayadi. The first factor is the Excellence Factor, the second factor is the Innovation Factor, the third Factor is the Expert Factor, and the fourth Factor is Uniqueness. The most dominant factor explaining the origin variable is the excellence factor.
Keywords: Authentic Personal Branding, Edy Rahmayadi, Factor Analysis

INTRODUCTION

Many organizations have to deal with crisis. A leader is expected to have a way and be in the right place and right time to handle the crisis, although not all leaders succeed in resolving the crisis properly (Bowers, Hall, & Srinivasan, 2017). As in the case of the Persatuan Sepakbola Seluruh Indonesia (PSSI), all Indonesia football association organization, in which it must face the public criticism's claim that football in Indonesia is an industry. Thus, the

intensity of the death of football clubs supporters at the competition in Indonesia was less noticed (Azanaela, 2018). PSSI is considered negligent in carrying out its duties, because it never gives severe penalties for football clubs whose supporters killed other football club supporters (Prasatya, 2018).

Edy Rahmayadi as PSSI leader handled the crisis. Edy urged supporters not to "fight" anymore. PSSI will find out the basis of the problems that cause conflicts among football club supporters. Penalties for the club will also be considered (Retaduari, 2018). Through his personal Twitter account, Edy even criticized the perpetrators of the killings and asked all parties to refrain. Edy also expressed his condolences over the death of supporters of one of Indonesia's football clubs. (Hariputro, 2018).

Television media participated in publicizing Edy's steps to deal with the crisis. Kompas TV broadcasted an exclusive interview. But on the show Edy refused to answer one of the questions and ended the interview unilaterally. According to Edy, Kompas TV was too excessive and the questions asked were not in context (Arunanta, 2018). Edy's answer, during the interview actually became viral on social media. (Wardani, 2018). This led emergence of other controversial statements, as long as Edy was the General Chair of PSSI. This was then widely reported, both in the mass media and social media. (Wicaksono, 2019).

It can be said that the crisis was not handled properly. Edy Rahmayadi as PSSI's number one person actually reaped the online petition. (Fernando, 2018), with almost 75.000 signatures agreeing him to withdraw from the PSSI General Chair (Muhaemin, 2018a). In addition, he was viral on social media through memes created and disseminated by netizens. (BBC, 2018). The #EdyOut sign has also led international media to suggest that he withdraw from PSSI. The rise of #EdyOut is referred to as the impact of Edy Rahmayadi's failure to bring changes to PSSI (Muhaemin, 2018b). Social media has an ideology and technology that is designed to provide opportunities for many people to promote themselves as a brand with a relatively low cost and very efficient way (Karaduman, 2013). Seeing what happened to Edy Rahmayadi, this advance was actually utilized in different ways by several people.

Social media provides an opportunity to manage personal brands in a very easy way, both in the form of products and services. Not only for famous people, branding on social media is also done by the community at large. This has already happened to more than hundreds of phenomena. (Karaduman, 2013). Similar to product branding, personal branding is the process of highlighting and promoting the strength and uniqueness of individuals for their target audience (Labrecque, Markos, & Milne, 2011a). In this case, personal branding on Edy Rahmayadi is shown negative and done massively on social media by other parties and is able to cause negative responses as well.

Equivalent to the result of the previous study (Karaduman, 2013) which shows that social media has a positive effect on personal branding. More specifically explained the

existence and active involvement in using social media significantly have a positive effect on building personal branding. This shows that social media is able to influence one's perception of something that other person displays on social media.

On the other hand, internet users in Indonesia are dominated by young people within age range of 20-29 years old with a penetration rate of more than 80% (Sugiharto, 2016).Indonesia's Ministry of Communication and Informatics with UNICEF also revealed that 30 millions childrens and adolescents in Indonesia are active internet user. The majority of the largest number contributors are in urban area (Pitoyo, 2014). Within the age range from birth years of 1980-2000 is now known as millennial generation (Ester, 2016). The link between millennial generation and information technology today cannot be denied anymore. This connection has reached a relationship that needs each other (Man, 2018). As the most internet literate generation, millennial generation also dominates the number of social media user (Marcomm, 2018). It can be said that, this is equivalent to the number of internet users themselves.

Discussing about personal branding, this concept, first popularized by Peters (1997) on his article "The Brand Called You" has became increasingly important in today's digital era. The premis for personal branding is that every person has the ability and strength to become their own brand and one's main job is to be marketer for himself. (Labrecque, Markos, & Milne, 2011b).

It is more emphasized that the personal branding process is not only about marketing oneself, but also selling background, experience, and education. In the sense that everything about the potential that is owned for success. In this regard, the brand itself can change over time as it gains experience and expertise, so this is a lifelong process. It is important to take it step by step (Vanderford, 2017).

In the process, increasing one's status through dishonest means is not the goals of personal branding. Ideally personal branding is intended to market expertise and work quality to the target audience in depth. This is prerogative and personal responsibility of someone who wants to build his own reputation and brand. Honesty and careful consideration are needed, although they can still use creativity (Kalia, Patel, Moriarity, & Canon, 2017).

It can be concluded that personal branding is to recognize the strength of self possessed, so that it can become a brand of self worthy to be marketed. This is then supported by background, experience, and education including everything that is owned for success. Looking at the personal branding process is a lifelong process, ideally done step by step and done honestly even though it can be packaged creatively.

According to Rampersad (2014) there is no professional security, so be independent by redefining yourself by building, implementing, and cultivating authentic personal branding; Be the CEO of the life you are living right now, make it interesting and create new opportunities (Ahmad, Hashim, &

Harun, 2016). It can be interpreted that authentic personal branding is a value of self that is explored in depth related to the expertise and abilities possessed, not imitating others, so that it can be continuously to consistently be raised.

The eleven criteria for building effective authentic personal branding according to (Montoya (2005a)) and Rampersad (2006, 2007) in Rampersad, 2008: 131) are, including, (1) Authenticity, bring yourself, a brand that is built must be based on a authentic personality, which reflects character, attitude, values, and vision. (2) Integrity, obedience to morals and attitudes determined by the ambition to be formed. (3) Consistency, it is very necessary to continue to be sonsistent in the attitude to continue to do the same thing again and again. (4) Specialization, Appropriate conformity to a specialization, which concentrates only on a strength that is most prominent in terms of abilities and talents, so that it becomes unique, special, and different. (5) Authority, recognized as an expert in a particular field supported by extraordinary talent, high flight hours, and recognized as an effective leader. (6) Distinctiveness, differentiate themselves based on the brand of self that is built, so that the audience is very easy to recognize. (7) Relevant, what is ideally fought for is connected to what is considered important by the intended audience. (8) Visibility, must do it again and again, continuously, consistently and repeatedly, so that it can be the top of mind in the minds of the target audience. (9) Persistence, a brand needs time to grow, remains confident and patients to build a predetermined brand of self. (10) Goodwill, people usually do business with people they like. Personally, self can be liked if it continues to be in a positive way, has a value and is useful. (11) Performance, appearance is an important element after the brand itself is known, so ideally an increase in self-appearance is carried out on an ongoing basis.

The context of this research sees millennial generation as a generation that has a significant impact on digital speech. As for what is seen as Millennial Generation includes those born from 1990 to 1999 (Gurau, 2012, dalam Lissitsa & Kol, 2016). This generation is also known as millennials, because it is considered as the first high-tech generation. (Norum, 2003, dalam Lissitsa & Kol, 2016). Slightly different, Pew Research Center (2018) mentions that millennials are those born between 1980 and 1994, aged 24 to 38 years (Betz, 2019). This generation is said to have known the digital world since they were born, as if they were raised and grown by the digital world itself, until the term "Digital Native" for this generation emerged. (Prensky, 2001, dalam Betz, 2019).

Individual characteristics of millennial generation are considered to have a good and optimistic spirit of cooperation about future (Jalil, Achan, Mojolou, & Rozaimie, 2015). Millennials are people with high self-esteem, social minded, fast learners, and flexible. They tend to like to work long hours when they know that what is done is important for personal progress and work (Gursoy, Maier dan Chi, 2008, dalam Jalil et al., 2015).

Millennials are generations that have grown up surrounded by a media explosion where instant communication is a standard practice and technology is seen as important in daily life. This generation is also considered as a change the moderenizes and becomes a reflection of what is happening in society. This is very closely related to the online world which has been massively promoting existing phenomena in the community (Puteh, Saude, Azizan, Hamdan, & Abdullah, 2012).

The following framework for this research,

Picture 1. Research Frame Work
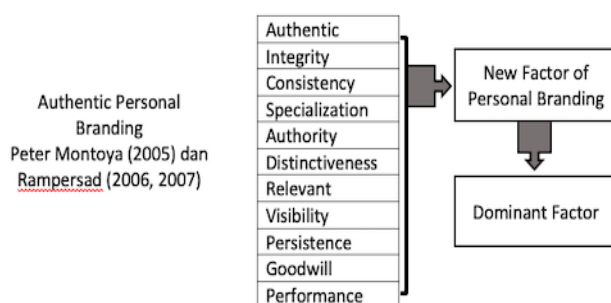
Source: ElMassah, Michael, James, & Ghimpu, 2019

A framework is a conceptual model of how theory relates to various factors that have identified as important problems (Sugiyono, 2010: 60). Picture 1 as a conceptual model of this research, trying to explain how new factors can be formed and explain the original variables, as a factors of authentic personal branding. The dominant factor that arises is one of the factors formed, where this factor has the greatest value in explaining the origin variable.

Looking at the phenomenon of online petition received by Edy Rahmayadi, this study has the aim of knowing the factors forming Edy Rahmayadi's personal branding in terms of the eleven criteria of Effective Authentic Personal Branding, stated by (Montoya (2005a)) and Rampersad (2006, 2007) in Rampersad, 2008: 131), in the millennials perspective.

METHODOLOGY

The Population is a whole unit or individuals in the same scope, that want to be investigated. Sample is some parts of the population selected by using certain procedure, so that it is expected to represent the population (Sugiarto, Siagian, Sunaryanto, & Oetomo, 2003: 1). The population of this study is the millennial generation in Semarang, within birth range years of 1980-2000. The research sample were 100 respondent, using the Probability random sampling technique. This sampling technique is used so that each member of the population has the same opportunity to be selected as a sample (Sugiarto et al., 2003: 2).

The data collection instrument used in this study was an online questionnaire using Google Docs facilities. This is done to reach as far as possible the population under study. Measurement scale uses nominal scale, so the result obtained can be distinguished but can not be sorted which is higher or lower, all values are parallel (Sugiarto et al., 2003: 3).

Analysis of the data used in this study is factor analysis using Statistic Program of Social Science (SPSS)

version 22. Factor analysis is carried out to explain the correlation structure between many variables in the form of factor or latent variables or formed variables. The factor formed are random quantities that previously could not be observed and measured determined directly (Gunawan, 2017: 56).

The requirements that must be met in factor analysis are that the origin variables must correlate with each other and the number of samples studied is sufficient. This can be known through the Bartlett's of sphericity Test and Kaiser-Meyer Olkin (KMO). The smaller the magnitude of KMO, the correlation between variable pairs cannot be explained to one another and factor analysis is considered inappropriate as an analysis tool. Factor analysis can be considered feasible, if the KMO value> 0.5 with a significance <0.05 (Yunitasari, Cindy & Japarianto, 2013).

The next step is to look at the correlation matrix, namely the conflict matrix which is a presentation of the results of the conflict between items, which shows the coefficient of conflict between items with other items. This can be used to see items that are worthy of inclusion in the next analysis, where the approval value requirement is> 0.5 or 50% (GhozaliYunitasari, Cindy & Japarianto, 2013).

Communalities, show the effective contribution of each item to the factors formed. Although there are no specific standards in determining the minimum value for communalities (Gunawan, 2017: 57), items with a value >0,5 are considered to contribute well to the new factors that are formed. The items are considered capable of making an effective contribution of 50%.

Total variance explained, is the precentage of the measuring constuct variance that can be explained by factor sharing (Gunawan, 2017: 57). This value can be seen in Eigenvalue, which is a value that indicates the number of variants associated with each factor. Factors that can be included in the model have at least an eigenvalue of 1 (one) (Ghozali, 2009, dalam Yunitasari, Cindy & Japarianto, 2013).

Rotated Component Matrix shows the number of factors that emerge as well as the coefficient of the loading factor which explains the correlation between the original variable and the newly formed factor. The magnitude of the correlation states the close relationship between factors and original variable, so that the variable can be used to interpret the factors. rotation procedure minimize the number of variables that have a high loading on the factor making it easier to interpret (Ghozali, 2009, dalam Yunitasari, Cindy & Japarianto, 2013).

The independent variables used in questionnaire questions include, the first variable is authenticity with question items (X1) whether Edy Rahmayadi is one of the ideal figures as a leader, (X2) Edy Rahmayadi is seen as a leader who has a personal life with a good image. The description of an authentic leader is expected to be illustrated through the items of this statement.

The second variable is integrity with question items (X3) Edy Rahmayadi can be asked as the expected leader, (X4) Edy Rahmayadi can support the

organization, (X5) Edy Rahmayadi can provide assistance related to questions that will be needed by the organization. The third item of this statement is expected to be able to provide a picture of leadership with integrity, before drawing Edy Rahmayadi in his leadership at PSSI. Consistency, with questions (X6) Edy Rahmayadi considering, consolidates self-image positively. This statement is expected to provide a picture of the consistency of Edy Rahmayadi in building images. This statement is necessary, because leaders cannot be separated from the need for a good self-image.

The fourth variable is specialization, with question item (X7) Edy Rahmayadi is famous as the figure of the leader of a sports organization. (X8) Edy Rahmayadi is famous as a leader in non-political organizations. The statement on the fourth variable is used to find out whether Edy Rahmayadi is a figure who specializes in sports, especially football.

The fifth variable is Authority, with question item (X9) Edy Rahmayadi being a credible leader in his field of work. (X10) Edy Rahmayadi is a leader with above average abilities. (X11) Edy Rahmayadi is a professional leader. The statement on this variable wants to know whether Edy Rahmayadi is a credible leader and has the ability to exceed the standards set for PSSI.

The sixth variable is distinctiveness, with question item (X12) Edy Rahmayadi seen as a cool leader. (X13) Edy Rahmayadi is seen as a cool leader. (X14) Edy Rahmayadi is seen as a leader who has his own characteristics and characteristics. Looking at the research respondents is

millennial generation, so the diction chosen in this study adjusts to the respondent's character.

The seventh variable is relevant, with the question item (X15) Edy Rahmayadi having the ability to be an ideal leader. (X16) Edy Rahmayadi always presents interesting policies to the PSSI organization. (17) Edy Rahmayadi is well-known as a leader in the organization. (X18) Edy Rahmayadi is well known as a leader in political and non-political fields. Through questions on relevant variable question items, illustrate the figure of Edy Rahmayadi as the ideal leader for PSSI.

The eighth variable is visibility, with the question item (X19) Edy Rahmayadi considers having leadership ability across generations. (X20) Edy Rahmayadi accepts having stable leadership qualities. Looking at the organization led by Edy Rahmayadi is a sports organization that is much in demand by young people, the items used to understand, whether Edy is able to become a leader across generations. This means that in his leadership, Edy is able to use relevant requests in making policies for members of the organization he leads.

Ninth variable is persistence, with question item (X21) Edy Rahmayadi portraying positive leadership through his social media accounts. (X22) Edy Rahmayadi portrays positive leadership through advertising. This ninth variable, wants to know whether Edy Rahmayadi shows self-image through social media accounts and advertisements. Social media accounts are used as reference media, this is due to the respondents chosen

by the largest social media, millennial generation.

Tenth variable is goodwill, with question item (X23) Edy Rahmayadi is seen as a figure who has a good image / reputation. (X24) Edy Rahmayadi appears when you look for a leader on a Google page. Statement items on this variable are used to find out whether Edy Rahmayadi is an icon for good leaders and whether his name is trending on the internet.

Eleventh Variable is performance, with the question item (X25) Edy Rahmayadi is famous as a nurturing leader. This question is expected to be able to give an idea of Edy Rahmayadi's performance in leading. Nurturing is considered necessary for a leader, especially for organizations whose members are dominated by millennials.

RESULTS AND DISCUSSIONS

Table 1. Respondent Characteristics

Profile		Freq
Total Respondent		100
Gender	Male	67
	Female	33
Age	19-23	32
	24-28	37
	29-33	28
	34-38	3
Education	High School	7
	Diploma	10
	Bachelor	53
	Master/Doctor	30
Work	PNS (Civil Servant)		2
	Private		25
	Teacher/Lecturer		16
	Enterprenuer		12
	Freelancher		13
	Student		27
	Other		5
Screening	Know the PSSI Organization	Yes	98
		No	2
	Knowing Edy Rahmayadi as the General Chairperson of PSSI	Ya	93
		Tidak	7

Source: Research Result

Table 1 explains about the Characteristics of Respondents, the number of selected respondents to fill the questionnaire are 100 Respondents. There are 67% male respondents and 33% female respondents. This condition is possible because the objects and issues of the study is football, that tends to get more attention from male. Even gender bias in this sport is very visible. Women are still treated and get extraordinary opinions in the world of football, because the numbers are still minor (Rahayuningsih, 2018).

It can be seen in the Table 1, the age of respondents with an age range of 19-23 years old are 32%, the age of 24-28 years old are 37%, the age of 29-33 years old are up to 28%, and the age of 34-38 years are 3%. This age range is a prescribed condition for selecting respondents. This is based on the millennial age range determined by the Indonesian Ministry of Communication and Information, which is the birth range within 1980-2000 (Ester, 2016).

Respondent's education is dominated by Bachelor degree level with a percentage of 53%, the dominance of the second level of master and doctoral degree are 30%. The education level of other respondents is diploma by 10%, and high school by 7%. Based on these results, it can be interpreted that the majority of respondents have a high level of education, so that it can be considered to have the ability to independently access and fill out a questionnaire distributed online.

The most dominant occupation are students, there are 27%, the second dominance are private workers by 25%. Respondents who worked as teachers / lecturers are 16%, freelancers are 13%, entrepreneurs / entrepreneurs are 12%, and other jobs are 5%. Respondents who choose other jobs are known to work as a police force is 1 respondent, Online Drivers are 3 respondents, and Librarians is 1 respondent. Respondents with the lowest occupational predominance are civil servants by 2%. It can be concluded that the majority of research respondents have good jobs.

The screening question is used to find out respondents's knowledge about the object of research. Based on the Table 1, respondents who knew the PSSI organization are 98% and those who does not know are 2%. It is also found that respondents who knew Edy Rahmayadi as the General Chairperson of PSSI are 93% and those who do not know were 7%. It can be concluded that, the majority of respondents used in this study know the object of the study, Edy Rahmayadi as General Chair of PSSI,

as well as know about the PSSI organization itself.

Table 2. KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of sampling Adequancy			.926
Bartlett's Test of Sphericity	Approx. Chi Square		2579.830
	Df		276
	Sig.		.000

Source: Data Processing by SPSS 22

KMO and Bartlett's analysis is the first step in the process of factor analysis. This step is carried out to determine whether the existing factors can be further analyzed with the KMO value> 0.5 and significance <0.05. Based on Table 2 it is known that the result of KMO is 0.926 with a significance of 0,000, then the existing factors can be further analyzed.

Table 3. Communalities

Var.	Initial	Extraxtion	Variabel	Initial	Extraction
X1	1.000	.871	**X13**	1.000	.677
X2	1.000	.723	**X14**	1.000	.644
X3	1.000	.811	**X15**	1.000	.836
X4	1.000	.740	**X16**	1.000	.755
X5	1.000	.726	**X17**	1.000	.734
X6	1.000	.786	**X18**	1.000	.823
X7	1.000	.738	**X19**	1.000	.824
X8	1.000	.833	**X20**	1.000	.757
X9	1.000	.821	**X21**	1.000	.846
X10	1.000	.820	**X22**	1.000	.830
X11	1.000	.768	**X23**	1.000	.741
X12	1.000	.677	**X25**	1.000	.822

Source: Data Processing by SPSS 22

Communalities table explains the effective contribution of each original item to the factor formed. It caan be seen in Table 3, a number of 24 items have values> 0.5. It means that the factors formed can explain at least 50% of the diversity of original variables. One missing item is X24, where the data processing results show a value <0.5. In the process of re-data X24 items are removed, because the items can only be explained less than 50%. In processing factor analysis data, ideally choose the original variable items that have a communality value> 0.5 or> 50%, so that the new factors formed have a higher value validity.

Table 4. Total Variance Explained

Compone nt	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.518	60.492	60.492	14.518	60.492	60.492	10.044	41.849	41.849
2	1.638	6.827	67.319	1.638	6.827	67.319	3.238	13.493	55.342
3	1.524	6.351	73.670	1.524	6.351	73.670	2.792	11.635	66.976
4	1.058	4.406	78.077	1.058	4.406	78.077	2.664	11.100	78.077
5	.708	2.951	81.028						
6	.545	2.270	83.298						
7	.518	2.157	85.455						
8	.436	1.818	87.273						
9	.403	1.679	88.951						
10	.388	1.617	90.568						
11	.370	1.542	92.110						
12	.324	1.349	93.459						
13	.260	1.082	94.540						
14	.231	.964	95.504						
15	.180	.750	96.254						
16	.156	.651	96.905						
17	.146	.607	97.513						
18	.126	.526	98.039						
19	.112	.465	98.504						
20	.091	.381	98.886						
21	.082	.343	99.228						
22	.073	.305	99.533						
23	.058	.243	99.776						
24	.054	.224	100.000						

Source: Data Processing by SPSS 22

Based on Table 4, it shows that there are four components that have a total value of> 1. Component

1 is 14,518, which means that it can explains the variations of 60.492%. Component 2 has a total value of 1,638, this value explains the variation of 6.827%. Component 3 has a total value of 1.524 and explains variations of 6.351%. Component 4 has a total value of 1.058, which means that it explains variations of 4.406%. Based on the total value of the four components which have a value of> 1, then there are four new factors that are formed. The cumulative total of four factors formed is able to explain 78.077% of the original variable.

Table 5. Rotated Component Matrix

	Component			
	1	2	3	4
X1	.794	.093	.083	.475
X2	.462	.667	.191	.168
X3	.806	.250	.109	.294
X4	.819	.313	.138	.160
X5	.699	.388	.312	.048
X6	.716	.353	.280	.105
X7	.095	.169	.746	.438
X8	.353	.131	.724	.269
X9	.780	.215	.340	.250
X10	.821	.027	.121	.363
X11	.802	.208	.321	.173
X12	.791	.350	.121	.069
X13	.732	.213	.292	.098
X14	.270	.404	.052	.637
X15	.792	.019	.085	.449
X16	.500	.137	.692	-.079
X17	.520	.048	.295	.611
X18	.157	.193	.471	.734
X19	.843	.242	.229	.052
X20	.686	.371	.160	.349
X21	.226	.865	.209	.060
X22	.215	.853	.041	.234
X23	.746	.298	.267	.156
X25	.758	.253	.369	.216

Source: Data Processing by SPSS 22

Table 5 explains the relationship between origin items and the factors formed. This is used to classify the original items into new factors by looking at the greatest correlation value. Based on the results

of data processing it is known that; (1) Factor 1 has item variables X1, X3, X4, X5, X6, X9, X10, X11, X12, X13, X15, X19, X20, X20, X23, and X25. (2) Factor 2 has variable items X2, X21, and X22. (3) Factor 3 has variable items X7, X8, and X16. (4) Factor 4 has variable items X14, X17, and X18.

Based on the results of the rotated component matrix (Table 5) the next step is labeling the four factors formed. Factor 1 can be called the Excellence factor, because it includes ideals, conformity with expectations, motivating, decision making ability, consistency, credibility, ability above average, professional, prominent, ability to lead, leadership across generations, stability , good reputation, and protect. Judging from the object under study, according to (Collins, 2010, dalam Ghicajanu, Irimie, Marica, & Munteanu, 2015) the superiority of a leader at the highest level is the level of excellence. The variable properties of the new factor are included in the leader component of excellence, namely building a paradoxical enduring advantage by combining personal simplicity and professional desires.

Excellence in the context of this research can be interpreted as the leadership ability possessed by Edy Rahmayadi. This leader figure is considered to have above average ability. This is reinforced by the statement of one of his high school teachers who revealed that he had seen the figure of a leader in Edy since he was in school, even he was considered capable of setting an example for his friends (Idris, 2018). Based on this, it can be said that the

superior leadership character has been owned by Edy Rahmayadi since childhood.

Judging from the definition of excellence in the context of the leader, Edy Rahmayadi is considered capable of reflecting personal excellence and desires in a professional manner. This is evidenced by the career achievements he has gained, starting from the Lieutenant General of the TNI, General Chairman of PSSI to become the Governor of North Sumatra. Although in his career at PSSI, he received a petition, this did not stop him from continuing to reach the position of leader.

Factor 2 is the Innovation factor because it includes a good personality, interactive (online), and promotions related to the personality that is built. Innovation involves the use of modern technology as well as a complex process involving the transformation of the values of information conveyed, and the new methods used (Ghicajanu et al., 2015). The use of social media and digital media promotion that can be called as innovation, because it has used a fairly new technology in its method of conveying the values to be conveyed. It also can directly give an idea of the person who is able to accept and adapt to newness, especially the novelty of technology

Judging by the second factor, some of the innovations and achievements that Edy Rahmayadi had sparked while leading PSSI included creating 1,500 D-certified trainers in East Java and Maluku, several conferences and training collaborations with foreign countries, the implementation of training courses, and the reactivation of the nine national teams across the

ages and across gender. This achievement is also considered to have increased international confidence in Indonesian football (Syafaruddin, 2019).

Based on the achievement data achieved by PSSI during Edy Rahmayadi's leadership, it can be seen that Edy was able to become a leader who made many contributions. His innovation related to training and cooperation with foreign countries is an achievement that should be appreciated, even he was able to revive the national team across ages and across gender. Another achievement that follows the innovations carried out by Edy Rahmayadi is to make the international football world have a higher trust in Indonesian football.

Factor 3 is the Expert factor, because it includes a component of the ability variable that is specialized for a particular field. Experts are individuals who work with the same quality as consultants especially in certain fields (Honda et al., 2017). It can be interpreted that an expert ideally focuses only on one field, so that it can be called an expert. On the other hand, professionals who are not focused on one area cannot be called as an experts.

Ideally a leader has expertise in the field they lead. Contrary to Edy Rahmayadi who actually felt he failed in leading PSSI in his first year. This is due to the large number of targets that he set were not achieved (Noroyono, 2017). It is known that Edy Rahmayadi has a military background, so in leading the football club he is still in the learning phase, not yet an expert.

Discussing the expert factor in the context of leadership, Edy Rahnayadi could not yet be said as someone who has expertise in the field of football, even though he already has experience as a military leader. This can be used as a consideration for selecting the next PSSI leader, where the ability or understanding of the field of soccer becomes an important measure in choosing a new chairman. However, Edy Rahmayadi does not mean to fail, because his leadership period in PSSI is only for three years, so he has not been maximally dedicated. This shows that ideally a leader is people who are experts in the field they lead, so it does not require a long time to adapt and make appropriate contributions, especially in dealing with crises in the organization.

Factor 4 is the Uniqueness factor, because it includes personal characteristics, and unique abilities that are appropriate to the field in which they are involved. Uniqueness is a special characteristic that a person has, shown by the values, thoughts, words, and actions that form the identity characteristics. Actions and behavior are consistently carried out in any situation and condition. Values that are believed to be continuously carried out (Pervin, Daniel, & Oliver, 2010). Based on these characteristics, it can be said that uniqueness can be seen by other people, if a person's specific actions and behavior are carried out repeatedly.

The uniqueness of Edy Rahmayadi is very prominent. Some of his unique behaviors include accusing the national team players of not having nationalism due to lost to compete with other countries. He was also

known to be furious when asked about the dual positions he carried. The community also considered unique when Edy Rahmayadi considered supporters' scorn as normal. Another unique behavior is when slapping supporters for turning on flares. This characteristic makes Edy Rahmayadi's figure better known to the public (Mandasari, 2018).

Judging from the object of research, Edy Rahmayadi, is known to be unique in a negative context. This can be seen in the news published in the online media. Based on the petition received by the former PSSI chairman, it can be said that Edy's uniqueness when he led PSSI did not make him positively known, but on the contrary. The attitude taken, the statement issued precisely deemed to be detrimental to the organization. Based on this event, it can be assumed that ideally a leader is known to be unique in a positive context. This is closely related to the self-image seen by the public.

CONCLUSION

Based on the results of the study it can be concluded that in the viewpoint of millennial generation, personal branding of former PSSI chairman Edy Rahmayadi was formed on four factors, including; The Excellence factor (excellence), this factor is a factor that includes the variables that characterize the superiority of a leader, wherein then these traits of excellence get the attention of the audience as self-worth inherent in Edy Rahmayadi. The second factor is the Innovation Factor, this factor includes variables

that embodies good personalities and the use of new technologies in interacting and promoting related values that are built and want to be conveyed to the public. The third factor is the Expert Factor, this factor characterizes expertise that focuses on one area of work, so that it can be said to be an expert, and can be compared to a consultant. The fourth factor is the Uniqueness Factor. This factor includes personal characteristics, which are shown through the values, thoughts, speech, and actions that make up a person's identity. The uniqueness that exists in Edy Rahmayadi has been interpreted by millennial generation, because it has been done continuously and consistently, in any condition and situation.

The most dominant factor explained the eleven original variables is the Excellence Factor. This factor has the most variable scope, which is a number of fifteen variables, and is able to explain variations of 60.492%. Based on the results of this study it is known that although Edy Rahmayadi has resigned from the position of Chairperson of PSSI and one of the reasons is the online petition from millennial generation, he still has the advantage of being a leader.

The result of this study has contributed significantly to the study of personal branding and namely the discovery of four new factors for authentic branding personal leadership. This finding is expected to contribute both practically and scientifically. Practically the results of the study can be used for two things, including being a reference for judging in selecting and evaluating a

leader and as a basis for forming the personal branding of a leader himself. Scientifically, the results of this study can be used as a reference for further research, both qualitative and quantitative research. The four factors produced can be used as a reference indicator of authentic leadership branding personal with non-political organizational context.

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