



## Utilizing Google Sites for Personal Branding Business

Ananda Amilus Sholikhah<sup>1</sup>, Evy Maya Stefany<sup>2</sup>, Diana Nurul Fajri<sup>3</sup>, Maimunah<sup>4</sup>, Nur Azizah Mawar Andini<sup>5\*</sup>, Rifqi Farhanul Ihsan<sup>6</sup>, Yogi Ade Chairudin<sup>7</sup>

<sup>1,2,3,4,5,6,7</sup> Pendidikan Informatika, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura

[ananda.emil88@gmail.com](mailto:ananda.emil88@gmail.com)<sup>1</sup>, [evy.stefany@trunojoyo.ac.id](mailto:evy.stefany@trunojoyo.ac.id)<sup>2</sup>, [deadiana023@gmail.com](mailto:deadiana023@gmail.com)<sup>3</sup>

[nafdlah326@gmail.com](mailto:nafdlah326@gmail.com)<sup>4</sup>, [nurazizahmawarandini@gmail.com](mailto:nurazizahmawarandini@gmail.com)<sup>5\*</sup>, [irifqi816@gmail.com](mailto:irifqi816@gmail.com)<sup>6</sup>, [yogiade403@gmail.com](mailto:yogiade403@gmail.com)<sup>7</sup>

---

### Abstract

Personal branding has become an important aspect in the modern business world. With increasing competition, individuals and businesses need to differentiate themselves through a strong identity. This article discusses the use of Google Sites as a tool for building personal branding. Through ease of use and integration with other Google tools, Google Sites allows users to create professional and attractive websites. This research shows that using Google Sites can increase visibility and audience trust in personal or business brands.

**Keywords:** *Personal Branding, Google Sites, Business.*

---

### 1. Introduction

In the increasingly developing digital era, personal branding has become one of the important aspects for individuals and businesses to stand out amidst fierce competition. Personal branding refers to the process by which a person builds and promotes their self-image to the public, including the values, skills, and experiences they possess. Personal branding is the impression that a person gets from the results of achievements, behavior, and skills that are developed consciously or unconsciously, with the aim of reflecting self-identity, so that other people can recognize this identity through the personal brand that has been built [1]. Personal branding can also be said to be an approach to building self-image so that other people or society can judge a person based on their achievements and accomplishments [2]. In addition, personal branding can be interpreted as a process to build public views of various aspects of a person, such as personality, skills, or values, and how all of these things create a positive impression that can be used as a marketing tool [3].

In this context, the right digital tools can be the key to building a successful personal brand. One tool that can be utilized is Google Sites, a platform that allows users to create websites easily and quickly. Google Sites is designed to make it easier for users without a technical background to design and manage websites. With an intuitive interface and a variety of templates available, Google Sites provides an opportunity for anyone to create an attractive and professional site. Google Sites is a tool that allows users to create custom websites. Like a wiki, users can develop their own sites, including content and design. The site can also be shared with specific people of the user's choice. In addition, users can determine who has ownership rights, who is allowed to edit or update the site, and who can access and view it [4]. Google Sites is a website creation platform designed by Google to enable anyone, both individuals and groups, to create simple yet functional websites without requiring technical skills or programming experience. The platform offers an intuitive interface, with drag-and-drop features that make it easy for users to add elements such as text, images, videos, and forms. With the support of a variety of professionally designed templates, users can choose a layout that suits their needs, such as a site for personal branding, portfolios, small businesses, or collaborative projects. In addition, Google Sites supports full integration with other Google service ecosystems, such as Google Drive, Google Calendar, and Google Docs, making it easy to insert documents, schedules, or other files directly into the site.

One of the main advantages of Google Sites is its ease of use, which allows individuals without a technical background to create a professional-looking site in a short time. Google Sites also provides various options for setting access rights, so users can determine who can view, edit, or have administrative rights to the site. For example, in the context of a team project, certain members can be given access to update content while others can only view it. The platform is also completely web-based, meaning users don't need to download or install any software, instead just a browser and an internet connection to get started. With its responsive nature, sites created using Google Sites are automatically optimized for mobile devices, ensuring a consistent experience for visitors across devices.

Another great thing about Google Sites is that it's free to use, making it an ideal choice for individuals or organizations on a budget. While the platform isn't designed for complex or e-commerce websites, Google Sites is highly effective for things like simple blogs, professional portfolios, or internal company sites. Additionally, users have the flexibility to add a custom domain if they want a more professional web address. In terms of security, Google Sites comes with protection from cyberattacks, such as malware and phishing, ensuring that your site and user data are kept safe. With all of these features, Google Sites is a great tool for building an online presence quickly, easily, and affordably.

The advantages of Google Sites lie not only in its ease of use, but also in its low cost. As a free service, Google Sites is perfect for individuals and businesses who are just starting out and want to build an online presence without spending a lot of money. In addition, the

platform is integrated with various other Google products, such as Google Drive and Google Docs, allowing users to insert content easily and manage information efficiently.

The importance of content optimization cannot be ignored in building personal branding. By using search engine optimization (SEO), users can improve their website's ranking in search results [5]. By using search engine optimization (SEO) techniques, users can increase the visibility of their sites in search results. Using relevant keywords, creating attractive titles, and adding meta descriptions for each page are important steps in improving the ranking of a site in search engines. Thus, a wider audience can find and access the content that has been prepared.

This article aims to discuss in depth how Google Sites can be used to build a business's personal branding. We will explore the various features and advantages offered by this platform, as well as practical steps in creating and managing a site. In addition, we will also provide strategies for optimizing content to be more visible to the target audience, so that it can attract attention and build trust.

With a better understanding of how to leverage Google Sites, individuals and businesses can increase their visibility, build a strong identity, and create better relationships with their audiences. In today's increasingly connected world, having a strong online presence through effective personal branding is a critical step towards success.

## 2. Research methods

### 2.1. Research Approach

This study uses a qualitative approach with a case study method. This approach was chosen to understand in depth how Google Site is used in personal branding strategies by individuals or business actors, here the author provides material to grade 12 students of SMK Al-Asy'ari Kwanyar Bangkalan, in order to provide provisions when they are in the industrial world.

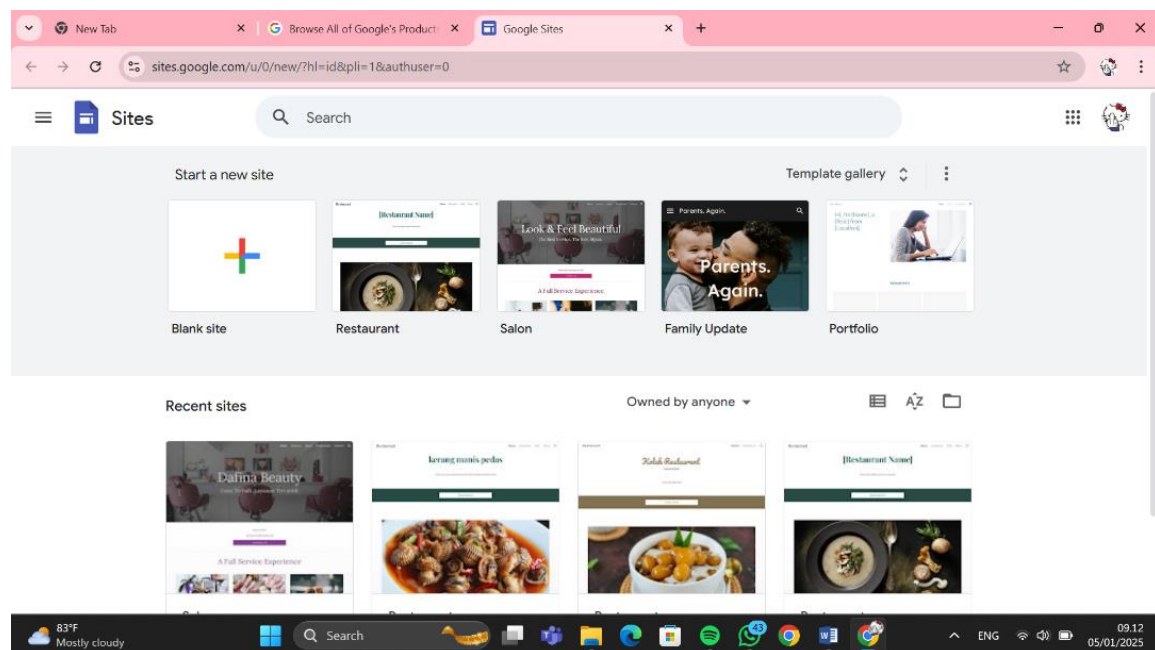


Fig. 1: Personal branding

### 2.2. Research Subjects

The subjects in this study were grade 12 DKV students at SMK Al-Asy'ari Kwanyar Bangkalan who used Google Site as a tool to build their personal branding. This study will involve 20-40 informants selected by sampling.

### 2.3. Data Collection Techniques

Data will be collected through the Participatory Observation method where researchers provide material in workshops and observe participant interactions, how they use Google Site, and the material presented. This observation will provide direct insight into best practices and challenges faced by participants.



Fig. 2: Participatory Observation method

### 3. Results and Discussion

#### 3.1. Introduction to Research Results

The results of this study indicate that the use of Google Sites as a tool to build personal branding among Grade 12 DKV students at SMK Al-Asy'ari Kwanyar Bangkalan has a positive impact. Through the workshop held, students not only learned about how to create a website using Google Sites, but also understood the importance of personal branding in the context of their future careers.



Fig. 3: Workshop 1

#### 3.2. Understanding and Implementation of Google Sites

From the results of participatory observations, it can be seen that students showed high enthusiasm in using Google Sites. They can quickly understand the interface and features provided by this platform. Students managed to create an attractive site by inserting a portfolio of work, personal information, and relevant contacts. This shows that Google Sites can be accessed by individuals without a strong technical background, in accordance with the initial objectives of the study.



Fig. 4: Workshop 2

### 3.3. Impact on Personal Branding

Data analysis shows that students who attended the workshop felt more confident in building their personal identity. They admitted that having a professional website helped them stand out among their peers and gave a positive impression to potential recruiters in the future. In addition, students also realized the importance of relevant and interesting content in attracting the attention of the audience, which is a key element in personal branding.

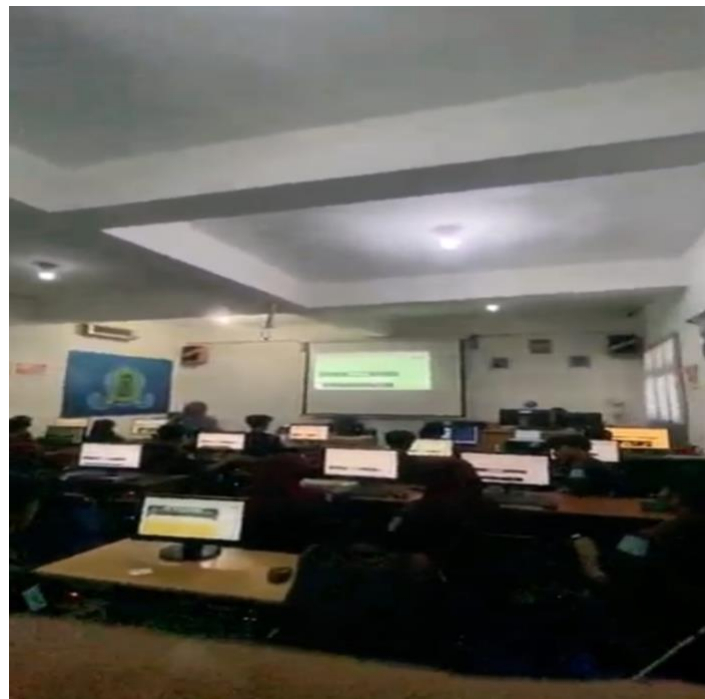


Fig. 5: Workshop 3

### 3.4. Challenges Faced

Although many students succeeded in creating attractive sites, several challenges were also identified. Some students had difficulty in optimizing their site content for SEO. This suggests that there is still a need to provide additional training on search engine optimization techniques so that they can improve the visibility of their sites in search results.

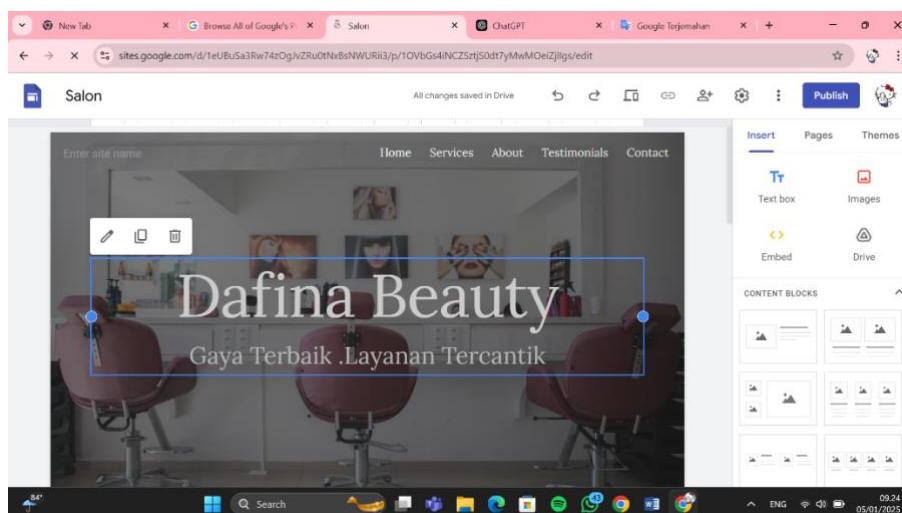


Fig. 6: Additional training

### 3.5. Further Development Strategy

Based on the results of the study, it is recommended that schools provide further training on SEO techniques and the use of other digital tools to support personal branding. In addition, students can also be encouraged to share experiences and best practices in using Google Sites, so that they can learn from each other and improve their skills.

## 4. Conclusion

This study shows that the use of Google Sites as a tool to build personal branding among Grade 12 DKV students at SMK Al-Asy'ari Kwanyar Bangkalan provides positive results. Through the workshop held, students not only gain knowledge on how to create a professional website, but also understand the importance of building a strong personal identity in the context of their future careers. The results of the observation showed that students were very enthusiastic and able to use Google Sites well, creating attractive sites by inserting portfolios and relevant personal information. Furthermore, participating students felt more confident in their personal branding, realizing that having a professional website can help them stand out among their peers and give a positive impression. Based on these findings, it is recommended that schools hold further training on techniques for using other digital tools to support the development of students' personal branding. With this approach, students are expected to be better prepared to face challenges in the industrial world and build a strong online presence. Overall, this study confirms the importance of utilizing digital tools such as Google Sites in building effective personal branding, which is very relevant in today's digital era.

## References

- [1] Fitriani, N. A., Firmansyah, M. I., & Rizkyanfi, M. W. (2024). THE USE OF SOCIAL MEDIA FOR PERSONAL BRANDING PURPOSES. 20.
- [2] Friantin, S. Hayati E. (2023). THE ROLE OF PERSONAL BRANDING IN DIGITAL MARKETING FOR THE MILLENNIAL GENERATION AT SMA BATIK 1- SURAKARTA. PEDAMAS Journal (Community Service), 1, 314–321.
- [3] Permata, S., Raya, J., & Sel, M. (2022). Personal Branding Strategy Development Through Public Speaking Activities for Students of SMKN 49 North Jakarta. 5.
- [4] Rifqi, M., Parapat, P. P., & Alfiannor, M. (2024). Implementation of Digital Marketing as a Marketing Strategy to Increase the Competitiveness of Sharia MSMEs. 3.
- [5] Suryana, E., Prahasti, P., & Iskandar, A. P. (2023). Utilization of Google Site as a Learning Media for Students at SMKN 3 Bengkulu City. Dehasen Journal for the Country, 2. <https://doi.org/10.37676/jdun.v2i1.3583>