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Personal Branding of Three Female Bureaucrats with A Feminist Stylistics Approach

Nunun Tri Widarwati
Universitas Veteran Bangun Nusantara, Indonesia.
nunun6323@gmail.com
Ardian Prima Putra
Universitas Veteran Bangun Nusantara, Indonesia.
ardian.putura@gmail.com
Corresponding email: nunun6323@gmail.com

Abstract

This study attempts to measure Personal Branding of Three Female Bureaucrats with A Feminist Stylistics Approach. This study adopted a qualitative method. Data was gathered through a several documents from social media. The study examines the personal branding of three Indonesian female bureaucrats who are believed to have accomplished remarkable accomplishments through online media. This study aims to answer the research questions are How is Verbal analysis of personal branding with feminist stylists by Three Female Bureaucrats namely Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari in the media. The study's findings indicate that Three Female Bureaucrats such as Sri Mulyani, Retno Marsudi and Denni Puspa Purbasari have strong personal branding in the aforementioned analysis. Three Female Bureaucrats present the image of people who are intelligent and competent in their area but remain humble and can adapt to any circumstances. When viewed through the lens of Motion personal branding concepts, the three female bureaucrats met most of these criteria such as historical narrative, positioning, commodification, aestheticization, moral career, and linguistic realization. They are able to use media as a means of branding and build a positive reputation. The success of this personal branding can also be proven by the public's response to Three Female Bureaucrats such as Sri Mulyani, Retno Marsudi and Denni Puspa Purbasari's image and persona, which demonstrate respect and admiration for their figure. The benefits of this study are for developing knowledge of personal branding and translation with a feminist stylist approach.

Keywords: feminist stylistics, Personal branding , Three Female Bureaucrats.

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Introduction

The practice of branding in the media is one that is frequently employed by well-known individuals. Politicians, in particular, deliberately promote themselves in the media to the public in order to make them feel connected, as their interests are being represented, and that they are known to potential voters. This encourages people to actively participate in enacting the policies that politicians propose. Therefore, how the public views politicians demonstrates how effective personal branding has been for politicians. The question that then emerges is whether the persona that politicians create through their personal branding can motivate people to respect them, support their policies in the 2024 elections, and vote for them.

Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari are three female bureaucrats in Indonesia from the new millennium who have a significant social brand and reputation. Sri Mulyani is the first woman to serve as Minister of Finance for the Republic of Indonesia. In 2010, she further served as the World Bank Group's Managing Director. Her accomplishments as minister of finance and his proficiency in economics are also acknowledged internationally. By removing corrupt officials and revising the tax code, Sri Mulyani allegedly managed to steer Southeast Asia's largest economy through the financial crisis. According to Tempo.co, Sri Mulyani was named the greatest Asia-Pacific finance minister for three years in a row, in 2017, 2018, and 2019 (Tempo, 2019).

Apart from Sri Mulyani, Retno Marsudi was the first female leader of the Republic of Indonesia's Ministry of Foreign Affairs. According to Kumparan.com, under her leadership, the Ministry of Foreign Affairs of the Republic of Indonesia is known throughout the world as one of the ministries that actively contributes to international security and peace. Retno Marsudi's ability for building connections with other nations facilitated smooth diplomacy during the G20 Summit's International Forum in Bali in 2022. Additionally, Retno Marsudi was a vocal advocate for women's rights and frequently delivered talks at conferences throughout the world.

Personal branding is the actualization of French philosopher Michel Foucault's idea of the technology of the self (Kristina, 2017) . Foucault asserts

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that each person has the power to affect others in his or her own unique way, which is expressed through actions, attitudes, and way of life. Motion then applies this idea to examine the techniques employed by New Zealand's female politicians in forging their political identities and creating the public image that society desires. According to Kristina, a character's personal branding strategy may include the following 7 elements: historical narrative, positioning, commodification, mediatization, aestheticization, moral career, and linguistic realization for building self-image.

Over a hundred articles have been written on the topic so far in a variety of disciplines. Many research on personal branding, such those by (Gorbatov et al., 2018), (Zabojnik, 2018), and (Scheidt et al., 2020) are in the form of a systematic literature review to ascertain what personal branding is and how it functions. Other personal branding research, such as that by (Petruca, 2016) and (Wijaya & Nasution, 2022) analyzes strategies or approaches for using personal branding on social media. This study demonstrates the various strategies and approaches that may be used to build a person's personal brand on social media.

The personal branding of characters has also been the subject of numerous research, including those by (Rosadi et al., 2022), (Safira et al., 2022), (Abidin & Cindoswari, 2019) and (Avondita et al., 2022), those researchs have indirectly outlined positioning tactics and professional ethics. However, there are still a number of factors that have not been covered if it is mapped according to the 7 aspects of the personal branding strategy indicators suggested by Motion. Personal branding of politician by establishing a self-image as a populist politician who was approachable and close to the community (Abidin & Cindoswari, 2019). A politician from the Golkar region, frequently posts videos on his YouTube account that show him interacting with regular people and providing aid to the underprivileged (Rosadi et al., 2022). According to (Safira et al., 2022) , politician also accomplishes the same thing as an artist, providing content that benefits the underprivileged. This demonstrates how these characters engage in positioning and moral career strategies, particularly the attempt to present themselves as individuals who are concerned about and close to the people.

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Based on the regard to the research gaps and background of study above, this research will analyze the personal branding of three female bureaucrats, namely Sri Mulyani, Retno Marsudi dan Denni Puspa Purbasari through verbal realizations in the media by Feminist Stylistics perspectives. Therefore, the research questions are How is Verbal analysis of personal branding by Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari in the media based on feminist stylist ?

Feminist stylistic analysis (Siregar et al., 2020) is an analysis that employs methodologies from a variety of linguistic and literary backgrounds to identify feminist ideology within a discourse. Feminist stylistic analysis is concerned not only with describing sexism in a discourse, but also with assessing whether point of view, agency, metaphor, or transitivity are inextricably linked to gender issues. In order to perform the analysis, this Feminist stylist theory breaks her theoretical framework into three levels, including analysis at the word level, analysis at the phrase/sentence level, and analysis at the discourse level.

Analysis at the word level concentrates on gender bias in specific words. This level of analysis aims to demonstrate how language use can present and maintain a particular view of women by examining instances of the misuse of generic words, address phrases, and gender-specific pronouns as well as derogatory portrayals of women in various works of literature(Sobari & Silviani, 2018).

Analysis at the level of phrase with A common belief in linguistic theory is that words should be studied "in relation to their context," or in the way that phrases and sentences make sense in connection to their co-text, context, usage history, and other background information. This explanation suggests that in addition to individual words, sentences and phrases should be taken into account while analyzing texts. In doing this level of analysis, several aspects may be considered, such as; ready made phrase, presupposition and inference, metaphor, jokes and humor, as well as transitivity choices.

Analysis at the level of discourse Through textual patterns and structures, discourse analysis links the word and phrase to a more comprehensive idea of ideology. Discourse analysis should be concerned

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not just with the macro-contexts of more important social patterns, but also with the micro-contexts of how words interact with one another in sentences or during conversation (Siregar et al., 2020).

Research Method

Design of this study uses qualitative descriptive method because the data is categorized based on the type of sentence that appears in the text (Avondita et al., 2022). Qualitative method is research method that using data exclude numerical.

Source of data are podcasts, news articles, feature articles, readers' letters, and comments on social media. Method of data collection are by gathering data involved watching and listening to podcasts, reading all feature texts, news articles, readers' letters, and user comments.

The data in this study comprises words, phrases, clauses, and sentences obtained from what Indonesian female bureaucrats talk about, their perspectives on something, their reaction to an event, and public opinions on all three individuals mentioned on social media.

The subjects of this study are three Indonesian female bureaucrats: Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari. The study is carried out by studying the personal branding of three Indonesian female bureaucrats whose work is portrayed in online media.

Data analysis by using critical discourse analysis with Feminist Stylistics theory approach to evaluate the verbal aspect, which involves an examination of the level of words, phrases, and discourse gathered through virtual data sources. Thus, Drawing conclusions is carried out by mapping linguistic phenomena discovered through data analysis from various data sources in order to answer research questions about how these verbal data contribute positively to the formation of three Indonesian female bureaucrat figures' personal branding.

Instruments of research using document analysis (content analysis) based on feminist stylist (Sobari & Silviani, 2018) with verbal analysis such as analysis of the level of words, The Level of Clause/sentences and The level of

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Discourse. The data collection technique such as Document analysis (content analysis) means that Document analysis is carried out to study the content of the source language and target language texts carefully. In content analysis, researchers not only record the important content expressed in documents or archives, but also the implied meaning.

Results and Discussion
Results

Verbal analysis of personal branding with Feminist Stylist

The results are findings that conducted by feminist stylist (Siregar et al., 2020) such as Verbal analysis such as analysis of the level of words, The Level of Clause/sentences and The level of Discourse.

Personal Branding in Feminist Stylist with Verbal analysis at the level of words.

Several generic nouns and gender-free words that refer to Sri Mulyani were discovered in the analyzed media. According to the data, gender-neutral vocabulary is mostly utilized to describe the figure of Sri Mulyani. When describing who Sri Mulyani is, the media most often uses gender-free language with positive connotations.

-"*Finance Minister Sri Mulyani Indrawati has again named as FinanceAsia's Asia-Pacific Best Finance Minister of 2019 for three consecutive years.*" (Tempo, 2019)

- *".the former Managing Director of the World Bank succeeded to take Indonesia's economy to a positive path with the lowest budget deficit in the past six years"*

- *"Sri Mulyani is an economist who studied in Indonesia…"*

Based on the linguistic evidence presented above, it is possible to conclude that Sri Mulyani is a person with a long list of accomplishments in her career. Sri Mulyani is described by the author as a successful and great figure for her work as Minister of Finance. In addition to that, the fact that she was a former World Bank managing director strengthens her own image of Sri Mulyani as a capable person in her field. This indicates how her achievements as an economist and Indonesian finance minister have

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influenced Sri Mulyani's great image. Sri Mulyani is perceived as a powerful, great, and much admired figure.

In addition to having a positive image in her career, Sri Mulyani is also considered as brave.

- *"Since then, Mulyani has been regarded as a tough reformer"*
- *"In 2005 she was appointed Indonesia's first female finance minister — a pioneer in the conservative, Muslim-majority country and since then a role model for countless women."*

Sri Mulyani's status as Indonesia's first female finance minister earned her the title "pioneer" since she succeeded in breaking new ground in a conservative and patriarchal culture. She fights the odds by speaking out for women's rights in a patriarchal society. Sri Mulyani has a captivating image, particularly among Indonesians.

On the other hand, only two generic nouns were discovered in the data, namely *women* and *female*.

"Indonesian Finance Minister Sri Mulyani Indrawati is one of the most powerful women in Southeast Asia"

"Since then, Mulyani has been regarded as a tough reformer, one of the many descriptions of her alongside "Indonesia's most powerful woman"

"In 2005 she was appointed Indonesia's first female finance minister"

As shown in the data above, although Sri Mulyani is generally presented in gender-neutral language, the fact that she is a woman is nonetheless mentioned. The media uses the generic terms women and female to indicate that what was reported was a woman named Sri Mulyani. Likewise, the mention of gender implies that being a woman as a leader, or in this case as a Minister of Finance, is exceptional. Thus, the media is continually emphasizing Sri Mulyani's appointment as Indonesia's first female finance minister as a historic feat in this patriarchal society.

Apart from Sri Mulyani, gender-specific pronouns are often used repetitively in addressing Retno Marsudi. In a reader's letter to voice opinion to Retno Marsudi, the writer chose the word "Ibu" which is equivalent to "Mrs" or "Madam" in English.

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- *Assalamualaikum...wr. wbt., Salam sejahtera untuk Ibu Menteri" or in English "Assalamualaikum wr. wbt. Greetings to the Mrs. Minister"*
- *"Yang terhormat, Ibu menteri." or translated to "Dear Mrs. Minister,"*

This implies that the writer holds respect for Retno Marsudi even though it consists of critics. An open letter can be written by anyone from any background, and the letter addressed to Retno Marsudi was written by the *Suara Profesional dan Relawan Tangguh untuk Negeri* (SPARTAN) Nusantara, a community that focuses on producing writing on social media about sociopolitics, with its members mostly being journalists. This letter expresses SPARTAN members' concern about the impact of the Russian-Ukrainian conflict on the G20 Summit and urges Foreign Minister Retno Marsudi to take quick strategic steps to ensure that Indonesia remains impartial in the issue. The use of a sex-specific term in this context does not imply that Retno Marsudi's gender or position are to be disregarded. The author honours Retno Marsudi by referring to her as the Minister even if the letter contains serious criticism.

In other media, namely feature text which tells the journey of Retno Marsudi's life, she revealed that she came from an ordinary family with no privilege.

"So, when I recount stories from my youth, I stammer, and I was once again a nobody since I have no relatives who are politicians."

The use of the title "*Inspiratif! Kisah Retno Marsudi dari Nobody Jadi Somebody*" or in English "*Inspiring! The story of Retno Marsudi from Nobody Becomes Somebody*" is not without reason. Retno said in the article that she comes from an ordinary household and has no political relatives. She referred to herself as a nobody because, up until recently, admission to the Embassy was restricted to those with connections to or relationships with politicians. This implies that Retno Marsudi's appointment as the foreign minister was made based more on her qualifications than on a relationship to her family.

- *Minister of Foreign Affairs Retno Marsudi told the story of her struggle as an ordinary person until she finally became Indonesia's foreign minister. Not only that, she also managed to make history as Indonesia's first female foreign minister.*

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The fact that Retno Marsudi is the country's first female foreign minister demonstrates her achievement in shattering the structure of the Indonesian foreign ministry, which had previously been filled entirely by men. A remarkable victory for Retno and women in Indonesia, where there is significant gender disparity in politics. Not only that, but Retno's history has become a source of strength, providing the drive for her to realize her long-held ambition of becoming foreign minister. Retno Marsudi's self-image is connected with her tireless efforts to advance women in Indonesia.

- *The former Indonesian ambassador to Norway and Iceland claimed that her upbringing in a modest family had instilled in her a sense of diligence from an early age.*

Apart from addressing Retno Marsudi as Minister of Foreign Affairs, the reference of the Former Indonesian Ambassador to Norway and Iceland pinned on her reveals her former post and implies that she did not instantly become a minister. Retno Marsudi was appointed Minister of Foreign Affairs in 2005 after serving as Indonesia's Ambassador to Norway and Iceland.

In a podcast (Corbuzier, 2022) entitled "*IBU MENLU, Saya mau NANYA NIH...KAN INDONESIA TUH.. (Must Watch) - Deddy Corbuzier Podcast*" or in English "Mrs. Minister of Foreign Affairs, I want to ASK THERE...THE INDONESIA... (Must Watch) - Deddy Corbuzier Podcast" hosted by Deddy Corbuzier, Retno Marsudi addresses herself as "*gue*", "*aku*", and "*saya*" which all equivalent to I in English. *Gue* is the slang form of I, *aku* is the informal form, while *saya* is the formal form. Retno Marsudi's use of the three demonstrates that she is flexible and can position herself depending on the topic of conversation with the other person.

This is evident when Deddy Corbuzier and Retno Marsudi talked about Retno's peculiar shoes. Retno reveals that wearing different-colored shoes was intentional rather than done to relieve stress. This podcast, which has a laid-back vibe and feels like a normal conversation, highlights Retno Marsudi as a person who is laid-back and flexible, despite the fact that the topics discussed are primarily political, including international issues like the G20, the Russia-Ukraine war, and the effects of war as well as domestic politics like the G20. Similar to Sri Mulyani who is mostly associated with gender free language, Denni Puspa Purbasari is also mostly associated with the program she holds, namely the pre-employment card program. The majority of the news and stories that come up when searching for Denni

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Puspa Purbasari on Google relate to the pre-employment card programme she directs.

- *"Denni Purbasari, Executive Director of Executing Management of the Pre-Employment Card Program said…"*
- *"Executive Director of the Pre-Employment Card (Kartu Prakerja) Program Denni Puspa Purbasari has said…"*

The fact that Denni Puspa Purbasari is a woman is not highlighted by the media when discussing her role as the head of a programme where the government covers the costs of training for Indonesians to advance their abilities. This can be taken to mean that Denni Puspa Purbasari is a well-known person not just because she is a female leader but also because of her work with the pre-employment programme she directs.

- *"From Designer to Field Midfielder".*

- *"Denni Puspa Purbasari has experienced a variety of occupations and career trajectories. Her appointment as the Executive Director of the Executive Management of the Pre-Employment Card Programme, however, turned into a unique experience for her. She used to be mostly involved as a policy maker, but she is now directly active as an executor in the field."*

The data above shows that before being trusted as the person leading the pre-employment card program, Denni Puspa Purbasari had experience as a behind-the-scenes policy maker. The change in position from policy maker to field executor means that Denni, who was previously a person who made decisions and policies, is now a person who operates in the field by obeying existing policies and decisions. On a podcast with Merry Riana (Riana, 2021), entitled *"DENNI PUSPA PURBASARI : Jatuh Bangun Demi Program Kartu Pra Kerja (Zero To Hero Full Version)"* Or In English, *"Denni Puspa Purbasari: Falling Up For The Pre-Employment Card Program (Zero To Hero Full Version)"* Denni stated at 1:05:25 that this task was challenging. Being the Executive Director of the Pre-Employment Card (*Kartu Prakerja*) was different from her prior role; now she is in close contact with the public and stakeholders. She also stated that by being the *midfielder*, she receives direct criticism and opinions from the public and those who disagreed with the programme she leads. Nonetheless, Denni Puspa Purbasari continues to

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perform her duty and can attest to the benefits of the pre-employment card programme.

The author also provides a brief story of Denni Puspa Purbasari's life in the same news article. The author notes multiple times that Denni Puspa Purbasari was a model student while she was a student..

- *"Denni's leadership talent has been seen since becoming the student council president of SMP Negeri 3 Semarang and becoming a model student throughout Central Java which led her to meet the President of the Republic of Indonesia at that time, Suharto."*
- *"Denni once more earned the title of one of the nation's top students at SMA Negeri 3 Semarang, and as a result, she was admitted without passing a test to the Gadjah Mada University Faculty of Economics."*

The reader is encouraged to observe that Denni Puspa Purbasari has been a shrewd character ever since her school days. Not only academically, the fact that she was the student council president proves that Denni has had a leadership quality.

The fact that Denni Puspa Purbasari has been intelligent since school days is supported by the stories she tells on the podcast *"Denni Puspa Purbasari: Falling Up For The Pre-Employment Card Program (Zero To Hero Full Version)"*. Denni Said that she always attended top schools, graduated as the best graduate at Gadjah Mada University, and received a scholarship to continue her studies in America.

- *"…said the owner of the Policy Economics master at the University of Illinois at Urbana-Champaign which she completed for a year in 2000. "*

This demonstrates that Denni Puspa Purbasari was not arbitrarily chosen to be the head of the pre-employment card programme, which is a brand-new initiative aimed at enhancing the skills of Indonesians.

Apart from being written about by news journalists, Dahlan Iskan, former CEO of the Jawa Pos newspaper and head of PLN, also expressed admiration for the figure of Denni Puspa Purbasari.

- *"I am grateful for the presence of this one expert who can serve as a discussion partner for today's complex subjects, such as the economy."*

Despite the fact that the majority of the news about her is about the programmes she directs, Denni Puspa Purbasari is nonetheless praised as a female leader or bureaucrat in Indonesia on multiple occasions.

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- *"Denni Puspa Purbasari (Executive Director of PMO Kartu Prakerja) as one of the heroines with a career in the world of public policy and academics in the field of political experts."*
-

Denni Puspa Purbasari is referred to as a heroine not just for the success of the pre-employment card programme, which assists people in improving their skills, but also for her position in the field of education, which is as a lecturer at one of Indonesia's best universities, Universitas Gajah Mada.

Personal branding of Feminist stylist with Verbal Analysis at level of Clause/Sentence

Presupposition and Inference related to the titles/headlines

From the media analyzed, titles in news stories, features, and podcasts can lead readers and listeners to presume how Sri Mulyani is. The headline of the news analyzed is "*Sri Mulyani Tapped as Asia-Pacific Best Finance Minister*". The reader may recognize from the title that Sri Mulyani is a great and capable person in her role as Minister of Finance, therefore she deserves the title of Best Finance Minister. It is safe to assume that the news will focus on Sri Mulyani's accomplishments and successes as Minister of Finance.

Furthermore, the written title can encourage the reader's respect and appreciation for Sri Mulyani's figure, as she and her work are internationally recognized.

The second media is a feature text with the headline *"Indonesia's Sri Mulyani: A Reformer Working for Women's Rights.* (Welle, 2021)" Unlike the news text, which highlights Sri Mulyani's easy going and casual side, this feature text depicts Sri Mulyani as a courageous change agent. The title of this feature text implies that Sri Mulyani, an Indonesian figure, is someone who makes a new breakthrough, a reformer fighting for women's rights. Her figure is described as a bold person who can attract the admiration of readers. Furthermore, fighting for women's rights can be taken as implying that there is something wrong with women's rights. Nonetheless, Sri Mulyani is willing to fight and set things right.

The analyzed news headline about Retno Marsudi is titled "*Menlu Retno Blak-blakan Sosok di Balik Kesukesan G20 di Bali*" or in English "Minister of

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Foreign Affairs Retno Outspoken, the Figure Behind the G20's Success in Bali." The word *outspoken* or *blunt* in the headline implies that Retno Marsudi plainly indicated who was involved in the success of the G20 in Bali, where the gathering was conducted at a time when European countries that were also G20 members were in upheaval owing to the Russia-Ukraine war. The G20 can be described as difficult due to tensions between countries as a result of the war, and Indonesia as the host, which also adheres to the principle of free and active foreign policy, must be impartial. In this circumstance, the Ministry of Foreign Affairs performed diplomatic duties, and Retno Marsudi, the ministry's chief, demonstrated that the women who were on the negotiation team made significant contributions to the discussion of the G20 agreement document. This fact makes Retno Marsudi's forthright attitude seems outstanding because she boldly and without hesitation gives credit to women and refers to them as the figures behind the G20's success.

Another headline comes from the feature text *"Inspiratif! Kisah Retno Marsudi dari Nobody Jadi Somebody"* in English *"Inspiring! Retno Marsudi's Story from Nobody Becomes Somebody,"* in which Retno describes herself as an average person from a non-political family. The headline can also signify that Retno Marsudi started everything from zero to get to where she is now. Retno Marsudi's use of the phrase "nobody becomes somebody" depicts her fight since high school, from being an ordinary person to holding a prominent position in the government, notably as a minister.

Metaphor

In one of the texts analyzed, specifically the feature text, Sri Mulyani talked about the gender inequality that exists in Indonesia. She gave a metaphor so that men do not feel threatened by women who have high education or social status.

- *"Mulyani demonstrates this with a metaphor: "*You don't want that one shoe is high-heeled and the other one is a flat shoe. You can't walk like that. The same goes for women and men: They need to be on the same level so that society can move forward.""

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Sri Mulyani stated that in order for society to grow, both men and women need to pursue education and careers to the highest levels possible. Because if there is a gender imbalance, society may not progress. Sri Mulyani encouraged women not to be scared to study and obtain a high level of education, while also urging males not to feel inferior or frightened because of it.

The fact that Sri Mulyani delivered such a message in a patriarchal society demonstrates that she is a bold person who wants to change the minds of others who are likewise highly conservative and patriarchal. Sri Mulyani is shown as a person who genuinely cares about education and the condition of women in Indonesia. This is confirmed by the fact that Mulyani supports breastfeeding mothers and encourages males to take parental leave in her ministerial office.

Sri Mulyani also stated, on the same occasion, that women with the qualifications to achieve high positions must work harder. This is due to the patriarchal concept that women are still subordinate to men, as well as the assumption that women cannot execute their jobs adequately.

- *For men, being qualified to hold high office is taken for granted, Sri Mulyani said. "But as a woman you really have to prove it." This is a "double or triple burden" in the careers of many women.*

Personal Branding of feminist stylist with Verbal Analysis at the level of Discourse

Based on how Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari are portrayed in the media and how they behave when interviewed on a podcast, the three people can be assumed to be experts in their professions. This is demonstrated by Sri Mulyani's achievements as finance minister and managing director of the World Bank, which has received international recognition, Retno Marsudi's success as foreign minister in proving her work through the G20 (Kemlu, 2024), and Denni Puspa Purbasari's appointment as executive director of the Pre-Employment Card Programme (Riana, 2021)and (Limanseto, 2022), which assists Indonesians in improving their skills. The three figures each have a role in improving Indonesia's economy, building relations with other countries, and improving human resource quality.

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Even though Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari have distinct personalities and characteristics, the three characters share one trait: they are humble, sensible, and friendly despite their high social standing and power. Their high-ranking position in government does not make them a stiff and awkward figure. Nonetheless, they maintain an authoritative and knowledgeable demeanor while demonstrating their authority and understanding.

Retno Marsudi and Denni Puspa Purbasari did not get to their current positions easily. They both began their journey from the ground up, with no privilege. They are not easily exhausted and give up in their pursuit of knowledge, so that they are eventually entrusted to become ministers of foreign affairs and executive directors of the Pre-Employment Card Programme due to their quality and aptitude.

Discussion

Verbal Analysis of personal branding based on Feminist Stylistics (Siregar et al., 2020) found that analysis at the level of words, The Level of Clause/sentences and The level of Discourse. The personal branding with feminist stylist found that Three female Beraucrats , namely Sri Mulyani, Retno Marsudi, Denni Puspa Purbasari concerned not only with describing sexism in a discourse, but also with assessing whether point of view, agency, metaphor, or transitivity are inextricably linked to gender issues. This findings inline with women perspective (Sobari & Silviani, 2018) and feminist stylist of gender (Lu'luil Maknun et al., 2023). Analysis at the word level concentrates on gender bias in specific words. This level of analysis aims to demonstrate how language use can present and maintain a particular view of women by examining instances of the misuse of generic words, address phrases, and gender-specific pronouns as well as derogatory portrayals of women in various works of literature. Analysis at the level of phrase means that A common belief in linguistic theory is that words should be studied "in relation to their context," or in the way that phrases and sentences make sense in connection to their co-text, context, usage history, and other background information. This explanation suggests that in addition to individual words, sentences and phrases should be taken into account while analyzing texts. In doing this level

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of analysis, several aspects may be considered, such as; ready made phrase, presupposition and inference, metaphor, jokes and humor, as well as transitivity choices. Analysis at the level of discourse means that Through textual patterns and structures, discourse analysis links the word and phrase to a more comprehensive idea of ideology. Discourse analysis should be concerned not just with the macro-contexts of more important social patterns, but also with the micro-contexts of how words interact with one another in sentences or during conversation. This results inline with personal branding by woman artist (Iin Soraya, 2017) and women personal branding by head of region (Junaidi & Azeharie, 2021).

The personal branding of feminist stylist of three Female Bureaucrats namely Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari in the media show that based on verbal analysis such as analysis of the level of words, The Level of Clause/sentences and The level of Discourse , Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari have a strong personal branding because intelligent and competent about topics in the jobs. Beside that we found the humble and adapt to any circumstances. The personal branding concepts found that the three female bureaucrats met most of these criteria such as *historical narrative, positioning, commodification, aestheticization, moral career, and linguistic realization. This findings inline with* (Kristina, 2017). We can conclude that Three Female Bureaucrats namely Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari uses media to branding and to build a positive reputation. This findings in inline with podcast women in power about Sri Mulyani and Retno Marsudi in Narasi Programme by Najwa shihab (Matanajwa, 2024). Theories which supported this study are feminist stylist (Ufot, 2012), analysis of feminist stylist (Rahimnouri & Ghandehariun, 2020), discourse analysis of gender ideology (Widaningsih, 2013).

The personal branding of feminist stylist from Three Female Bureaucrats namely Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari in the media show that their image and persona, which demonstrate respect and admiration for their figure. Additionally, Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari are regarded as an inspiration and role model for Indonesian women. In other words, the three female bureaucrats' personal branding was successful in presenting themself to the public in the way they

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desired. The results research supported by Personal branding public figure of region mayor (Prawira. W et al., 2022), personal branding of fashion vlogger (Imawati et al., 2016), personal branding in Instagram (Salam, 2020).

Conclusion

The Verbal analysis of personal branding with feminist stylist by three Female Bureaucrats namely Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari in the media found that they uses stylist in the level of words, The Level of Clause/sentences and The level of Discourse. The personal branding of three Female Bureaucrats namely Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari in the media show that Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari met most of these criteria: *historical narrative, positioning, commodification, aestheticization, moral career, and linguistic realization*. The Personal Branding of Three Female Bureaucrats namely Sri Mulyani, Retno Marsudi, and Denni Puspa Purbasari in the media show that for inspiration and role model for Indonesian women. The Public conclude that they are successful in presenting for public figure branding.

The Limitation show that this study have limitation scope for three female beraucrats Sri Mulyani, Retno Marsudi and Denni Puspa Purbasari based on personal branding in online media and public responds for their feminist stylist of personal branding.

Recommendation for future research are to add variables for determinant personal branding such as formal and informal responds and other stylist about personal branding Bureaucrats.

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