

# Analisis manfaat personal branding dan professional networking pada media LinkedIn terhadap hiring screening: sudut pandang pemberi kerja = Analysis on the benefit of Personal Branding and Professional Networking on LinkedIn media towards Hiring Screening: Employer's Perspective

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## Abstrak

Teknologi telah diadopsi dalam kegiatan SDM, termasuk rekrutmen. Secara khusus, perusahaan menggunakan media sosial dalam mencari dan menyaring kandidat. Peneliti juga telah mempelajari penggunaan media sosial untuk rekrutmen. Selain itu, Covid-19 telah mempercepat penggunaan teknologi, yaitu media sosial dalam proses rekrutmen karena penguncian dan pembatasan fisik/sosial di banyak negara. Namun, bagaimana media sosial meningkatkan efektivitas proses rekrutmen masih belum banyak diteliti. Kami melakukan studi kualitatif dan mewawancarai delapan perekrut profesional di Indonesia. Mengikuti protokol penelitian kualitatif, kami mengumpulkan dan menganalisis data secara berulang. Penelitian ini fokus pada bagaimana LinkedIn meningkatkan personal branding dan jaringan profesional pengguna yang membantu perekrut dalam mengidentifikasi dan memilih kandidat. Kami menemukan bahwa meskipun LinkedIn membantu perekrut, informasi yang diberikan oleh pengguna di profil LinkedIn mereka tidak lengkap atau tidak akurat. Temuan ini menyarankan perekrut mencari informasi lebih lanjut untuk membuat keputusan perekrutan. Bagi pengguna LinkedIn, mereka harus memberikan informasi lengkap yang membangun personal branding dan jaringan profesional mereka. Terakhir, kami mengembangkan model rekrutmen karyawan online dan kaitannya dengan personal branding & jaringan profesional.

.....Technology has been adopted in HR activities, including recruitment. Specifically, companies use social media in sourcing and screening candidates. Researchers have also studied the use of social media for recruitment. Furthermore, Covid-19 has accelerated the use of technology, i.e., social media in the recruitment process due to lockdowns and physical/social restrictions in many countries. However, how social media improves the effectiveness of recruitment process is still under-researched. We conducted a qualitative study and interviewed eight professional recruiters in Indonesia. Following a qualitative research protocol, we collect and analyze the data iteratively. We focus on how LinkedIn improves personal branding and a professional network of users that help recruiters in identifying and selecting candidates. Researcher found that although LinkedIn helps the recruiters, the information provided by users in their LinkedIn profiles is either incomplete or inaccurate. This finding suggests recruiters look for further information to make a hiring screening. For LinkedIn users, they should provide the complete information that build their personal branding and professional network. Finally, we develop a model of online employee recruitment and its relation to personal branding & professional network.