

# Personal Branding melalui LinkedIn dalam Mengembangkan Karier Generasi Z (Studi Kasus pada Alumni Tingkat Sarjana Universitas Indonesia yang Terdampak Pandemi COVID-19) = Personal Branding through LinkedIn in Developing Generation Z's Career (Case Study of Universitas Indonesia Graduate Alumni Affected by the COVID-19 Pandemic)

Qatrunnada Nadhifah, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920516873&lokasi=lokal>

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## Abstrak

Di masa pandemi COVID-19, Gen Z menghadapi krisis besar ketika berusaha memasuki dunia kerja, dan cara agar Gen Z tetap dapat bertahan dalam menjunjung karier ialah melalui personal branding di media sosial LinkedIn. Kondisi ini juga memberi dampak pada lulusan Universitas Indonesia, dimana alumni Universitas Indonesia yang ada pada kategori Gen Z menjadi pihak-pihak yang terdampak oleh terjadinya pandemi COVID-19 ketika akan memulai dan mengembangkan karirnya. Sehingga penelitian ini berfokus pada bagaimana Gen Z memahami Personal Branding dalam rangka mengembangkan karir. Penelitian ini juga tertarik untuk menelusuri bagaimana personal branding dimanfaatkan melalui LinkedIn oleh Gen Z dalam rangka melakukan pengembangan karir. dan mengetahui pentingnya personal branding melalui LinkedIn bagi pengembangan karir Gen Z di masa pandemi COVID-19. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, dan menggunakan Alumni tingkat Sarjana Universitas Indonesia yang terdampak Pandemi COVID-19 yang lulus di tahun 2019 sampai dengan 2022 sebagai subjek penelitian. Dari hasil penelitian ini ditemukan bahwa Gen Z dalam kasus ini ialah alumni Tingkat Sarjana UI terdampak pandemi COVID-19 telah memiliki pemahaman terkait personal branding sebagai sebuah cara berkomunikasi sehingga dapat meninggalkan kesan pada orang lain sesuai dengan kebutuhannya. Dalam mencapai personal branding yang kuat, menarik, dan terdiferensiasi di masa pandemi terdapat kriteria yang dimiliki oleh Gen Z yakni kredibel, aktif, dan terstruktur. Dengan memanfaatkan fitur LinkedIn, Gen Z dalam kasus ini telah merasakan dampak dengan menerapkan cara-cara yang sesuai dengan kriteria tersebut.

.....During the COVID-19 pandemic, Gen Z is facing a major crisis when trying to enter the world of work, and a way for Gen Z to survive in upholding their career is through personal branding on LinkedIn social media. This condition also had an impact on Universitas Indonesia graduates, where Universitas Indonesia alumni in the Gen Z category became the parties affected by the COVID-19 pandemic when they were about to start and develop their careers. Therefore, this research focused on how Gen Z understands Personal Branding in order to develop a career. This research is also interested in exploring how personal branding is used through LinkedIn by Gen Z in the context of career development, and recognize the importance of personal branding through LinkedIn for Gen Z career development during the COVID-19 pandemic. This research used a qualitative approach with the case study method, and used Universitas Indonesia Graduate Alumni who were affected by the COVID-19 Pandemic who graduated from 2019 to 2022 as research subjects. From the results of this study, it was found that Gen Z, in this case is UI Graduate alumni who were affected by the COVID- 19 pandemic, already have an understanding of personal branding as a way of communication so that they can leave an impression on others according to their needs. In achieving a

strong, attractive and differentiated personal branding during a pandemic, there are criteria that belong to Gen Z, namely being credible, active and structured. By taking advantage of LinkedIn's features, Gen Z in this case has felt the impact by implementing methods that fit these criteria.