

Strategi Promosi Diri Melalui Identitas Profesional di Media Sosial LinkedIn (Studi Pembentukan Profil untuk Pengembangan Karier oleh Lulusan Perguruan Tinggi) = Self-Branding Strategy Through Professional Identity in Social Media LinkedIn (Study of Profile Creation for Career Development by Fresh Graduates)

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Abstrak

Kegunaan ruang digital sebagai tempat berinteraksi dimanfaatkan untuk interaksi profesional. Fokus penelitian ini adalah pemilihan strategi promosi diri dan pembentukan impresi oleh individu lulusan perguruan tinggi untuk menciptakan identitas profesional di media sosial LinkedIn dan identitas daring. Penelitian ini bertujuan untuk mendalami penggunaan medium LinkedIn untuk identitas profesional dari perspektif lulusan perguruan tinggi yang baru memulai karier. Strategi penelitian yang diambil yaitu sosial konstruksionisme, dengan metode pengumpulan data wawancara mendalam serta observasi, dan data dianalisis menggunakan koding dan teknik analisis tematik. Temuan dari penelitian ini yaitu strategi promosi diri diterapkan dalam pembentukan profil, dan identitas profesional dipertahankan lewat berkoneksi, berinteraksi, dan membuat unggahan. Proses manajemen impresi berperan dalam penentuan strategi promosi diri di identitas daring lain. Lulusan perguruan tinggi turut menyesuaikan identitas di media sosial lain dengan yang ditunjukkan di LinkedIn. Identitas profesional secara aktif dibangun di LinkedIn dan cara tradisional seperti resume tetap digunakan untuk pencarian kerja.

.....Digital spaces host various interactions, including professional interactions. The focus of this research is to see self-branding strategy and impression management efforts employed by university fresh graduates to shape their professional identity in LinkedIn and other online identities. This research aims to explore the usage of LinkedIn for professional identity from university fresh graduates' perspectives as entry-level job seekers. This research uses social constructionism strategy, with in-depth interview as data collection method and thematic analysis to analyze findings. The study found self-branding strategy is used in LinkedIn profile creation to shape professional identity. Their professional identity is maintained through connecting and interacting with others and posting their achievements. Impression management plays a role in determining fresh graduates' self-branding strategy in their other online identities. University fresh graduates also align their identity across other media social to their LinkedIn profile. While professional identity is actively used in LinkedIn, traditional methods are still used to support their job-seeking activities, such as providing a resume.