

## Glow Up Yourself Through LinkedIn: A Content Analysis



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**ABSTRACT:** This article discusses the relationship between Personal Branding on the LinkedIn platform and individuals' job opportunities. While several other social media sites could be considered for similar research, researchers chose LinkedIn because it is a social networking platform focused on professionalism with content relevant to work, industry, economy, and the like. This research aims to learn how to increase career opportunities and recruitment information by using LinkedIn to build personal branding. This study uses the content analysis method to analyze increasing career opportunities and recruitment information through using LinkedIn to build personal branding as a recruiter. This study found that among the job openings analyzed, most of the job opportunities were in the field of Senior Growth Marketing, JR Software QA Engineer.

**KEYWORDS:** Career Opportunities, Recruitment, LinkedIn, Personal Branding

### I. INTRODUCTION

LinkedIn is a main social media platform that appeals to The rapid development of the digital era provides online job seekers. LinkedIn points out that the concept significant opportunities for all parties involved in job of interactivity refers to the ability of two or more parties recruitment. Previously, job recruiters relied on to interact through a communication medium and the recommendations, newspaper advertisements, and extent to which their influence can be aligned with the interviews. However, they have shifted to utilizing message conveyed. LinkedIn is a social media platform websites and social media to obtain the required that helps users increase their career success with three employee qualifications. According to recruiters, social main concepts: controlling and informing digital media recruitment can minimize costs throughout the professional personalities, expanding professional recruitment process. Moreover, social media helps job networks, and developing useful professional knowledge seekers find relevant employment and stay informed and insights. Although LinkedIn has become very about the latest job vacancies. popular, it is only recently that organizations have started using the LinkedIn platform for business purposes such In the early stages of the recruitment process, internet as branding, knowledge, and recruiting (Kane et al., recruitment has the advantage of reaching a more 2014). Specifically, LinkedIn became the most popular relevant pool of candidates and being able to concentrate social media network for business purposes. LinkedIn has on long-term opportunities for the organization. Using grown steadily, with 300 million global users since its internet technology in publishing explanations about launch in 2003, to connect experts from different fields to related companies and the fields of work needed can increase their productivity and success (LinkedIn, 2014). reach a wider range of potential candidates than traditional methods. In addition, online recruitment Using LinkedIn, companies can create a page to certainly affects the quality of the candidate pool because communicate with potential candidates through the interested jobseekers are better prepared for published professional's social media. More than 3 million jobs. One of the most efficient recruitment methods is companies already have a LinkedIn company page, corporate career websites. As social media is increasingly which can be used to promote needed work, brands, and used for recruitment, the Internet is becoming special services. Job seekers on LinkedIn have the option increasingly important for companies in attracting job to follow companies of interest, which after being seekers (Jobvite, 2021). followed, they will automatically receive the latest updates published on the pages of the companies they follow. Job seekers can provide feedback by clicking on the "follow" feature, which will appear in a personal news feed, thus expanding the reach (Cheikh-Amman & Barki, 2014).

In the development of the times, Personal branding is a crucial aspect of business strategy. Developing and defining personal branding is a topic many experts from various fields often debate. However, personal branding is a representation of one's reputation. Personal branding refers to how individuals publicize their identity, especially professionally. According to the author of the book "The Brand Called You" (Montoya, 2003), The main thing in developing personal branding is understanding

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other individuals' views of us. He also suggested that people should prioritize developing their branding so that their achievements are recognized and achieve predetermined goals. In addition, one should also build personal branding when it is felt that the goal has been achieved to specialize from competitors.

In the era of modernization, self-promotion is important in increasing career potential. According to (Shepherd, 2005), the importance of having personal branding is increasingly considered due to global demand and the increasingly significant growth of social media. Therefore, improving self-image, maintaining reputation, and optimizing personal branding is very important. Personal branding helps a person optimize his visibility and helps him be known for a certain point of view, and another foundation is for someone to be considered an expert in the field in which they are involved. With successful branding, one can promote themselves as the best individual, not just a solution to a problem, but an optimal alternative that can provide them with relevant career opportunities.

(Eseryel et al., 2018) LinkedIn is becoming the standard medium in the hiring process, with 88 out of 100 companies licensing LinkedIn as a medium for potential candidates. The use of LinkedIn has influenced traditional recruitment processes, as exemplified by Unilever, which minimized 54% of recruitment costs from the LinkedIn platform in 2012. LinkedIn offers greater opportunities for minorities and those from limited environments to form their own brand. LinkedIn provides several features for individual users, such as virtual resumes, a platform for sharing creative ideas, networking and connecting with people from both professional and personal environments. However, the most important aspect of LinkedIn is the ability to build personal branding. Considering the information described in the background, researchers are interested in researching how LinkedIn can be used to build personal branding, which can increase career opportunities and recruitment information.

### **A. The Objective of the Research**

The stages of job searching can be exhausting, but with easy access to social media, many fake job listings or scams claim to be from legitimate companies. Therefore, it is important to be cautious and anticipate false job advertisements by identifying organizations genuinely hiring and recognizing a responsible recruitment team. Ensure job listings come from reputable sources such as official company websites or leading career portals. Verify the company profile to ensure they have a valid office address and trustworthy contact person before submitting a job application. Also, research the company's reputation and check if they have an official website. It is advisable not to provide personal data, such as ID numbers or financial account details, before confirming the legitimacy of the job opening. Therefore, it is crucial to familiarize oneself with the personal branding of the recruitment team by following their activities and posts on LinkedIn.

### **B. Research Design**

Secondary data from this study is derived from recruitment activities on the LinkedIn platform, also uploaded by one of the recruiters with the account Kaia Nirmala. This research has an upload period starting from January 1 to March 1, 2023; based on observations, it was found that recruitment activity data amounted to 34 advertisements in various fields of work, as well as 16 tips and tricks that can support jobseekers to get career opportunities and illustrate exclusive personal branding for Kaia Nirmala's recruitment account.

## **II. LITERATURE REVIEW**

### **A. LinkedIn as a Recruitment Tool**

Unlike LinkedIn, which is specifically designed for business orientation with a focus on developing professional networks, the abundance of other social media has an orientation that emphasizes entertainment alone. LinkedIn is a social network created to build a professional network, formed in the US in 2003 by Reid Hoffman as a founder, Allen Blue as a product designer, Konstantin Guericke as a marketing professional, and Eric Ly and Jean-Luc Vaillant as an engineer. LinkedIn has the slogan "a place where relationship matters", which can be interpreted as a place where connection is essential. LinkedIn also has a vision that describes its orientation as "Create economic opportunity for every member of the global workforce" (Elad, 2018).

LinkedIn is freely accessible to everyone, from recruiters to job seekers. Many companies have LinkedIn accounts, which are used as a medium in promoting job vacancies, publishing information about jobs, and providing training information. Based on a survey conducted (by Roulin & Levashina, 2019), LinkedIn is widely used in employee recruitment and selection stages. It is considered the first choice by both active and passive employers and prospective job applicants. The survey concluded that LinkedIn can be the primary tool for job seekers as it minimizes cost, time efficiency, accuracy, and relevance. It has changed the point of view of recruitment and candidate selection and provided equally effective results in evaluating the performance of employee candidates.

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According to research (Pisano et al., 2017), although LinkedIn provides an opportunity to network with relevant stakeholders, the use of LinkedIn by companies for recruitment has become a helpful tool in finding qualified candidates. Reviewing the LinkedIn profiles of potential candidates and determining the most relevant and competent candidates for the job is progress in recruitment through LinkedIn (Wahba & Elmanadily, 2018). Similar findings are supported by (Stokes et al., 2019), concluding that using social media such as LinkedIn is the right choice for companies. They also state that the availability of data obtained by recruiters can provide comparable and appropriate selection decisions without reducing the quality of the work needed. An affirmation was also conveyed by that the company's main orientation in recruiting human resources is to review CVs quickly and organize the recruitment process.

### **1) Features found on LinkedIn**

LinkedIn has a series of advantages over traditional recruitment tools, which can give companies an advantage. One of the main advantages of LinkedIn is more cost efficient in recruitment activities, as well as time efficiency in recruiting compared to traditional methods (Stokes et al., 2019). LinkedIn also supports recruitment with various features that are useful in helping candidates get suitable career opportunities and attract recruiters' attention. With the high level of job search activity on LinkedIn, the following features can be used to equip job seekers to find jobs that match their competencies.

- **Open to Work (Ready to Work)**  
This open to work feature helps job seekers to give an indication to recruiters that they are looking for career opportunities. This can be done personally or published to the global public. Career-related information is also configured to obtain information about the appropriate career.
- **Skills Match (Appropriate Expertise)**  
The *Skill Match* feature can make it easier for *job seekers* to understand the qualifications needed for a particular job responsibility and match the skills listed on their profile. It also allows adding context by marking it in appropriate knowledge, education, or certification.
- **Publish Resumes To All Recruiters/Connections** Job seekers can also publish job seeker resumes to all recruiters, and make it easier for recruiters to get and meet job seekers.
- **Finding References using the "Jobs Based on Your Profile" Feature**  
This Jobs Based on Your Profile feature makes it easier for job seekers to utilize the information contained in their profiles to understand career opportunities and increase their chances of getting a job.
- **Connect and Message**  
Job seekers can more easily build closeness with recruiters through LinkedIn by connecting professionally and leaving an initial message for starters.

### **B. Personal Branding**

Personal branding first appeared in 1982 in Dale Carnegie's book "How to Win Friends & Influence People". (Joseph, 2013) suggests that personal branding from the moment a person is born, when parents give a name to their child, has unwittingly created an identity for the child and maintained his identity. Personal branding itself is a strategic endeavour in marketing oneself through social media platforms, aiming to showcase the professional values of the individual. In this context, personal branding is seen as forming a distinctive personal identity, establishing an active relationship from the individual's image identity to a specific target market, and assessing its impact on the individual's image and reputation, to achieve a personal and professional orientation. Therefore, the Internet has become the main means to maintain and strengthen selfimage. Today, social media platforms are the most effective and simple way to build a personal identity, maintain a reputation, and stand out in a particular industry or market segment. Social media is an ideal location to update personal branding because almost everyone accesses the online world and tends to look for it to find someone and learn more about that individual and their activities.

In today's digital era, various means can be applied by individuals in creating and shaping personal branding. Social media has become increasingly crucial in recent times. This digital advancement triggers someone to present their content through the media they produce, such as photos, scripts, videos, and others. As a result, the Internet has become an important platform for maintaining and strengthening personal branding. Social media is currently the leading and easiest effort to develop personal branding, maintain a reputation, and gain recognition in certain fields. Social media is an ideal place to innovate personal branding because almost all people use this platform and often use it to find information about a person and their activities.

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### C. Social Media Recruitment

Recruitment plays a crucial role in human resource management, as described as finding individuals who meet the required criteria and attract the audience's interest to apply for positions in a company. It involves finding candidates who are relevant to the criteria required by the company and attracting potential candidates so that selection can be carried out with the applicants effectively. Recruitment is an activity to get new potential individuals into the company. In addition, recruitment can also be carried out by global labour bureaus, commercial recruitment agencies, or certain consultants. The company's success and optimisation depends not only on the latest finance and technology used, but is determined by how much the company can utilize its dedicated, efficient workforce (Hosain, 2015). In today's business competition, having competent, attractive, and competitive human resources is a challenge that can provide a competitive advantage for companies (Priyadarshini et al., 2017).

Social media is a tool that provides significant benefits in increasing the number of candidate recruitment. Social media's ability to promote organizations has shown that human resources professionals are more likely to participate in hiring than ever before. The recruitment process becomes more unique with various LinkedIn profiles that allow for publicizing work experience, improving the company's image and branding. It also contributes to competent candidates' interest in the company (Guillory & Hancock, 2012). In the context of efficiency, social media has proven to be efficient compared to traditional recruitment.

### III. RESEARCH METHODS

This study uses the content analysis method to analyze increasing career opportunities and recruitment information through the use of LinkedIn in building personal branding as a recruiter. The analysis was conducted based on a recruiter's account on LinkedIn that shared information about various job openings and tips on building personal branding as a recruiter. The analysis process involves observing, measuring, or calculating aspects of recruitment activities. However, the orientation of this analysis is not to validate hypotheses or relationships between variables. This analysis is oriented toward sharing an understanding of career opportunities and providing tips and tricks to job seekers by using one of Kaia Nirmala's LinkedIn recruiter accounts as a reference. Data calculation in content analysis research is done manually using Microsoft Excel to determine the number and percentage of research data results. The account belongs to Kaia Nirmala, who informs recruitment activities and provides tips and tricks for job seekers between January 1 and March 1, 2023. The identification results found that there were 34 job vacancy activities from various fields and 16 useful tips and tricks for job seekers. They illustrated the exclusive personal branding of Kaia Nirmala's account.

### IV. RESULTS AND DISCUSSION

#### A. Job Vacancy Data Collection Based On LinkedIn Kaia Nirmala

This research data was obtained from a *recruiter's* LinkedIn account, the analysis object. The account belongs to Kaia Nirmala, who informed recruitment activities for job seekers between January 1 and March 1, 2023. The identification results found that there were 34 job vacancy activities from various fields that were beneficial for job seekers and illustrated the exclusive personal branding of Kaia Nirmala's account. Details of the distribution of data collection over two months, starting from January 1, 2023, to March 1, 2023, are shown in Table 1 below:

**Table 1. Distribution of job vacancy data collection for three months**

Posisi	Jumlah	Persentase
Senior Growth Marketing	13	38%
Jr Software QA Engineer	11	32%
Content Creator Internship	5	15%
Java Developer	3	9%
Business Development Intern	2	6%
<b>Total</b>	<b>34</b>	<b>100%</b>

**Source:** Data processed by the author 2023

From the analysis of Table 1, it was found that Kaia Nirmala's LinkedIn account presented the most needed job vacancy information during the research period, namely:

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1. The profession of *Senior Growth Marketing* amounted to 13 vacancies or reached 38% of the total vacancies available, with a minimum qualification of 4 years in digital marketing, expert in conducting market research, product positioning and business development, and willingness to work *on-site* in Yogyakarta.
2. Followed by the Jr. *Software QA Engineer* profession, with 11 vacancies or as many as 32%. With a minimum qualification of 2 years, having a strong knowledge of *SQL* and *scripting*, having basic knowledge in the creation of automation scripts will be a plus, being able to work *on-site* in Yogyakarta.
3. Furthermore, *Content Creator Internship* offers five or about 15% of the available vacancies. With a final year student qualification or a *fresh graduate* maximum of 1 year in all majors, have a strong understanding of video-based social media platforms (TikTok, Youtube Short), stay *up to date* with digital marketing trends, and able to work *on-site in Yogyakarta with a hybrid work arrangement (on-siteremote)*.
4. Then there are *Java Developers* with as many as three vacancies or about 9% of the total vacancies available. With a minimum qualification of 3 years experience as a Java Developer, able to work *on-site* in Maguwoharjo Yogyakarta.
5. While *Business Development Internship* only amounts to 2 vacancies or only 6% of the total vacancies available. With the qualifications of final year students or *fresh graduates* majoring in communication or business economics, fluent in written and spoken English, strong communication and interpersonal skills, and able to work *on-site* in Yogyakarta.

Information about job vacancies posted by Kaia Nirmala's LinkedIn account can make it easier for prospective candidates to get a job. From the study results, it was obtained that there are various aspects of *soft* and *hard skills* that prospective candidates must possess. The *soft skill aspect* that prospective candidates must possess is working according to a predetermined location. In addition, there are also *hard skill* aspects, and it takes the ability to know and be skilled in technology and apply technology-based tools. It can be a priority for prospective candidates to have these soft and hard skills to be accepted as new employees in a company.

### **B. data collection tips &; tricks on linkedin kaia nirmala**

This research data was obtained from a *recruiter's* LinkedIn account, the analysis object. The account belongs to Kaia Nirmala, who provides tips and tricks for job seekers between January 1 and March 1, 2023. The identification results found that there are 16 useful tips and tricks for job seekers and illustrate the exclusive personal branding of Kaia Nirmala's account. Details of the distribution of data collection over two months, starting from January 1, 2023, to March 1, 2023, are shown in Table 2 below:

**Table 2. Tips & Tricks distribution for three months**

Tips & Trik	Jumlah	Persentase
Interview Kerja	5	31%
CV Professional	4	25%
LinkedIn Professional	4	25%
e-mail Professional	3	19%
<b>Total</b>	<b>16</b>	<b>100%</b>

**Source:** Data processed by the author 2023

From the analysis of Table 2, it was found that Kaia Nirmala's LinkedIn account presents tips and tricks that jobseekers *need* most in facilitating and improving professional *personal branding* according to the criteria needed and preferred by companies during the research period (January 1, 2023, to March 1, 2023), namely:

1. Job Interview consists of questions that can be asked to recruiters during job interviews, English interview questions and sample answers, job interview questions that confuse jobseekers, tips on selfintroduction when intervoew work, and questions that must be asked when negotiating salary.
2. A professional CV consists of a complete CV before being sent, tips on making ATS friendly *CV* to pass *screening*, and a brief self-description. List of websites to download CV templates & work portfolio.
3. LinkedIn Professional consists of recruiter approach templates via LinkedIn DM, approach recruiter on LinkedIn, tips on getting to work through LinkedIn, and how to contact recruiters on LinkedIn.
4. Professional E-mail consists of a follow up e-mail template after the interview, tips on sending job applications via the correct e-mail, and closing the job application e-mail.



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Information about tips and tricks that most jobseekers need in facilitating and improving *professional personal branding* posted by Kaia Nirmala's LinkedIn account can help prospective candidates get a job. From the results of the study, it was found that there are various ways to improve the quality of jobseeker personal branding through tips and tricks given by LinkedIn *recruiter* Kaia Nirmala and can be applied directly by *jobseekers*.

### V. CONCLUSIONS AND RECOMMENDATIONS

#### A. Conclusion

Personal branding is an effective and competent promotion effort of individuals conducted through the LinkedIn platform to achieve professional value. Humans gradually build a unique personal brand, increase active relationships with specific target markets, and realize their influence on personal image and reputation to achieve a personal orientation.

The research found that among the job openings analyzed, most of the job opportunities were in the Senior Growth Marketing, JR Software QA Engineer field. Most job opportunities are aimed at upper-middle level and expert professionals, although many job ads seek interns. This research also shows that using LinkedIn can also provide its branding for active recruiters and jobseekers to improve their quality before starting a career.

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