

TRAINING TO BUILD PERSONAL BRANDING ON LINKEDIN SOCIAL MEDIA TO HANDLE EDUCATED UNEMPLOYMENT RATES AT HIGHER COLLEGE LEVEL

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ABSTRAK

The number of unemployed in Indonesia according to the Central Statistics Agency as of August 2023 at the tertiary level has increased. Technology is developing rapidly and the emergence of new jobs, a combination of macro trends and technology adoption is causing the disappearance of a number of types of jobs. Students as one of the keys to the nation's success are required to have a high level of productivity, especially for those who are starting a career. The aim of this community service activity in the form of training is to build students' personal branding with LinkedIn to prepare them for careers using LinkedIn social media to anticipate the number of educated unemployed at the tertiary level. The method used is Participatory Action Research through the stages of problem identification, implementation and evaluation. Participants in this training numbered 90 students. The results show that the participants gained new knowledge and skills to prepare for a career and this is one solution in facing the challenges of technological disruption by using social media LinkedIn.

Keywords: Unemployment, Technology, Students, Training, LinkedIn

INTRODUCTION

After the Covid-19 pandemic, the International Monetary Fund (IMF) projects that the unemployment rate in Indonesia will be 59th in the world, reaching 5.2% in 2024. The IMF also projects that unemployment in China will be the same as Indonesia this year (Annur, 2024). The Central Statistics Agency (BPS) reported that the open unemployment rate in Indonesia as of August 2023 was 5.32% or a decrease of 0.54% compared to August 2022. In terms of numbers, the open unemployment rate as of August 2023 was recorded at 7.86 million people, a decrease of around 560 thousand people compared to August 2022. Looking in more detail, the unemployment rate fell due to the reduction in the unemployment rate among those with low and medium education. Meanwhile, the unemployment rate among highly educated people or students attending university has actually increased (Gianie, 2023).



Figure 1.
Open Unemployment Rate by Education

Towards the era of society 5.0 where technology is developing rapidly and the emergence of new jobs, a combination of macro trends and technology adoption is causing the disappearance of a number of types of jobs. This puts pressure on humans to be as adaptive as possible to keep up with the times. Technological disruption has had a major impact on the labor market. The emergence of various social media and their ease of use which can be used anywhere and at any time must be used as well as possible, especially for the workforce. The definition of the workforce is residents who have entered working age, whether they are working, not yet working or looking for work. Social media helps the workforce as a platform for recruitment and job search activities. The workforce can rely on social media as the main source of information on job opportunities. On the other hand, many companies utilize social media such as LinkedIn to advertise job vacancies and reach a much wider range of potential candidates.

LinkedIn is the world's largest professional social media. Apart from being a place to look for job vacancies, LinkedIn can also be a place to get internship opportunities, connect and strengthen relationships with professionals and improve skills to make the careers of the workforce successful. LinkedIn itself was born in a living room in 2002 with one of its founders, Reid Hoffman, and was officially launched on May 5 2003. LinkedIn has a vision of creating economic opportunities for workers throughout the world and its mission is to connect professionals throughout the world so that they can become better productive and successful.

Globally, LinkedIn users will reach 1 billion users by the end of 2023. LinkedIn premium subscriptions are up 55% year on year and revenue will increase by 8% in Q1 2024. LinkedIn is the number 1 most trusted platform by brand (Macready, 2024). LinkedIn also ranks seventh with the highest number of users at 25 million users. Meanwhile, locally the highest number of LinkedIn users is 64.2% in the 25–34-year age range, followed by 26.5% of users aged 18-24 years, then 8.8% of users aged 35-54 years, and the remaining 0.6% users over 50 years old (Muhamad, 2023).

Students are known as intellectuals and critical of environmental problems. Students are agents of change who have a big role in changing the social order. Students are prepared to become the nation's next generation who can make positive changes to society. Students as one of the keys to the nation's success are required to have a high level of productivity which can influence the surrounding environment and contribute to the country (Desyayu, 2022). Some students are productive in organizing, taking part in competitions and some are even busy working or looking for work.

It is important for students to carry out personal branding to prepare their careers. Personal branding is a process for forming, creating perceptions and maintaining these perceptions in the eyes of society in a positive (consistent) manner. Perceptions that are built and displayed can be in the form of skills, personality, achievements, and others. This is different from imaging which is an attempt to present a self-image that is deliberately created in accordance with certain desires or standards of a group of people for the sake of acceptance and is generally oriented towards short-term profits. There are benefits to personal branding, including building self-image (selling power), expanding connections and developing abilities (Marpaung, 2022).

The results of Mellania's (2022) research on students from seven universities in Indonesia show that personal branding on LinkedIn social media allows students to interpret and share various experiences, become more self-accepting, more confident, feel happy and proud, and recognize their potential. yourself to be further developed. Personal branding has benefits in starting a career and expediting the student recruitment process.

Vianggraini and Nirawati (2023) carried out community service activities for students with training in creating an appropriate LinkedIn profile to support their career preparation after graduation and to increase the participation of the working age population in the student environment. The aim of this activity is to strengthen your self-branding so that you stand out more than other candidates in job competition. The results of the activity showed that the majority of participants needed additional training to improve students' knowledge and skills regarding profiles on LinkedIn.

Many students from the Faculty of Economics and Business (FEB) at Tanjungpura University (UNTAN) were surveyed by the community service team about LinkedIn, the result was that the majority did not know. The students surveyed were new to final semester students. The results of this survey are certainly risky, especially for those who have entered their final semester and are heading towards graduation. The survey results also showed that several students already had LinkedIn accounts but after checking the accounts and their usage it turned out that they were not optimal. Students have also been given examples of recommended LinkedIn displays and have also been given assignments by the community service lecturer team in certain courses, the results are still very less than optimal.

Based on these phenomena, it is necessary to provide community service activities for students in the form of LinkedIn training. This community service can be used as a solution to deal with the educated unemployment rate in Indonesia.

METHOD

This community service LinkedIn Training activity is to improve students' personal branding using LinkedIn social media. So, the title of this training activity is "Mengukir Identitas Profesional: Panduan Praktis Membangun Personal Branding di LinkedIn". This activity involved 3 community service team in coordination with the Management Student Association (HIMAJEN) FEB UNTAN. The participants in this activity are students, both new students and students entering their final semester.

The implementation method used in this community service is the Participatory Action Research (PAR) method. The PAR method is a qualitative research methodology that involves researchers and participants collaborating to understand social problems and take action to bring about social change. The PAR cycle usually consists of four simple steps, including planning, acting, observing, and reflecting. The benefits of the PAR method include provides the ability to observe behavior as it occurs thereby increasing the efficiency of data collection, increasing the depth and understanding of issues, and increasing the opportunity for society to adopt research practices and results (DHHS, 2012). The method in community service is a pattern of actions carried out in the form of a sequence of stages needed to carry out community service activities. The stages carried out include analyzing the situation in the community, identifying problems, planning

the program, implementing the program, and evaluating the results of implementation. Stage by stage it is planned in such a way as to produce optimal community service activities.



Figure 2. PAR Diagram

The community service team chooses to execute activities face-to-face or offline rather than online because the material presented will be better, engagement in training can be obtained more optimally because of direct two-way interaction and communication and clear training implementation times and minimal obstacles such as lost connections. internet and other obstacles.

So, from these explanations, the LinkedIn community service training activity was carried out through several stages, including identifying problems based on the phenomena that occurred. Then continued with the implementation of activities consisting of various activities. The final stage is an evaluation carried out after the training is given.

RESULT AND DISCUSSION

The training activity entitled “Mengukir Identitas Profesional: Panduan Praktis Membangun Personal Branding di LinkedIn” was held on 25 February 2024 (offline) at FEB UNTAN from 09.00 WIB to 15.00 WIB. This activity was carried out by 3 community service teams and assisted by HIMAJEN UNTAN.

LinkedIn participants were students who have registered from pamphlets distributed by HIMAJEN UNTAN on various social media such as WhatsApp and Instagram. The number of participants in this training was 90 students. Next, the activity began with a lecture on the introduction of professional social media LinkedIn with the help of a PowerPoint presentation which included an explanation of the meaning of LinkedIn, an explanation of statistics on LinkedIn usage both globally and nationally and an explanation of the benefits of using LinkedIn (personal branding, expanding connections with professionals, maintaining relationships with old friends, makes it easier to get a job, opens up opportunities to be recruited by companies, and gets the latest information and inspiration about work).

The next activity is practice as well as mentoring the participants which includes creating a LinkedIn account, tips for making your LinkedIn profile look attractive (choose a profile photo and background, make headlines, fill in a

summary, use professional words, fill in skills, fill in experience whether educational, organizational, work or projects, developing networks, and asking for recommendations) and networking strategies on LinkedIn (connecting with people you know, connecting with professionals, participating in groups and communities, asking questions and providing feedback, posting quality content, utilizing recommendation and testimonial features, staying active and connect, and avoid being a passive connector).



Figure 3. Photo with the Chair of HIMAJEN UNTAN



Figure 4.

Photo with the HIMAJEN UNTAN Committee and LinkedIn Training Participants

The final session of this activity was a question-and-answer session from the activity participants, filling in the activity evaluation and taking a group photo. The evaluation results show that this activity can answer various complaints from students in facing the challenges of technological disruption. The participants who took part in this training were also very enthusiastic from the initial session to the final session because this activity added new knowledge and skills regarding LinkedIn social media. The participants also helped, especially students who were looking for work, especially those in their final semester. They hope that there will

be further training activities or supervision and guidance after this training on their personal branding on LinkedIn.

CONCLUSION

The community service LinkedIn Training activity for students was carried out safely and successfully. Most of the participants were able to receive the training materials well, carried out the practice of creating and optimizing LinkedIn accounts with enthusiasm and the evaluation results of the training activities were satisfactory. The challenge in this activity is continued assistance and supervision so that students' LinkedIn personal branding becomes more attractive in the eyes of professionals. The community service team is currently monitoring and assisting LinkedIn accounts for training participants and plans to carry out follow-up activities to address the problem of educated unemployment in Indonesia.

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