

Analysis of The Influence of Personal Branding and Professional Networking on LinkedIn Media Towards Hiring Decisions Employer's Perspective

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Abstract : In 2020, Covid-19 has been designated by the World Health Organization as a pandemic. All business sectors are forced to change the system that runs in their organizations from offline to online, including in the recruitment of human resources. The method change that occurs is to digitize all forms of recruitment including using social media as a recruitment tool, but not all companies believe in the effectiveness of Social Media as a recruitment tool. Social Media focusing on the implementation of recruitment, LinkedIn, lauds the benefits of personal branding and professional networking that can be used by job seekers. With this being said, the main objective as to why this research was carried out is in order to minimize errors in recruitment. Through this study, researchers will explore employer's perspectives using a qualitative approach with a purposive sampling method. Researchers will do an interview with a total 15 employers from various industries to get their perspectives. This study aims to provide a reference for companies in the effectiveness of LinkedIn media on hiring decisions made by companies and provide an overview of the giver, the results of the research provide an overview that is in line with the goal, as proven by the high presentation of recruitment using LinkedIn social media as an online reference method recruitment done by the company.

Keywords: Online Recruitment, Social Media, LinkedIn, Personal Branding, Professional networking, Hiring Decision

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I. INTRODUCTION

Technology is developing rapidly from time to time throughout the world, including in Indonesia, it cannot be denied that this has a direct or indirect impact on individuals and organizations, both positive and negative impacts. Companies in the current era are also competing to use online media to market their products and disseminate employee recruitment information. This phenomenon occurs because online media is considered efficient and effective, because it only requires a short time, low cost and effort, but its spread is very fast, wide and easy to access.

The era of digitalization, "is marked by the development and intense competition in the industry for the development of a company. Human resources are one of the important factors in the development of the company, so companies must pay attention to the employee recruitment and selection process. (Breugh, 2013; Chang and Chin, 2018; Priyadarshini et al., 2017). Recruitment itself serves as a way to find the right candidates to fill the required vacancies (Chang and Chin, 2018).

In research on the relationship of social media and recruitment, conducted by Slovensky and Ross (2011), "illustrates the theoretical reasons why an organization would be better off using social media when recruiting. The thing that supports the recruitment relationship with social media is that individuals have inadvertently built personal branding or what is called a way of self-marketing to the public". (Brooks & Anumudu, 2015). Developing personal branding in the professional world is one of the ongoing processes that will build professional networking or interaction in the professional world (Khedher, 2015).

A Web-based study, by Kesse-Guyot (2014) compared offline methods for recruiting participants and found that "only 0.61% and 1.69% of users still use traditional methods such as using posters and flyers, each of which has been shown to require higher costs than online recruitment methods". The high effectiveness of online recruitment shows the importance of understanding that one's personal branding has become a subject of much discussion in the recruitment field (Brooks & Anumudu, 2015). Individuals need to understand that online behavior can affect prospective employers' perceptions of (Brooks & Anumudu, 2015). Current recruiters have been using social media sites to observe prospective employees for some time (Wetsch, 2012). Careerbuilder shows that 60% of employers have used social network information to recruit candidates (Grasz, 2018).

A comparison of professional media conducted by Smith (2015) shows “the percentage of LinkedIn as a social media used by employers. LinkedIn has also shown its existence as a professional social media platform that has an increasing number of users, the function of LinkedIn itself outside of recruitment is to attract and retain individuals” (Schlechter, Hung & Bussin, 2014; Singh & Finn, 2003). This is also supported by research conducted by Tanja Kotch (2017) which results that the majority of research participants indicate that using LinkedIn for recruitment purposes and confirms LinkedIn's media preference as a recruiting resource tool compared to other social media platforms (Houran, 2017; Nikolaou, 2014; Zide et al., 2014).

LinkedIn Media is a "professional social network that is considered useful for those who have an account and who have registered on linkedin because linkedin is very helpful in finding information about job vacancies and others". Rizaldi's writing, (2019) states that LinkedIn is present as a kind of social media application known as a professional network site and job seekers to build work connections for its users. The problems raised in this study originated from the researcher's interest in the theoretical model that has actually existed for quite a long time, namely the Uses and Gratification Theory and the increase in the number of LinkedIn users which turned out to be dominated by students and fresh graduates based on data released by LinkedIn.

II. LITERATURE REVIEW

1. Grand Theory : Recruitment and e-recruitment

There are various definitions of recruitment as conveyed by several experts or experts, according to Ruky (2013), "recruitment is a process of finding and attracting (persuading to apply) applicants who meet the requirements to fill certain positions". Meanwhile, Gomes (2015) defines recruitment as a process of seeking, finding, and attracting applicants to be employed in and by an organization.

Andrew E. Sikula (2003) said that "recruitment is the act or process of an organization trying to obtain additional manpower for operational purpose". Another opinion was expressed by Mathis and Jackson (2002: 261) by suggesting that "recruitment, including the identification and evaluation of source, is a major step in the total staffing process. That process begins with the determination of manpower needs for the organization. It continues with inventories of capabilities, recruitment, selection, placement, and orientation". According to Faustino Cardoso Gomes (2005) that "recruitment is the process of seeking, finding, and attracting applicants to be employed in and by an organization. Recruitment is a two-way communication process. Applicants want accurate information about what it is like to work in the organization in question". Organizations really want accurate information about what these applicants will be like if they are later appointed as employees.

E-recruitment includes activities undertaken by organizations that use technology, particularly web technologies, to identify and engage potential employees. “The scope of recruitment may also involve the ability to conduct interviews and remote assessments, such as online aptitude tests or psychometrics. In addition, interactive tools can be used to link company databases with websites, such as search engines, interactive inquiry forms, automated email responders” (Dysart, 1999; Taylor, 2001).

In relation to systems theory, organization is seen as one element of a number of interrelated and interdependent elements. The flow of inputs (inputs) and outputs (outputs) is a starting point from the description of the organization, this is in accordance with what is described as follows.

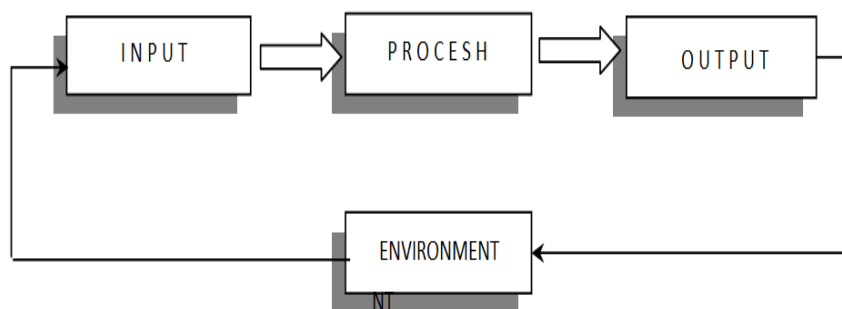


Figure 1. Cycle in Effectiveness
Source: James L. Gibson (2016)

This systems approach concludes that the effectiveness criteria are not only seen from the level of achievement of goals or outputs, but more broadly it takes into account the functioning mechanism of system components, namely input-process-output and reciprocal relationships between system components and how the system relates to its environment.

2. LinkedIn and Personal Branding

The existence of social media today cannot be underestimated, it is this great potential that has been ogled by parties including world producers in marketing their products. Social media is also used for various groups for various purposes that are considered capable of providing benefits and advantages. According to Pasaribu & Rahayu (2017) that "LinkedIn is a social network service business where the advantages of using it for professionals are building networking and creating brands in their environment, both personally and in groups". Specifically the advantages of using LinkedIn can be other;

a. *Professional Networking*

LinkedIn "can be used as a curriculum vitae (CV) that people from all over the world can view. The features provided make it easy to write details of yourself and work experience. This is what distinguishes LinkedIn from other social networks."

b. Connect with the right people.

LinkedIn "has an intelligent algorithm that can suggest to the right people according to the field as well as groups that are relevant to the field of work. By establishing relationships with people who are in the same field, you can expand your network and make others aware of your abilities." In addition, you can also glance at their profile to learn more about potential partners.

c. Join the right group

The concept of groups on LinkedIn "is much better than Facebook which is mostly just a joke group. Groups in LinkedIn are valuable things that can be followed, for example, an entrepreneur selling cellphones, then he can join a group of fellow cellphone sellers and have further discussions with the people in it".

In general, it is stated that "Personal branding is an effort to form a self-image, through personal branding a person displays his character, abilities, and uniqueness into an identity to create a self-impression that others want to perceive" (Haroen, 2014). Personal branding involves a conscious effort to maintain an image in person and online. An individual needs to be aware of what is communicated to others through nonverbal and verbal communication. Maintaining personal branding in a strong positive realm involves consistent efforts to be able to build personal branding on yourself to others (Vitelar, 2019).

Personal branding is an attempt to form a self-image. Haroen in his book entitled *Personal Branding* explains "Personal branding in other words can be interpreted as the realization of a person's deepest desire to build the name he wants for himself from others. The end goal is how the other person has a positive view or positive perception so that it can continue to trust or other actions" (Haroen, 2014).

Personal branding can be said as something positive that aims to get a positive view from others until it continues to trust and other actions. Personal branding is also referred to as the main requirement in supporting one's success. "The measure of success of personal branding is the image that other people give us according to what is formed. Personal branding is the ultimate goal of how other people have a positive view or positive perception so that it can continue to trust or other actions (Haroen, 2014).

3. Hiring Decision Concept

In the world of recruitment, the term "skilled and professional" is often used to describe the ideal employee, who not only has the right qualifications and can carry out his role optimally, but also has character and values in accordance with the company's culture. Ideal candidates are very rare and not easy to find, especially when it comes to specific roles. Atmoko (2017) mentions "with an effective hiring process, it can increase the opportunity to get it". By recruiting via LinkedIn, you will get a guarantee during the onboarding process. If the recommended candidate is not suitable, then you can find a replacement for free. The screening process is fast and reliable, using machine learning technology that can screen thousands of candidates and create automatic rankings according to job descriptions.

III. RESEARCH METHODS

This research method uses a qualitative approach, "containing a literature review, theoretical concepts related to research problems, namely personal branding and professional networking issues in the use of LinkedIn social media as a variable in conducting e-recruitment, followed by analysis and interviews". This research model was also formed with modifications to previous research that has a theoretical discussion link (Christel Backman & Peter Håkansson 2019).

This study uses a qualitative approach. Referring to the reference research, this study consisted of eight resource persons who were professional in their fields. Researchers choose informants who have involvement with the recruitment process, especially in using LinkedIn as a recruitment medium". The selected informants are considered capable of providing information and describing reality to researchers.

To ensure that the data is in accordance with what was informed by the informant, triangulation is carried out. As stated by Denzime (2013) that "implementation of triangulation needs to be done to test the

validity of the data by utilizing sources, methods, investigators, and theories used to achieve truthworthiness from the degree of trustworthiness of credibility. The validity of the data is also tested through transferability and the last step is using confirmability criteria.

The data analysis used in this study uses an interactive model, there are four activities that must be carried out continuously and repeatedly. The research results obtained will be linked with previous research and discussed in accordance with the literature review. After the data is analyzed, a discussion is carried out then draws conclusions and provides suggestions from the results of the study.

IV. RESULTS AND DISCUSSION

The recruitment process using LinkedIn media provides an overview of the qualifications needed for prospective employees that the company needs. Based on the results of interviews with Drs Ayzb., S, M.Si, then with Bklut., S.Sos.M.AB, then Elks, S.Sos.MS and Dra. LlkM, M.Si stated that: "In the initial stage we prepare a recruitment consultant who can handle large-scale recruitment, then we analyze what parts are vacant and then we make criteria according to the position for us to publish prospective applicants" (Interview 3 February 2022).

Another opinion regarding recruitment planning which was also conveyed by Ir. Anhm., MH, then Sibr., S,Sos., MAB, then Dra. Dkwhi, M.Si and Gunrs., S, Sos., MAB, stated that: "For the first plan, find out what positions need employees, for example there are promotions or transfers and so on, right from there we can get references and we make requirements"

Table 1. Online Recruitment of Employees and Its Compliance with Personal Branding and Professional Networking

No	Name (initials)	Number of people	Personal Branding and Professional Networking					
			Accordance		Enough		Not	
1	Drs Ayzb., S,M.Si	54	42	77.8%	10	18.5%	2	3,7%
2	Bklut., S.Sos.M.AB	61	46	75,4%	12	19,7%	3	4,9%
3	Elks, S.Sos.MS	66	53	80,3%	11	16,7%	2	3,0%
4	Dra. LlkM, M.Si	69	58	84,1%	9	13,0%	2	2,9%
5	Ir. Anhm., MH	55	44	80,0%	8	14,5%	3	5,5%
6	Sibr., S,Sos., MAB	73	56	76,7%	14	19,2%	3	4,1%
7	Dra. Dkwhi, M.Si	81	67	82,7%	12	14,8%	2	2,5%
8	Gunrs., S,Sos., MAB	86	74	86,0%	9	10,5%	3	3,5%

Source: processed data, 2022

Supporting the data presented, according to information obtained from Drs Ayzb., S, M.Si as General Manager of PT. ABC-01 states that: "Online Employee Recruitment and its relation to Personal Branding and Professional Networking from LinkedIn media, most of which is about eighty-five percent of Personal Branding and Professional Networking that are available, some are lacking and inappropriate". Based on the data presented, the majority of employee recruitment is online and its relation to personal branding and professional networking from linkedin media to employers' hiring decisions that match the needs of companies recruiting through these media.

Based on the results of interviews with Drs Ayzb., S, M.Si, then with Bklut., S.Sos.M.AB, then Elks, S.Sos.MS and Dra. LlkM, M.Si stated that: "The obstacle faced by companies with online recruitment is that the delivery of information from the company to prospective employee candidates via email is considered ineffective, because sometimes many prospective employees do not know information about the test schedule and pass status or not from the prospective employee. This is because emails from prospective employees are not always active at all times and are sometimes piled up with other emails. Another obstacle is the difficulty of getting suitable candidates for employees. Because the company will find it difficult to get prospective employees who match the company's criteria. The burden on the company can also increase if there are too few human resources from the division needed" (Interview 6 February 2022).

Supporting the data presented, according to information obtained from Dra. LlkM, M.Si as Personnel Manager of PT. ABC-04 states that: "I can say that for the process carried out by our company for Online Employee Recruitment and its relation to Personal Branding and Professional Networking from LinkedIn media, the majority, which is around eighty-five percent of existing Personal Branding and Professional Networking, have session, some are lacking and inappropriate. I think that online employee recruitment is effective and efficient so we can maintain this" (Interview 6 February 2022).

The results of the study are in accordance with the theoretical study conducted by Rachmawati (2008), namely about constraints in the recruitment process, one of which is organizational characteristics, organizational goals and policies, and external environmental conditions where specifications must be in accordance with the policies of the organization, so that the filtration process must be carried out effectively and efficient.

Table 2. Obstacles in Online Employee Recruitment Related to Personal Branding and Professional Networking

No	Name (initials)	Number of people	Personal Branding and Professional Networking					
			Not Problem		Slight		Lots	
1	Drs Ayzb., S,M.Si	54	43	79.6%	9	16.7%	2	3.7%
2	Bklut., S.Sos.M.AB	61	47	77.0%	11	18.0%	3	4.9%
3	Elks, S.Sos.MS	66	52	78.8%	11	16.7%	3	4.5%
4	Dra. LlkM, M.Si	69	58	84.1%	9	13.0%	2	2.9%
5	Ir. Anhm., MH	55	45	81.8%	7	12.7%	3	5.5%
6	SIbr., S,Sos., MAB	73	57	78.1%	13	17.8%	3	4.1%
7	Dra. Dkwhi, M.Si	81	68	84.0%	12	14.8%	2	2.5%
8	Gunrs., S,Sos., MAB	86	76	88.4%	7	8.1%	3	3.5%

Source: data processed, 2022

In connection with extracting information for the benefits of online employee recruitment according to the narrative of Ir. Anhm., MH, then SIbr., S,Sos., MAB, then Dra. Dkwhi, M.Si and Gunrs., S, Sos., MAB, stated that: "The benefits of online recruitment are company branding where candidates who will apply get complete information through the company page in detail so that it helps them in the follow-up interview process. Facilitate resume search for difficult positions. Like the laboratory. Benefits for employees are displayed so that they can attract candidates who are more in line with what the company expects. And with the location of the company. The process does not take time, in other words, the service is excellent, there are many sources of candidates and according to qualifications" (Interview 5 February 2022).

Table 3. Benefits of Online Employee Recruitment Related to Personal Branding and Professional Networking

No	Name (initials)	Number of people	Perceived Benefits					
			Beneficial		Enough		Not	
1	Drs Ayzb., S,M.Si	54	43	79.6%	9	16.7%	2	3.7%
2	Bklut., S.Sos.M.AB	61	47	77.0%	11	18.0%	3	4.9%
3	Elks, S.Sos.MS	66	52	78.8%	11	16.7%	3	4.5%
4	Dra. LlkM, M.Si	69	58	84.1%	9	13.0%	2	2.9%
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8	Gunrs., S,Sos., MAB	86	76	88.4%	7	8.1%	3	3.5%

Source: data processed, 2022

Supporting the data presented, according to information obtained from Drs Ayzb., S, M.Si as General Manager of PT. ABC-01 states that: "In connection with this, I assess that online employee recruitment and its relation to personal branding and professional networking from linkedin media, that most of it is around eighty-five percent of existing Personal Branding and Professional Networking are in vain, some of which are inadequate and inappropriate so this is very beneficial for the company" (Interview 8 February 2022). Based on the data that has been presented in this study, it can be concluded that: "through online recruitment it is considered to be able to bring several benefits, including relatively cheap cost savings, saving time, and a more effective and efficient recruitment process.

Based on the data that has been presented in this study, it can be concluded that: "through online recruitment it is considered to be able to bring several benefits, including relatively cheap cost savings, saving time, and a more effective and efficient recruitment process. Based on the data presented, the benefits of online employee recruitment and its relation to personal branding and professional networking from linkedin media to employers' hiring decisions, mostly provide benefits.

V. IMPLICATIONS OF RESEARCH RESULTS

LinkedIn can be a means to demonstrate expertise through content posted by users, this application can connect users with professionals, which allows applicants to directly send personal data, photos, resumes, and even curriculum vitae (CV) to companies that are opening vacant positions. the results of research on Online Employee Recruitment and its relation to Personal Branding and Professional Networking from LinkedIn media to the employer's Hiring Decision. So to provide a solution to the implementation of research results can be presented in the following model.

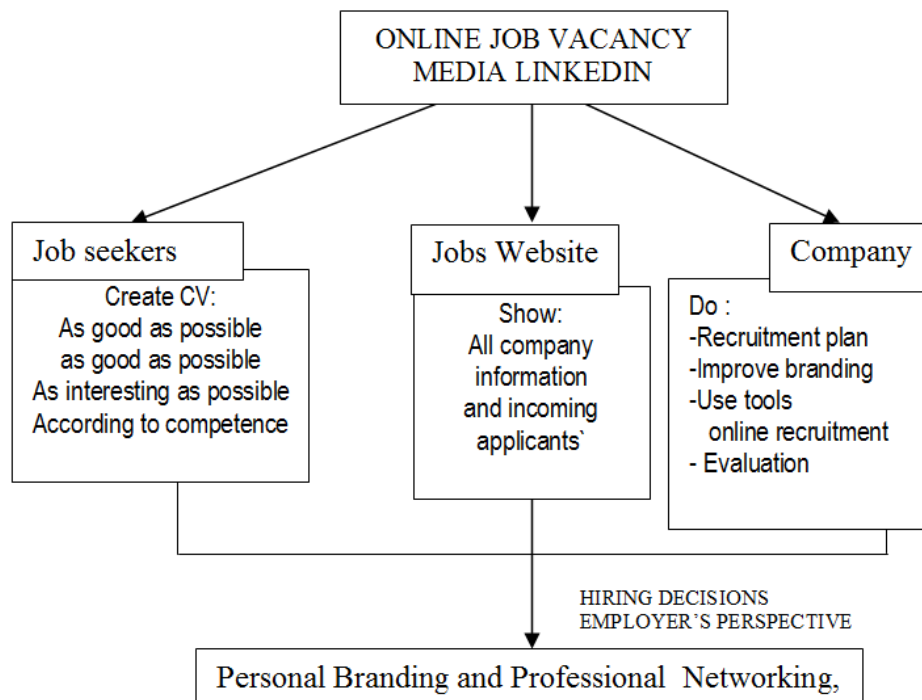


Figure 2. Online Employee Recruitment and Its Relation to Personal Branding & Professional Networking on LinkedIn
Source: Research data analysis (2022)

Considering that the online employee recruitment process, the constraints of online employee recruitment and the benefits of online employee recruitment have been discussed from the company's point of view, this implication places more emphasis on personal branding and professional networking. Establishing social relations with anyone becomes an important part in all life activities, Building a personal brand, especially through social media which is full of cyber bullying, is not easy. One of the reasons is because what happens on social media is often drawn to real life, this is where the concept of public relations is needed, which is an art to create a better public understanding so that it can deepen public trust (Howard Bonham, 2017).

VI. CONCLUSIONS AND SUGGESTIONS

Online recruitment through LinkedIn that CV/Resume that is entered on the company's linkedin media will process prospective employees according to the qualifications listed on the media and the LinkedIn media also provides convenience if the applicant is included in the criteria listed. Most 80.4% of personal branding and professional networking are appropriate. Then 15.9% personal branding and professional networking are not suitable. And there are 3.8% personal branding and professional networking are not appropriate. Then it was found that 81.5% said there were no problems, then 14.7% said there were few problems, and 3.9% said there were many obstacles from recruitment for personal and professional branding networking. As many as 81.1%

said it was useful, 14.7 less and 3.9% stated that there was little benefit of online employee recruitment and its relation to personal branding and professional networking from LinkedIn media to employers' hiring decisions.

Online employee recruitment, the company improves the screening process by utilizing the tools provided by LinkedIn media to simplify the recruitment process, and make it easier for employers to find candidates who meet the standards set. It should be noted that users who complete the information provided in the profile column will make it easier for companies to search for prospective employees through keywords as needed. LinkedIn media users or job seekers must really present personal branding and professional networking in the LinkedIn media.

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Conflict of Interest:

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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