

Effectiveness of LinkedIn as a Personal Branding Platform in Increasing the Employment of Higher Education Graduates in Indonesia

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Abstract. In the digital era, job market competition is increasingly fierce, requiring university graduates to stand out. LinkedIn, as a professional networking platform, plays a strategic role in building personal branding to enhance graduate competitiveness and employment opportunities. This study analyzes the effectiveness of LinkedIn usage and the quality of professional content in improving graduate competitiveness and its impact on employment absorption. Using a quantitative approach, data were collected from 100 final year students and alumni through surveys and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that both LinkedIn usage and professional content quality significantly influence graduate competitiveness, which in turn positively affects employment absorption. Competitiveness also mediates the relationship between LinkedIn use and employment outcomes. This research contributes to digital career development literature and serves as a practical reference for graduates, institutions, and recruiters in leveraging LinkedIn for career advancement.

Keywords: LinkedIn, personal branding, graduate competitiveness, employment absorption, professional content, PLS-SEM.

Introduction

In the rapidly evolving digital era, social media is no longer merely a means of communication and entertainment but has become a strategic tool in the professional world. One platform that has experienced significant development in this context is LinkedIn. LinkedIn is specifically designed to build and expand professional networks, share industry insights, and strengthen a person's image through the concept of personal branding. As a professional social media platform, LinkedIn is used by millions of users worldwide to connect with individuals, institutions, and companies across various fields of work.

LinkedIn was first developed by Reid Hoffman in 2002 and officially launched in 2003. Since then, the platform has grown rapidly and become an essential tool in the job market. Through LinkedIn profiles that resemble digital resumes, users can showcase their educational background, work experience, certifications, projects, and skills. With features such as *endorsements*, *recommendations*, *Open to Work*, and *LinkedIn Learning*, the platform offers significant opportunities for job seekers, including university students and graduates, to present themselves professionally. As competition in the global job market increases, university graduates face complex challenges. Having a degree is no longer sufficient they must possess competitive advantages that distinguish them from other candidates. One proven strategy to address this challenge is building personal branding through professional platforms like LinkedIn. Personal branding is a strategic process where individuals create, shape, and communicate their professional image consistently to a relevant audience recruiters and companies.

Previous research supports the importance of effective LinkedIn use. According to Hadi and Suryadi (2021), optimal use of LinkedIn can help graduates build a strong professional identity, increase their visibility

in the job market, and broaden their employment opportunities. Another study by Pratama et al. (2022) found that graduates who actively build their profiles, share industry insights, and engage in community discussions have higher levels of recruiter engagement compared to passive users. Strong personal branding reflects one's competence, experience, professional values, and motivation key factors in the hiring process.

Besides being a branding tool, LinkedIn also offers features that strengthen a user's position in the job market. Features like discussion groups, job searches, personalized news feeds, and alumni networks facilitate access to job information and help build professional connections. In today's work environment that emphasizes networking, LinkedIn's relevance is undeniable. Users can connect with industry leaders, follow their dream companies, and even receive direct recommendations from colleagues or professors through the *endorsement* and *recommendation* features.

Statistical data further reinforces the platform's importance. According to DataReportal (2023), LinkedIn has over 900 million global users, and this number is projected to reach 1.2 billion by 2025. This growth shows the increasing adoption of LinkedIn as an essential tool for career development and job search. About 14.7% of the world's population has access to LinkedIn, with ad reach increasing by 17.1% in the past year. Most LinkedIn users are of productive age, with male users dominating at 56.9% compared to 43.1% female users. However, not all graduates can utilize LinkedIn optimally. Many still do not understand the importance of a complete and professional profile, are inactive in professional communities, or fail to share content that reflects their competencies. This becomes an obstacle in building strong personal branding. Many users create LinkedIn accounts merely as a formality, not realizing that their profile is a digital representation highly scrutinized by recruiters. LinkedIn is not just a place to display a resume ; it is a dynamic space that showcases how a person thinks, interacts, and communicates ideas. The "Experience" feature on LinkedIn can be used to highlight projects, achievements, and professional contributions all of which enhance a user's personal image. Therefore, building a strong and consistent personal brand on LinkedIn must be done strategically to improve competitiveness in the job market.

LinkedIn also provides a significant opportunity to create a positive digital footprint. This digital trace is crucial for companies during the candidate screening process. Students or graduates with a strong professional digital presence are more trusted and more likely to be hired. Conversely, a passive or negative digital footprint can hinder job opportunities. Given these factors, it is important to conduct in depth research on how LinkedIn's effectiveness as a personal branding platform impacts the employment absorption of university graduates. Such research is not only academically useful in expanding the literature on digital career development but also provides practical value for students, educational institutions, and industry players. Higher education institutions can use these findings as a basis to develop digital career training programs, including LinkedIn usage training, professional profile optimization, and content strategy development.

Moreover, companies can better understand how candidates build their professional identity on social media and how they interact within professional communities. This understanding can be an added consideration in more efficient and objective recruitment processes. On the other hand, for students and recent graduates, strategically utilizing LinkedIn can serve as a long term career investment that accelerates their transition from academic life to the workforce. In conclusion, LinkedIn has become a strategic platform that not only supports professional presence but also shapes how individuals build personal branding in the digital context. With the right approach, university graduates can enhance their competitiveness, expand professional networks, and increase their chances of being absorbed into the workforce. Therefore, it is essential to continuously educate students about LinkedIn's potential and how to maximize it to build a successful and sustainable career.

Literatur Review

LinkedIn as a Personal Branding Medium

LinkedIn is a professional social media platform designed to help individuals build business networks, share industry insights, and enhance their personal branding in the professional world. According to Darmayanti (2020), LinkedIn allows users to present their professional profiles in a format similar to a digital resume. It has become increasingly popular among university students and fresh graduates due to its ease of use and high effectiveness in self promotion.

As competition in the labor market intensifies, graduates need to stand out. Personal branding is a strategic

effort where individuals intentionally shape and communicate their professional image to target audiences, especially recruiters and employers. Hadi and Suryadi (2021) assert that effective use of LinkedIn can help graduates build a strong professional identity, increase their visibility in the job market, and improve their chances of employment. Similarly, Pratama et al. (2022) emphasize that graduates who actively build professional profiles and participate in LinkedIn communities are more likely to attract recruiter attention. The features available on LinkedIn such as professional groups, job search tools, personalized feeds, and the “Experience” section allow users to showcase achievements, build networks, and participate in knowledge exchange. These tools support the development of a strong digital identity, which is increasingly important as recruiters often screen candidates based on their online presence. However, despite its potential, many students and graduates do not optimize LinkedIn. Some treat the platform passively, failing to complete their profiles or engage meaningfully with the community. As a result, their profiles lack professional appeal and reduce their chances of being noticed by employers. Therefore, building a strong and strategic personal brand on LinkedIn is essential for improving graduate competitiveness in the labor market.

Quality of Professional Content on LinkedIn

The quality of content shared on LinkedIn plays an important role in shaping a user's digital professional image. High-quality content should be relevant, credible, consistent, and supportive of the user’s personal branding goals. Hakim (2023) highlights that LinkedIn content such as achievements, career insights, and professional reflections serves as a public portfolio that recruiters assess. Vianggraini and Nirawati (2023) found that well written and relevant content increases visibility, improves engagement with professionals, and enhances recruiter perceptions. Additionally, sharing posts consistently within one's area of expertise helps demonstrate professional knowledge and active involvement in the industry. These elements all contribute to a stronger professional presence and increased competitiveness. In the context of this research, content quality is evaluated by indicators such as relevance to the users field, frequency of sharing insights, the tone and clarity of content, and positive interactions with others (e.g., likes and comments).

Graduate Competitiveness as a Mediator

Graduate competitiveness refers to the combination of technical and soft skills, adaptability, experience, and a well built professional image that makes a graduate more attractive to employers. Yusuf (2023) notes that in the current job market, non academic attributes such as communication, leadership, and critical thinking are essential. Graduates who only rely on academic achievement often lag behind those who also develop soft skills and digital literacy. Prasetya (2023) and Wulandari & Putra (2023) also stress the importance of curriculum relevance and practical experience in boosting graduate employability. Initiatives such as internships and industry partnerships play a major role in strengthening graduate profiles. Through LinkedIn, graduates can display these experiences and certifications, effectively boosting their professional appeal. Indicators of competitiveness in this study include LinkedIn profile quality, digital presence, internship/ work experience, possession of relevant certifications, and professional networking capability.

Employment Absorption and the Role of LinkedIn

Employment absorption refers to the extent to which graduates are integrated into the workforce in roles that align with their education and capabilities. According to Sukirno (2020), employment absorption reflects how effectively the economy or industry can utilize the available workforce. Todaro and Smith (2021) add that employment rates are affected not only by economic growth but also by the match between graduate skills and industry needs. With digital transformation, platforms like LinkedIn have become tools to connect job seekers with employers more efficiently. During the pandemic and even after, digital hiring processes became the norm, and LinkedIn served as a major platform for recruitment. Studies from Lesmana et al. (2021) and Nursiyono & Dewi (2022) show that LinkedIn plays a key role in shortening job search time and enhancing the quality of job matches. In this research, employment absorption is measured by indicators such as job search duration, job relevance to educational background, job type, income level, and whether LinkedIn contributed directly to obtaining the job.

Previous Studies

The relationship between LinkedIn usage, content quality, graduate competitiveness, and employment absorption has been widely explored. Salma et al. (2024), Wiguna (2023), and Maharani (2024) found that personal branding and digital engagement on LinkedIn significantly improve employment opportunities. Fortuna (2022) highlights the role of self improvement in strengthening online profiles.

Regarding content quality, Hakim (2023) and Sari & Prasetyo (2023) confirm that recruiters are more likely to trust candidates who actively share relevant and consistent professional content. On the employment side, Lemhannas RI (2021) and Universitas Pertamina (2022) note that many graduates face unemployment due to skills mismatch and limited exposure. LinkedIn, when used strategically, can bridge this gap by showcasing relevant competencies and increasing visibility.

In conclusion, the integration of personal branding, high quality content, and graduate competitiveness through LinkedIn use has been proven to play a crucial role in enhancing employment absorption. Therefore, it is imperative for students, universities, and employers to recognize the platform’s potential in digital career development.

Research Framework and Hypothesis

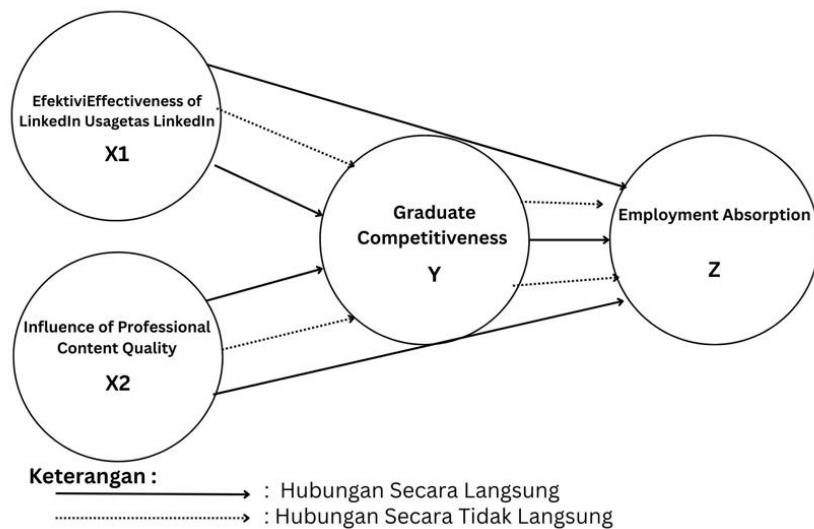


Figure 1 : Research Hypothesis

This study proposes six hypotheses to examine the relationship between LinkedIn usage effectiveness, the quality of professional content, graduate competitiveness, and employment absorption among university graduates in Indonesia. The conceptual framework is based on both direct and indirect relationships among variables, with graduate competitiveness serving as a mediating variable. The first hypothesis (H1) posits that the effectiveness of LinkedIn usage (X1) directly influences graduate competitiveness (Y). This is grounded in the assumption that students and alumni who actively and strategically use LinkedIn by optimizing their profiles, engaging with professional content, and leveraging networking opportunities are more likely to develop a stronger professional identity and enhance their marketability. The second hypothesis (H2) states that the quality of professional content (X2) shared by graduates also directly affects graduate competitiveness (Y). High quality, relevant, and consistently shared content is assumed to improve visibility and reputation on the platform, which in turn contributes to a graduate’s perceived professional readiness.

The third hypothesis (H3) asserts that LinkedIn usage effectiveness (X1) has a direct impact on employment absorption (Z). This is based on the idea that effective use of LinkedIn features such as networking, applying for jobs, and showcasing skills can lead to quicker and better alignment with job opportunities in the labor market. The fourth hypothesis (H4) proposes that the quality of professional content (X2) directly influences employment absorption (Z). Professional content that highlights industry insights,

expertise, and engagement is believed to attract recruiters and employers, thereby improving the chances of being hired. The fifth hypothesis (H5) focuses on the relationship between graduate competitiveness (Y) and employment absorption (Z). Graduates who possess high competitiveness demonstrated through soft and hard skills, relevant experience, and professional presence are more likely to be absorbed into the workforce more quickly and effectively.

Finally, the sixth hypothesis (H6) examines the indirect effects of both LinkedIn usage effectiveness (X1) and content quality (X2) on employment absorption (Z) through the mediating role of graduate competitiveness (Y). This hypothesis is built on the assumption that the influence of LinkedIn as a platform is not only direct, but also significantly shaped by how well it enhances the perceived readiness and value of the graduate in the eyes of employers. This hypothesis model enables a comprehensive understanding of how personal branding activities on LinkedIn can contribute both directly and indirectly to labor market outcomes. It also sheds light on the central role of graduate competitiveness as a psychological and professional asset that bridges digital engagement with tangible employment results.

Methods

This study employed a quantitative approach with a survey method to examine the extent to which the effectiveness of LinkedIn usage and the quality of professional content influence graduate competitiveness in enhancing employment absorption, with graduate competitiveness acting as a mediating variable. The quantitative approach was chosen as it allows researchers to measure clearly defined variables and test inter-variable relationships statistically. As noted by Planing (2014), the quantitative approach enables researchers to confirm or reject hypotheses and is particularly well-suited for explaining causal relationships in complex conceptual models when data is collected from representative samples using valid and reliable instruments. The study was conducted over a two-week period during May and June 2025. All stages of the research from instrument development and questionnaire distribution to data collection and analysis were carried out online to reach participants across a broad range of universities in Indonesia. Google Forms served as the primary platform for questionnaire distribution, which was shared through digital communication channels such as WhatsApp, email, and commonly used social media platforms among students and alumni.

The research subjects consisted of final-year students and alumni from public and private universities in Indonesia who had actively maintained and used LinkedIn accounts. A purposive sampling technique was employed, applying specific criteria: respondents were required to have used LinkedIn actively for at least the past six months and to have made efforts to build personal branding through the platform. A minimum sample size of 100 respondents was established, referencing statistical guidelines for Structural Equation Modeling (SEM) using Partial Least Squares (PLS), which typically require at least 100–150 data points to produce stable and reliable results. The research instrument was designed as a closed-ended questionnaire using a 5 point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The items in the questionnaire were developed based on validated indicators from previous research and relevant theoretical frameworks. Four main variables were measured in this study: LinkedIn usage effectiveness (X1), quality of professional content (X2), graduate competitiveness (Y), and employment absorption (Z).

The variable of LinkedIn usage effectiveness (X1) was measured using indicators derived from the study by Hakim (2023), which emphasized the importance of utilizing professional features such as the "experience" and "education" sections, as well as participation in professional communities as part of a personal branding strategy. Salma et al. (2024) also highlighted that optimal use of LinkedIn enhances one's professional presence in the digital workforce, including building connections with relevant companies. Additional indicators for this variable included usage frequency, engagement in professional discussions, and profile visibility to recruiters. The quality of professional content (X2) variable referred to indicators adapted from Vianggraini and Nirawati (2023), which included information accuracy, relevance to the user's field of expertise, consistency of posting, and the professional tone of shared content. Regularly sharing insights or opinions relevant to one's industry demonstrates a user's active engagement and understanding of the professional landscape, which positively influences recruiter perceptions.

Graduate competitiveness (Y), serving as the mediating variable, was considered a critical component of the study. Yusuf (2023) stated that graduate competitiveness extends beyond academic capabilities and includes non-technical skills such as communication, leadership, and adaptability to dynamic work environments. On LinkedIn, this competitiveness is further reflected in the ability to build professional

networks, accumulate organizational or internship experience, and participate in relevant training or certifications displayed on the profile. Meanwhile, employment absorption (Z) was measured through several indicators, including the time taken to secure a job post graduation, the alignment between educational background and current employment, and the extent to which LinkedIn facilitated the job acquisition process. Maharani (2024) emphasized that LinkedIn plays a key role in bridging the transition from academia to the professional world, particularly in shortening the job search period. Once data collection was complete, analysis was carried out using the Structural Equation Modeling (SEM) technique via the SmartPLS software. The analytical procedure involved two main stages: first, the outer model analysis, used to evaluate convergent validity, discriminant validity, and construct reliability; and second, the inner model analysis, which examined the causal relationships among variables within the structural model, including the mediating effect of graduate competitiveness. Additionally, descriptive analysis was performed to portray respondent demographics, including age, gender, academic major, and status (active student or alumni). Through this research design and methodological approach, the study aims to provide a comprehensive and in depth understanding of how LinkedIn usage effectiveness and professional content quality contribute to enhancing graduates' competitiveness and how these factors influence their employment absorption. The findings are also expected to offer practical insights for higher education institutions in developing structured digital career development programs that align more closely with current industry demands.

Result and Discussion

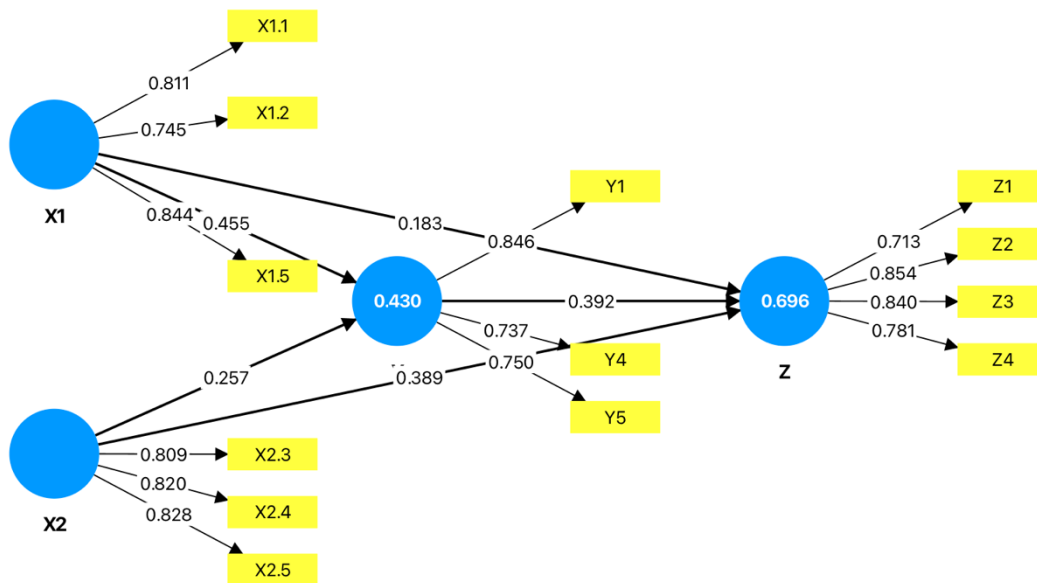


Figure 2 : Score Loading Factors

The structural model displayed in the SmartPLS output illustrates the relationships among the latent variables: LinkedIn Usage Effectiveness (X1), Professional Content Quality (X2), Graduate Competitiveness (Y), and Employment Absorption (Z). Each of these latent variables is measured by a set of indicators, all of which demonstrate outer loading values above 0.70. This confirms the validity of the measurement model, as each indicator reliably reflects its corresponding construct. For instance, indicator X1.5 exhibits a strong loading value of 0.844 on the X1 construct, while indicator Z2 loads at 0.854 on the Z construct, indicating a high level of indicator relevance.

The model reveals that LinkedIn Usage Effectiveness (X1) has a direct and significant influence on Graduate Competitiveness (Y), with a path coefficient of 0.455. This suggests that the more effectively graduates utilize LinkedIn by optimizing their profiles, engaging in networking, and leveraging available features the more competitive they become in the job market. Meanwhile, Professional Content Quality (X2) also contributes to Graduate Competitiveness, though with a lower path coefficient of 0.257, indicating a positive but moderate

relationship. Graduates who consistently post relevant, high quality professional content are perceived as more engaged and credible, thereby enhancing their competitiveness.

In terms of direct effects on employment absorption (Z), the influence of LinkedIn Usage (X1) is relatively weak, with a path coefficient of 0.183. This implies that while LinkedIn use contributes to employment outcomes, its impact is more effectively realized when mediated by other factors most notably Graduate Competitiveness. Conversely, the path from Content Quality (X2) to Employment Absorption is stronger at 0.389, which suggests that the quality of one’s professional presence and activity on LinkedIn plays a more immediate and measurable role in gaining employment opportunities.

Graduate Competitiveness (Y) itself demonstrates a substantial effect on Employment Absorption (Z), with a path coefficient of 0.392. This reinforces the idea that students and alumni who possess strong professional competencies, digital presence, and relevant experience are more likely to be absorbed into the workforce. The central role of this variable is further supported by the model’s R-square (R²) values. The R² for Graduate Competitiveness is 0.430, meaning that 43% of the variance in competitiveness is explained by LinkedIn usage and content quality. The R² for Employment Absorption reaches 0.696, indicating that nearly 70% of the variance in employment outcomes can be accounted for by the combination of the three predictor variables.

Taken together, these findings underscore the strategic importance of LinkedIn as both a personal branding tool and a career development platform. Although LinkedIn usage alone has a limited direct effect on job placement, its true value lies in enhancing the professional competitiveness of graduates, which in turn has a strong influence on their likelihood of employment. Moreover, the quality of content shared on the platform proves to be both directly influential and a valuable supplement to digital identity.

This model validates the view that digital presence when supported by meaningful engagement and well crafted personal branding can significantly impact graduate career outcomes. The role of Graduate Competitiveness as a mediating variable is especially critical, acting as a bridge between online professional activity and real world employment success.

Table 1 : Outer Loadings

Construct	Indicators	Loadings	Evaluation
X1	X1.1	0.811	Valid (≥ 0.70)
	X1.2	0.745	Valid
	X1.5	0.844	Valid
X2	X2.3	0.809	Valid
	X2.4	0.820	Valid
	X2.5	0.828	Valid
	Y	Y1	0.846
Y	Y4	0.737	Valid
	Y5	0.750	Valid
	Z	Z1	0.713
Z2		0.854	Valid
Z3		0.840	Valid
Z4		0.781	Valid

All indicators for the variables X1 (LinkedIn Usage Effectiveness), X2 (Quality of Professional Content), Y (Graduate Competitiveness), and Z (Employment Absorption) show loading factor values of ≥ 0.70, indicating that each item has met the required threshold for construct validity. The indicator with the highest loading is X2.5 (0.828), which suggests it contributes most strongly to its respective construct, while the lowest loading is found in Z1 (0.713), though still above the acceptable limit. These results confirm that all measurement indicators are valid and can be used for further analysis within the PLS-SEM framework.

Table 2 : Cronbach's Alpha & Composite Reliability

Variabel	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
Effectiveness of	0.722	0.737	0.843	0.642

LinkedIn Usage (X1)				
Influence of Professional Content Quality (X2)	0.756	0.758	0.860	0.671
Graduate Competitiveness (Y)	0.773	0.730	0.822	0.607
Employment Absorption (Z)	0.810	0.818	0.875	0.638

The table above presents the reliability test results for the variables LinkedIn Usage (X1), Professional Content Quality (X2), Graduate Competitiveness (Y), and Employment Absorption (Z). The Cronbach’s Alpha values for all constructs exceed the minimum threshold of 0.70, ranging from 0.722 to 0.810, indicating that each construct has good internal consistency. This suggests that the indicators within each construct are sufficiently correlated. The Composite Reliability values (both rho_A and rho_C) also demonstrate strong reliability, with rho_A ranging from 0.730 to 0.818 and rho_C from 0.822 to 0.875. These values confirm that the indicators consistently reflect their respective constructs. Furthermore, all constructs show Average Variance Extracted (AVE) values above the minimum requirement of 0.50, specifically ranging from 0.607 to 0.671. This means that over 60% of the variance in the indicators can be explained by their respective latent constructs, fulfilling the criteria for convergent validity.

Table 3 : Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.455	0.434	0.153	2.976	0.003
X1 -> Z	0.183	0.207	0.123	1.483	0.138
X2 -> Y	0.257	0.266	0.134	1.919	0.055
X2 -> Z	0.389	0.364	0.164	2.377	0.017
Y -> Z	0.392	0.394	0.087	4.502	0.000

Based on the results of the direct effect hypothesis testing, it was found that most of the relationships between variables in the model are statistically significant, with the exception of one path. First, the effectiveness of LinkedIn usage (X1) has a significant effect on graduate competitiveness (Y), with a p-value of 0.003 and a T-statistic of 2.976, indicating a strong and meaningful relationship. However, the direct effect of LinkedIn usage on employment absorption (Z) is not statistically significant (p = 0.138, T = 1.483), suggesting that LinkedIn usage alone may not directly impact employment outcomes without the presence of other mediating factors.

The influence of professional content quality (X2) on graduate competitiveness (Y) shows a p-value of 0.055, which is marginally above the 0.05 threshold, indicating that this effect is borderline non-significant, although still potentially meaningful in practical terms. In contrast, X2 has a significant direct effect on employment absorption (Z), with a p-value of 0.017 and a T-statistic of 2.377, confirming its role in shaping employment outcomes through the quality of professional content shared on LinkedIn. Furthermore, graduate competitiveness (Y) significantly affects employment absorption (Z), with the strongest statistical evidence among all relationships (p = 0.000, T = 4.502). This finding reinforces the central role of graduate competitiveness as a key determinant in facilitating successful entry into the workforce. In summary, the results suggest that while both LinkedIn usage and content quality play important roles, graduate competitiveness is the most critical pathway linking these digital engagement variables to employment outcomes. The non-significant direct effect of LinkedIn usage on employment absorption further implies that its impact is likely mediated through increased competitiveness.

Table 4 : Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Z	0.179	0.170	0.069	2.574	0.010
X2 -> Z	0.101	0.105	0.060	1.685	0.092

Based on the results of the direct effect hypothesis testing, it was found that the effectiveness of LinkedIn usage (X1) has a significant direct effect on employment absorption (Z), with a path coefficient of 0.179, a T-statistic of 2.574, and a p-value of 0.010. This indicates that higher effectiveness in utilizing LinkedIn features such as profile optimization, networking, and engagement can directly contribute to better employment outcomes among graduates.

On the other hand, the quality of professional content (X2) does not have a statistically significant direct effect on employment absorption. With a path coefficient of 0.101, a T-statistic of 1.685, and a p-value of 0.092, the result falls above the conventional significance threshold of 0.05. Although the relationship is positive, it is not strong enough to be considered statistically significant, suggesting that the influence of content quality may be more indirect, possibly mediated by other factors such as graduate competitiveness. These findings imply that while both LinkedIn usage and content quality are important, active and effective use of LinkedIn features plays a more direct and statistically significant role in increasing employment absorption compared to content quality alone.

Conclusion

LinkedIn usage has a positive and significant effect on graduate competitiveness. This indicates that students or alumni who utilize the LinkedIn platform effectively tend to have greater opportunities to showcase their competencies and attract the attention of recruiters. Meanwhile, the quality of professional content shared on LinkedIn also has a positive, albeit not statistically significant, influence on graduate competitiveness. This suggests that while content quality is important, it must be supported by other factors to generate a stronger impact.

Graduate competitiveness is proven to play a crucial role in enhancing employment absorption. Graduates who possess a competitive edge whether in terms of skills, experience, or professional self-presentation are more likely to be accepted into the workforce. This confirms that LinkedIn can serve as an effective medium to bridge graduates with the job market. Moreover, graduate competitiveness also acts as a significant mediating variable between LinkedIn usage and professional content quality with employment absorption, further reinforcing its strategic role in this relational model.

In light of these findings, it is recommended that university students and graduates begin to optimize their use of LinkedIn as part of their career development strategy. Engagement on the platform should go beyond merely creating a profile; it should also include active participation in professional networking, sharing quality content, and consistently showcasing portfolios and achievements. Proper use of LinkedIn can help build a professional image and increase visibility in the eyes of potential employers.

Additionally, higher education institutions are encouraged to take an active role in equipping students with digital competencies, particularly in personal branding through professional platforms to help build a strong online presence. Training programs on LinkedIn optimization, CV writing, and the creation of professional content should be integrated into student career development curricula. In doing so, graduates will be not only academically prepared but also competitive and confident in entering the increasingly dynamic job market.

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