

Karakteristik serta Motif Pengguna Social Networking Sites (SNS) dalam Memperoleh Career Benefits (Studi Empiris pada Pengguna LinkedIn di Indonesia) = Characteristics and Motives of Social Networking Sites (SNS) Users in Obtaining Career Benefit (Empirical Study on LinkedIn Users in Indonesia)

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Abstrak

Penelitian ini bertujuan untuk mengetahui karakteristik kepribadian serta motif implisit pengguna Social Networking Sites (SNS) LinkedIn di Indonesia dalam memperoleh Networking Career Benefits. Hal ini dilatarbelakangi oleh penggunaan SNS yang semakin marak bukan hanya untuk kepentingan personal individu, tetapi juga profesional. Variabel yang diuji dalam penelitian ini adalah Extraversion, Protean Career Orientation, Implicit Motives, Networking Behavior, Penggunaan LinkedIn, dan Networking Career Benefits. Sampel yang digunakan dalam penelitian ini adalah pengguna LinkedIn di Indonesia yang berusia 25-34 tahun. Penelitian dilakukan dengan menggunakan metode kuantitatif dengan pengambilan data kuesioner dan observasi akun LinkedIn terhadap 615 responden. Pengukuran yang digunakan menggunakan pendekatan multidimensi. Analisis dilakukan dengan menggunakan analisa jalur (path analysis) menggunakan tool SmartPLS. Hasil penelitian ini menunjukkan bahwa karakteristik extraversion memiliki pengaruh positif terhadap penggunaan LinkedIn: active scope tetapi tidak dengan protean career orientation. Selain itu, tidak semua networking career benefit diterima individu dalam penggunaan LinkedIn; hanya berupa work-related assistance, job-search assistance, protection and political guidance serta information and ideas

.....This study aims to determine the personality characteristics and implicit motives of LinkedIn Social Networking Sites (SNS) users in Indonesia in obtaining Networking Career Benefits. This is motivated by the increasingly widespread use of SNS not only for individual personal interests but also for professionals. The variables tested in this study were Extraversion, Protean Career Orientation, Implicit Motives, Networking Behavior, Use of LinkedIn, and Networking Career Benefits. The sample used in this study is LinkedIn users in Indonesia aged 25-34 years. The research was conducted using quantitative methods with questionnaire data collection and LinkedIn account observations of 615 respondents. The measurement used is multidimensional. The analysis was done using path analysis using SmartPLS tools. The results of this study indicate that xetraversion characteristics have a positive influence on the use of LinkedIn: active scope but not with protean career orientation. In addition, not all networking career benefits are received by individuals in using Linkedin; only in the form of work-related assistance, job-search assistance, protection and political guidance and information and ideas.