

## **Social Media Based Personal Branding Training: How Students of SMK Budi Asih Jakarta Attract Recruiters' Attention**

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**Abstract:** *The rapid development of information and communication technology has transformed recruitment practices, with social media emerging as an essential platform for building professional identity and attracting recruiters' attention. However, many vocational high school students still lack an understanding of how social media can be utilized for career development. This community service program aimed to enhance the understanding and skills of students at SMK Budi Asih Jakarta in developing personal branding on social media as a strategy to improve work readiness. The program employed a face-to-face training method using a participatory approach, including material presentations, interactive discussions, hands-on practice in developing professional profiles, and evaluation through pre-test and post-test assessments. Training materials covered fundamental concepts of personal branding, digital communication strategies, professional social media profile management, and the use of visual content to strengthen professional self-image. The results indicated a significant improvement in participants' understanding of personal branding, their ability to manage professional digital identities, and increased confidence in presenting their potential in digital environments. The training contributed positively to students' readiness to face the modern workforce, which increasingly requires digital competencies and strong professional self-presentation. This program is expected to serve as a sustainable model for developing digital competencies among vocational high school students.*

**Keywords:** *Personal Branding, Social Media, Work Readiness, Vocational Students, Community Service.*

### **INTRODUCTION**

The rapid development of information and communication technology has transformed various aspects of human life, including the employment sector (Wacika & Sawitri, 2023). Social media has now become one of the primary tools for job seekers to build a professional image and attract recruiters' attention (Rachmawati, 2022). This phenomenon is particularly relevant for vocational high school (SMK) students who are preparing to enter the industrial workforce. SMK Budi Asih Jakarta, as one of the vocational schools in Jakarta, faces specific challenges in equipping its students not only with technical skills but also with supporting competencies, such

as personal branding through social media. The ability to develop strong personal branding can help students enhance their competitiveness and obtain better employment opportunities.

Many students at SMK Budi Asih Jakarta still have limited understanding of how to build professional personal branding on social media. Based on preliminary observations and discussions with the school administration, it was found that most students primarily use social media as a means of entertainment and social interaction, without recognizing its significant potential for career development. Furthermore, limited knowledge regarding the creation of digital portfolios, writing compelling self-descriptions, and building professional networks represents major challenges that need to be addressed.

The lack of students' understanding and skills in developing personal branding on social media constitutes one of the main obstacles in facing the modern job market. In general, vocational school students have not optimally utilized social media to strengthen their personal image and competitiveness in the workforce (Pramayanti et al., 2025). Many students at SMK Budi Asih Jakarta are still unfamiliar with how to use social media platforms, such as LinkedIn or Instagram, to positively showcase their potential, skills, and professionalism.

Training in personal branding and leadership can assist vocational students in developing essential social skills, including effective communication, teamwork, and the ability to lead and inspire others. The absence of structured personal branding training programs within the school environment further exacerbates this situation (Hanafi & Reza, 2023). On the other hand, social media management training plays a significant role in shaping students' professional self-image and improving their readiness to engage with recruiters. Nevertheless, limited resources and the lack of sustainable training programs often prevent students from effectively implementing digital communication strategies.

The essential to address these challenges through the implementation of a social media-based personal branding training program accessible to all students of SMK Budi Asih Jakarta. This effort should not solely be the responsibility of the school but also requires collaboration among teachers, students, and stakeholders concerned with developing the digital competencies of young generations. Guidance on the effective use of social media can enhance individuals'

awareness and confidence in presenting a positive self-image in digital spaces (Maulana et al., 2025).

Meanwhile, the current labor market has become increasingly competitive, characterized by intense competition among job seekers and a limited availability of employment opportunities (Firmansyah et al., 2022). Many companies actively search for candidates through professional social media platforms such as LinkedIn, Instagram, and TikTok to evaluate digital footprints and personal branding of prospective employees. This condition indicates that vocational students with strong personal branding have greater opportunities to attract recruiters' attention compared to those without clear branding strategies. Therefore, it is crucial for students to understand how social media can be utilized as a tool to support career development.

Another issue faced is the lack of specialized training that equips students with the skills needed to build a professional image on social media (Agustini et al., 2024). School curricula tend to focus more on technical competencies aligned with students' areas of specialization, while relatively little attention is given to how students can promote themselves to potential employers. Additionally, limited resources and restricted access to mentoring from industry practitioners also hinder efforts to improve students' work readiness.

Through this training program, students are taught optimal strategies for managing social media profiles such as LinkedIn, Instagram, and TikTok, as well as techniques for presenting their skills and experiences in ways that appeal to recruiters. Furthermore, the program aims to increase students' understanding of the importance of personal branding, provide guidance from industry practitioners, and build students' confidence in digitally marketing themselves. With an applied learning approach and direct mentoring, graduates of SMK Budi Asih Jakarta are expected to utilize social media positively to obtain broader employment opportunities aligned with their competencies.

## **METHOD**

A training program emphasizing the importance of personal branding on social media to improve students' work readiness and competitiveness, particularly among students of SMK Budi Asih Jakarta, was conducted in a face-to-face format in July 2025.

### **Time and Location of Community Service**

This community service activity is scheduled to take place in a classroom at SMK Budi Asih Jakarta on Friday, September 13, 2024. The *Personal Branding Training on Social Media: Strategies of SMK Budi Asih Jakarta Students in Attracting Recruiters' Attention* program will be carried out by lecturers and students from the Communication Studies Program at Universitas Nasional.

### **Materials and Tools/Instruments for Community Service**

The materials and instruments to support Community Service activities are as follows:

1. Banner
2. Materials
3. Mic
4. Sound System
5. Stationery
6. Pre-Test Questions
7. Post-Test Questions

### **How it Works**

The training materials were delivered to the target participants, namely students of SMK Budi Asih Jakarta, following the administration of a pre-test conducted by the instructor to assess participants' basic understanding of personal branding on social media and the importance of developing a professional self-image in preparation for the workforce. The pre-test aimed to measure participants' initial knowledge regarding how to present their strengths on digital platforms, strategies for attracting recruiters' attention, and ethical practices in social media use.

The materials covered fundamental concepts of personal branding, techniques for developing professional social media profiles (such as LinkedIn and Instagram), effective digital communication strategies, and the use of visual content to strengthen personal image. All materials were presented in an interactive PowerPoint format and supported by practical examples relevant to industry practices.



The training sessions were delivered through a participatory approach, allowing participants to engage in discussions, share experiences, and analyze their respective social media profiles. This was followed by a practical session in which participants created personal branding content and developed professional profiles designed to attract recruiters' attention.

As a closing activity, a post-test was administered to evaluate participants' improvement in understanding the training materials. The post-test results were expected to demonstrate an enhancement in the ability of SMK Budi Asih Jakarta students to build a positive self-image on social media, as well as increased confidence in professionally presenting their potential within digital environments.

## RESULT AND DISCUSSION

Community service activities conducted by lecturers constitute an integral part of their professional obligations in fulfilling the Tri Dharma of Higher Education, which encompasses teaching, research, and community service. Prior to the commencement of the training on the importance of personal branding on social media and its role in helping students attract recruiters' attention, participants were asked to complete a pre-test to assess their level of understanding regarding the concept of personal branding and its relevance in the modern workforce.

The pre-test results indicated that the majority of students at SMK Budi Asih Jakarta still had limited understanding of how to develop a professional self-image through social media and how such practices could influence career opportunities. Many students lacked awareness of the importance of maintaining a positive digital profile and of strategies for presenting their potential and skills through effective communication approaches. This condition highlights the need for structured guidance and training to enable students to optimize social media as a tool for self-development and professional promotion.

The arrival of the Community Service team from the Communication Studies Program, Universitas Nasional, was warmly welcomed by both students and teachers of SMK Budi Asih Jakarta. Participants attended the activity punctually according to the predetermined schedule. The community service program was held in the school hall, a venue commonly used for both academic

and non-academic activities. The event began with an opening remark delivered by the Principal of SMK Budi Asih Jakarta, Iryanis, who expressed appreciation and enthusiasm for the implementation of the program. She also conveyed her hope that similar training activities could be conducted regularly each semester to support students' readiness in facing the digital workforce.



*Figure 1. Group photo before the activity*

Following the opening session and welcoming remarks, the activity continued with a group photo session. The session was attended by the school principal, vice principals, several teachers, and all participants, namely students of SMK Budi Asih Jakarta from the Management major.

After the group photo session, participants were asked to complete a pre-test assessing their knowledge and understanding of personal branding on social media. The activity then proceeded with the delivery of training materials by a lecturer from the Communication Studies Program, Universitas Nasional, Yudha Pradhana, S.I.Kom., M.Si. In his presentation, Yudha explained the importance of personal branding as a fundamental asset in building a strong self-image in the digital era, particularly in attracting recruiters' attention and preparing students to enter the workforce.

Personal branding was described as an individual's ability to consistently present their uniqueness, values, and competencies across various digital platforms, such as LinkedIn and Instagram. This skill not only helps individuals introduce themselves professionally but also serves as a means of building reputation and credibility in the eyes of potential employers. In this context, students were encouraged to understand that social media can function as a digital portfolio showcasing their potential, experiences, and personal characteristics. Through effective personal

branding strategies, participants are expected to develop a positive professional image and increase their opportunities in recruitment processes as well as future career development.



*Figure 2. Delivery of material*

The training materials not only emphasized the importance of personal branding in building a professional self-image but also highlighted how this skill can serve as a key asset for entering the workforce. The primary focus of the training was to equip students with effective strategies for presenting themselves positively and authentically on social media, enabling them to attract the attention of recruiters or companies seeking potential candidates.

Through this training, students were guided to understand how to create professional social media profiles, write compelling self-descriptions, and showcase works or activities relevant to their fields of expertise. This aspect is particularly important, as many students still lack sufficient understanding of how to develop a digital identity that reflects their competencies and personal characteristics. Such conditions present challenges for students in developing their future careers; therefore, the training was expected to enhance their awareness and self-confidence in managing their professional image within digital environments.

In the subsequent session, the community service team introduced several key strategies for strengthening personal branding on social media. The first strategy involved building an authentic and consistent personal image. The instructor explained that authenticity is a fundamental factor in gaining the trust of both the public and recruiters. Therefore, students were encouraged to present their personality, values, and skills honestly while maintaining professionalism, for

instance by sharing content relevant to their areas of expertise or positive activities that reflect strong work ethics.

The next strategy focused on paying attention to visual aspects and non-verbal communication elements in every social media post. The instructor emphasized that profile photos, style of dress, facial expressions, and even the language used in captions reflect an individual's level of professionalism. By carefully managing these elements, students can create a positive first impression in the eyes of recruiters. Furthermore, consistency in communication style—both in written tone and visual presentation—helps establish a strong and recognizable digital identity.



*Figure 3. Delivery of material*

In addition, the instructor explained the importance of thorough preparation prior to developing personal branding on social media. Students were encouraged to first understand the objectives they aim to achieve, the personal values they wish to highlight, and the types of content most suitable for representing their abilities and personalities. With proper preparation, each post is expected to have a clear direction and purpose rather than merely following prevailing trends.

The instructor also emphasized the importance of consistency in building a digital self-image. Similar to public speaking skills, strong personal branding is not formed instantly but develops through continuous processes and practice. Consistency in creating positive content, maintaining ethical communication practices, and regularly updating professional information on social media can help students build trust and establish a positive reputation among the public as well as prospective employers in the future.



*Figure 4. Question and answer session*

Following the presentation of the training materials, the session continued with a question-and-answer discussion addressing the challenges faced by students in developing personal branding on social media. This session was highly interactive due to the strong enthusiasm demonstrated by the students. Many participants raised questions regarding how to present a positive self-image without appearing excessive, how to maintain content consistency, and strategies for managing negative comments on social media. Through this discussion, students gained new insights into the importance of being authentic and responsible in building a professional and ethical digital self-image.

The training session concluded with the administration of a post-test to measure the improvement in students' understanding. The post-test results indicated a significant increase in participants' comprehension of the importance of personal branding on social media and how the strategies introduced could assist them in developing a positive and professional self-image in digital environments. Students became more aware that effective management of digital identity can serve as an added value when entering the workforce as well as other professional settings.

## **CONCLUSION**

The results of the Personal Branding Training on Social Media: Strategies of SMK Budi Asih Jakarta Students in Attracting Recruiters' Attention indicate that the program was implemented

successfully and in accordance with the established plan. The primary objective of this activity was to enhance students' understanding of the importance of building a positive self-image on social media as a strategy to attract potential recruiters and expand employment opportunities. The training helped students understand how to utilize social media professionally, including managing personal profiles, uploading content that reflects their competencies, and maintaining ethical digital communication practices. Participants were also equipped with fundamental skills in writing professional self-descriptions, selecting representative profile photos, and strategically using platforms such as LinkedIn, Instagram, and TikTok to showcase their potential.

Students gained insights into how digital footprints can influence recruiters' perceptions of prospective employees. Through practical sessions and interactive discussions, participants learned to develop strong and authentic personal narratives that enable them to stand out amid competition in the digital job market. The activity generated positive impacts in fostering students' awareness and self-confidence. The expected outcomes of this program include enhancing students' understanding of the importance of personal branding on social media as part of career development strategies, equipping students with the ability to manage a positive and professional digital identity, and increasing students' confidence in presenting their potential in digital spaces for both academic and professional purposes. This training program provided tangible benefits for students of SMK Budi Asih Jakarta in strengthening their readiness to face the modern workforce, which increasingly demands digital competencies and a strong professional self-image.

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