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## DIGITAL MEDIA COMMUNICATION

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# GEN Z'S PERCEPTION OF JOB ADVERTISEMENT IN INSTAGRAM ACCOUNT @lokerjakarta.info

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### Abstract

Changes in the world of work that are constantly updated due to globalization and changes in the technology field to the digital world have demanded an assessment of the skills needed. Among the significant changes that have occurred is the increase in the unemployment rate of educated people. Especially fresh graduates produced by universities, resulting in increased unemployment, generation Z needs help entering the workforce with the desired position. This research aims to find out how 1) Gen Z's motive in searching for Job Advertisement Information on Instagram Account @lokerjakarta.info. 2) Gen Z's Perception of Job Advertisement in Instagram Account @lokerjakarta.info. This research method is qualitative research. Qualitative research aims to explain the phenomena experienced by describing them in words. Subject followers @lokerjakarta.info who are Generation Z. The results showed that a person's motive in searching for job advertisement information on the @lokerjakarta.info account varies, including getting information from friends through attractive advertisements, locker information that suits the personality and needs of the job seeker, information about walk interviews that make job seekers able to get a job while conducting job interviews directly so that the advertisement is helpful for job seekers, while Gen Z's perception of advertisements in the @lokerjakarta account. Info ads that are updated daily provide additional information about the desired job, easy access to applying for a job, and a sense of security and trust in the ads in the @lokerjakarta.info account because it is affiliated with the Atma job application.

**Keywords:** Perception; Gen Z; Advertisement; Job Vacancy; Instagram

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### Introduction

Countries worldwide, including Indonesia, have a relatively high working-age population that wants to participate in the labor force. The working-age population in Indonesia continues to grow every year. The data released by BPS in early 2020 showed 199.38 million people were of working age. The survey was conducted from all regions in Indonesia. From this data, it can be concluded that the number of job seekers in Indonesia is too large. Of this number, 6.88 million people are unemployed and not working. Opportunities to get a job are sometimes limited or are a factor in the labor force. Data from the Central Statistics Agency shows that out of 500 companies posted locker advertisements every month until March 2020. However, the number dropped by 50% to 268 vacancies in April 2020 and 207 vacancies in May 2020. Big Data Analytics also noted that these vacancies decreased during the pandemic.

Changes in the world of work that are constantly updated due to globalization and changes in the field of information technology and science, which are now more in the digital world (Paganini et al., 2023) have demanded anticipation and assessment of the skills needed in the world of work. The dynamics of the relationship between higher education and the world of work have been studied by several experts, including Teichler (1999), who focus on the gap between higher education outcomes and skill requirements. Among the significant changes that have occurred is the increase in the unemployment rate of educated people, both open and underemployed, due to massive higher education changes in the political and economic structure of the population. The world labor market and the development of science and technology have created many changes in skill qualifications and requirements for entering the workforce. As stated, a social gap also occurs in Indonesia (Dobbs et al., 2012). There is a shortage of semi-skilled and skilled labor in Indonesia, showing that there is research on the gap between the education system of the world of work in Indonesia, especially fresh graduates produced by universities do not match the needs of the world of work.

It is related to the fact that the challenge of employment in this era is the lack of productive employment opportunities due to instability in the world economy. Various factors affecting the high unemployment rate include limited job opportunities, inadequate qualifications, and the need for job seekers to become more independent to become entrepreneurs. This situation is also complicated by structural changes, not only in demographics but also in labor efficiency due to technological innovation.

In research Achmad Dwi Putro et al. (2020), the latest fresh graduate graduates are dominated mainly by Generation Z, which has different characteristics from previous generations, especially regarding technology utilization. Generation Z is a generation that often finds the job characteristics that interest them most through technology (Kuron et al., 2015). Many companies now use this opportunity by using technology to deliver job vacancy information. For example, companies place advertisements on Instagram accounts.

This phenomenon has led to an increase in unemployment, especially in developing countries. Of course, this unemployment is caused by the slow growth of employment opportunities rather than the rapid growth of the labor force. Indonesia is also a developing country, so of course, it has its challenges to overcome the problem of unemployment. In this case, unemployment is a significant problem for all developing countries. According to the Central Bureau of Statistics (BPS) on the employment index, unemployment is a population that is not working but is looking for work or preparing a new business or those who are not looking for work because they are employed but not yet employed. Unemployment is a strategic issue in macroeconomics because it directly affects people's standard of living and psychological distress (Hasyim, 2017).

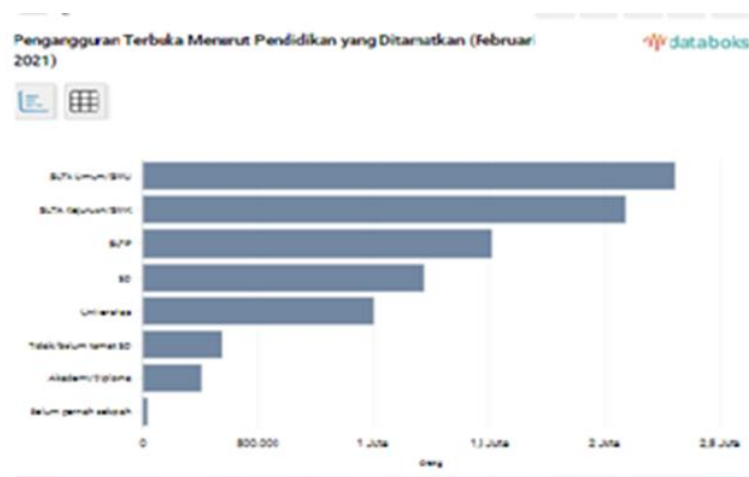


Figure 1. Source BPS

BPS recorded that the number of open unemployment in Indonesia reached 8,746,008 people in February 2021. The number increased by 26.3% compared to the same period last year. Meanwhile Nanga (2005) stated that unemployment is the condition of someone in the labor force who is unemployed and not actively looking for work. Unemployment is also the term for people who do not

work or are looking for work. Unemployment usually occurs because the number of workers or job seekers differs from the number of jobs available. Unemployment is an economic dilemma, as it reduces productivity and income, causing poverty and other social problems.

Unemployment is defined as a state in which a person from the active population wants to find a job but has yet to succeed. A person not working but not actively looking for work is not considered unemployed. Unemployment can arise because of an imbalance in the labor market. It indicates that the amount offered exceeds the needed labor (Mankiw, 2022). Unemployment is the leading cause of poverty and must be eliminated. However, it can only be overcome by creating jobs and employment opportunities, not just by appeals for help or slogans. Unemployment is not just a problem for the unemployed; it is a problem for all of us. If people do not have money to spend, businesses cannot sell their products, and the impact will spread throughout the economy.

Generation Z is a generation encompassing individuals who ended in the 1990s and grew up in the 2000s, a period surrounding rapid technological development. Different views on the birth year can be classified as Generation Z. The authors understand Generation Z to be individuals born between 1995-2010, as mentioned by (Andrea et al., 2016). This classification is based on the fact that Generation Z was born and raised experiencing different things than previous generations. During their first year of life, Generation Z experienced economic uncertainty due to the 1998 economic recession, and this generation has only experienced life with internet connection and technology.

The obstacle that job seekers, especially Gen Z, sometimes need help with is the mismatch between expertise and job vacancy requirements in the world of work. Many undergraduate graduates are forced to accept jobs outside their field of study or even experience long-term unemployment. Job structure also contributes to Generation Z's difficulty in finding stable employment. Most available jobs are temporary or contractual, making job security and financial conditions difficult. Fierce competition in the labor market also contributes to difficulty finding a stable job. With the number of university graduates increasing every year, the supply of labor exceeds the demand for available jobs. This results in rising unemployment and Generation Z needing help to enter the workforce in a desirable position.

Through Instagram media, all people can access and publish events around them. Instagram users can be found around us, especially young people, as a means of entertainment to relieve stress and fill empty time. Especially now, in an increasingly modern era, life is made more accessible by social media, one of which is Instagram (Putra et al., 2022).



Figure 2. Instagram logo

Instagram is an application or social media platform that can share photos and videos. The media was first launched in 2010. Instagram According to the We Are Social report, Instagram users reached 1.32 billion as of January 2023, a 10.8% decrease from January 2022. Earlier this year, Indonesia became the country with the fourth most Instagram users globally, with 89.15 million users.

Sometimes, there are also many job vacancy hoaxes on Instagram. This phenomenon relates to the human need for information and technology, especially Generation Z, who are tech-savvy. To fulfill these needs, they use various ways to differentiate media usage. One of them is a high curiosity for information. Of course, this information is collected by the mass media (Hakim & Jayanti, 2022). However, with the development of technology today, there is a breakthrough, namely the internet. The internet can make it easier to find information, for example, a job. So that in this study will discuss Gen Z's perceptions of job vacancy ads on the Instagram account @lokerjakarta.info.

The formulation of the problems in this study are as follows: 1) What are the Motives of Gen Z in Searching for Job Advertisement Information on the @lokerjakarta.info Instagram Account? 2) What is Gen Z's Perception of Job Advertisement in Instagram Account @lokerjakarta.info? This writing aims to find out: 1) Gen Z's motive in searching for job advertisement information on the Instagram account @lokerjakarta.info 2) Perception of Gen Z about Job Advertisement in Instagram Account @lokerjakarta.info

## **Theoretical Framework**

### **Uses And Gratification Theory**

Blumer and Katz stated the assumptions of the Uses and Gratification Theory, namely where media users play an active role in sorting, choosing, and using the media. This means that media users have active rights in the communication process and strive to explore excellent sources to fulfill their needs. It means that Uses and Gratification Theory interprets that users can sort out the media needed to satisfy their needs (Nurudin, 2017). In this study, the information needed is job vacancy information. The increase in Bachelor / Diploma graduates, who are Generation Z in Indonesia, will affect the level of search for job vacancies. In the past, job vacancy information was only available in print media, such as newspapers that specialized in job advertisements; often, people also bought newspapers to find advertising columns regarding job vacancy information. However, it is different now. Many social media accounts, such as Instagram, inform about job vacancies, one of which is the Instagram account @lokerjakarta.info.

In the book *Theory Of Communication*, 11th Edition by Littlejohn, S. W., Foss, K. A., & Oetzel, (2017), there are assumptions regarding the basic assumptions of Uses and Gratification Theory according to Stephen W. Littlejohn, Karen A. Foss, and John G. Oetzel including:

- Media users can choose various media used to meet their needs.
- Users are free and active to direct everything according to the desired goal.
- Existing media will compete for the attention of media users.
- Social elements and context will shape media users.
- Media effects and media use are interrelated.

Therefore, in this research, the Uses and Gratification Theory becomes the foundation for this research, namely the use of social media in fulfilling information needs. The existence of a person's need for information creates a demand for the information he wants because requests and needs are very closely related. After all, what a person asks for must be something that that person needs. According to Nicholas (2000), there are ten aspects in efforts to fulfill information needs, including work aspects, cultural aspects, personality aspects, aspects of being aware of information, gender aspects, age aspects, time availability aspects, access aspects, cost aspects, and aspects of excess information.

Accordingly, in this study, the information needed is the work aspect. The indicators needed for this information are that the advertising information on the @lokerjakarta.info Instagram account can be accepted by its followers and contain accurate, timely, relevant, and complete information.

### **Social Media**

Social media is part of new media. That is the basic principle to explain the existence of social media today, a form of media development from traditional media to newer media or new media. The existence of the internet and the emergence of social media are stages that continue the existence of media or old media. When broadcasting media emerged, changes occurred. The change from broadcasting to alternative media with the emergence of cyberspace brought the media environment to the surface with something new. New media can choose what information to use while controlling the output of the information they obtain and making the choices they want. This ability to offer an interaction is the central concept of understanding new media (Flew, 2008).

Social media, a new media cited in Wikipedia, is defined as online media where users can easily engage, share, and create content, including blogs, social networks, forum wikis, and virtual worlds, where these media have become the most popular used by citizens of our society lately. According to Andreas Kaplan and Michael Haenlein, social media is a group of internet-based applications built on

the ideology of allowing us as users to exchange information with each other (Kaplan & Haenlein, 2010).

Social networks are places where people can create personal websites and connect with friends to share information and communicate. The largest social networks include Facebook, Myspace and Twitter. If traditional media uses print and broadcasting media, social media uses the internet. Social media invites anyone interested to participate by contributing and commenting openly and sharing information quickly and without time constraints.

### Instagram @lokerjakarta.info

@lokerjakarta.info is an Instagram account that provides information about vacancies, namely recruitment media. Instagram @lokerjakarta.info is an account that uses Instagram as a medium for job vacancy information in Jakarta. Apart from being the capital of the Unitary State of the Republic of Indonesia, DKI Jakarta is also the center of the economy and business. It makes Jakarta a magnet for residents outside Jakarta who want to try their luck by looking for work in the capital city. The information posted by the @lokerjakarta.info account contains complete information about what companies or agencies are opening job vacancies, the qualifications, and requirements needed to apply for a job, and often also mentions the Instagram account of the company or agency that opened the vacancy so that the information posted can be said to be factual.

As seen in the bio profile of the @lokerjakarta.info account itself, they inform the contact person via WhatsApp using the words install locker click below, where the @lokerjakarta.info admin informs companies that want to place job advertisements can directly contact the account admin via WhatsApp.

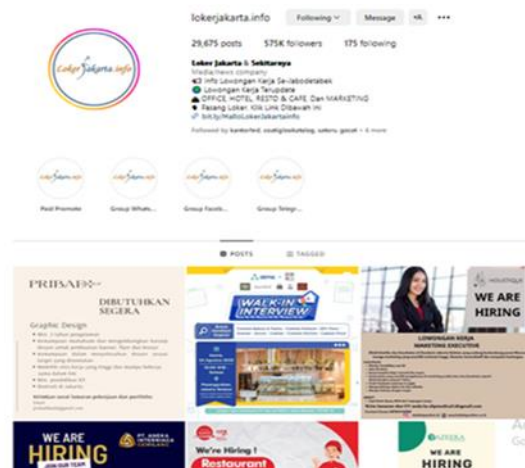


Figure 3. Instagram Account @lokerjakarta.info

Based on temporary observations made by researchers as of August 2023, the @lokerjakarta.info account has 573 thousand followers and can change anytime. Because this account has many followers compared to other job vacancy accounts, the @lokerjakarta.info account has a sound organizational system. It has many teams, including Sales Marketing, Online Admin, Financial Admin, Social Media Specialist, Creative Team, and Talent Content, so that it can support the process of delivering job vacancy information.

### Recruitment

Recruitment is the process of finding potential employees to apply for vacant positions, while screening is the process of selecting suitable candidates from the required candidates. As in Kisumu City, Kenya, proper recruitment and selection can improve the performance of small and medium enterprises (SMEs) by up to 72.4% ((Omolo et al., 2012). Recruitment is an effort to find and influence prospective workers to apply for a vacancy offered by the company. The exact definition is also given by Nurmansyah (2017), who defines recruitment as an activity that aims to bring in new workers to fill vacancies in existing positions in company units.

Recruitment is a series of activities to find and attract candidates with the motivation, ability, skills, and knowledge to fill the gaps identified in personnel planning. The result of recruitment is a

group of candidates who will then be selected to become new employees in the company. Recruitment identifies and attracts qualified candidates to work in a company (Rivai & Sagala, 2013). The process begins when candidates are sought and ends when the company submits and accepts their applications. The result is a pool of applicants for new employees to be selected and selected. In addition, recruitment is obtaining several qualified human resources (HR) to occupy a position or job in a company.

Traditionally, the recruitment process started to evolve, such as doing newspaper ads, TV ads, using paid agents, etc. Since the mid-1990s, online recruitment began to develop rapidly and is now widely used by employers and job seekers. Electronic recruitment is recruiting employees using electronic sources, especially the Internet (Mat Zin et al., 2016). While on average, in 2001, 88% of global companies used online recruitment; this has increased from 79% in 2000, 60% in 1999, and 29% in 1998 (Survey of 500 global recruitment websites in 2001).

In today's modern era, many large companies have implemented online recruitment. This method suits Generation Z candidates in the modern era because it can save costs, time, and distance. Generation Z of today's digital era loves the digital world so much that they will look for jobs online. In addition, it can create convenience for prospective employees who will apply for jobs at the company. Online recruitment will save prospective employees costs, time, and distance.

## **Advertising**

Advertising is a means of communication used by a communicator, in this case, a company or producer, to convey information about a good or service to the public, especially consumers, through the mass media. In addition, all advertisements are made with the same purpose: to provide information and persuade consumers to try or follow the contents of the advertisement. It can be an activity of consuming the product or service provided.

Advertising is part of the promotion mix, and the promotion mix is part of the marketing mix. Advertising is a message conveying a product to an audience through the media. Meanwhile, publicity (advertising) is a set of costs incurred by the sponsor to make presentations and non-personal advertising in the form of ideas, goods, or services (Kotler, 2016). Advertising is the most persuasive sales message to potential buyers of certain goods or services at the lowest possible cost. Advertising is an activity to promote goods, services, businesses, and ideas that must be paid for by the sponsor). In this case, Sponsors are several companies that will later become customers of these promotional service providers.

Advertising is a particular form of communication that carries out the marketing function. To fulfill its marketing function, advertising activities need to do more than provide information to the public. Advertising must be able to persuade people to behave by the company's marketing strategy in order to generate sales and profits. Advertising must persuade consumers to buy products designed by the marketing department to meet the needs and desires of buyers. According to Kriyantono (2013), advertising is a form of non-personal communication intended to sell persuasive messages from explicit sponsors to persuade people to buy a product by paying for the vehicle used. A. Shimp (2015) explains that there are four functions of advertising, namely (1) inform, (2) persuade, (3) remind, and (4) add value. These functions are as follows:

### **1. Informing**

Advertising provides all information about a new product, price changes, specific discounts, and information about the usefulness of a product.

### **2. Persuading**

Persuasive advertising, in other words, persuasive advertising, can shape consumer preferences, change their perceptions of product attributes, and motivate consumers to try the advertised product/service.

### **3. Reminding**

Advertising can keep the company's brand consistently in the minds of consumers and increase consumer interest in existing brands.

### **4. Adding Value**

Advertising can add value to a brand by influencing consumer perceptions

## **Material and Methodology**

This research is qualitative. This research was conducted to aim to understand and explain the phenomena experienced by the research subject by describing it in words. This research activity has a developmental purpose. The purpose of this development is to expand the knowledge of communication science. Taking a qualitative approach can produce an in-depth description of the speech, writing, and behavior that can be observed by an individual (Moleong, 2017). Qualitative methods are used in this study because they can obtain unexpected discoveries and represent the phenomena that appear.

Qualitative research aims to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and thoughts of people individually and in groups. Researchers also have research objectives. This research aims to limit it to qualitative research and select relevant and high-quality data. For this research, data collection is kept to a minimum, resulting in many optional data types. The data source for this research is primary data. According to Sugiyono (2020), primary data is a source of research data obtained directly from primary sources or the first party. Therefore, primary data are individual and group opinions on research subjects (people), observations of (physical) objects, events and activities, motion, test results, and so on. To complete the information needed, the author must collect data to support the information requested. Data collection is based on phenomenological principles through a detailed understanding of the symptoms and phenomena encountered.

## **Result and Discussion**

Based on the results of the research analysis, the job vacancy content carried out by @lokerjakarta.info is helpful for job seekers. This Instagram account contains job vacancy information based on company or related vacancies that require labor with a background of S1 and D3 graduates in the Jakarta area. Job vacancy information is posted in various types, including economics, communication, psychology, Graphic Design, and informatics. In general, the information shared contains job vacancies. In addition to the ease of using Instagram as an information medium, the @lokerjakarta.info Instagram account quickly provides information exposure to Gen Z, who see its content without space and time limits. In the current digital era, all aspects and fields are rapidly advancing, making it easy for Generation Z to get information.

Competition for jobs is getting tighter along with technological advances, making many businesses require highly skilled labor. Therefore, individuals are expected to have the ability to have personal qualities by the field and business criteria. So, in this section, the researcher wants to describe the research results based on interviews. The author obtained various kinds of information and analyzed Gen Z's perceptions of job advertisements in the @lokerjakarta.info Instagram account separately.

### **Gen Z motives in searching for Job Advertisement Information on Instagram Account @lokerjakarta.info**

Koontz, Harold. Cyril O'Donnel (2007), in their book *Management*, stated that motivation is an internal force that empowers, energizes, and directs behavior towards a goal. From those opinions, motivation is the state of a person seeking satisfaction or achieving a goal. Motivation is also the reason or impetus for someone to do something, take action, or behave in a certain way. Sobur (2009) defines motivation as a drive or urge that stimulates human behavior along cognitive or behavioral pathways to satisfy a need. According to Giddens, motives do not need to be consciously felt. It is more of a "feeling state" briefly. Sobur (2009) explains that motives are all the forces that encourage someone to do something. Motivation is an understanding that considers all the motives, reasons, and drives in a person that encourage him to do something. Every human action has an inherent motive. Action, also called reflex, occurs automatically and has a specific purpose, although the person is only sometimes aware of the purpose. The motives of Gen Z in searching for job information on the @lokerjakarta.info Instagram account vary, including:

The following are the results of interviews conducted with Anisa regarding her motives for using the @lokerjakarta.info account to find job information:

*"The reason for using information from the @lokerjakarta.info account is because initially, I knew it from a friend, then I saw the locker, and it matched the criteria for the job I was looking for. So I want to find information on job vacancies. In my opinion, with social media such as Instagram accounts, it is just easier. No need to waste money."*

(Based on an interview with Anisa on August 20, 2023).

Meanwhile, Alya also said the motive she used @lokerjakarta.info is:

*"Because I graduated from DKV as a design student, sometimes I look for graphic design vacancies at @lokerjakarta.info. then in that account, it is sometimes obvious that the requirements and CV must be sent to which email makes it easier for me too."*  
(Interview with informant Alya on August 22, 2023).

Meanwhile, Septiadi stated that his motive for using @lokerjakarta.info was to get a job immediately.

*"I am looking for job vacancies because I want to get a job quickly; yes, it is lucky. If possible, I choose the information that directly has a walking interview, so in the @lokerjakarta.info account, I often find walk interview information."*  
(Interview with Septiadi on August 22, 2023).

The explanation above shows how the subjects in this study started searching for information with different motives. They feel the criteria are compatible, and it is easy to see job advertisements on the @lokerjakarta.info account. We can directly choose whatever information we want. The more exposure to information, the quality of information, and the motive for using the media, the more followers' needs in obtaining job vacancy information will be fulfilled.

### **Perception of Gen Z Regarding Online Job Advertisements in the Instagram Account @lokerjakarta.info**

Perception can be interpreted as entering messages or information into the human brain that is embedded in one's thoughts, feelings, and experiences. Use and gratification theory argues that individual behavior is not just a reflex or automatic stimulus. However, it results from responses arising from interactions between the environment and the human cognitive map. The book *Organization and Behavior Management, Structure* by Gibson, J. L., Ivancevich, J. M., & Donnely (2017) defines perception as a cognitive process to interpret and understand the surrounding world (towards objects). Gibson also explained that perception is the process of giving meaning to the environment by individuals. Therefore, each individual gives meaning to the stimulus differently, even though the object is the same.

Job seekers, in this case, Gen Z, must know what information needs they want. Effective utilization of information is an effort made by users of a medium to meet their information needs. The @lokerjakarta.info Instagram account is perceived differently; some say that this account is an effective platform that makes it easy to help Gen Z find the job information they are looking for; some think this is a digital innovation today.

Perceptions expressed by Gen Z resource persons related to Job Vacancy Ads, Anisa argues that:

*"In my opinion, the advertisements on the Instagram social media account @lokerjakarta.info are useful for me because the advertisements are relatively frequently posted and are always updated daily."*  
(Based on an interview with Anisa on August 20, 2023).

Not much different, the reason described by Alya explained that in her opinion:

*"The information provided by the @lokerjakarta.info account is to my needs. Plus, the information uploaded is interesting and useful. That is why I still follow the account until now; I know what information the company needs."*  
(Interview with informant Alya on August 22, 2023).

Meanwhile, Septiadi also conveyed another statement regarding Gen Z's perception of job advertisements in the @lokerjakarta.info Instagram account because it made it easier for him.

*"I agree with the @lokerjakarta.info account on Instagram. I think it is more practical; I no longer need to bother looking for job information. I used to have to come to look for companies one by one. Because with technology now, I can email the company concerned. Alternatively, sometimes the @lokerjakarta.info account also informs me to download the Atma application if there are affiliated vacancies, making me trust the advertisement more."*

(Interview with informant Septiadi on August 22, 2023).

Based on the researcher's analysis results, the content of job vacancy posts or uploads is helpful for job seekers. Job vacancy information on the @lokerjakarta Instagram account can help prospective candidates, especially Gen Z, get a job. Valid perceptions show job seekers' confidence in their ability



to gather career information, increase job search efficiency, and increase their chances of getting a job that suits their personality.

## Conclusions

The results showed that a person's motive in searching for job advertisement information on the @lokerjakarta.info account varies, including getting information from friends through attractive advertisements, locker information that suits the personality and needs of the job seeker, and information about walk interviews that make Gen Z perceptions able to get a job while conducting job interviews directly in other words on the spot so that advertisements on the @lokerjakarta.info account are helpful for Gen Z job seekers.

The conclusion of Gen Z's perception of advertisements in the @lokerjakarta.info account is that advertisements that are updated every day provide additional information about the desired job, easy access to apply for jobs, and a sense of security and trust in advertisements in the @lokerjakarta.info account because it is affiliated with a job application, namely the Atma Application, can convince Gen Z to look for job vacancies on the Instagram account.

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