



Reducing Uncertainty Prior to Job Interviews Based on the LinkedIn Profile of Achmad Zaky as a Potential Office Supervisor

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Abstract

The development of social media in everyday life is very rapid, both in personal and professional contexts. LinkedIn, as a social media with a professional concept, has been able to become an intermediary in interpersonal communication. The professional job interview process makes many candidates feel anxious before the selection process. Uncertainty Reduction theory becomes the author's reference in revealing the predictability of the job interview process by the number one leader in the company. This research aims to find out and analyze whether Achmad Zaky's LinkedIn profile account can reduce uncertainty during a job interview with him and to find out and analyze whether Achmad Zaky's LinkedIn profile account can predict the questions he will ask during the interview later. This research uses a qualitative method, which is a comprehensive analysis of all activities to all text and image data listed on his LinkedIn profile account through 3 former candidates who have been interviewed by Achmad Zaky. The results show the predictability of questions from Achmad Zaky in the job interview process, this includes his entire LinkedIn profile account in the form of a brief bio, work experience and community, education history, honorary awards and activities consisting of 7 articles and 180 posts during his tenure at the company.

Introduction

Humans are creatures who always interact with other humans, and humans always need other humans to achieve the things they want (Zuhdi et al., 2021). As social creatures, humans cannot live without other humans (Iffah & Yasni, 2022). This applies to all humans, even in biological matters such as reproduction; humans cannot do it alone. To achieve all these human needs, socialization and communication between people is needed (Turnip & Siahaan, 2021). In communicating, humans carry out their role using symbols that ultimately can interpret the feelings they feel, which can be in the form of language, movements, and even behaviour. In its development, this has become a reason for the reliance of human needs on other human abilities (Hanika, 2015).

These situations can create uncertainty you do not know what other people really expect from you. Not knowing other people at a social gathering means you do not know what these people expect from you and how they will react to you. Additionally, faced with both situations, you cannot predict what will happen, so this will limit your ability to react and adapt.

Communication, in the view of several experts, states that it is an interaction ability that is acquired from the moment we are born (Oktarina & Abdullah, 2017). However, special skills are needed to make the communication we carry out more effective, namely through training and provision, as well as a learning process from anywhere (Fahyuni, 2017). Another opinion that the author can conclude is that communication is a process of conveying messages that is

not limited by time and place, where communication can always occur in line with the human age. (Harapan et al., 2022) . The occurrence of a communication process can be predictable, intentional or unintentional, which requires feedback afterwards. As Tubs and Moss say in the book "Human Communication: Basic Principles", communication is very important to study because "Quantity does not guarantee quality" (Patriana, 2014).

The statement above shows that humans need to develop the quality of their communication to adapt to the local environment. For example, in the book "Human Communication: Basic Principles", a doctor is required to develop communication skills in order to create trust in patients (Jebarus, 2017). The context of the doctor's communication in relation to the patient provides an expectation of uncertainty. It increases predictability (Koswara, 2020). Interpersonal communication between doctors and patients is an example of a case that occurs in everyday life. Good communication skills are also needed during the job interview process between a candidate and an interviewer (interviewer) (Sari, 2021). The uncertainty leading up to the interview process creates expectations between each individual who will meet.

Referring to the theory of uncertainty reduction states that communication is a tool to reduce uncertainty, especially for people who are meeting face-to-face for the first time (Kusumo & Haryanti, 2020). The author takes an example of a social media profile account of a former leader of a well-known organization at an electronic trading company in Indonesia on a social media page with a professional LinkedIn concept, namely Achmad Zaky. He is known as a leader of a large company who, in fact, has undergone many team job interview processes within it. Of course, there will be much predictability in the prospective teams he will interview.

Therefore, the research objective to analyze the uncertainty experienced by prospective employees before a job interview with Achmad Zaky as the prospective boss of the company. He was considering the 22 million LinkedIn users in Indonesia from his 97,748 followers on his account page and all the information therein (Felisia, 2023). So, this research aims to find out and analyze whether Achmad Zaky's LinkedIn profile account can reduce uncertainty during a job interview with him and to find out and analyze whether Achmad Zaky's LinkedIn profile account can predict the questions he will ask during the interview later.

Previous mediation research has not examined connections with social penetration theory, uncertainty reduction theory, relational dialectics theory, and communication privacy management, each of which has conceptual links. Emotion-focused coping responses that are adaptive have beneficial effects, while those that are maladaptive have detrimental effects (Warren & Aloia, 2023). These approaches also light on the entire relational lifespan by investigating quantitative or qualitative changes that occur over time. Perhaps more so than in other areas of study.

Methods

This research uses qualitative methods, namely the comprehensive analysis of all activities to all text and image data listed on his LinkedIn profile account. The analysis technique was in the form of direct interviews with several former prospective candidates who had been interviewed by Achmad Zaky at that time, with the number of informants being 3 people who were willing to give a small number of their previous stories to the author, with various work experience background profiles and educational factors.

The interview process was carried out after several other selection processes were carried out, such as psychological tests, interviews with users, and finally, the final interview with Achmad Zaky. The techniques used are very varied during the interview process, starting from answering questions using Indonesian and English to finding solutions when asked questions to case examples that suit the candidate's area of specialization. The interview process situation

was very dynamic; there were no time or condition obstacles. Candidates also wear formal clothes to show the impression of seriousness in getting the job they want. Below is an operational table that the author created in carrying out this research; this table is also an indicator for predicting the questions he will ask the candidates:

Table 1. Indicators

Indicator
Work experience after graduating from college.
Length of work experience at an electronic trading company (or similar).
Biggest responsibility during work.
What made him <i>resign</i> from his previous company?
The greatest achievement that has been achieved in previous work.
Background of the college major taken.
Length of college.
Brief description of the Final Project/Thesis.
Overseas graduates (if yes), as well as experience there.
Scholarship or private tuition fees.

Results and Discussion

The primary focus of this research is on the potential of Achmad Zaky's LinkedIn profile to mitigate pre-employment anxiety. The objective of this study is to identify recurring patterns in Zaky's questioning style by analyzing the testimonies of individuals who have engaged in interviews with him. This study primarily focuses on Zaky's LinkedIn page, which offers a comprehensive overview of his life and professional trajectory, including his academic achievements, recommendations, and the extensive knowledge he has contributed via 180 posts and 7 articles authored throughout his tenure at the organization. The objective of this comprehensive study is to enhance interviewees' ability to effectively prepare for and anticipate interview inquiries by shedding light on the potential impacts of pre-interview information.

Our study presents insights about the predictability of Achmad Zaky's interview questions, as reported by informants familiar with his demeanor. The conclusions derived from an examination of Zaky's LinkedIn profile shed insight on his professional identity and career trajectory. The significance of using LinkedIn and other online platforms to ascertain the preferences and expectations of prospective interviewers is underscored by our study findings. By synthesizing data from many sources, we provide a comprehensive examination of the potential impact of pre-interview materials on interviewees' perspectives and strategies throughout the interview process.

Our results contribute to the broader discourse about the influence of digital footprints on professional interactions and decision-making. Examining Achmad Zaky's LinkedIn profile provides a glimpse into the broader context of the significance of an online presence in contemporary recruitment practices. Our study emphasizes the need of meticulously constructing one's online persona to showcase knowledge and influence expectations during job interviews. This is particularly relevant as firms increasingly rely on digital platforms to evaluate candidates. In summary, our study underscores the need of proactively using digital platforms to enhance transparency and reduce uncertainty throughout the recruitment process.

Table 2. Summary of Informant Clarification

Candidate	Work experience	From Campus	Predictable	Getaway
TR	8 years	US - West Java	YES	NO
E.P	> 10 Years	UN - DKI Jakarta	YES	NO

CF	7 years	US - Central Java	YES	NO
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There was also an interview period for all candidates carried out before Achmad Zaky resigned from his position as CEO of the electronic trading company, namely the period January - October 2019. Meanwhile, he stepped down from his position in January 2020. Even though he no longer serves as an entity of the company, he still upholds the company's credibility, as evidenced by the fact that he still posts a lot and still wears t-shirts with the company logo on his account.

In this research, the researcher views Uncertainty Reduction Theory as a theory regarding images involving interactions in interpersonal relationships, which may also experience periods of stressful uncertainty (Nurdin, 2020). Uncertainty can exist in a company, so intensive communication within the company needs to be improved. Therefore, a solution is needed to minimize the existing uncertainty. Based on my case study, Achmad Zaky's *LinkedIn* profile provides a solution, namely through the implementation of three ways of searching for information to reduce uncertainty, namely active strategy, passive strategy, and interactive strategy, so that the problem formulation is in terms of how uncertainty occurs in the real world and how the solution can be answered through research that has been carried out is based on these case studies.

Conclusion

Researchers draw a common thread that Uncertainty Reduction Theory exists to explain the communication process that occurs when two strangers interact before they meet. Then, over time, uncertainty reduction theory has evolved to include interactions in interpersonal relationships that may also experience stressful periods of uncertainty in face-to-face and online events, as well as relationships that are just starting or ending. Apart from that, there are solutions to minimize communication uncertainty, namely active strategies, passive strategies and interactive strategies.

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