



FAKULTAS BISNIS
DAN EKONOMIKA
UNIVERSITAS ATMA JAYA YOGYAKARTA



Fakultas Bisnis
UKDW



LinkedIn for Personal Branding

by: **Api Adyantari, S.A., M.B.A.**

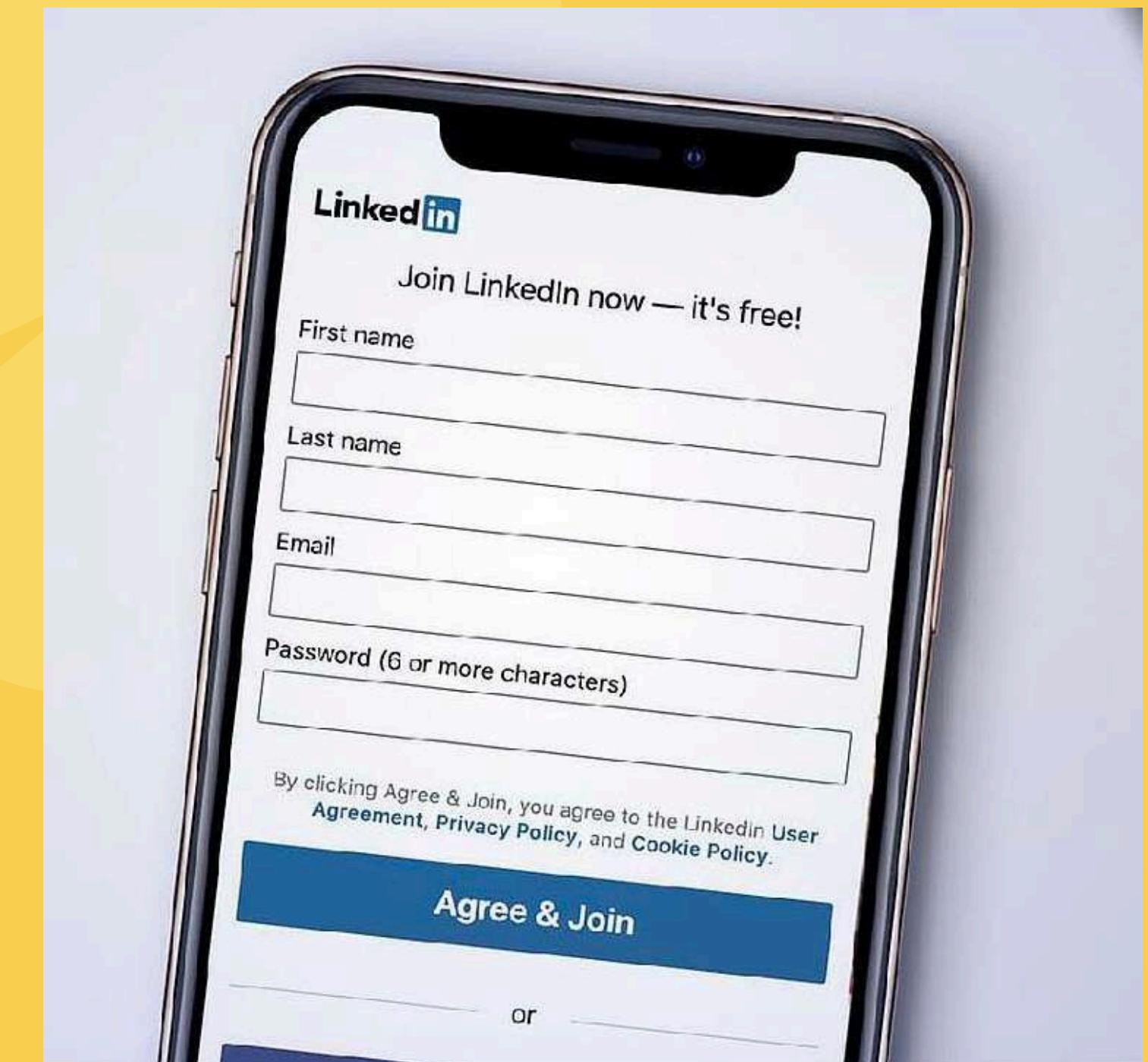
Online Workshop: Personal Branding untuk Karir
Yogyakarta, 2 Juli 2024

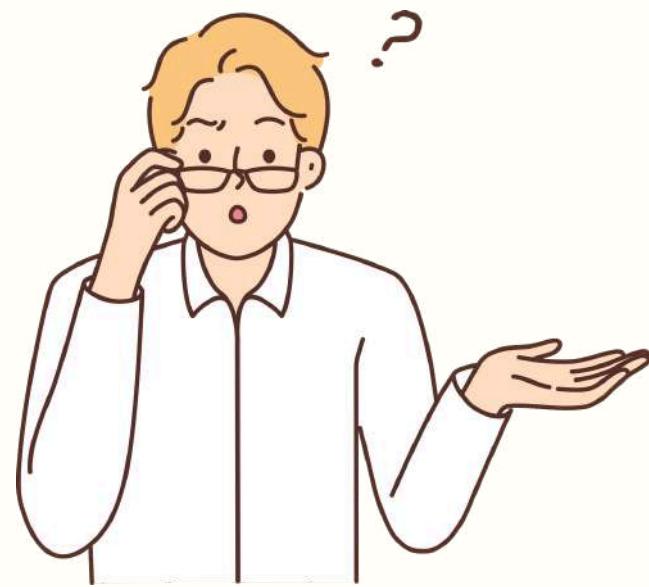


Apakah LinkedIn itu?

Media Sosial yang muncul di tahun 2003. Hanya dipakai oleh kalangan tertentu saja, yakni profesional dan pekerja. Per 2021, penggunanya sudah mencapai lebih dari 750 juta. Platform ini digunakan untuk menjual diri (menunjukkan kemampuan, keterampilan, keahlian), serta untuk networking.

LinkedIn adalah tool/alat untuk siapa saja yang ingin meningkatkan karir mereka, membangun jaringan profesional, atau mempromosikan bisnis mereka.



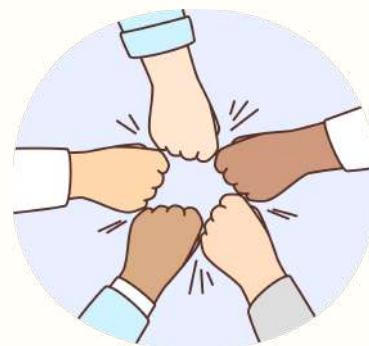


Mengapa saya harus punya LinkedIn?

Meningkatkan Visibilitas Profesional (profil publik & muncul di search engine)



Memperluas professional networking & follow perusahaan impian



Akses ke lowongan pekerjaan. Apply kerja mudah!



Sarana Personal Branding melalui online CV dan membagikan konten



Ikut pelatihan gratis dan akses ke artikel dan konten professional lainnya



Mengenal perusahaan untuk persiapan wawancara

How to Start?

People do business with brands they trust. By showcasing your expertise publicly, you're letting people know they can trust your skills and judgment.



Lengkapi Profil Anda
Tunjukkan Keunikan

FOLLOW



Ikuti perusahaan-
perusahaan tujuan karir
anda & perbanyak
koneksi

CONSISTENCY
IS MORE IMPORTANT
THAN PERFECTION



Bagikan konten
bermanfaat & relevan



Be UNIQUE
and
AUTHENTIC

Jangan hilangkan
kekuranganmu. Personal
branding bukan HASIL
tetapi PROSES

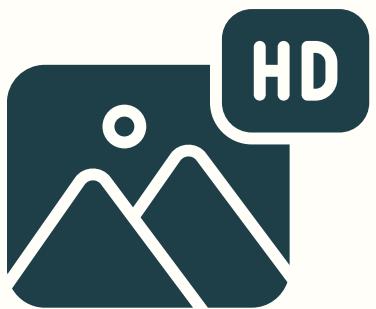




Foto Profil LinkedIn



**Gunakan foto profesional.
Rapi. Background simple.
TERSENYUM :)**



**Kualitas bagus,
pencahayaan baik. Up to
date.**



**Proporsi wajah 60%. Gaya
relevan dengan industri
dan posisi yang dilamar**



Headline dan About Me

**Pakai kata kunci yang relevan
Fokus pada keahlian dan minar
Tunjukkan value & keunikan
Singkat, padat, jelas**

**Economics Graduate | Data Analysis Enthusiast
with Experience in Financial Modeling**



**Mulai dengan perkenalan (univ & minat)
Sebutkan pengalaman yang relevan
Skill yang dikuasai
Minat karir dan tujuan
Tutup dengan Call to Action (yuk connect)**

Headline dan About Me

English or Indonesia?



hi LinkedIn, I'm Adel!
find me on instagram:
@adeleeatania



Adelia Septiani Restanti Tania (She/Her) · 1st

Master of Arts

Jayapura, Papua, Indonesia · [Contact info](#)

About

Hi! Welcome to Adelia's Digital Curriculum Vitae. Adelia is an alumnus student who studied Communication Science at Muhammadiyah Malang University. Now, she is attending master's degree on Media and Cultural Studies in Gadjah Mada University. She is an attractive person in her passion. She loves to work in the Creative Industry. As a quick learner, she is easy to make new friends. She's also hyperactive, friendly, easily adaptable, and easy-going.

By working in the creative industry, she always tries to find out of the box ideas. Exploring something new is always fun! She loves to make new relations. Currently, she's working on her portfolios to find new working roles. Also, she's still counting to make a new journey and to be a better Adelia each day.



Experience



Experience



Urban Campaign Copywriter

Greenpeace · Internship

Jun 2024 - Present · 2 mos

Indonesia · Hybrid



Public Relations Specialist

Project Child Indonesia · Internship

May 2024 - Present · 3 mos

Yogyakarta, Indonesia · Hybrid



Lembaga Pengelola Dana Pendidikan

1 yr

Yogyakarta, Indonesia



Scholarship Grantee

Contract

Aug 2023 - Present · 1 yr

On-site



Administrator of Sahabat Awardee LPDP UGM

Seasonal

Jan 2024 - May 2024 · 5 mos

Remote

Controlling LPDP Awardee 2024/2025 through WA Group

Isi Bagian Experience dengan Pengalaman Bekerja/Magang/Student Staff

Experience



Software Engineer

eLife Inc. (株式会社イーライフ) · Full-time

Sep 2022 - Present · 1 yr 11 mos

Shibuya-ku, Tokyo, Japan · Hybrid

helped me get this job

As a software developer at eLife, a global marketing company that has been serving Japanese clients in over 10 countries for 20 years, I have had the opportunity to work on a variety of projects as part ...see more

GraphQL, React.js and +3 skills



Co-Founder

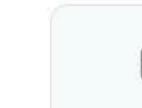
Momotrik · Self-employed

Feb 2021 - Jan 2024 · 3 yrs

Indonesia · Remote

At Momotrik, I developed the technical side of an online media platform that covers a wide range of topics related to electric vehicles and the latest electric vehicle lifestyle. Collaborating with Galih Kresn ...see more

Vercel, Tailwind CSS and +4 skills



Momotrik | Motor, Mobil, Listrik

Momotrik adalah media informasi yang membahas segala seluk beluk tentang mobil listrik, motor listrik, dan skuter listrik. Serta beragam hal tentang gaya hidup kendaraan...



Software Engineer, Web

Gojek · Full-time

Nov 2021 - Oct 2022 · 1 yr

Jakarta, Indonesia · Hybrid

helped me get this job

As a Frontend Engineer at Gojek, an Indonesian unicorn company that provides a range of on-demand services including transportation, food delivery, and digital payments, I had the opportunity to w ...see more

Redux, CSS and +4 skills

Education

Isi bagian Education dengan Jenjang Pendidikan & Kursus.

Education



University Of Muhammadiyah Malang

Bachelor's degree, Communication, Journalism, and Related Programs

2017 - 2021

Grade: 3.74



Universitas Gadjah Mada (UGM)

Master of Arts - MA, Media and Cultural Studies

Aug 2023 - Jul 2025

Education



Universitas Atma Jaya Yogyakarta

S.E, Ekonomi Pembangunan

2019 - May 2023

Grade: 3.67



SMA Negeri 1 Cilacap

Ilmu Pengetahuan Sosial

Jun 2017 - May 2019

Activities and societies: Dewan Ambalan SMA Negeri 1 Cilacap, Bendahara Human Empowerment SMA Negeri 1 Cilacap, Ketua I Vistara SMA Negeri 1 Cilacap, Ketua Umum Vistara SMA Negeri 1 Cilaca ...see more

Lintas Jurusan : Sastra Inggris dan Bahasa Perancis

Licenses & certifications



Pelatihan Finansial Analyst Professional

ESAS Management

Issued Mar 2024 · Expires Mar 2025

Credential ID ESAS/CFAP-VIII/III/2024



Kelas Insentif Big Data



Sekolah stata

Issued Feb 2024 · Expires Dec 2024

Credential ID 100/08/ext/TDI/I/2024



Sertifikasi

VOLUNTEERING

Menunjukkan bahwa Anda tidak hanya berfokus pada pengalaman profesional tetapi juga memberikan kontribusi positif kepada masyarakat atau komunitas.

← Volunteering



Assistant Lecturer

Universitas Atma Jaya Yogyakarta
Sep 2021 - Dec 2021 · 4 mos
Education

- Taught financial management and fundamentals of corporate finance to 40+ students weekly.
- Explained 15+ chapters in a comprehensive manner to facilitate learning.
- Formulated 10+ course materials.



Google Developer Student Club Lead

Google Developers
Aug 2019 - Aug 2020 · 1 yr 1 mo
Science and Technology

Google Developer Student Clubs (GDSC) are community groups for college and university students interested in Google developer technologies. We foster technical skills and knowledge through hands-on workshops, events, talks, and project-building activities - both online and in-person.



Member of Communication and Information Commission

BPM FBE UAJY
Aug 2018 - Jun 2021 · 2 yrs 11 mos
Social Services

Badan Perwakilan Mahasiswa (BPM) FBE UAJY is a legislative organization at the faculty level. Our responsibilities consist of:

- Supervising the activities of other organizations.
- Formulating legal substances that are determined to maintain and enforce organizational norms and ethics.

PROJECTS

← Projects

retorikaberdebu

Nov 2018 - Present

Show project ↗

Retorikaberdebu is a poem project. Adelia likes to write poem everytime she has free time. According to her, through writing poems, she can express what she feels.

Mini Project Aksi Sosial UGM: Bentuk Mental Sehat Generasi Hebat Melalui Peran Orang Tua

Nov 2023 - Nov 2023



Associated with Universitas Gadjah Mada (UGM)

Melakukan aksi sosial dengan menggelar psiko-edukasi di salah satu Padukuhan, yaitu Padukuhan Mancasan, Pandowoharjo, Yogyakarta. Aksi ini dilakukan untuk memberikan edukasi kepada orang tua untuk berperan aktif dalam tumbuh kembang mental anak.



Dokumentasi Tim Pendidikan Mini Project



Pemateri Psiko-Edukasi Mini Project

Skills (Keterampilan)

← Skills

All

Industry Knowledge

Tools & Technologies

Interpersonal Skills

Data Mining

 Kelas Insertif Big Data

Endorse

CFAP

 Pelatihan Financial Analyst Professional

Endorse

Data Entry

 Executive Assistant to Head Researcher at Centre for Strategic and International Studies

Endorse

Project Management

 Executive Assistant to Head Researcher at Centre for Strategic and International Studies

Endorse

Team Leadership

 Executive Assistant to Head Researcher at Centre for Strategic and International Studies

Endorse

Isi bagian SKILLS dengan soft skill dan hard skill yang kalian miliki. Klik endorse untuk memberikan dukungan.

← Skills

All

Industry Knowledge

Interpersonal Skills

Communication

 Endorsed by 2 colleagues at Djarum Beasiswa Plus

 10 endorsements

Endorse

Art

Endorse

Journalism

 Endorsed by 3 colleagues at Djarum Beasiswa Plus

 10 endorsements

Endorse

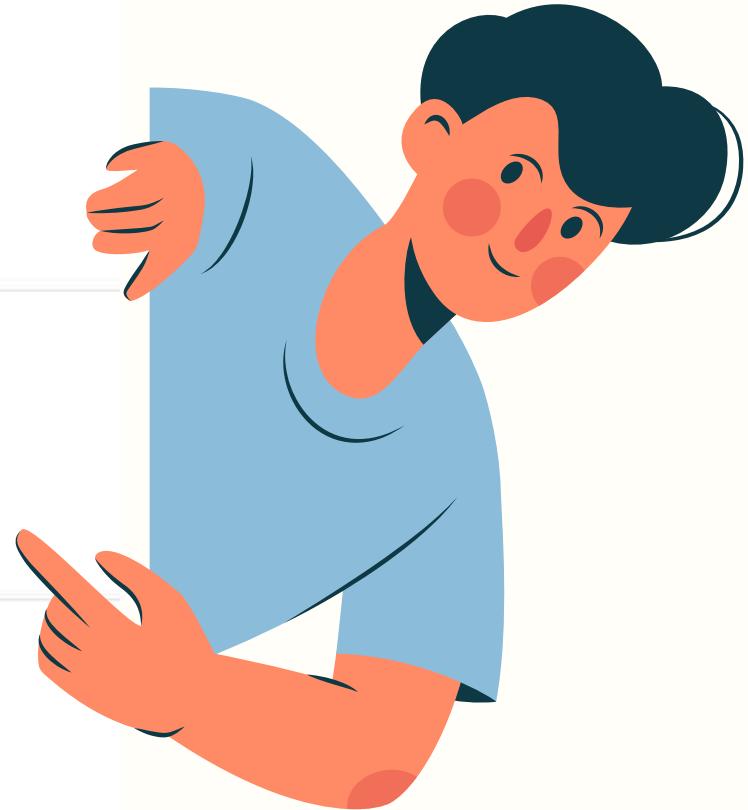
Event Planning

 2 endorsements

Endorse

Leadership Development

Endorse



Honors and Awards

Honors & awards

2nd Most Outstanding Communication Student

Issued by Communication Science Faculty of Science and Politics · Aug 2021

 Associated with University Of Muhammadiyah Malang

Yudisium FISIP III was held on August 31, 2021. Adelia got an honour to be a 2nd Most Outstanding Communication Student with GPA Score; 3,74.

Financial Life Skills

Issued by USAID YEP Universitas Muhammadiyah Malang · Nov 2020

In order to make Adelia being responsible for her financial life as an overseas student, Adelia joined the Financial Life Skills (FLS) program. FLS is a collaboration between the University of Muhammadiyah Malang and USAID.

Honors & awards

Best Presenter

Issued by ICEBE · Dec 2023

 Associated with Universitas Atma Jaya Yogyakarta

Pemakalah Terbaik 1 Invitation Paper Jogja Economic Forum 2023

Issued by Kantor Perwakilan Wilayah Bank Indonesia Provinsi DIY dan ISEI Cabang Yogyakarta · Jul 2023

 Associated with Universitas Atma Jaya Yogyakarta

Recommendation

← Recommendations

[Recommend Adelia Septiani](#)

Received Given



Theodorus Bima Hausa Suntadi · 2nd

Bachelor Student of Civil Engineering in Atma Jaya University Yogyakarta
November 4, 2021, Theodorus Bima managed Adelia Septiani directly

We met each other in Djarum Beasiswa Plus. Adel has a great personality, likes a challenge, a good listener and advisor. In the same project, she became one of the pioneers of the idea of the project that we developed. I highly recommend working with her to get the best out of everything.



Ayu Suci Rakhima · 2nd

Legal Analyst at Hukumonline.com

August 24, 2021, Ayu Suci worked with Adelia Septiani on the same team

If agile was a person, Adelia would be it. She flows like liquids in each and every work setting she was placed into. Adelia is a very resilient and agile individual who demonstrates an excellent communication skills. She is always eager to resolve the surrounding problems actively and innovatively. Adelia has a very admirable depth and breadth of knowledge, she has keen eyes on social issues around her.

Recommendations

+ 

Received Given



Anastasius Yuan · 1st

Laboratory Assistant at FBE UAJY | Djarum Next Academy 2023 | Marketing Enthusiast | Data Enthusiast | AI Enthusiast | Management Student at Atma Jaya Yogyakarta University
June 4, 2024, Api managed Anastasius directly

I had the pleasure of working with Yuan during his time as my research assistant, and I was consistently impressed by his exceptional diligence, quick grasp of complex concepts, and strong work ethic. Yuan's attention to detail and willingness to go the extra mile to ensure the accuracy and quality of our research findings were truly remarkable. What struck me most about Yuan was his ability to learn quickly and adapt to new tasks. He was always eager to take on new challenges and was not afraid to ask questions when needed. His dedication and enthusiasm were contagious. I highly recommend Yuan for any future opportunities. His strong work ethic, attention to detail, and ability to learn quickly make him an excellent candidate for any role that requires dedication and a strong work ethic. I am confident that he will excel in his future endeavors and make valuable contributions to his organization. If you have any questions or would like to discuss Yuan's qualifications further, please do not hesitate to contact me. I wish Yuan all the best in his future endeavors and am confident he will achieve great things. 加油 Yuan!

Konten Personal Branding

Jonathan Herawan • 1st
Bachelor of Economics
3mo •

ISEI Cabang Yogyakarta dan KPW BI DIY selalu bersinergi untuk melakukan peningkatan mutu bagi dunia akademisi dan praktisi melalui berbagai kegiatan diantaranya melalui Workshop. Saya berkesempatan bersama Bapak Y. Sri Susilo memberikan pelatihan tabel input-output sebagai salah satu alat analisis yang dapat menjadi baseline dalam penyusunan berbagai fenomena perekonomian terbaru ditengah berbagai krisis dan anomali perekonomian yang terjadi. Workshop yang diselenggarakan satu hari ini menghasilkan keluaran kegiatan berupa modul dan sheet yang berisikan materi pembelajaran serta berbagai contoh penelitian yang dilakukan dengan alat analisis input-output

[See translation](#)

DR. Pramudianto, PCC • 1st
Inspiring Coach, CVO & Founder Human Idea, Human ...
1w • Edited •

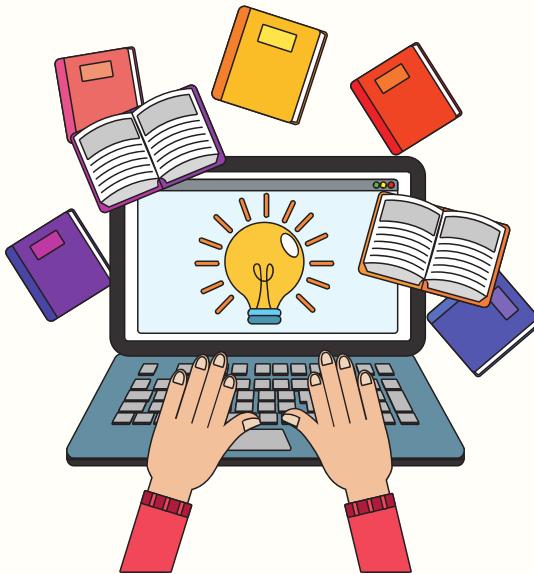
How to Lead & Coach Gen Z?
Banyak para manager pusing menghadapi Gen Z yang kemudian membuat opini yang buruk terhadap perilaku Gen Z. Mungkin kita yang tidak memahami mereka, kita masih menggunakan cara-cara lama dalam memimpin generasi baru ini.

Kita yang harus berubah dalam memberdayakan dan memimpin mereka. ikutin acara ini, tempat terbatas.

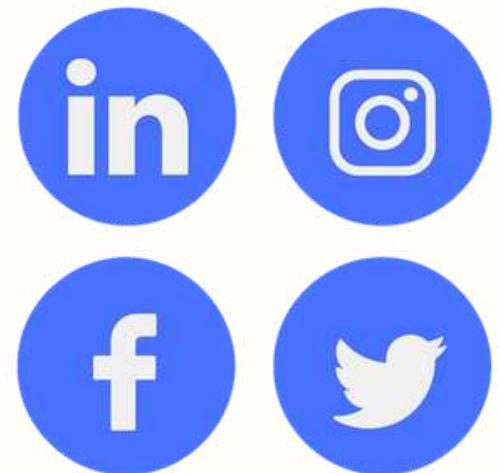
#hrd #sdm #talent #cbhrm #manager #ceo #rekrutment #coaching #mentor

[See translation](#)

Bagaimana Agar Terlihat Lebih Menarik?



Ikut kursus dan kelas bersertifikat untuk menambah riwayat profil LinkedIn anda.



Hubungkan dengan media sosial lain yang anda miliki. Terutama yang menunjukkan portofolio & personal branding anda.



UPDATE



Ubahlah URL default LinkedIn anda menjadi linkedin.com/in/namaanda agar lebih mudah ditemukan

Jujurlah dalam mengisi profil LinkedIn anda. Jangan sampai anda diterima bekerja dengan riwayat yang dibuat-buat

Update terus isi LinkedIn anda. Baik konten maupun publikasi. Consistency is a key!

**Terima kasih atas
perhatian Anda.
Apakah anda sudah
siap update LinkedIn
Anda?**

