

# LinkedIn for Personal Branding

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

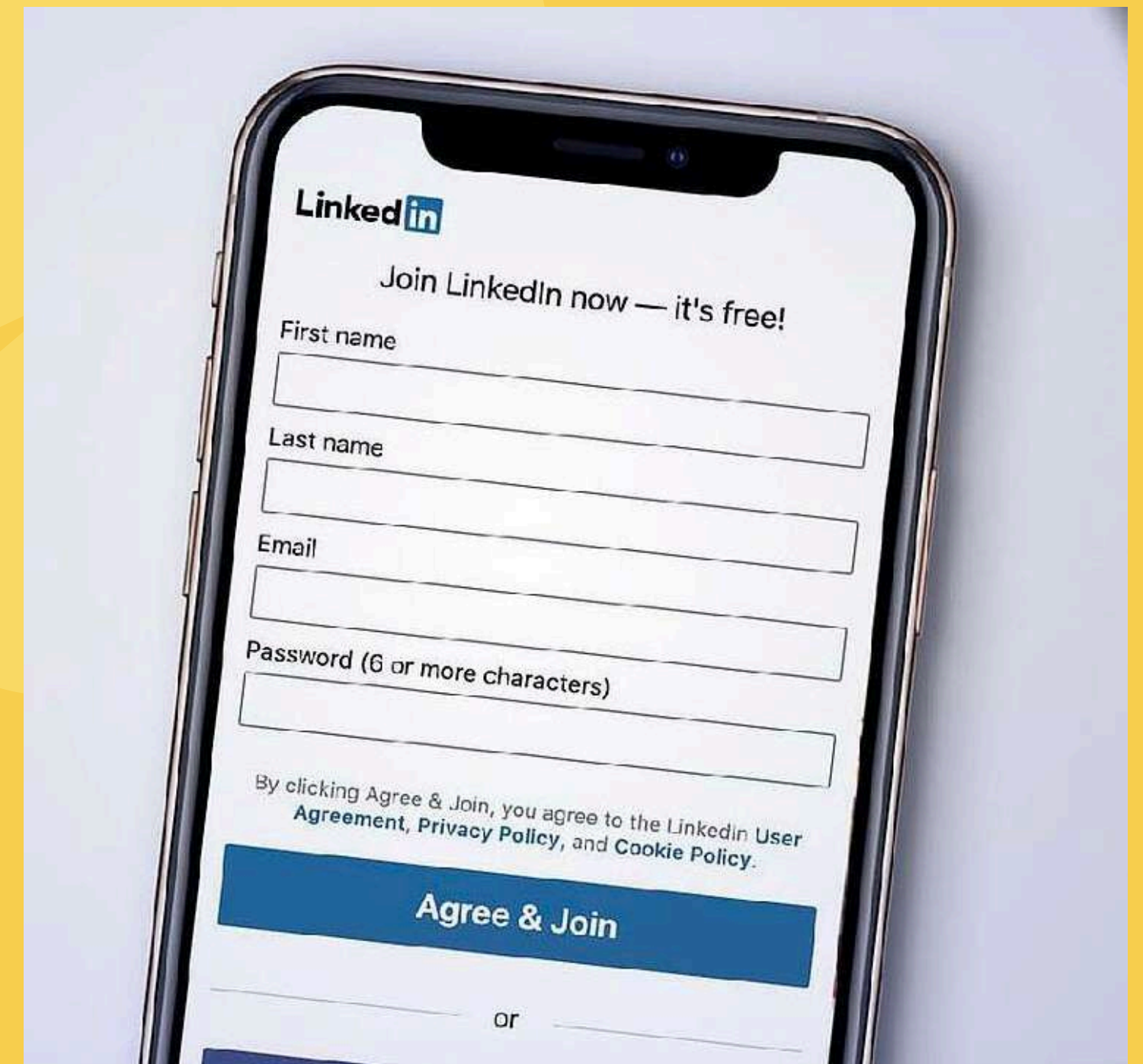
**Online Workshop: Personal Branding untuk Karir  
Yogyakarta, 2 Juli 2024**

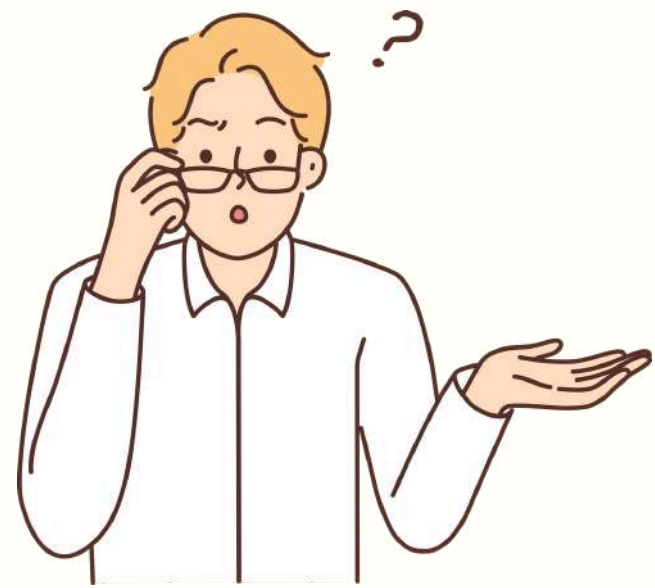


# Apakah LinkedIn itu?

Media Sosial yang muncul di tahun 2003. Hanya dipakai oleh kalangan tertentu saja, yakni profesional dan pekerja. Per 2021, penggunaanya 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

 **SHARE**

Bagikan konten  
bermanfaat & relevan



Be **UNIQUE**  
and  
**AUTHENTIC**

**FOLLOW**

Ikuti perusahaan-  
perusahaan tujuan karir  
anda & perbanyak  
koneksi

**CONSISTENCY  
IS MORE IMPORTANT  
THAN PERFECTION**

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**



**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:  
@adeleecatania



**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

## Isi Bagian Experience dengan Pengalaman Bekerja/Magang/Student Staff

### ← 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

### 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

[in](#) 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 of the team. ...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 Kresna ...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

[in](#) 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 work on a variety of projects. ...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

CFAP



**Kelas Insentif Big Data**

Sekolah stata

Issued Feb 2024 · Expires Dec 2024

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

Data Mining

# 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)

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

← Skills

All

Industry Knowledge

Tools & Technologies

Interpersonal Skills

Data Mining

Kelas Insentif Big Data

Endorse

CFAP

Pelatihan Finansial 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

← 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

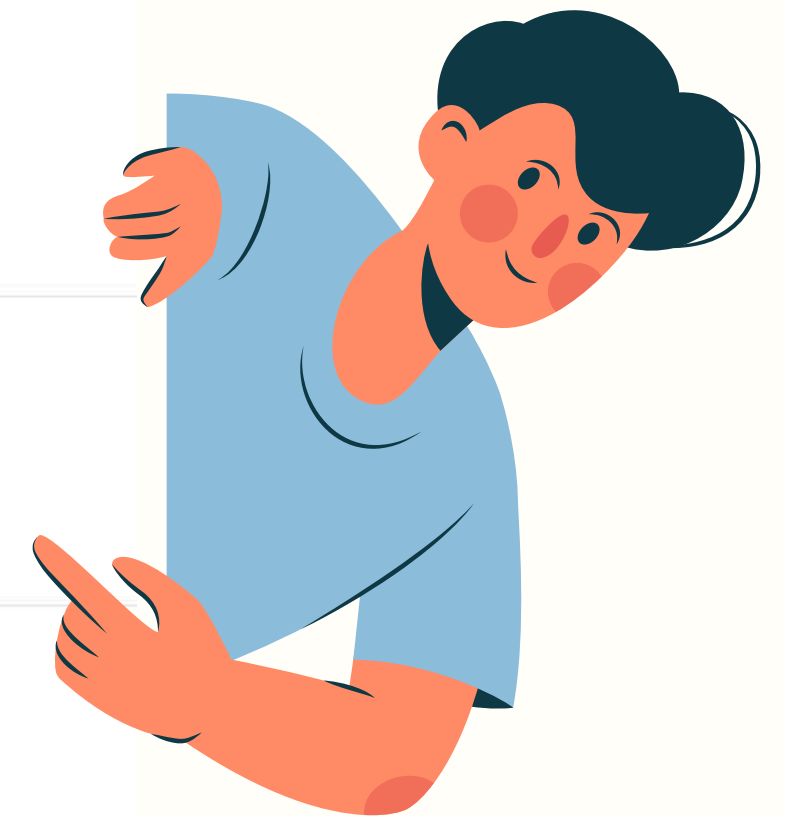
Event Planning

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](#)

# GEN Z

Tidak bisa diatur  
Ditolak perusahaan  
9,7 juta tidak kerja  
Sukanya healing

Mungkin kita  
yang tidak  
mampu  
memberdayakan

Bagaimana memimpin dan memberdayakan Generasi Z di dunia kerja dan pendidikan?

**Benefit**

- Mengetahui potensi dan kelemahan Gen Z
- Meningkatkan motivasi kerja dan produktivitas
- Meningkatkan kinerja dan produktivitas
- Kemampuan kerja dan manajemen
- Kemampuan berkomunikasi dan kolaborasi
- Mengetahui kemampuan dan potensi profesional
- Mengetahui kemampuan dan potensi profesional
- Pengembangan diri yang baik dan efektif

**Investasi**

Rp299.500  
per peserta  
Rp299.500  
Rp299.500

Investasi dan pelatihan oleh  
Human Idea  
(Cetakan ke-2)

**Human Idea**  
Potensi Multi Generasi

Dr. Pramudianto, PCC  
Founder & CEO Human Idea

EDISI REVISI

**HUMAN  
IDEA**  
Potensi Multi Generasi

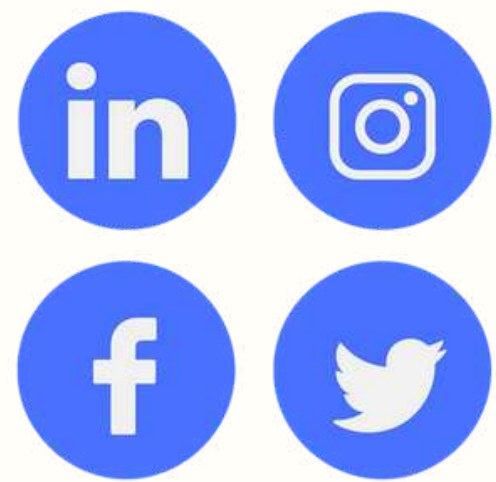
Dr. Pramudianto, PCC  
Founder & CEO Human Idea



# 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.**



**Ubahlah URL default LinkedIn anda menjadi [linkedin.com/in/namaanda](https://www.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?**

