



PAVING YOUR PATH TO PROFESSIONAL EXCELLENCE: BUILDING A SOLID CAREER FOUNDATION WITH ATS-FRIENDLY CV AND LINKEDIN MASTERY WORKSHOP

Oleh

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Article History:

Received: 23-04-2024

Revised: 09-05-2024

Accepted: 24-05-2024

Keywords:

Career Workshop, Resume Building, Professional Visibility, LinkedIn Optimization

Abstract: *The workshop titled "Paving Your Path to Professional Excellence: Building a Solid Career Foundation with ATS-Friendly CV and LinkedIn Mastery" aimed to equip participants with the skills necessary to optimize their resumes and LinkedIn profiles for the modern job market. Grounded in career development theories and job search strategies, the workshop provided hands-on training on creating Applicant Tracking System (ATS)-friendly CVs and enhancing professional visibility on LinkedIn. Participants gained a deeper understanding of keyword optimization, formatting techniques, and profile enhancement strategies that align with the requirements of potential employers and recruiters.*

BACKGROUND

Currently, finding work in Indonesia is a major concern for the general public. Despite the fact that the government has enacted laws and programs to minimize unemployment, many people are still unable to find jobs that match their credentials and interests. According to the Badan Pusat Statistik (BPS), Indonesia's unemployment rate was 7.01 percent in August 2021, or 9.16 million people. The rate has grown compared to the same period in 2020, reaching 6.96 percent (Pradana, 2020)

Several reasons contribute to the difficulty of finding job in Indonesia, including educational qualifications that do not fulfill the labor market's requirements. Many high-achieving students are unable to obtain work because their qualifications do not fulfill the demands of the labor market. This is due to a lack of coordination between higher education and business, which makes higher education less capable of addressing labor market demands. As the number of young individuals looking for work increases, so does the number of available positions. Even positions that were once regarded to be straightforward, such as being an administrator or providing restaurant services, now have a huge number of applicants. The digitalization could be seen as one of the major factor of the rising number of unemployment in Indonesia, as more jobs has been done by machine instead of the human workers.

Manurung while doing his community services (Manurung et al., 2022) and Carolinda (Carolinda & Mea, 2023) has conducted the similar training on making an interesting Curriculum Vitae by utilizing free online applications such as CANVA which has a resume template. To nail their first application and pique the interest of recruiters, hence raising



their chances of obtaining a job, recent graduates must focus on strengthening their non-academic talents and abilities through training and certification programs outside of school. Aside from that, creating a strong Curriculum Vitae and portfolio that demonstrates their genuine skills and abilities is critical. Design is important, but to know what should be written and highlight in the CV is what triggered IISE BINUS University Student Chapter #716 to conduct this more updated event.

IISE BINUS University Student Chapter #716 held an IISE Workshop on Mastering LinkedIn in 2024. Mastering LinkedIn 2024 is a program that focuses on LinkedIn application development which main goal is assisting participants in optimizing their use of the LinkedIn platform for professional and networking purposes. This workshop is one of the work programs offered by IISE BINUS University, with the theme *"Paving Your Path to Professional Excellence: Building a Solid Career Foundation with ATS-Friendly CV and LinkedIn Mastery"*. This workshop held by BINUS University students in Jakarta, Indonesia, and will last two hours via Zoom Meeting.

METHOD

In this tutorial stage, initially counseling is given on how to make it attractive and weighty curriculum vitae (CV), so that before making the participants You already have an idea of what to put in your CV they made. The next process of the tutorial is assistance by the instructor and assistant instructor. This assistance starts from the basics of making sketches using rectangles, to the placement of written articles, which consists of profile, education, experience work, self-description, organizational membership and even social media accounts owned. The primary aim of this workshop is to equip participants with the essential skills and knowledge needed to create effective CVs (Curriculum Vitae) and optimize their LinkedIn profiles to navigate through Applicant Tracking Systems (ATS) successfully. By the end of the workshop, participants will have a comprehensive understanding of how to craft compelling resumes and LinkedIn profiles that increase their visibility to potential employers and enhance their chances of career advancement. The steps are listed below:

1. Subsequently, participants will go into a comprehensive exploration of the components that constitute an ATS-friendly CV. This segment will go beyond surface-level understanding, delving into nuanced strategies for crafting resumes that not only capture attention but also navigate through the algorithmic filters of ATS. Emphasis will be placed on the strategic use of relevant keywords, impeccable formatting techniques, and structuring of CV sections to optimize visibility and resonance with potential employers.
2. The hands-on aspect of the workshop will offer participants a unique opportunity to put theory into practice. Guided by seasoned professionals, participants will engage in practical exercises aimed at refining their CVs. Through iterative feedback and personalized guidance, each participant will have the chance to tailor their resume to align seamlessly with ATS requirements while showcasing their unique skills and experiences effectively.
3. Parallel to CV refinement, the workshop will also delve into the realm of LinkedIn profile optimization. Recognized as a powerful tool for professional networking and job hunting, LinkedIn holds immense potential for job seekers. Participants will gain insights into crafting LinkedIn profiles that not only capture attention but also



resonate with recruiters and hiring managers. Strategies for leveraging keywords, crafting compelling summaries, and engaging with industry-specific content will be explored in depth.

4. Furthermore, the workshop will draw upon real-life case studies and best practices to illuminate successful approaches to CV writing and LinkedIn optimization. Through these illustrative examples, participants will glean valuable insights and practical tips that can be applied to their own career journeys. Interactive discussions and a dedicated Q&A session will foster an environment of engagement and collaboration, allowing participants to address queries and concerns while benefiting from collective wisdom.
5. In conclusion, the workshop will equip participants with a comprehensive toolkit to navigate the complexities of ATS, enhance their visibility to employers, and propel their careers forward with confidence and clarity. By synthesizing theoretical knowledge with practical application and experiential learning, the workshop aims to empower participants to take control of their professional destinies and pave a path to sustained success in the competitive landscape of today's job market.



Gambar 1. Sesi Seminar (Zoom)



Gambar 2. Sesi Workshop (bersama peserta)



RESULT

This seminar entitled "Paving Your Path to Professional Excellence: Building a Solid Career Foundation with ATS-Friendly CV and LinkedIn Mastery Workshop" yield several significant results for both the participants and the organizers as listed below:

1. **Improved Job Search Strategies:** Participants who attended the workshop would likely gain a deeper understanding of how to navigate the complexities of ATS and optimize their CVs and LinkedIn profiles accordingly. As a result, they would be better equipped to tailor their job applications to meet the requirements of potential employers, thereby increasing their chances of securing interviews and job offers.
2. **Enhanced Professional Visibility:** By implementing the strategies learned in the workshop, participants can enhance their visibility on LinkedIn and other professional platforms. A well-optimized LinkedIn profile with relevant keywords and engaging content could attract the attention of recruiters and hiring managers, leading to networking opportunities and potential career advancements.
3. **Increased Confidence and Competence:** Armed with the knowledge and skills acquired during the workshop, participants would likely feel more confident in their ability to present themselves effectively in the job market. The practical exercises and personalized feedback provided during the workshop would contribute to their sense of competence and readiness to tackle the job search process.
4. **Positive Feedback and Testimonials:** Organizers of the workshop could expect to receive positive feedback and testimonials from participants who found value in the content and delivery of the program. These testimonials could be used to attract future participants and establish credibility for similar workshops or training programs.
5. **Long-Term Career Development:** The insights gained from the workshop could have a lasting impact on participants' career trajectories. By mastering the art of crafting ATS-friendly CVs and optimizing their LinkedIn profiles, participants would be better positioned to pursue their professional goals and achieve long-term success in their chosen fields.

Overall, the report would likely highlight the tangible benefits of the workshop in terms of equipping participants with practical skills, enhancing their professional visibility, and empowering them to take control of their career development journeys. When we are creating the good CV, we can show the our value to show my capability and ability. (Prathivi, 2020) There is the highest probability of young entrepreneurs to use their knowledge of digital marketing and their habit of using the internet on a daily basis for the sake of increasing their small-scale business performance. (Prathivi, 2020) The creation of digital marketing awareness is recommended to be blended into the whole teaching and learning process. (Dini et al., 2023) The good CV, start from what we want to share our experience, new graduates must be monitored when they want to make a CV, so that it displays a good and good CV and conclusions can be drawn about the life journey being shared. (Dini et al., 2023) When we produce a good CV and are in demand, we indirectly introduce ourselves and can be of value, and can upload it for digital



marketing ourselves. (Juniarto, 2024) All forms of life experience stories shared on a CV are part of knowledge and can also be used as technology, one of which is social media

DISCUSSIONS

The theoretical foundations of the "Paving Your Path to Professional Excellence: Building a Solid Career Foundation with ATS-Friendly CV and LinkedIn Mastery Workshop" center on numerous major areas of career development, job search tactics, and social networking theory. This program correlates with these theories by giving participants skills for adapting their CVs and LinkedIn profiles, allowing them to better manage career transitions and locate better job opportunities. Furthermore, job search tactics based on Human Capital Theory and Social Capital Theory emphasize the necessity of investing in education and skills to improve economic prospects, as well as utilizing networks and relationships for professional advancement. The session improves participants' job application skills and social capital by teaching them how to optimize and develop their LinkedIn profiles and expand their professional networks.

The workshop has the potential to bring about significant changes in the social construct of job seeking and professional networking. One significant change is in job application procedures, as broad understanding and execution of ATS-friendly CVs may become the norm, radically altering how people approach job applications. Employers may alter their recruitment methods as a result of this standardization in order to better identify the top candidates. Furthermore, by giving tools for improving LinkedIn profiles, the workshop democratizes access to professional exposure, allowing a wider spectrum of people to promote themselves professionally and interact with possible employers, so increasing professional equity.

The workshop also emphasizes the value of a strong online professional presence, implying that online profiles, particularly on LinkedIn, will become as important as traditional resumes and cover letters in job applications. This shift highlights the cultural significance of lifelong learning and flexibility, pushing people to constantly update their skills and professional profiles in order to stay competitive in an ever-changing work market. Furthermore, the workshop promotes active participation in professional networking, resulting in stronger professional communities where individuals support one another's career development through contacts, recommendations, and shared opportunities.

CONCLUSION

The "Paving Your Path to Professional Excellence: Building a Solid Career Foundation with ATS-Friendly CV and LinkedIn Mastery Workshop" was extremely beneficial in providing participants with necessary skills for modern job hunting and professional networking. Participants got crucial insights into increasing their visibility and attractiveness to potential employers by learning about Applicant Tracking Systems (ATS) and getting hands-on practice building improved CVs and LinkedIn profiles. The workshop has successfully bridged the gap between academic knowledge and practical application, allowing individuals to take charge of their own career paths. The subsequent improvements in job search methods, professional exposure, and networking skills demonstrate the workshop's effectiveness in promoting career growth and long-term professional



development.

To keep the momentum going and reinforce the skills learned during the initial workshop, it is recommended that recurring follow-up workshops cover advanced themes such as interview methods, personal branding, and networking strategies. Continuity in training will assist participants in staying current with changing labor market trends and refining their job search methods. Giving participants access to a comprehensive suite of support resources, such as CV and LinkedIn templates, detailed guides, and one-on-one coaching sessions, can significantly improve their ability to apply what they've learned, making them valuable tools for ongoing self-improvement and practical application of workshop principles. Furthermore, establishing an alumni network or peer support groups can create a supportive community, allowing for continual learning and providing a platform for sharing experience and building networkings.

Forming strategic alliances with employers and recruiters can lead to direct opportunities for workshop participants, boosting contacts between job seekers and potential employers and enhancing their chances of finding work. Implementing a thorough feedback mechanism to collect participants' observations and suggestions will be critical for refining and improving future workshops, ensuring that the program remains current, impactful, and responsive to job seekers' requirements. Expanding the workshop material to include sessions customized to different industries or career levels increases its applicability and efficacy, making it more relevant to a wider range of attendees. Finally, creating long-term career development programs that participants may engage in after the workshop will help them continue to build on the skills they have learned, including services such as mentorship.

ACKNOWLEDGEMENTS

The workshop was a success and had a favorable influence, and IICE Binus University and Podomoro University played important roles in making it happen.

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HALAMAN INI SENGAJA DIKOSONGKAN