ANALYSIS THE IMPACT OF SOCIAL NETWORKING SITES (SNW'S) ON JOB SEEKERS IN MANADO

ANALISA SITUS WEB JEJARING SOSIAL TERHADAP PENCARI KERJA DIMANADO

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Abstract: Social networking Web sites are nowadays considered the most popular Web sites on the Internet. Moreover, they appear to be an increasingly useful tool for human resource management professionals to advertise job openings and seek information about job seekers in an efficient and cost-effective way. The aim of this study is to analyze impact of Social Networking Sites (SNW's) on Job Seekers in Manado. To achieve these objectives the researcher got information from 10 respondents using qualitative study which is in-depth interview and uses purposive sampling and snowball sampling. The results showed that Social Networking Sites (SNW's) gives a positive impact to all the respondent Social Networking Sites (SNW's) become an important role for all the job seekers because Social Networking Sites's is very easy to use, very understandable and also there are a lot of information about job recruitment, job application, the job seekers can see all the company or the instituion that has open the recruitment. The recommendation for the next Job Seekers that will use Social Networking Sites, it wil be more complete if all the Job seekers explore and more about all the positive impact, because nowadays Internet become an important role for the job seekers as an alternative way to find a job.

Keywords: *social networking sites, job seekers*

Abstrak: *Situs web jejaring sosial saat ini dianggap sebagai situs Web paling populer di Internet. Selain itu, menjadi alat yang semakin berguna bagi para profesional manajemen sumber daya manusia untuk mengiklankan lowongan pekerjaan dan mencari informasi tentang pencari kerja dengan cara yang efisien dan hemat biaya. Tujuan dari penelitian ini adalah untuk menganalisis dampak Situs Jejaring Sosial (SNW) pada pencari kerja di Manado. Untuk mencapai tujuan ini peneliti mendapatkan informasi dari 10 responden menggunakan studi kualitatif yang merupakan wawancara mendalam dan menggunakan purposive sampling dan snowball sampling. Hasil penelitian menunjukkan bahwa Situs Jejaring Sosial (SNW's) memberikan dampak positif bagi semua responden, Situs Jejaring Sosial (SNW's) menjadi peran penting bagi semua pencari kerja karena Situs Jejaring Sosial sangat mudah digunakan, sangat mudah dimengerti dan juga ada banyak informasi tentang rekrutmen pekerjaan, lamaran kerja, para pencari kerja dapat melihat semua perusahaan atau lembaga yang telah membuka rekrutmen. Untuk Pencari Kerja berikutnya yang akan menggunakan Situs Jejaring Sosial, akan lebih lengkap jika semua pencari kerja mengeksplorasi dan lebih banyak tentang semua dampak positif, karena saat ini internet menjadi peran penting bagi pencari kerja sebagai cara alternatif untuk menemukan sebuah pekerjaan.*

Kata Kunci: *situs jejaring sosial, pencari kerja*

INTRODUCTION

Research Background

The new world, they already have entered is a world with fast changing technologies and these changes open up new opportunities for companies to communicate and work. Companies and enterprises are struggling due to economic challenges and decreasing demand in certain globally, and especially in areas of mature markets, such as Indonesia. Business processes are expected to be streamlined and effective. Companies have to cut costs where-ever they able to do so. Recruitment is a big cost for a company. Nevertheless, recruitment is also very time consuming process.

Three million people, around 40% of the world's population, using social media and numbers, with an average of two hours every day to share, write and edit these devices. The way in which a significant number of companies recruit has changed within the last five to ten years. Before this, the majority of companies placed advertisements for vacant positions in newspapers, on the radio, by word of mouth or outsourced the task to recruitment agencies. While recruitment is still facilitated through these methods today, the introduction and the increase in the number of social media platforms available has in turn, led to an increase in the number of companies now recruiting through social media. Social media sites are no longer just a place to keep in touch with friends and family. They have entered the work-space and are influencing the way recruiting and hiring is implemented.

Social networking Web sites are nowadays considered the most popular Web sites on the Internet. They offer extensive means of communication and personal networking providing job seekers with increased opportunities to network. Moreover, they appear to be an increasingly useful tool for human resource management professionals to advertise job openings and seek information about job seekers in an efficient and cost-effective way.

Social media is the new way in the field of job search and recruitment. It provides a great way for people to connect and network easily. A successful job search is also based on the same principle- meeting of candidates and companies who match each other in what they have to offer each other. With the pervasiveness of social media, and most people, organizations having social media profiles, it is important for potential candidates such as you to utilize the power of social networking to the fullest.

Current challenges and changes in technology and the role of the Internet open up new opportunities for companies to communicate and work. The fact that Social Networking Sites entered the business landscape, and in particular the recruitment landscape leads to a demand for knowledge about recruitment trends regarding Social Networking Sites. With this study the phenomena of Social Networking Sites in recruitment was explored. Both organisations and individuals are interested in social recruitment. Social recruitment enables fast communication about the open positions and the interest of the applicant in applying that position. Elements such networking, discussion and two-way communication are present in social recruitment. These elements are somewhat new to companies that still recruit in traditional way. There are fears in organisations what might happen when the communication culture is open.

Social media can also allow companies to discover a great amount of knowledge about a candidate, without the candidate even being aware of this occurring. Candidate shares their information publically on a social media platform, companies can view the candidate's profile and find out many insightful facts about them, such as what they look like and how they behave outside the workplace through the photos they share; companies can note a candidate's religious beliefs or political views, ethnic groups the candidate may be a part of and even their relationship status. Therefore, information which can be extracted from one's social media profile may have a great influence on whether they get offered a particular job or not.

Job search behaviors have been largely classified in previous research along a continuum between formal and informal job search. Formal job search behaviors commonly include employment agencies, television/radio/newspaper advertisement, recruiter's campus visit, and university placements. Informal job search behaviors include a current or a former employee of an organization, friend, or relative who work at an organization, and walk-in applicants. Networking has always been considered as one of the most effective job search activities.

Networking as a job search behavior refers to the intentional use of an individual job seeker's social network with the purpose of finding a job. On the basis of both formalist and substantialist arguments, they expect that network structure as well as network composition will influence the intensity and the effectiveness of job seekers' networking behavior.

Social Networking Sites are the focus and are a new tool, which organizations use for finding the right candidate for their purposes. The use of these sites offers new perspectives and advantages to recruiters. It is a

recent topic and there is less material about the effect of the use of these Social Networking Sites on effective recruitment. Therefore, the advantages and characteristics of e-recruitment are adapted to the use of Social Networking Sites in order to test the effect of these sites on effective recruitment.

Research Objectives
To know how is the impact of social networking sites (SNW's) on job seekers in Manado

THEORETICAL REVIEW
Marketing
Marketing is the grand theory or the foundation in this research. The marketing management can be seen as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communication superior customer value. Marketing is the action of a business of promoting and selling goods and services. Marketing according to Kotler is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Kotler, 2009:10).

Social Networking Websites
Social Networking Sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bonded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. Numerous sites exist today and employers have begun to use these sites for hiring decisions. Social Networking Website (SNW's) have attracted millions of users all over the world and have attracted the attention of organizations who plan to use them for their daily business (Kluemper and Rosen, 2009:24).

Consumer Characteristics
Consumer preference comes out with experiences, when they try or using some products or services, that things just become consumer reference in order to achieve consumer satisfaction. So, experience is a based for people in order to prefer which products or services that fit with them.

Job Search
Job search networking as individual actions directed towards contacting friends, acquaintance, and other people to whom the job seeker has been reffered for the main purpose of getting information, leads, or advice on getting a job.Job search has become one of the main reasons why people join and use SNWs, especially professionally oriented SNWs, such as LinkedIn. Most people would agree that the job search process can be nowadays a long, time-consuming and demanding process. It entails the seeking and gathering information practices about potential jobs and is usually operationalized in terms of intensity and effort. Intensityis defined as the frequency with which the individual is involved in job search activities, whereas effortreflects the perseverance and energy the individual shows during the job search period. Job search research has received increased attention during the last two decades, as a result of the changes occurring in jobs and the economy in general (Boswell, 2011:21).

Online Job Search
Using the Internet for job searching is a time-efficient way to find multiple job postings. However, online job searching still requires a considerable amount of time and effort. Approach your job search with reasonable expectations. Thousands of jobs are posted on the Internet each day. Online searching is an essential tool for the job seeker. However, in order to be the most successful, it is important to also utilize other job search approaches.

Recruitment in Social Media
All the job searcher find their job through internet to find a job social media is most common and effective tool for job seeker new a day the organization make their own website so they find workforce through e-recruitment. Internet also replace the newspaper the main advantage of e-recruitment minimize the cost and it's not time consuming.

Social Media

Social Media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of evolving stand-alone and built-in social media services makes it challenging to define them.However, marketing and social media experts broadly agree that social media includes the following 13 types of social media: blogs, businessnetworks, collaborative projects, enterprise socialnetworks, forums, microblogs, sharing, products, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. The platform of Social Media or Social Internet Like Facebook, Youtube, Whatsapp, Line, Twitter, Instagram, Facebook, Email and many more. Social Media is the collection of tools and online spaces available to help individuals and businesses to accelerate their information and communication needs(Schultze, 2000:11).

Previous Research

Nikolau(2014).The title of the research is Social Netwroking Website's (SNW's) in Job Search and Employee Recuitment.The results showed that job seekers still seem to use job boards more extensively than SNWs. It is interesting to note that the association between LinkedIn usage and its effectiveness, on the one hand, and time spent on SNWs and LinkedIn effectiveness, on the other, is stronger for 'passive' candidates, demonstrating the important role of SNWs for attracting passive candidates.

Heincrus(2011). The title is Influence of Social Networking sites and user access method on Social media Evaluation. The result shows from simple main effect tests showed that differences exist in both access methods and social networking tool usage.The usage patterns based upon the access methods can have an impact on the usage behavior of social network sites. High-usage groups have the highest mean values for the perception dimension of ease-of-use for both access method and social networking sites. This suggests that organizations should accommodate and energize mobile users and design changes to their social networking sites to facilitate interaction and information sharing. difference in their perception of the social networking sites.

Giri (2018). The title is The Impat of Social Networking Sites on Students: A survey Study in West Bengal. The prime findings of the study showed that most of the factors identified brought positive development among the students. Behavioural aspects of students, as discussed in the study, did not have any impact on the comprehensive performance of the students. The study is of prominent importance as the managements of colleges can help students to augment their academic activities by providing a platform for SNSs which would also help them to socialize,associate, cooperate, and mix with the student fraternity as well as with the bigger world, thereby solidifying their overall accomplishments.

Can (2016)The title is Social Networkin Sites Addiction and the Effect of Attitude towards Social Network Advertising. The results show Purposes of this study are to (1) identify the effect of habits and perceived ease of use on psychological dependence on SNS; and (2) to explore the relationship between SNS dependence and attitudes toward SNS advertisement. 215 data entries were analyzed through SPSS. Analysis results revealed that social networks have partial impacts on approaches of people who are psychologicall.

Yaseen (2017)The title is The Use of Social Networking Sites (SNS) By the post Graduate Students. The results shows thestudents at large have started to widely make use of social networking sites; however, few students have shown reservations due to lack of interest, lack of time, lack of facility and privacy concerns. Students who use SNW's spend 1.43 hours as an average on social networking sites per day and mostly use social networking sites to gain knowledge, to be in touch with family and friends; to share information and promote social, religious, political and environmental awareness; and few for passing time

Conceptual Framework

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│   Social Networking Sites   │ ─────────▶ │       Job Seekers           │
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Figure 1. Conceptual Framework
Source: Data Analysis Method (2019)

RESEARCH METHOD

Research Approach

The type of this study is qualitative research methodologies to analyze the impact of social netwroking sites (SNW's) in Manado. This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994:22), qualitative research involves the studied use and collection of a variety of empirical materials - case study, 22 personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.Qualitative research produces holistic understanding of rich, contextual, and generally unstructured, non-numeric data

Population, Sample and Sampling Technique

A population is a group of experimental data or persons. Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono, 2005:11). The population of this research is all the Job Seekers that have experienced on finding a job through Social Networking Sites.

Sample is part of an affordable population that has the same properties as the population. The study sample is a part of the population taken as a data source and can represents the entire populationA sample is the selected people chosen for participation in a study Sugiyono (2007:19), Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result.This research use purposive and snowball sampling technique in order to get more valid and detailed result. The researcher took this research will take about 10 informant who have experienced on finding a job through Social Networking Sites.

In order to get the best result, the researcher took 10 respondents to be interviewed. Researcher took the entire respondent that have been using social networking sites and have an experienced on finding a job through Social Networking Sites.

Data Collection Method

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data.Primary data is the data that collected first by the researcher in order to get the result of the interview and also all the information data researcher have of the research. Secondary data is the data that already exist before and the next researcher try to research about the data again for the new research and have the spesific purpose.

Operational Definition of Research Variables

In this research the main variable is consumer involvement and the indicators are Platform (Benefit: Time spent, Effectivenes, Frequency of VisitsUsage).

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010: 46) there are generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

This research uses qualitative method which is in-depth interview as the tool to gain the information from the respondent. The population of this research is all the Job Seekers that have experienced on finding a job through Social Networking Sites.

Informant 1

Informant 1 is Syefira Lestari, She said that it is very easy to use, SNW's as the alternative to find a job. She said that it is very easy and effective to find a job through SNW's because we can strimpt our time, and free for us to open it many times. According to her experience, it is around 3 or 4 hours a day when she was open SNW's for finding a job. She said that SNW also help her to find a job, there are some company that she have applied through SNW's before she worked at the place now. She said that the most factor that lead her to use SNW's is because it is very easy, she can find more information about a job, news, and other important information there. She said that as a job seekers, the existence of SNW's is very important, SNW's helps all the job seekers, because through SNW'S which is google that she has been use it provide all the information about Job Application. SNW's is something that very needed for the job seekers.

Informant 2

Informant 2Ginanjar Wirakusuma, He said that why use SNW's because there are a lot of things, news, information that people can get. For the job seekers itself, you will find a lot of job application full with all the information you need, such as the description of the job, the age, the documents that become the requirement, what company, what insitution and the criteria itself. As he said, SNW's help job seekers to find a job, it is easy to use, many information, and you can open it wherever you are, through your gadget whic handphone or laptop or etc. The factors that makes him chose SNW's is because it easy very easy and very effective,the thing that you just need is internet network as long as you have the internet network on your iphone you can check it as often as you want. And it will help Job seekers to find a job through SNW's.

Informant 3

Informant 3 is Putri Berlian, According to her Social Network Sites or Known as NWS's is very usefull for all the Job Seekers, people did not need to queeing to find a job, people did not need to go directly to the company or instituion, because through SNW's people will get information about the company itself. She said that she can spend 5 or 6 hours a day just to check all the Job information, and it is very effective for the time because people or the Job seekers can open the SNW's as much as she/he wants. And when use SNW'S she could get an information about the Job information that she need.

Informant 4

Informant 4 is Wahyuningsih Tjah, Based on her experience, SNW's is very useful, the job seekers not only could get and job information but help all the job seekers or the people to imporve their skill on using Social Netwroking Sites, For herself she could learn and understand more how the SNW's works, how Instagram works, how to use a proper word when sending an formal Instagram to the Company. Overall she said that SNW's gave the positive impact to her, she is very happy with the existence of Social Networking Sites (SNW's).

Informant 5

Informant 5 is Sahril Rumbaru. According to him he is using SNW not only for find a job but also to search other information and to releaved the strees. Based on his experience Social Networking sites is become and important role for the Job Seekers. Job seekers will find a lot of Information about the Job Application. before he worked at Gojek Company, he said that i have got a lot of information through the SNW'S. According to him, he can spend like 5 hours a day to open Social Networking Sites, and it is very effective, the factor that makes him use SNW's is people did not to queeing to seeing the information, and also the job seekers did not to pay to looking a job at the platform. So his respond of this SNW's is very positive.

Informant 6

Informant 6 is Ratu Suroto, She said that Social Networking Sites is very useful for all the Job seekers,

because when using Social Networking Sites is free, feel free for all the job seekers to find a job, to find all the job information and job application, not only to find a job but also the job seekers can learn a lot of things before worked. According to her when using Social Networking Sites, she might spend 5 to 6 hours a day whether it is on morning, afternoon, evening. According to Ratu Social Networking Sites also help her to find a job, before she worked at Bank, there many information that she find through SNWS.She also have a memorable memories while using Social networking Sites, because through SNW's she got an opportunity to be interviewed by the company, that is why as a job seekers before she said that Social Networking Sites has become important role for all the Job Seekers because it very east and very effictive.

Informant 7

Informant 7 is Marcela Lalelung, According to her experience the platform that she usually use is Google, Instagram, because there are many Job Information there, the Job Seekers can choose the job that suit with she or he. As Marcela Said also Social Networking is gave a positive impact. Sites is very helpful and very easy to use, very strimp of time and all the Job seekers very enjoy when looking a job through Social Networking Sites. And also currently she use Social Networking Sites is very often from morning to evening. Because she use SNW's not only for looking a job but also for seeing the information, advertising, that can increase her knowledge, because she wants to use Social Network as wisely as she can, becauase the are many unrenponsible people outhere that always share and spread negative content that actually can lead people especially Job Seekers to get a negative or fake information, that is why the Job Seekers also has to be careful to use Social Network.

Informant 8

Informant 8 is Indah Lestari She also said that when she was an unemployement and looking for a job she might spend a lot of her time to open Social Networking Sites, she check and open it every time like almost 6 hours per day. Based on her experiences Social Networking Sites its a modern thing that become so important, very useful and gave the positive impact for all the Job seekers. She said that she using Social Netwrotrking Sites it is very effective especially the Job seekers could open it everywhere, and also the factor that makes her using Social Networking Sites also because she undertstand that nowadays internet has become important for people's life, through SNW the Job seekers might find a job easier because there are a lot of information that all the company and instituion put there.

Informant 9

Informant 9 is Riyan Muda , Riyan said he might spend 4 to 6 hours to use Social Networking Sites whens he was looking for a jobb, and he usually use google to explore all the information that he has looking for, and he said that Social Networking Sites is a part of a modern Era, everything become easier when Social Networking Sites exist, it helps all the job seekers to find a job, all the job seekers have to do is going through all the step till he or she find a proper job and usually the company could talk or interview the job seekers to the internet which is Social Networking Sites, that is why as person who have been looking for a job or as a job seekers he is very happy with the existence of social networking sites.

Informant 10

Informant 10 is Nazar Palamani, He said that as a job seekers before i have to learn many things, especially internet has become an important role, job seekers also have to know how to use this modern thing wisely, and finally he said that through using this kind of modern thing he could find a job and spesically she did not need to queeing or going to every company just for ask if there is any job recruitment here, because he just applied it all through Social Networking and also he use Email applicaition to send them his information. Based on his experience, job seekers have to use Social Networking Sites because SNW's become a part of people lifestyle, every activity almost use internet to make it easier. And social networking Sites help all the job seekers. And it gave a positive impact to all the job seekers, and he is very fulfil with this kind of modern thing which Social Netwroking Sistem.

Discussion

Social networking Web sites are nowadays considered the most popular Web sites on the Internet. They offer extensive means of communication and personal networking providing job seekers with increased opportunities to network. Moreover, they appear to be an increasingly useful tool for human resource management professionals to advertise job openings and seek information about job seekers in an efficient and

cost-effective way.Social media is the new way in the field of job search and recruitment. It provides a great way for people to connect and network easily. A successful job search is also based on the same principle-meeting of candidates and companies who match each other in what they have to offer each other. With the pervasiveness of social media, and most people, organizations having social media profiles, it is important for potential candidates such as you to utilize the power of social networking to the fullest.

Current challenges and changes in technology and the role of the Internet open up new opportunities for companies to communicate and work. The fact that Social Networking Sites entered the business landscape, and in particular the recruitment landscape leads to a demand for knowledge about recruitment trends regarding Social Networking Sites. With this study the phenomena of Social Networking Sites in recruitment was explored. Both organisations and individuals are interested in social recruitment. Social recruitment enables fast communication about the open positions and the interest of the applicant in applying that position. Elements such networking, discussion and two-way communication are present in social recruitment. These elements are somewhat new to companies that still recruit in traditional way.

Based on the respondent's answer about Social Networking Sites, it can be seen that Social Networking sites has a positive impact to all the respondent or all the Job seekers, there are many platform of the social networking sites that people usually use like Google, Facebook, Instagram, Email that mostly use by the job seekers that looking for a job, it is very helpful and useful for all the Job seekers, the existence of Social Networking Sites make easier for all the job seekers to get an information related to the job recuitment and job information. The function of social networking sites not only for looking a job information but also all the job seekers also could use it for learn new thing, gain more information, and also social networking sites has become an important role for all the job seekers.

 Nowadays Social Networking Sites become a part of people's lifestyle, through SNW's from all the platform of media social everything become more easier, especiall for the Job seekers, looking on the impact of Social Networking Sites, all the respondent which is the respondent who has an experienced of looking a job through SNW's all of them give a positive respond, the social networking sites is modern technology that help all the people to get more information and spesifically the Social Networking Sites help all the job seekers to get more information about the step thay need to be done, all the information of job recruitment, job application, and about which company that has open an recruitment for all the people. That is why after done doing the interview for all the respondent the researcher get so many interesting answer.

Overall all the respondent very happy with the existence of Social Networking Sites (SNW's) whether it through Social Media of Line, WA, Instagram, Twitter, Facebook. SNW's help all the respondent to find a job and become a modern technology that have to be learn by all the job seekers. The respondent who have been interviewed before, most of them said that to explore the information of Job Recruitment on Social Networking ites, the more people visit social media the more they gain an information, that is why all the respondent not only use Social Networking Sites as a technology to find a job information but also use it for learn many things, seeing news, and other development news and information.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion in the previous chapter, we can conclude that Social Networking Sites (SNW's) gives a positive impact to all the respondent who have been interviewed, all the respondent who have an experience to looking a job through Social Networking Sites, in this case all the respondent who have been a job seekers before, through the interview from all the respondent most of them said that Social Networking Sites (SNW's) become an important role for all the job seekers because Social Networking Sites's is very easy to use, very understandable and also there are a lot of information about job recruitment, job application, the job seekers can see all the company or the instituion that has open the recruitment.

By using Social Networking also it easy to through all the step by step that has to be done by the Job Seekers, spesifically the impact of Social networking sites also help all the Job seekers to find a job, all the Job seekers can applied all the Job recruitment through the internet, other positive impact also the Job seekers can use and check about the information everywhere and everytime. Overall all the respondents which called Job seekers are very happy with the existence of Social Networking Sites (SNW's) cause it help them with many aspect, and also they said that SNW's is a modern technology that most people have to know how to use especially for all the Job seekers. Also the platform or the social media of Social Networking Sites that mostly use by the respondent or the job seekers was Line, WA, Facebook, Instagram, Twitter.

Recommendation

This research has been conducted in order to explore generally about how impact of Social Networking Sites (SNW's) on Job Seekers Here are some recommendations and from the result, several recommendations as follows:

1. For the next Job Seekers that will use Social Networking Sites, it wil be more complete if all the Job seekers explore and more about all the positive impact of Social Networking Sites, because nowadays Internet become an important role for the people, that is why to looking a job it is better to use SNW's as the alternative way.
2. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the current research.
3. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about consumer involvement.

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