The Role of Social Media in Shaping Gen Z`s Perception About The World of Work and its Influence on IT Job Search Process

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Abstract

Abstract This study aims to analyze the role of social media in influencing Generation Z's job search process, both directly and through perceptions of the world of work. Social media now functions not only as a means of entertainment and communication, but also as a primary source of career information for Generation Z. This study uses a quantitative approach with a survey method of Generation Z respondents. The data analysis technique used is linear regression with a mediation test. The results of the study indicate that the role of social media has a significant influence on the job search process. In addition, social media also has a significant influence on Generation Z's perceptions of the world of work. Furthermore, Generation Z's perceptions are proven to act as a mediating variable in the relationship between social media and the job search process. These findings confirm that social media plays a strategic role in shaping Generation Z's perceptions and behavior in job searching. The implication of this study is the need for more optimal use of social media, both by job seekers and by companies, especially in employer branding strategies to attract the attention of Generation Z.

Keywords: Role of Social Media, Generation Z Perception, World of Work, Job Search Process

INTRODUCTION

In recent years, the world of work has undergone significant changes as with the entry of Generation Z (born 1997–2012) into the workforce. As generation that grew up with the internet, technology, and social media, Gen Z brings unique characteristics and values that distinguish them from previous generations. They known to be adaptive to technology, value work flexibility more, and have high tendency to evaluate company values, such as work culture, life balance, and social responsibility. Therefore, the emergence of Gen Z as The new workforce marks a new chapter in the dynamics of the relationship between individuals and the world.

According to Corey Seemiller and Meghan Grace, authors of the book Generation Z: A Century in the Making, they are a very diverse and global generation and are shaped by social and technological change. According to Jean M. Twenge in the book iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood, Gen Z is the first generation to grow up with smartphones and social media. It influences the way they interact and understand world. Generation Z is an interesting and diverse group, with characteristics that influenced by technology and their social environment. Understanding Gen Z is important for interact and support them in a changing world. With this knowledge, society can adapt and respond more effectively to the changes brought about by this generation.

Generation Z is faced with a work environment that is always changing according to developments of the times, this makes Generation Z continue to learn throughout life, and The need to adapt to ever-advancing technological developments is the reason One of the characteristics of Gen Z is their high adaptability to technology new. They are more comfortable using digital tools and applications to complete tasks. everyday. This makes them more efficient in their work and able to collaborate well in a technology-dependent work environment. Gabriella Lojacono & Laura Ru Yun Pan (2021), the use of digital technology in work is not only increase productivity, but also allow for greater flexibility in how and where to work. According to Michael Dimock's (2019) summary, this generation has a different approach to work than previous generations, such as Millennials. They want flexibility, work-life balance, and the meaning in every professional activity carried out by Deepika Pandita (2021).

Various previous studies have been carried out to examine the Z gene. One of the studies conducted by (Elisabeth, 2025) stated that Generation Z implementing several key strategies in facing changes in the world of work, such as utilization of digital technology , flexibility in work patterns, skills development through online courses , as well as building professional networks through social media. Likewise with research by (Sofiana, 2022) which states that with the development of The technology that began to grow in the Generation Z era has made work and learning.

On the other hand, the development of social media is very rapid and has become a part of which is inseparable from the daily life of Generation Z. Platforms such as Instagram, TikTok, LinkedIn, and X (formerly Twitter) are not only used for social interaction, but also become the main means of accessing information, building a digital identity, to exploring career opportunities. Gen Z is very active in consuming and producing digital content, so that social media becomes an ecosystem that has a strong influence on shaping their perception of the world of work.

Social media is a term that not only covers various New Media platforms but also implies the inclusion of systems such as FriendFeed, Facebook, etc. which are generally considered to be social networks. The idea is that various platforms media that has a social component and is a public communication medium (Mark Hopkins, 2008). Social media is a label for digital technology that allows people to relate, interact, produce, and share message content (BK Lewis 2010).

According to Lon Safko (2012) social media is a medium that we can use for social media in our daily lives in our surroundings. According to Joyce Kasman Valenza (2014) social media is an internet platform that can enable people to an individual to share as soon as possible and communicate continuously continuously with the community.

Social media now has a strategic role as a source of information and as a shaper of views, including in the context of work and career. Information related to work culture companies, employee testimonials, job openings, interview tips, even tutorials building personal branding, spread widely across various digital platforms. This makes Social media is not just a place for entertainment, but also a tool for informal education and A bridge between job seekers and companies. Viral content about "toxic work" environment", " remote work ", to "day in my life at a startup" contribute to shaping Gen Z's hopes, concerns, and preferences for the world of work.

The use of social media is now not only a widespread phenomenon, but also has a significant influence in shaping consumer behavior. In the digital era intensively interconnected, widespread internet access and smartphone use intensively has resulted in increasing dependence on internet, especially among generation Z. Firamadhina & Krisnani

(2023) highlighted the impact the big impact caused by the internet, where the younger generation makes purchases and build their social relationships through various social media platforms such as Instagram, Twitter, Facebook, and TikTok. This study confirms that consumer behavior currently very much influenced by interactions that occur in cyberspace, where decisions Purchases are often influenced by trends and information they obtain through social media (Asrun & Gunawan, 2024).

Socialization and professional networking are also important aspects for Gen Z. They tend to utilize digital platforms to build relationships and seek job opportunities. A report from Nikita Rosa - detikEdu (2024) revealed that Gen Z is more active in using social media for networking and seeking career information. This way, they can more easily find mentors and gain insights. about the industry they are interested in. In addition, the importance of skills development is also in the spotlight. Gen Z realizes that to stay relevant in the ever-changing world of work change, they must continue to learn and adapt. Formal education alone is no longer enough. they must develop additional skills through online courses, training, and practical experience.

As a consequence, Gen Z's perception of the world of work is shaped through social media can significantly influence their job search strategies. Generation These people are more likely to look for jobs through digital platforms, paying attention to reputation. companies on social media, as well as assessing company values from the content uploaded. They also prefer to send applications via email or career sites rather than delivering physical files. In addition, Gen Z tends to choose a workplace that is aligned with with their personal values, such as inclusivity, innovation, or work-life balance.

This phenomenon indicates a transformation in the job search process, from conventional nature to become more digital, personal, and perception-based. On the one hand, This opens up huge opportunities for companies to attract young talent through strategic digital branding. On the other hand, there is a risk of a gap in expectations arising if Information on social media does not reflect the realities of the working world. In previous research, related to the use of social media by Gen Z, one of which is according to research by (Hasanul, 2025) which states that Gen Z is the leading generation regarding technology can be a value
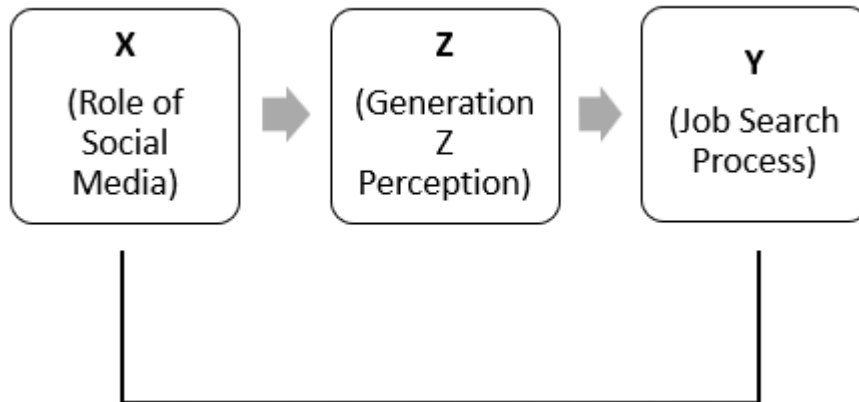
plus for them because generation Z can bring out the latest innovations that become the difference between generation z and previous generations.

According to Van Hooft et al. (2021, J. Applied Psychology) defines job search as a goal-directed, motivated, and self-regulating process regulatory) which includes a series of activities to obtain employment, from preparation until applying and following up. According to Affum-Osei et al. (2023, International Journal of Manpower) defines the process as a series of selected search strategies according to goal orientation to increase job opportunities and quality job. Thus, the job search process can be carried out based on abilities and the interests of job applicants, and not infrequently job applicants look for those who suit them their passion.

Therefore, this study examines how social media plays a role in shaping Gen Z's perception of the world of work and how it may influence their job search strategies. This understanding not only provides academic contributions, but also serve as strategic input for companies, HR practitioners, and educational institutions. in designing approaches that are relevant to the needs of future generations.

Various previous studies have been conducted to examine the process job search. One of the studies conducted by (Risca, 2022) showed that that the results of the path analysis test show that ability has a significant influence directly on employee performance. Research by Nikolaou (2014) and Sivertzen et al. (2013) found that social media plays an important role in the process recruitment and career decision making. Wanberg et al. (2002) stated that Job search success depends heavily on the individual's information, motivation, and perceptions. to the job market.

RESEARCH FRAMEWORK

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┌──────────┐      ┌──────────┐      ┌──────────┐
│    X     │      │    Z     │      │    Y     │
│ (Role of │  →   │(Generation│  →  │(Job Search│
│  Social  │      │    Z     │      │ Process) │
│  Media)  │      │Perception)│      │          │
└────┬─────┘      └──────────┘      └────┬─────┘
     │                                   │
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X to Y = the role of social media influences the job search process

X to Z = the role of social media influences Gen Z's perceptions

X to Y through Z = the role of social media influences the job search process through Gen Z perception

H1: The Role of Social Media Influences the Job Search Process

H2: The Role of Social Media Influences Gen-Z Perceptions

H3: The Role of Social Media Influences the Job Search Process through Gen Z Perceptions

RESEARCH METHODS

This type of research is quantitative, which uses a method in the form of questionnaires and surveys. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and conclusions drawn (Sugiyono, 2018). The population in the research was conducted on 50-100 Gen Z people with the following criteria:

1. Gen Z who are looking for work or have entered the world of work

2. Gen Z aged 18-28 years

3. Fresh Graduate (high school/D3/S1 graduates in the last 1-3 years)

A sample is a portion of the population of which there are only a few. members only (Sugiyono, 2018). The sampling technique for this research was random sampling or random sampling, the sample in this study amounted to 63 people. The research scale used is a 1-5 point Likert scale. The number 1 means very much disagree. agree, 2 means disagree, 3 means less agree, 4 means agree, 5 means strongly agree

Variables	Understanding	Indicator	Scale Measurement
X (the role of the media) social)	Social Media is platform or application Which users interact, allows content, and build For various social networks in general on line	a. use of social media b. follow accounts that discussing careers or the world Work c. job application tips content d. job vacancy information e. company work culture f. apply for a job after seeing information g. interact (like, comment, share)	Likert
Z (Gen	Generation Z (born	a. companies with working	Likert

perception) Z	between 1997–2012). They grew up in an era digital, where the internet, smartphones and media social has become part of life everyday life. Gen Z is known adaptive to technology, critical thinking, multitasking, and more open to issues diversity, environment, and social.	hours flexible b. avoid companies that labeled "toxic" on social media c. importance balance work and life (work-life balance) d. interested in the company that have a positive image in the media social e. work in a company that in line with values and interests f. Content on social media forming expectations about ideal work environment g. the world of work is more open and modern	
Y (Process Search Work)	A series activity what individuals do for get information, apply, and get a job in accordance with the skills, interests, and need his life. This process is not only covers work, but also strategy prepare access apply in self, information job market, up to the stage negotiation and acceptance Work.	a. actively looking for job vacancies through digital platforms b. interested in applying to the company which often appears in the media social c. consider culture work before deciding to apply for a job d. make contents career in social media as job search references e. using LinkedIn or similar platforms to search for and apply for a job f. Social media makes more	Likert

		confidence in the process applying for a job g. choose work based on reputation companies see in social media	

RESULTS AND DISCUSSION

1. Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The role of media social	63	7	31	27.24	3.310
Process search work	63	7	28	24.70	3.067
Gen-Z Perceptions	63	7	35	27.94	3.959
Valid N (listwise)	63				

Based on the table above, the variable of the role of social media with the number of respondents is 63 people, obtained a minimum value of 7, maximum 3, average (mean) 27.24 and standard deviation 3,310. The fairly high average value indicates that the majority of respondents have the level of intensive use of social media in everyday life. In the variable job search process with 63 respondents, obtained a minimum score of 7 and maximum 28, with an average (mean) of 24.70 and a standard deviation of 3.067. This average value shows that respondents tend to have a high level of job search activity. is quite high and relatively evenly distributed among respondents. In the Gen-Z variable, the number of 63 respondents obtained a minimum score of 7, maximum 35, with an average (mean) of 27.94 and standard

deviation of 3.959. The high mean value indicates that the perception characteristics Gen-Z among the research respondents is quite strong, especially in terms of their relationship with digital technology and the role of social media

2. Validity and Reliability Test

Variables	Statement	r count	r table	Decision
The role of media social (X)	X1	0,688	0,248	VALID
	X2	0,728	0,248	VALID
	X3	0,741	0,248	VALID
	X4	0,631	0,248	VALID
	X5	0,589	0,248	VALID
	X6	0,780	0,248	VALID
	X7	0,640	0,248	VALID
Process search work (Y)	Y1	0,529	0,248	VALID
	Y2	0,650	0,248	VALID
	Y3	0,550	0,248	VALID
	Y4	0,500	0,248	VALID
	Y5	0,532	0,248	VALID
	Y6	0,584	0,248	VALID
	Y7	0,530	0,248	VALID
Gen-Z Perceptions (Z)	Z1	0,557	0,248	VALID
	Z2	0,792	0,248	VALID
	Z3	0,757	0,248	VALID
	Z4	0,786	0,248	VALID
	Z5	0,730	0,248	VALID
	Z6	0,686	0,248	VALID
	Z7	0,577	0,248	VALID

Based on the table above, it can be seen that each variable item (role) social media, job search process, and gen-z perceptions) in this study already have the calculated r value is greater than the table r (0.248) and the significance value is smaller than 0.05 so it can be concluded that all instruments in the form of questionnaires are used in this study is valid.

Reliability Test

Variable	Cronbach's Alpha	Limits	Decision
The role of media social	0,881	0,7	*Reliable*
Job Search Process	0,851	0,7	*Reliable*
Gen-Z Perceptions	0,818	0,7	*Reliabel*

Based on the table above, it shows that each media role variable social 0.881 job search process variable 0.851 and gen-z perception variable 0.818 which This means that the three variables have a Cronbach Alpha value that is greater than the critical value. 0.70 so it can be concluded that the instrument used is reliable or reliable if used repeatedly.

3. Classical Assumption Test

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		63
Normal Parameters[a,b]	Mean	.0952381
	Std. Deviation	1.91998429
Most Extreme Differences	Absolute	.102
	Positive	.053
	Negative	-.102
Test Statistic		.102
Asymp. Sig. (2-tailed)		.169[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the table above, the normality test for the One-Sample Kolmogorov Smirnov 's unstandardized residuals from 63 respondents gave the results of the value Asymp. Sig 2-tailed with a significance value of 0.169 > 0.05, thus can be interpreted that the residual data is normally distributed, the normality assumption is met

Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Role Media Social	.475	2.107
	Perception Gen-Z	.475	2.107

a. Dependent Variable: Job Search Process

Based on the table above, it shows that the Social Media Role variable has Tolerance value of 0.475 and VIF of 2.107 while the perception variable of generation Z also has a tolerance value of 0.475 and a VIF of 2.107. The tolerance value is above 0.10 and VIF values below 10 indicate that both the role of social media and Gen- perception variables z does not show multicollinearity. This means that these two variables can be used simultaneously. in the regression model because they do not influence each other excessively or cause correlation problem between independent variables.

Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.306	1.357		1.700	.094
	Role Media Sosial	.078	.070	.202	1.106	.273
	Gen-Z Perception	-.108	.059	-.333	-1.827	.073

a. Dependent Variable: ABS_RES

From the table above, it can be seen that the social media role variable has a value significance of 0.273, while the Gen-Z perception variable has a significance value of 0.273 of 0.073. It can be concluded that there are no symptoms of heteroscedasticity in the model regression.

4. Hypothesis Testing

Determinant Coefficient Test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.640	1.841

a. Predictors: (Constant), Gen-Z Prception, Role Media Social

From the table above, the Adjusted R Square value is 0.640, indicating that 64.0% Sig. .094 .273 .073 variations in consumer behavior can be influenced by the role of social media variables, the process job search and Gen-Z perceptions. Meanwhile, the remaining 36.0% is influenced by other factors not included in this study.

Simultaneous Test (F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	379.830	2	189.915	56.011	.000[b]
	Residual	203.440	60	3.391		
	Total	583.270	62			

a. Dependent Variable: Job search Process

b. Predictors: (Constant), Gen-Z Perception, Role Media Social

It is known that the calculated F is 56.011 with a significance of 0.000. The F table can be obtained as following:

F table = n – k – 1 ; k

= 63 – 5 – 1 ; 5

= 57 ; 5

= 7.125 (see F table with df 1=5 and df2 = 44)

Description N: Number of Samples

K: Number of independent variables

I: Constant

Thus, it is known that F count (56.011) > F table (7.125) with Sig. (0.000) < 0.05. This means that the role of social media, the job search process and Gen-Z. The value significance (Sig.) 0.000 which is smaller than the level of significance with general used

(0.05). Overall, the results of the F test show that from the social media variable, Gen-Z has a significant influence on the job search process.

Partial t-test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.377	1.973		2.218	.030
	Role Media Social	.391	.103	.422	3.811	.000
	Gen-Z Perception	.346	.086	.447	4.041	.000

a. Dependent Variable: Job Search Process

Thus the following results are obtained:

1. The influence of social media on the job search process

   The B value obtained was 0.391 with a calculated t value of 3.811 with a significance of P value 0.000. Thus the significance value of 0.000 < 0.05. This means that the role of social media has a partial positive and significant influence on the process job search.

2. The influence of Gen-Z's perception on the job search process

   The B value obtained was 0.346 with a calculated t value of 4.041 with significance 0.000. Thus, it is known that t count (4.041) > t table (2.280) or significance (0.000) < 0.05. This means that Gen-Z's perception is partially has a positive and significant impact on the job search process.

Path Analysis Results
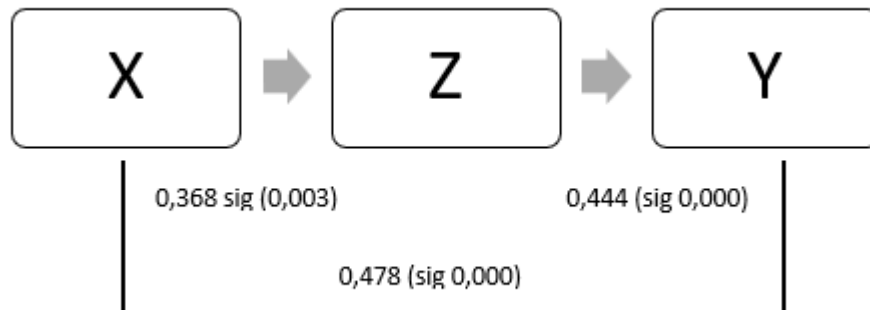
Based on the image above, it can be seen that social media variables have an influence. directly significant to performance with a sig value of 0.000. With a positive direction, this means The higher the level of ability, the more performance increases. Gen-Z variable has a significant effect on job search with a sig value of 0.000. With a positive direction This means that the higher the level of social media use by Gen-z, the more effective the process is. job search.

The social media variable (X) has a positive and significant influence on the search process. work (Y) with a coefficient of 0.368 and a significance value of 0.003 < (0.05). This shows that the higher the use of social media, the more effective the job search process. The Gen-Z variable also has a positive and significant influence on the job search process (Y) with a coefficient of 0.444 and a significance value of 0.000 < (0.05). This means that the stronger The characteristics of Gen-Z make them more effective in the job search process. coefficient of 0.478 with a significance of 0.000 < (0.05) indicates a positive influence and significance of related variables (e.g. social media through gen-z on the learning process) job search, so the greater the interaction of these factors, the greater the increase as well as job search effectiveness.

The role of social media variables has a direct influence on the job search process. This shows that the presence of Gen-Z strengthens the relationship between media use social media by Gen-Z, the greater its contribution to increasing effectiveness job search.

DISCUSSION

1. **The Role of Social Media in the Job Search Process**

The results of the t-test show that the social media role variable has a calculated t-value of 3.811 with a significance value of 0.00. Because the calculated t value is > from the t table (3.811 > 2.280) and the significance value is less than 0.05 (0.000 < 0.05), then it can be concluded that the role of social media has a positive and significant influence on the search process work. This means that the higher the intensity of use of social media, the more the job search process carried out by respondents is also effective. This is in line with phenomenon in today's digital era, where social media is not just a platform communication, but also functions as a medium for information and career development.

The role of social media functions as a means of communication and entertainment, besides that the media social media plays a role in becoming a new ecosystem for the recruitment process. Many companies using platforms like LinkedIn, Instagram and even TikTok to spread the word job vacancy information, conducting employer branding, and assessing the self-image of candidates employees. This shows that social media is not only beneficial for employees job seekers, but also for Companies to find suitable candidates.

In Gen-Z's perception, social media plays a dual role. First, as a a source of fast and real-time job information. Second, as a means of building personal branding, for example by displaying portfolios, experience and skills through the content created. With strong personal branding on social media, searchers work has a greater chance of attracting recruiters. So the relationship between media social with a two-way job search process, job seekers seek information and Companies assess candidates' credibility through digital footprints.

2. **Gen-Z's Perception of the Job Search Process**

The results of this study show that the Gen-Z perception variable has a t-value of 4.041 with a significance of 0.000. This value is greater than the t table (2.280) and

significance is less than 0.05. Thus, Gen-Z is partially has a positive and significant impact on the job search process. This means that the higher characteristics of the job search being conducted. This is in line with the characteristics of the generation This is known to be adaptive, technology literate and active in using digital media as a means of obtaining information and self-development.

The results of this study confirm that Gen-Z's perceptions have a significant contribution in strengthening the job search process. This generation not only takes advantage of technology, but also optimize the role of social media for networking, accessing information, and demonstrate their professional identity. The implication of this finding is that Companies need to adapt their recruitment strategies to the characteristics of Gen-Z, for example by increasing the visibility of vacancies on digital platforms, presenting information transparent and easily accessible work, as well as building a good corporate image. attractive to the younger generation. This will create a two-way relationship that is mutually beneficial profitable between companies and job seekers from the Gen-Z perception group.

3. **The Role of Social Media in the Job Search Process for Generation Z**

Based on the results of the path analysis, it is known that the role of social media has an influence directly significant to the job search process with a significance value of 0.000. This means that independent use of social media can influence effectiveness of job search by individuals. The perception of Gen-z as a generation born and growing up in the digital era tends to make social media one of the means main in obtaining job vacancy information, building networks professional, to personal branding. Thus, the role of social media play an important role in facilitating and accelerating the job search process.

The results of the calculation of indirect influence through the Gen-z perception variable. The magnitude the indirect effect is 0.368 x 0.478 = 0.176, while the direct effect is recorded at 0.444. Thus, the total influence exerted by social media on the job search process through gen-z perceptions is 0.444 + 0.176 = 0.615. Shows that the involvement of gen-z perception as a mediator strengthens the influence

social media on job search effectiveness. In other words, the role of social media will gives a bigger impact when used by the perception of generation-z which indeed has the characteristics of being active, creative, and adaptive to digital technology.

CONCLUSION

Based on the research results and discussions that have been presented regarding the role of social media in shaping Gen-Z's perception of the world of work and its influence on the job search process can be concluded as follows:

1. The role of social media variables has a significant influence on the job search process.

2. Generation-Z perception variables have a significant influence on the job search process.

3. The variable of the role of social media through the perception of generation-z has a significant influence. towards the job search process.

SUGGESTION

It is hoped that Gen-Z can use social media more productively, not only for entertainment but also as a means of expanding professional networks, accessing job vacancy information, as well as building personal branding. This is important so that the recruitment process Job searches can be more effective and the chances of being accepted into the world of work are greater. It is hoped that companies can be more active in using social media as a channel. recruitment. This is because the majority of Gen Z seeks job information through social media. Employer branding strategies on popular platforms such as Instagram, TikTok, and LinkedIn will makes it easier for companies to reach young talent that fits their needs. The next researcher hopes that the next researcher can increase the number of respondents, more so that the research results are more relevant.

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