



## USE OF THE LINKEDIN APPLICATION ON BRAND AWARENESS AND CORPORATE IMAGE (LITERATURE REVIEW STUDY)

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**Abstract:** The Literature Review article on the Use of the LinkedIn Application on Brand Awareness and Corporate Image is a scientific article that aims to build a research hypothesis on the influence of inter-variables to be used in further research. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study include: 1) the LinkedIn application has an effect on brand awareness; 2) The LinkedIn application has an effect on corporate image; and 3) Brand awareness has an effect on corporate image.

**Keywords:** LinkedIn Application, Brand Awareness, Corporate Image

### INTRODUCTION

Digitalization is currently embedded in almost all of our activities, such as daily activities, offices, schools and even other important things. From digitalization, various opportunities arise that are utilized by several groups or companies to create innovations or breakthroughs. One of them is the LinkedIn application, which is a social network that aims to connect a professional individual to other professional individuals. This application can add to the relationship between fellow professionals, so it has a broad reach. The application also has features that can display the user's background, ranging from work experience to awards that have been won, and several trainings that can be used to develop soft skills, so that they are very relevant to the professional world.

Based on the background of the problem above, the formulation of the research problem is determined as follows:

1. Does the LinkedIn Application affect the Brand Awareness?
2. Does the LinkedIn Application affect the Corporate Image?
3. Does the Brand Awareness affect the Corporate Image?

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### LITERATURE REVIEW

#### LinkedIn Application

LinkedIn is an application that can be used to find the best jobs or internships. LinkedIn is an application that is useful for improving inter-professional relationships. LinkedIn is an

application that displays a person's background in the form of educational history, work history, skills possessed, awards that have been won, to relevant training. LinkedIn application indicators include: 1) Networking; 2) Branding; and 3) Job Vacancy.

The LinkedIn application has been extensively researched by previous researchers, among others: (Indrawan & Pratomo, 2021), (Mahaputra & Saputra, 2022), (Ilhamalimy & Mahaputra, 2021), (H. B. H. Havidz & Mahaputra, 2020).

### Brand Awareness

Brand awareness is the expertise in estimating brands into several categories in making a purchase. Brand awareness is a reliability possessed by consumers in remembering a product or service brand or even an advertisement. Brand awareness is an ability that arises in the minds of customers when they want to buy or think about certain products or services. Brand awareness indicators include: 1) Recall; 2) Recognition; 3) Purchases; and 4) Consumption.

Brand Awareness telah banyak diteliti oleh peneliti sebelumnya, antara lain: (Al Hafizi & Ali, 2021), (Wijaksono & Ali, 2019), (Masruri, Ali, & Rosadi, 2021), (Harahap & Ali, 2020), (Khalid, S. A., & Ali, 2006), (Doan & Ali, 2021), (BAstAri, A., & Ali, 2020), (Suleman, Ali, Nusraningrum, & Ali, 2020).

### Corporate Image

Corporate image is a condition where consumers compare various attributes owned by the company. Corporate image is a public perception of an organization or company. Corporate image is a form of public assessment of a good or bad company. Corporate image indicators include: 1) Advertising; 2) Public Relations; and 3) Physical Image.

Corporate image has been widely studied by previous researchers, among others: (Desmiwerita & Saputra, 2019), (E. B. Saputra, Saputra, & Satriawan, 2019), (E. B. Saputra, 2022), (F. Saputra & Saputra, 2021), (Zulhendra & Nofrialdi, 2022), (Nofrialdi, 2022).

**Table 1. Relevant Previous Research Results**

No	Author (year)	Previous Research Results	Simmilarities with this article	Difference with this article
1	(Tjahjadi & Limakrisna, 2022)	Model of Customer Satisfaction for Improving Customer Loyalty	Discuss about Corporate Image	Differences in variables Customer Satisfaction and Customer Loyalty
2	(Ricardo, 2021)	Building Purchase Intention: Company Image, Product Knowledge and Price Perception	Discuss about Company Image	Differences in Variables Purchase Intention, Product Knowledge and Price Perception
3	(Mahaputra & Saputra, 2021)	Relationship Word of Mouth , Advertising and Product Quality to Brand Awareness	Discuss about Brand Awareness	Differences in variables Word of Mouth, Advertising and Product Quality
4	(Sivaram, Hudaya, & Ali, 2019)	Building a Purchase and Purchase Decision: Analysis of Brand Awareness and Brand Loyalty (Case Study of Private Label Products at Alfamidi Stores in Tangerang City)	Discuss about Brand Awareness	There are research locus, namely in Alfamidi Stores in Tangerang City
5	(Hemas & Tileng, 2020)	Analysis of the Influence of Usability, Convenience and Trust Factors on the Intention to Use the LinkedIn Application	Discuss about LinkedIn Application	Difference in variable Usability, Convenience and Trust

6	(H. M. M. Putra & Fahamsyah, 2021)	Application of the LinkedIn Social Media Platform as a Recruitment Tool	Discuss about LinkedIn Application	Difference in variable Recruitment
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## RESEARCH METHODS

The method of writing literature review articles is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. In this research, literature review must be used consistently based on methodological assumptions. This means that a literature review must be used so that it does not raise questions that will be asked of researchers. Researchers use qualitative methods because they are exploratory (Ali, H., & Limakrisna, 2013).

## DISCUSSION

Based on the formulation of the problem, literature review and previous research tables, the discussion of this research is as follows:

### 1. The Effect of LinkedIn Application on Brand Awareness

The LinkedIn application has an effect on brand awareness, so what a company must do is: 1) Networking: where the company must develop its company page to the public so that the company name is known; 2) Branding: starting to define the characteristics of the company; and 3) Job vacancy: start posting job vacancies in positions that are currently needed.

If a company conducts networking, branding and job vacancies, it will have an impact on: 1) Recall: a form of a consumer's memory of a company or brand when asked by another person; 2) Recognition: consumers can know a brand and the categories of the brand; 3) Purchase: is a form of decision that will be taken by consumers in buying a seller's product/service; and 4) Consumption: a form of knowledge of a product when they use products or services from other sellers. This means that if the linkedin application starts to be implemented and promoted properly, it will result in a higher level of consumer brand awareness.

The LinkedIn application has an effect on brand awareness, this is in line with research conducted by: (A. Maharani & Saputra, 2021), (S. A. H. Havidz, Jianmu, Aima, & Ali, 2017), (Mahaputra & Saputra, 2021), (F. Saputra & Mahaputra, 2022).

### 2. The Effect of LinkedIn Application on Corporate Image

Linkedin applications affect corporate image, so what a company must do is: 1) Networking: where to start connecting with professional users so that the company's image increases; 2) Branding: starting to introduce information containing the company; and 3) Job Vacancy: companies are expected to frequently provide information regarding job vacancies.

If a company conducts networking, branding and job vacancies, it will have an impact on: 1) Advertising: is a form of activity carried out to attract consumers; 2) Public Relations: efforts to maintain and maintain good relations between consumers and companies; and 3) Physical image: a form of physical evidence capable of giving a positive image of the company to consumers. This means that if the linkedin application is implemented and begins to be used by a company, it will have a better impact on the company's image.

The LinkedIn application has an effect on corporate image, this is in line with research conducted by: (Desfiandi, Yusendra, Paramitasari, & Ali, 2019), (R. F. A. Saputra, Pranoto, & Ali, 2021), (Yeni, Gusnadi Erwin, & Hapzi Ali, 2019), (Larasati, Havidz, Aima, Ali, & Iqbal, 2018), (Elmi, Setyadi, Regiana, & Ali, 2016), (Sudiantini & Saputra, 2022).

### 3. The Effect of Brand Awareness on Corporate Image

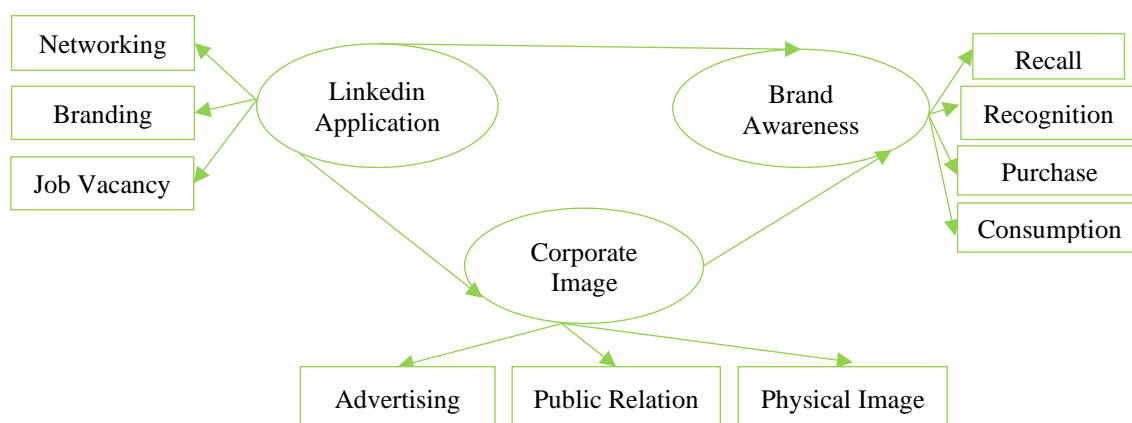
Brand awareness affects corporate image, so what companies must do are: 1) Recall: present content about the company and its products that are easy for consumers to remember; 2) Recognition: a form of consumer knowledge regarding product categories; 3) Purchase: provides a variety of payment methods; and 4) Consumption: creating a product that is easy to remember and has unique characteristics to make it different from other companies.

This means that if the company carries out and implements recall, recognition, purchase and consumption, it will have an impact on: 1) Advertising: making it effective and efficient in introducing matters relating to the company; 2) Public Relations: makes it easier for companies to introduce products because they have maintained good relations with consumers and the public (Linkedin users); and 3) Physical image: convincing consumers or the public because of its existence.

Brand awareness has an effect on corporate image, this is in line with research conducted by: (Sivaram et al., 2019), (Somad, Rosadi, Ali, Kesisteman, & Kesisteman, 2021), (Ridwan, Mulyani, & Ali, 2020a), (Ridwan, Mulyani, & Ali, 2020b), (Widodo, Silitonga, & Ali, 2020), (Bimaruci, Agung Hudaya, & Hapzi Ali, 2020).

#### Conceptual Framework

Based on the formulation of the problem, literature review and discussion above, the framework of this article is as follows:



Source: (Tjahjadi & Limakrisna, 2022), (Sivaram, Munawar, & Ali, 2020).

**Figure 1. Conceptual Framework**

This study discusses the Use of the LinkedIn Application on Brand Awareness and Corporate Image (Literature Review Study). There are other factors that affect endogenous variables, among others:

- 1) Investment Interest: (Suharyono & Ali, 2015), (Widayati et al., 2019), (R. Putra, Lima Krisna, & Ali, 2021), (Arif Musthofa & Ali, 2021), (Salam, Rifai, & Ali, 2021), (U. Maharani & Ali, 2019), (Lawu & Ali, 2022), (Khalik, Musyaffa, & Ali, 2021), (Firmansyah & Ali, 2019), (Agussalim, Ayu Rezkiana Putri, & Ali, 2016).
- 2) Brand Image: (Ali, Djamaluddin, & Hadibrata, 2016), (Arsad & Ali, 2021), (Christina Sirait & Ali, 2017), (Nugroho & Ali, 2022), (Faisal, Ali, & Imron Rosadi, 2021), (Ali, Karimi, & Febriamansyah, 2020), (Richardo, Hussin, Bin Norman, & Ali, 2020), (Hafat & Ali, 2022), (Chong & Ali, 2021), (Sivaram et al., 2020).
- 3) Corporate Value: (Hairiyah & Ali, 2017), (Ali, 2019), (Sulistiorini & Ali, 2017), (Ilhamalimy & Ali, 2021), (D. A. Setyadi & Ali, 2017), (Octavia & Ali, 2017), (Larasetiati

- & Ali, 2019), (Fahmi & Ali, 2022), (Darwisyah, Rosadi, & Ali, 2021), (Mulyani, Ridwan, & Ali, 2020).
- 4) Price Stocks: (Fahmi & Ali, 2022), (Hernikasari, Ali, & Hadita, 2022), (Ali, Hadibrata, & Buchori, 2016), (Wahono & Ali, 2021), (Iryani, Ali, & Rosyadi, 2021), (Hasyim & Ali, 2022), (Kholisoh & Ali, 2020), (Fauzi & Ali, 2021), (Ali, Zainal, & Ilhamalimy, 2022), (Suleman et al., 2020),
- 5) Employee Motivation: (Maisharoh & Ali, 2020), (A. Setyadi, Ali, & Imaroh, 2017), (Paijan & Ali, 2017), (Putri Primawanti & Ali, 2022), (Mukhtar, Ali, & Jannah, 2016), (Lathiifa & Ali, 2013), (R. Putra & Ali, 2022), (Sari & Ali, 2022), (Kasman & Ali, 2022), (Ismail, Ali, & Anwar Us, 2022).

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

Based on the theoretical study and discussion above, the researcher draws the following conclusions:

1. LinkedIn application affected on Brand Awareness.
2. LinkedIn application affected on Corporate Image.
3. Brand Awareness affected on Corporate Image.

### Recommendation

Based on the conclusions above that have been described by the researchers, suggestions are needed regarding matters that affect brand awareness and corporate image. There are other factors that can be used for further research including: Corporate values, employee motivation, price stocks, brand image and investment interest.

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