

ABSTRACT

The E-Employee Recruitment application, a social networking module, is an application designed to personalize someone using social networks. Personal branding is obtained from job seekers who add a section to the profile then pack it into a professional profile which is then automated into personal branding based on their competence.

The application to be built is a web-based application that uses PHP, HTML, CSS as a programming language and MySQL for the database. For system development using a prototype model because it involves the user in designing and the functionality being developed is uncertain.

With the completion of the E-Employee Recruitment Application, this social networking module is expected to be of benefit to all parties.

Keywords: Personal Branding, Professional Profile, Social Networking