

ABSTRACT

The COVID-19 pandemic that has occurred for the past two years has had an impact on companies, especially in terms of opening job vacancies, many companies are forced to postpone job vacancies and many are also innovating by opening job vacancies through the company website and also online on Social Media such as LinkedIn, Facebook and more. Generation Z this year is their working age, where they have to enter the world of work and look for work. This study examines the habits of Generation Z in using social media to find work during the COVID-19 pandemic. The Covid-19 pandemic has had a considerable impact on several world industrial sectors, the health industry is forced to work harder to suppress the spread of the Covid-19 virus. Not only the industrial sector that accepts, but also the economic sector accepts the limits of normal business activities. Several countries have activities both nationally and internationally or commonly known as Lockdown. Many countries have experienced an economic crisis until they experienced a recession, but there are also several countries that have survived the economic crisis due to the Covid-19 pandemic until they do not experience a recession. However, this pandemic has actually become an encouragement for job seekers, besides that there must be interest in adjustments, but also the consequences of the new system implemented by the company to continue working with limited activities due to the Covid-19 pandemic. The population used in this study are job seekers who are of working age and preparing to enter the world of work. The sample used was 100 respondents and analyzed using path analysis and the help of the third version of the SmartPLS application. The results showed that all variables had a positive and significant effect on the decisions proposed at the job vacancy provider company.

Keyword: *Job Search Activities and Job Awereness, Information Collection, Persuasion, Evaluation and Shortlist of Possible Jobs, Application Intention.*