

ABSTRACT

Job seekers use social media as a medium of information about job vacancies in the process of looking for a career. Information media for job vacancies is a medium for job seekers to find it easy to find information on job vacancies available on social media platforms. If the information on job vacancies available on social media meets expectations of meeting the information needs of job seekers for job vacancies, then there is fulfillment of the information needs of job seekers using social media. The purpose of this study was to find out whether or not the use of social media was effective as a medium for information on job vacancies for Gen Z job seekers in Madiun City with benchmarks of effectiveness using the Uses and Gratifications concept, namely Gratifications Sought (information needs of job seekers) and Gratifications Obtains (information obtained by job seekers). The sampling technique in this study uses probability sampling, namely quota sampling with a sample of 100 respondents. The data analysis techniques used were crosstabulation, chi-square, and Spearman correlation, which revealed a significant and unidirectional relationship between the information needs of job seekers and the information obtained through social media. The chi-square test on each dimension showed variable X with an Asymp value of Sig 0.000 < 0.05, supporting H1, which is the effective use of social media as a source of job information for Gen Z job seekers in Madiun City.

Keywords: *Effectiveness, Use of Social Media, Job Vacancy Information, Uses and Gratifications.*