

Personal Branding Strategy in LinkedIn Profile Summary: A Rhetorical Move Analysis

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ABSTRACT

Today, LinkedIn is a business-focused social media platform widely preferred for professional networking. The discourse produced in a LinkedIn profile summary can significantly enhance one's personal branding. This study examines the personal branding strategies embedded in the move structure of LinkedIn profile summaries. A genre analysis approach elaborated with the components of personal branding, provides insights into the creation of an effective profile summary. The results of this study show that the self-strength component is a mandatory element in a profile summary. Strengths can be highlighted by presenting experience, skills, educational background, and position. Additionally, there are optional components that can further enhance personal branding, such as presenting achievements, goals, and unique qualities. These findings serve as a reference for LinkedIn users in developing a stronger personal brand through the creation of an effective and efficient profile summary.

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INTRODUCTION

Along with the development of information and communication technology, a person's self-image is often judged by what is displayed on social media. The presence of social media is considered a tool for personal branding, often associated with a reflection of one's identity to showcase qualities and capabilities. According to Marin and Nilā (2021), personal branding refers to how someone creates value so that they are perceived positively by the public. It is stated that personal branding can attract attention and allow someone to be uniquely recognized by others, even before meeting them in person.

Personal branding is essential for one's career in modern society. The purpose of personal branding is to build a perception or image that aligns with what someone wants to display, thereby attracting and building trust among those who see it (Tamimy, 2017). Parengkuan and Tumewu (2014) identified important components that contribute significantly to sustainable personal branding. These components include (1) value, (2) skill and competence, (3) behavior, (4) total look, (5) uniqueness, (6) achievement, (7) strength, (8) authenticity, and (9) goal. In practice, there are several benefits to building strong personal branding, such as increasing credibility and trust, expanding networks and opportunities, and attracting future prospects.

The importance of personal branding is closely tied to aspects of a person's reputation and visibility in society. In this modern era, many social media platforms can be utilized to build personal branding. One of the most

commonly used platforms for this purpose is LinkedIn. LinkedIn is a business-oriented social media platform designed for professional networking. According to Andina et al. (2022), LinkedIn facilitates access to a vast professional network in the form of business connections. In Indonesia, LinkedIn is currently very popular. Data from the Data Indonesia website shows that at the end of 2021, LinkedIn users reached 20.46 million, increasing to 22.07 million by July 2022—a growth of 4.75% (Widi, 2022). Additionally, active LinkedIn users predominantly consist of individuals in the workforce and job seekers, with 63.4% aged 25-34 years, 28.1% aged 18-24 years, and 8.2% aged 35-54 years.

A LinkedIn profile consists of several sections, with one of the most important being the profile summary. The profile summary is regarded as an effective tool for presenting oneself positively (Tobback, 2019) and providing a brief overview of the profile owner's background (Nadeem, 2023). Reilly and Dewar (2024) add that a profile summary can create a strong first impression in a way that other parts of the profile cannot. The profile summary is positioned at the top of the profile, directly below the profile photo, and is marked with the title "About." The layout of the profile, including the profile summary section, is shown in Figure 1.

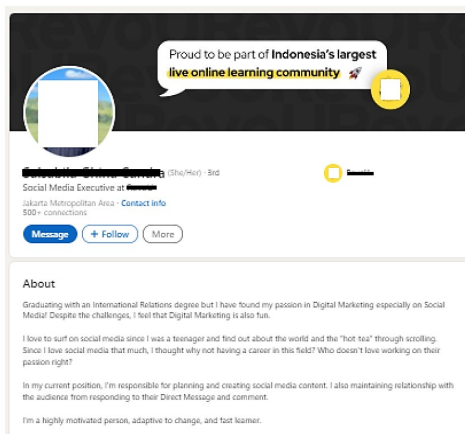


Figure 1. LinkedIn profile summary section

LinkedIn users can freely create a profile summary, including choosing the language to use. There is no requirement for the profile summary to be written in a specific language. However, most LinkedIn users choose to use English. The use of English aims to reach connections from all parts of the world. Not only is it used by native speakers, but English in LinkedIn profile summaries is also widely used by non-native speakers. This includes users from Indonesia. For Indonesians, using English in their profile summaries helps expand their reach and visibility while attracting international opportunities. From a user's perspective, incorporating English in their profile is an indirect way to demonstrate their ability and proficiency in the language. From an employer's perspective, this can be viewed positively (Wibowo, 2019).

A personal branding strategy is essential for creating an attractive profile summary. Over time, many articles have discussed personal branding strategies. Some focus on personal branding on social media platforms such as Instagram (Hendra, 2020; Yusanda et al., 2021), LinkedIn (Marin & Nilă, 2021; Okyiosa, 2022), and Jobstreet (Emizar & Habiansyah, 2018). Other articles discuss branding in general, such as improving personal performance (Setiawan, 2018), building image and popularity (Anggraini, 2021), and employer brand value and talent attraction (Banerjee & Gupta, 2019). However, no research has specifically examined personal branding from a discourse perspective. This study investigates personal branding strategies found in the discourse of profile summaries on the LinkedIn platform using a genre analysis framework.

REVIEW OF LITERATURE

A genre is defined as a type of text that shares a common purpose and structure. For example, news articles, short stories, and poems represent different genres of text (Biber & Conrad, 2009). Each genre has a specific purpose, such as providing information, entertaining, or expressing emotions. In general, genres can be categorized by their purpose and structure. The study of text structure, which examines the sequence of rhetorical structures distinguishing one type of text from another, is called 'genre analysis' (Swales, 1990). The goal of genre analysis is to uncover the strategies, linguistic features, and sequence of moves associated with a particular genre.

The move analysis model focuses on the organization of discourse in achieving the communicative goals of a discourse community. A discourse community consists of individuals who use shared language and purpose to achieve specific communication goals. Discourse is structured in several moves, each serving a different communication function. These moves can occur in various orders and may be further divided into smaller units called steps. The combination of all possible moves and steps within a given genre text is referred to as the rhetorical structure of the genre (Swales, 2004).

This research focuses on profile summary as the object of study by using a genre analysis approach. So far, there has yet to be any research that addresses profile summaries using this approach, but research on almost similar genres has been conducted. These are resumes and cover letters. LinkedIn profiles, resumes, and cover letters have some similarities in their communication purpose: to build attractive branding to attract recruiters. Bhatia (1993) categorizes this kind of discourse as a promotional genre. Although, in practice, the LinkedIn profile has a broader purpose, some of its structures have similarities with resumes and cover letters. Table 1 below shows the structure of the move and the strategies contained in the cover letter (Warsidi, 2022).

Table 1. Move and strategy in the job application letter

Move and Strategy	Description
Move 1	Opening stage
Strategy 1	Presenting the applicant's short information
Strategy 2	Presenting date
Strategy 3	Presenting the purposive person and/ or company's name and address
Strategy 4	Presenting a sense of respect
Move 2	Presenting the application
Strategy 1	Presenting offered position from
Strategy 2	Presenting interestingness to be a part of the company
Strategy 3	Presenting related working experiences
Strategy 4	Presenting abilities or skills to work efficiently
Strategy 5	Presenting the purpose
Strategy 6	Presenting attachments
Strategy 7	Presenting contact details
Move 3	Closing stages
Strategy 1	Offering or waiting for further discussion about her/his skills
Strategy 2	Thanking, respecting, and/ or signing (with details)

Some of the strategies above are also found in the LinkedIn profile summary; more details can be found in the findings section. Warsidi (2022) examined job application letters in a single context. He found that there were two different models between English language application letters written by native speakers and Indonesians. Different from Warsidi (2022), this research combines genre analysis with personal branding strategy as part of its structure. This kind of research has also been carried out by previous researchers. Soroko (2012) examines moves and structures in Polish job application letters as well as self-presentation strategies. Additionally, Patanasorn and Thumnon (2020) investigated the move and politeness strategies used in

application letters written by ASEAN applicants. Meanwhile, this research discusses rhetorical moves and personal branding strategies found in LinkedIn profile summaries.

METHOD

This research is based on 100 profile summaries from the LinkedIn platform. The selected profile summaries are written in English by Indonesian users. Whether a user is Indonesian can be determined by the location displayed on their profile, as highlighted in the red box in Figure 2.



Figure 2. Location section on LinkedIn profile

Furthermore, profile summaries consisting of fewer than three sentences were not selected, as such summaries may not adequately reflect the typical characteristics of discourse structure. Additionally, the selection was limited to profiles with a working status; profile summaries from users with a job-seeking status were excluded. This decision was made to ensure the collection of comparable corpus data. Profiles with a working status were also chosen because they could be assumed to have passed recruitment screening by recruiters.

To avoid bias, profiles meeting the predefined criteria were then randomly selected. This approach ensured that the selected sample was representative and capable of yielding accurate conclusions. For ethical reasons, all names and any other details that could identify the profile owners were removed. Ultimately, 100 profile summaries were selected and compiled into the EPS (English Profile Summary) Corpus. Each profile summary was assigned a unique identifier for ease of reference. This naming system involved assigning the abbreviation "PS" to each profile summary, followed by a sequential number (e.g., PS-01, PS-02).

Considering the limited expansion of the corpus, this research aims to provide a qualitative analysis of the personal branding strategies found in the rhetorical moves of profile summaries. A move, as defined here, is a semantic unit related to the author's purpose (McKinlay, 1984). The minimum unit of analysis is a clause, which serves as the basic element for identifying moves. Each profile summary is analyzed to determine the strategies it contains. While many researchers refer to communicative functions as moves and communicative events as steps, this study prefers to use the term "strategy" instead of "step" because it conveys greater flexibility in the context of the text.

This profile summary analysis adopts Warsidi's (2022) move-structure framework, which includes move 1: opening stage, move 2: presenting the application, and move 3: closing stage. However, move 2 was deemed incompatible with the structure of a profile summary, so it was replaced with one of the move structures from Bhatia (2002): establishing credentials. Consequently, the move structure in the profile summary consists of the opening stage (M1), establishing credentials (M2), and closing stage (M3). Meanwhile, the strategies within each move are not based on a predefined framework; they are adapted to the actual findings in each analyzed profile summary.

The analysis began with manually marking each sample to identify the moves and strategies present. The frequency of each move and strategy was then calculated. Based on this frequency, moves and strategies were classified as obligatory, prototypical, or optional. The determination of these criteria varies among studies. For instance, some studies categorize a criterion as obligatory if its occurrence exceeds 50%, 60%, or 80% (Hardjanto, 2017). Hardjanto (2017) specifies that a step can be categorized as obligatory if its occurrence ranges between 90%-100%, prototypical if it occurs more than 60% but less than 90%, and optional if it occurs less than 60%. Khansari et al. (2016) classify a criterion as obligatory if its occurrence is 100%, quasi-obligatory if it occurs 50%-99%, and optional if it occurs less than 50%.

This research adopts and refines the classifications of Hardjanto (2017) and Khansari et al. (2016), defining obligatory moves as those occurring in 90%-100% of cases, prototypical moves as those occurring in 50%-89% of cases, and optional moves as those occurring in less than 50% of cases. Finally, conclusions regarding personal branding strategies are drawn from the analysis of the profile summaries.

RESULTS AND DISCUSSION

Rhetorical Move in LinkedIn Profile Summary

This section reports the analysis results of the 100 English LinkedIn profile summaries written by Indonesians. The summary analysis results of moves and strategies of the LinkedIn summary profile are presented in Table 2.

Table 2. Move and strategy found in the LinkedIn profile summary

Move and strategy	Code	Description	Percentage
Move 1	M1	Opening stage	25%
Strategy 1	S1.1	Greeting the readers	11%
Strategy 2	S1.2	Presenting Name	24%
Move 2	M2	Establishing Credentials	100%
Strategy 1	S2.1	Presenting Skills	71%
Strategy 2	S2.2	Presenting Educational Background	61%
Strategy 3	S2.3	Presenting Experience	79%
Strategy 4	S2.4	Presenting current position	56%
Strategy 5	S2.5	Presenting Specialization/Interest	44%
Strategy 6	S2.6	Presenting Achievement	22%
Strategy 7	S2.7	Presenting hopes	16%
Move 3	M3	Closing Stage	21%
Strategy 1	S3.1	Call to action	20%
Strategy 2	S3.2	Thanking	4%

As shown in Table 1, profile summaries have three functional moves. These three moves are Move 1, the opening stage; Move 2, establishing personal branding; Move 3, the closing stage. Move 1 contains two strategies, Move 2 contains seven strategies, and Move 3 contains two strategies. The details about the move and strategy that appeared in the LinkedIn profile summary are presented as follows:

Move 1: Opening stage.

Move 1 is found in 25 LinkedIn profile summaries (25%). This means that Move 1 is classified as an optional move. This move can be conveyed in two possible strategies.; *greeting the readers and presenting their names*. The details on how to employ the strategies to communicate this functional move are presented as follows:

Strategy 1 (S1.1): Greeting the Readers

In the EPS corpus, Strategy 1 was identified in only 11 profile summaries (11%). As a result, this strategy is also categorized as an optional move. In conventional resumes, this strategy is rarely observed, likely due to the more formal tone of such documents. In contrast, the language used on the LinkedIn platform tends to be more casual, allowing for the inclusion of greetings. Below are several examples of greetings found in LinkedIn profile summaries.

- (1) *Hi I'm X (PS-02)*
- (2) *Hi, Just call me X (PS-12)*
- (3) *Hello, my name is X (PS-21)*

The examples above are a form of greeting readers found in LinkedIn profile summaries. There are only two variations, the words 'Hi' and 'Hello'. 'Hi' and 'hello' are synonyms. LanGeek (2020) states that there are differences in usage between the two. 'Hello' is used to greet in formal contexts, while 'hi' is used in informal situations and is usually used to greet friends or relatives (LanGeek, 2020). However, in fact, in EPS, there was no difference in the use of these two words. This happens because the target address is the same: profile readers with diverse backgrounds. In addition, both 'hi' and 'hello' are always followed by Strategy 2, the name of the LinkedIn profile owner.

Strategy 2 (S1.2): Presenting Name

The frequency of occurrence of Strategy 2 in the EPS corpus is approximately 24%. For this reason, the presence of Strategy 2 in the profile summary is classified as optional. The absence of a name in the profile summary is not a significant concern, as LinkedIn provides a separate column for the username. This name column is mandatory and must be completed when registering an account. Therefore, the name section in the LinkedIn profile inherently represents the user's identity.

Most profile owners do not include their names in the profile summary because the name section already serves this purpose. However, some users choose to include their names in the profile summary, possibly to enhance clarity in self-introduction. The following is an example of a name presentation found in the EPS corpus.

- (4) *I'm X, (PS-02)*
- (5) *Just call me X, and I will give you more Leads! (PS-12)*
- (6) *X has finished a degree at Master Program (PS-19)*
- (7) *X is Senior Lecturer in X (PS-26)*
- (8) *Im X used to being called X since a long time ago. You can also call me that. (PS-33)*

The five examples above illustrate different ways to mention a name in a profile summary. The example shown in data (4) represents a form that appears quite frequently. This form is a simple way of self-introduction, involving only the mention of a name, typically a nickname. In contrast, data (8) provides a more complete name introduction, including both the full name and the nickname.

Data (5) presents a unique form of name introduction. In this example, the profile owner, known as "Lid," incorporates the homophone "Lead" /lid/, which, in the context of the sentence, means "lead" or "prospect." By introducing the name in this manner, Lid's profile summary also conveys personality traits, offering clues and prospects.

Meanwhile, forms such as those in data (6) and data (7) are the most commonly found types of Strategy 2 in the EPS corpus. At least 14 (58.33%) of the 24 profile summaries that include names follow this pattern. Mentioning a name in this way indicates that the self-description in the profile summary uses the third-person pronoun, such as "he" or "she."

Move 2: Establishing Credentials

Move 2 is the core move of the LinkedIn profile summary. This move was found in all profile summaries in the EPS corpus (100%). Therefore, it is classified as an obligatory move that must be included in a LinkedIn profile summary. In this move, the user's profile branding is prominently displayed. Each strategy within M2 provides information about the profile owner, aiming to leave a lasting impression on the reader.

Strategy 1 (S2.1): Presenting Skill

The presenting skill strategy was observed in 71% of the EPS corpus, classifying it as a prototypical strategy. Skills are one of the key advantages that can enhance personal branding. In the EPS corpus, skills are categorized into two types: hard skills and soft skills.

Hard skills are specific skills or knowledge required for a particular job. For instance, the hard skills needed for Network Engineering roles include understanding OSI Layer 7 standards, IP subnetting, routing, switching, and similar technical competencies. Hard skills are measurable abilities that can be learned and demonstrated.

(9) *Familiar with Manual testing methodologies at design and executing comprehensive test plans, identifying and documenting defects, and collaborating with cross-functional teams to ensure product stability. (PS-03)*

(10) *I have acquired strong skills in data analysis, SQL Server Integration Services (SSIS), and Extract, Transform, Load (ETL). (PS-08)*

The examples above illustrate how skills are presented in an English profile summary by an Indonesian user. Words or phrases commonly used to highlight the skills section include "familiar with," "have a strong skill," "capability," or "knowledge." In terms of personal branding components, such skills can be categorized as strengths.

Soft skills, on the other hand, refer to personal attributes or interpersonal abilities required in the workplace. They focus on how individuals interact with others. Soft skills are essential for any job and include examples such as communication skills, time management, motivation, emotional intelligence, and more.

(11) *X is considered **hard worker, quick learner, communicative, have a strong leadership, have good command** of spoken and written English. He is also experienced to work in multiple tasks, both **independently** as well as a **team**, at any circumstances. (PS-19)*

(12) *My keen **attention to detail, analytical mindset, and problem-solving abilities** enables me to uncover even the most elusive bugs, ensuring high-quality software releases (PS-03)*

The example in bold above highlights the soft skills possessed by the LinkedIn profile owner. In the example, the soft skill is presented in an adjective form. The frequency of soft skills listed is lower than that of hard skills, with a rate of only 35%. This classifies it as an optional strategy. However, including soft skills can still create a positive impression on candidates (Mohamed et al., 2017).

Soft skills of this nature can be categorized as authenticity, which is unique to each individual. Authenticity refers to a personal brand built as a reflection of one's original character, values, strengths, uniqueness, and excellence (Rampersad, 2008).

Strategy 2 (S2.2): Presenting educational background

S2.2 is one of the four prototypical strategies with an occurrence frequency of 62%. This finding is different from Choi and Jeon (2011), who found that S2.2 is an obligatory move with an occurrence of 100%. S2.2 describes the educational history that the profile summary owner has taken.

- (13) *X (usually called X) is a **bachelor of Law X) and a Master of Private Law from The X (PS-16).***
- (14) *As a recent **Civil Engineering graduate**, I am passionate about applying my skills and knowledge to make a positive impact on the built environment. (PS-38)*
- (15) *Strong accountant consulting graduated from X. (PS-91)*

In the EPS corpus, profile owners mention their educational background in three ways. The first way is by stating both the department and the university, as shown in example (13). The second way is by mentioning only the major, as in example (14), and the third way is by mentioning only the university, as in example (15). Including S2.2 in the profile summary can enhance personal branding, particularly if the profile owner is a graduate of a well-known university. For instance, in examples (13) and (15), the profile owners are graduates of Gadjah Mada University and the University of Indonesia, respectively. These two universities are ranked among the top institutions in Indonesia. Graduating from such prestigious universities is undoubtedly an accomplishment to be proud of. Mentioning the name of a reputable higher education institution can significantly increase the profile owner's credibility as a professional (Tobback, 2019).

Strategy 3 (S2.3): Presenting Experience

Strategy S2.3 is the most frequently observed strategy in the EPS corpus, with a frequency of 79%. This strategy is a crucial element to include in discourse with a promotional genre, as experience not only highlights qualifications but also enhances the credibility of the author (Choi & Jeon, 2011).

- (16) *I've experienced in working freelance at E-Commerce as Staff Web and Administrator, focusing on data processing, product analyst, web handling and customer handling... And then, i have working freelance experience as Auditor Content, focusing on checking and analyzing content, undertaking reviews and preparing report the content... And the last my experience working as a administrator at startup. The startup is engaged in education to make it easier for teachers and students. (PS-02)*
- (17) *Experienced in in projects management, including new office implementation and infrastructure migration, web and application dataflow analysis, web dataflow developing, network and computer troubleshooting. (PS-04)*
- (18) *My previous work includes collaborating with the International Labour Organization (ILO) on analyzing the alignment of Indonesian laws and policies with ILO International Labour Standards on Forced Labour and the ratification process of ILO Convention 188. (PS-27)*

Based on the personal branding component, having experience can be categorized as a strength possessed by an individual. Presenting professional experience is one of the most significant considerations in the recruitment process, accounting for 79% (Marin & Nilă, 2021). Examples (16), (17), and (18) detail work experience, including the projects undertaken by the profile owners. This can undoubtedly add value to the profile. Recruiters place a strong emphasis on professional experience and personal projects, as they believe these indicate the acquisition of specific skills (Marin & Nilă, 2021).

Strategy 4 (S2.4): Presenting Current Position

S2.4 is the last prototypical strategy found in the EPS corpus, with a frequency of occurrence of 56%. This strategy is rarely seen in resumes or job application letters, as these are typically used specifically for securing new jobs. In contrast, the LinkedIn profile summary serves a broader purpose beyond job applications. Consequently, including the current position in the profile summary can enhance the owner's personal branding.

- (19) *I am a Technical Policy Analyst for Cybersecurity and Cryptography at X, where I work on IT governance and regulations, cyber policy and diplomacy, cybersecurity risk management, and cybersecurity improvement strategy management. (PS-30)*

(20) *Currently, he is a lecturer in Faculty of X (PS-16)*

(21) *Currently working in the area of distributed computation, parallel computing, high-performance computing and artificial intelligence. (PS-15)*

Profile owners state their current position in three ways: by mentioning both position and role, as in example (19); by mentioning only the position, as in example (20); and by mentioning only the role, as in example (21).

Including S2.4 in the profile summary can significantly enhance the owner's personal branding. Presenting S2.4 increases the branding value of the profile owner, making it a strength in the personal branding component. Additionally, S2.4 is one of the criteria considered important in building profile integration (Marin & Nilă, 2021).

Strategy 5 (S2.5): Presenting Specialization/Interest

Mentioning specialization or interest is an optional strategy found in the EPS corpus, with a frequency of 44%. The inclusion of S2.5 can enhance the visibility of the owner's profile, as profiles that include specific keywords related to work specialization are more likely to appear in searches.

(22) *I work on various projects that encompass both frontend and backend development. (PS-30)*

(23) *I specialize in labor migration, forced labor, and human trafficking. (PS-27)*

(24) *I'm interested to develop an Android app using a clean architecture with MVVM pattern, modularization, and also several useful libraries such as Retrofit, Room, Koin, Coroutines Flow, etc. (PS-09)*

S2.5 can include the uniqueness component of personal branding. Uniqueness can stem from behavior, skills, or even appearance (Parengkuan & Tumewu, 2014). A person's job specialization represents a specific skill they possess. Through this strategy, readers can understand the fields in which the profile owner is capable of working.

Strategy 6 (S2.6): Presenting Achievement

The samples recorded a 22% usage rate for S2.6 in M2. This strategy focuses on emphasizing achievements. Although this strategy is optional, it can serve as a persuasive medium for enhancing personal branding. It provides logical proof of the skills (S2.2) mentioned previously.

(25) *I increased donations by 30% at X, boosted X Bundle sales by 30% at X, and managed campaigns in 8 countries at NOON Capital. I also led big campaigns such as X (PS-12)*

(26) *Successfully collaborated with other developers to bring this apps to live to help small business in Indonesia. (PS-10)*

Examples (25) and (26) provide concrete evidence of the profile owner's accomplishments derived from their work experience. The presence of S2.7 is highly substantive, meaning that when this strategy is included in the profile summary, it significantly enhances the owner's credibility. According to Mohamed et al. (2017), a discourse that provides logical proof of its ideas constitutes a more substantial communicative act than other discourse types, as it demonstrates coherence and logical evidence of the profile owner's experience and skills.

Strategy 7 (S2.7): Presenting Goal

This optional strategy was recorded with a 16% occurrence in the EPS corpus. At first glance, it appears similar to the "offering candidature" move described by Bhatia (1993). However, in context, Bhatia's move refers to prospective employees applying for a specific job position, whereas S2.7 is used by profile owners aiming to attract recruiters to read their profile summary without targeting a specific position.

- (27) *I would like to become part of a team with experience and knowledge that can help me provide better service to clients. (PSI-01)*
- (28) *My objective is to continually learn and grow as a system and data analyst while contributing to the organization's and team's success. (PS-08)*
- (29) *My goal is to create systems that streamline lending operations, reduce risks, and empower organizations to thrive in a competitive market. (PS-29)*

The example above describes the owner's profile goals for working for the company. This strategy is not often found in the EPS corpus, but its presence can let readers know that the profile owner has direction in his work. In the concept of personal branding, the existence of goals gives a person direction as to where, how, and what to do in order to realize the goals that have been set (Parengkuan & Tumewu, 2014).

Move 3 (M3): Closing stage

This move is the least standard move found in the EPS corpus. Move M3 only recorded 21% of occurrences in the EPS corpus. Therefore, this move is classified as an optional Move. M3 contains two strategies: call to action (S3.1) and thanking (S3.2).

Strategy 1 (S3.1): Call to Action

In the EPS corpus, S3.1 is an optional strategy with a frequency of occurrence of 20%. The term "call to action" (CTA) is well-known in the digital marketing field. CTA refers to the next step that marketers want their audience or readers to take (Kenton, 2016). Typically, a CTA is realized by including a link or button that directs readers to a specific page. In a LinkedIn profile summary, calls to action can take the form of invitations to connect, invitations to contact via email or social media, or invitations to visit a specific link.

- (30) *If you are seeking a seasoned SRE/DevOps professional with a solid background in cloud infrastructure and a previous track record in frontend development using React/React Native and Flutter, let's connect. (PS-05)*
- (31) *Send me a DM or drop me a line at X because I'd love to share how we can support you. (PS-17)*
- (32) *I invite you to download my latest resume here: <https://xxx> (PS-03)*

Having a CTA in the profile summary provides a clear incentive for readers. Readers interested in recruiting or connecting will know what steps they can take, such as clicking the 'connect' button, contacting via email, or visiting the listed website.

Strategy 2 (S3.2): Thanking

S3.2 is the least common strategy found in the EPS corpus. The frequency of appearance of this strategy is only 4%. This strategy is often found in cover letters but not on resumes. This can be caused by the type of discourse. Neither a LinkedIn profile nor a resume is an interactional discourse, unlike a cover letter that expects feedback from the reader.

- (33) *Thank you for visiting my profile (PS-57)*
- (34) *Thank you for considering my profile, and please feel free to reach out if you have any questions or opportunities to share. (PS-38)*

Presenting thanks is a polite way to show appreciation to readers for their time spent reading the profile summary, as illustrated in examples (33) and (34). Those who do not include it may feel that it is unnecessary and does not add value to their profile. Additionally, presenting thanks can help conserve space in the LinkedIn profile summary. Given the limited character count, it may be more beneficial to allocate this space for important information that adds value to the profile.

Personal Branding Strategy

Personal branding is defined as "the process of establishing a unique personal identity, developing an active communication approach of one's brand identity to a specific target market, and evaluating its impact on one's image and reputation to fulfill personal and professional objectives" (Kheder, 2014). In the present study, personal branding strategies were analyzed through the examination of rhetorical moves found in LinkedIn profile summaries. It was observed that the concept of personal branding developed by Parengkuan and Tumewu (2014) was reflected in M2, which is recognized as an obligatory move in LinkedIn profile summaries. Of the nine concepts of personal branding identified by Parengkuan and Tumewu (2014), five were found to be expressed through strategies in the LinkedIn profile summaries.

Strength is an advantage that distinguishes one individual from another (Parengkuan & Tumewu, 2014). In the profile summaries, this concept is conveyed through S2.3 (presenting experience), S2.1 (presenting skills), S2.3 (presenting educational background), and S2.4 (presenting current position). These four strategies are classified as prototypical and appear in all profile summaries in the EPS corpus. Each profile summary includes at least one of these four strategies. These strategies serve as the strengths of the profile owner, enhancing their personal branding. Marin and Nilă (2021) argue that professional experience and professional skills are essential aspects of profile development, while education can increase the credibility of the profile owner.

The next concept is achievement, conveyed through S2.6 (presenting achievements). Achievement refers to awards or recognition received as a result of efforts made. It is one of the components of a personal brand that is attained through various processes and evidenced by the efforts invested in personal brand development (Parengkuan & Tumewu, 2014).

Soft skills in S2.1 can represent the concept of uniqueness. Soft skills are related to a person's character and can be valuable in the workplace. When highlighted and utilized effectively, these attributes enhance a personal brand's visibility and impact. Uniqueness makes it easier for others to understand and remember an individual, especially among many people with similar expertise (Parengkuan & Tumewu, 2014).

Similar to uniqueness, authenticity is also a personal branding concept derived from the distinctiveness inherent in an individual. This concept is conveyed through S2.5 (presenting specialization/interest). Authenticity refers to a personal brand built as a reflection of one's original character, values, strengths, uniqueness, and excellence (Rampersad, 2008). A person must understand themselves thoroughly to facilitate personal brand-building that reflects their true self. The better a person understands themselves, the easier it is to identify what they want, like, need to do, and should do.

The final concept found in the LinkedIn profile summary is the goal. This concept is conveyed through S2.7 (presenting goals). Goals provide strength and direction for achieving aspirations. The presence of goals helps a person determine where to go, how to get there, and what actions are necessary to realize their objectives. In LinkedIn profile summaries, goals are often presented as hopes or aspirations to be achieved if the profile owner becomes part of a company. This can add value in the eyes of recruiters, as it demonstrates that the individual has clear targets in their work.

The five concepts mentioned above are what strengthen a person's personal branding as reflected in the profile summary. The concept of personal branding, as represented through personal branding strategies, is illustrated in Figure 3.

Presenting the opening stage (M1) is rarely found in traditional resumes, making it a distinctive move specific to LinkedIn profile summaries. The language used in M1, particularly S1.1, can reflect a character that seeks to appear 'casual.' In contrast, profile summaries that present S1.2 tend to convey a 'formal' and slightly stiff character, as they often include the use of third-person pronouns. The use of third-person pronouns can create a sense of distance and objectivity, as though the profile owner is describing someone else.

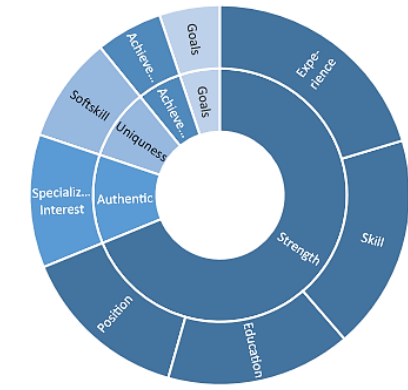


Figure 3. The components of personal branding found in LinkedIn profile summary

The 'formal' character reflected in profile summaries is less desirable to some people. This is evident in the frequency of third-person pronoun usage (16%), which is much lower compared to first-person pronoun usage (53%). The remaining 33% of profile summaries omit pronouns entirely. Profile summaries that do not use pronouns can create a professional and objective impression, as the focus of the summary shifts to substantive aspects such as skills, experience, and achievements. This approach may appeal to LinkedIn users aiming to brand themselves as formal, casual, or professional.

Meanwhile, M3 indicates branding that appears more polite, particularly when it includes S3.2. This move is also commonly found in job application letters written by ASEAN individuals, including Indonesians (Patanasorn & Thumnon, 2020). This suggests that the value of politeness is reflected in LinkedIn profile summaries as well.

CONCLUSION

This paper examines how Indonesians brand their identity in LinkedIn profile summaries. The analysis of move strategies demonstrates how branding can be realized. Personal strengths are the most important component to include in a profile summary. Experience, skills, education, and position are four strategies that contribute to building strengths. Therefore, LinkedIn users should include at least one of these four strategies in their profile summary, and including all of them would be ideal. Another important component to include is achievement.

In addition to these components, the choice of pronouns also contributes to character branding. Notably, the typical Eastern culture of Indonesians is reflected in the profile summaries. However, this cultural reflection is not mandatory to display in a profile summary. With the findings of this study, it is hoped that LinkedIn users will better understand the substance and purpose of a profile summary. Consequently, LinkedIn users can select strategies that effectively shape their brand and help achieve their goals.

This study has several limitations that should be addressed. A significant limitation lies in the lack of expert opinion involvement during data collection. Future studies should consider collaborating with recruiters to gather data. Data from individuals who have successfully passed recruitment selections could provide more reliable and credible insights.

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