



Shaping a brighter future: How Tentang Anak is leveraging LinkedIn to drive change in Indonesia

Challenge: Creating a high-performing team to foster the growth of children in Indonesia

- On a mission to transform childcare and parenting in Indonesia, Tentang Anak aims to help the country's 80 million children lead healthier and happier lives. Since its establishment in 2021, the online platform has expanded its offerings which now span from skincare and nutrition products to a parenting app.
- However, it was hard to hire suitable talent in finance, digital marketing, and logistic operations to keep pace with rapid growth. While the company received thousands of applicants, many of them lacked the necessary hard and soft skills. Combing through these resumes proved to be an arduous, time-consuming task. This changed when Tentang Anak adopted LinkedIn Recruiter in mid-2024, paving the way for a more efficient hiring process.

Solution: Unlocking top talents: A targeted approach to finding like-minded individuals

- **Smart filters:** LinkedIn Recruiter's advanced search function allows Tentang Anak to filter candidates based on specific attributes, such as expertise in supply chain, digital marketing and brand management. It can thus home in swiftly on the most suitable individuals, whether these be for entry-level roles or senior leadership.
- **Proactive outreach:** Rather than wait for applicants to go to them, the company identifies high-potential candidates using LinkedIn Recruiter and contacts them via the platform's InMail function. This has put them on the radar of strong candidates with desirable backgrounds in e-commerce, digital marketing, and parenting-related businesses.
- **Savvy branding:** Besides reaching out to potential hires, Tentang Anak uses its LinkedIn page to highlight company stories, values, and achievements, piquing the interest of passive candidates who might be a good cultural fit.

Retail Health | 130+ employees

Goal 1: Expand market share across Indonesia

Goal 2: Double manpower by 2026



LinkedIn and Tentang Anak share the same goal: To build the future of Indonesia. In a country where there is a lack of manpower resources, LinkedIn helps us identify individuals who share our passion as we push to improve the lives of children across the country. As we collaborate, we grow together and strengthen the national workforce, creating a better human capital for a better Indonesia.

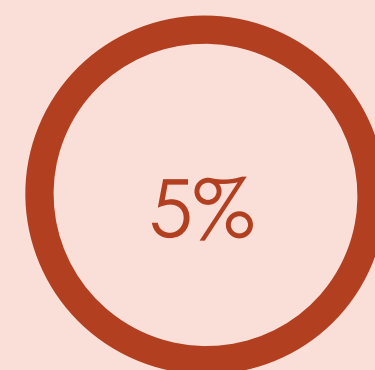
Garri Juanda Co-Founder and Chief Operating Officer at Tentang Anak



faster at filling job roles



job applicants in 2024 due to
LinkedIn



drop in staff attrition rate

