

# Recruiting in Indonesia

A special report on Indonesia's skilled  
workforce and hiring local talent



# Indonesia's Rising Demand for Talent

Driven by a strong economy, growing consumer class, rapid urbanisation, and a young population, Indonesia is undergoing a massive transformation. These macro-economic factors have created a new wave of business opportunities and sparked a vibrant startup scene, resulting in more jobs and higher demand for specialised skills. This has also encouraged organisations to start building their digital transformation roadmap. This explosive growth and need for skilled workers, which is expected to hit 113 million by 2030, is putting immense pressure on companies to build their talent pool.

These challenges require smart insights. Where do your target hires live? Which cities have the highest concentration of experienced sales and marketing professionals? What are the most in-demand skills in Indonesia today? What do candidates look for in a job? How can you attract the best talent to your company? With more than 9 million members and 41,000 companies active on LinkedIn in Indonesia, this report aims to provide you with the insights you need to build a well-informed recruitment strategy.

## Highlights of the report:

- Sales and marketing are the most hired occupations but it is the professionals with domain expertise and a sound understanding of digital tools that are highly sought after
- Software Developers and IT professionals with niche skills are in high demand across industries
- Competition for top talent is getting tougher and companies must position themselves as an employer of choice to attract the best candidates
- Excellent compensation & benefits, challenging work and a strong development program are among the key factors that Indonesians look for in a job



## LinkedIn Indonesia in Numbers

- More than **9 million** professionals in Indonesia are on LinkedIn
- **1.6 million** new members joined the platform in 2016
- **41,000+** companies are active on LinkedIn
- **193,000+** members changed jobs in 2016
- **530 million+** members globally

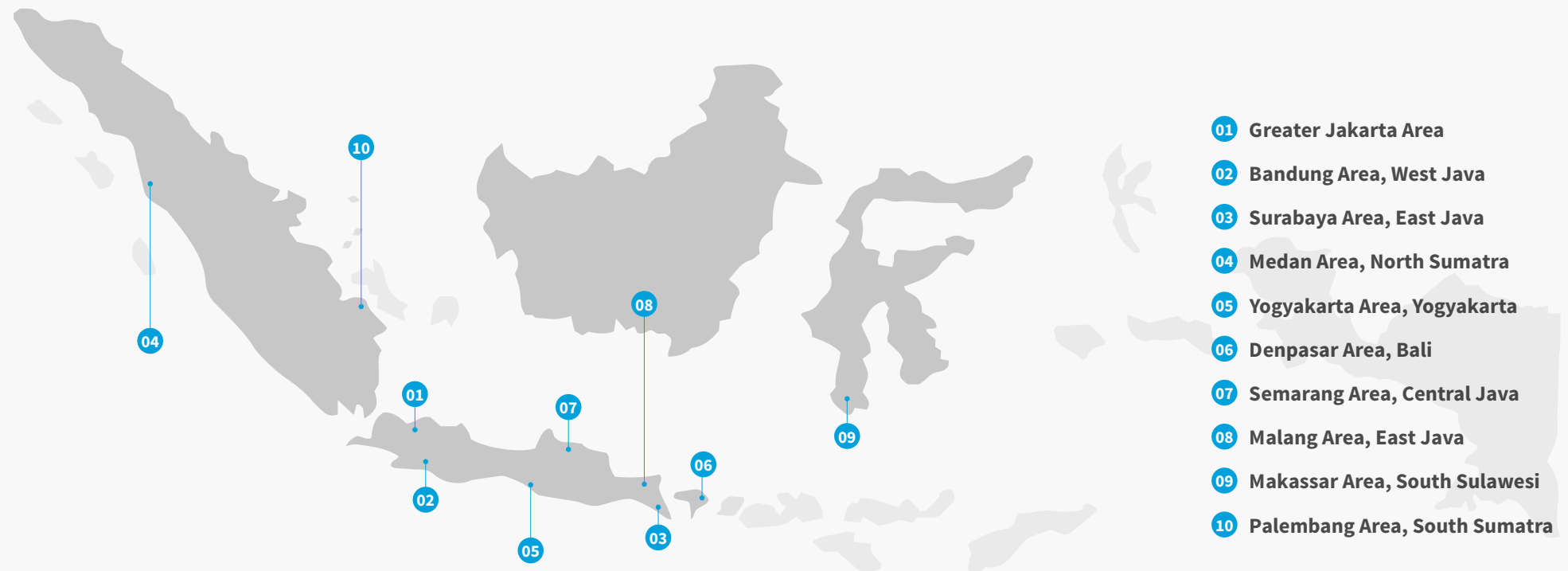


# Tapping the Local Talent Pool

In 2016, more than 1.6 million Indonesians joined LinkedIn, making it one of the country's fastest growing social recruiting platforms.

While Jakarta is a major contributor of talent on LinkedIn, other cities are also gaining prominence due to the impact of rapid urbanisation. As such, Bandung, Surabaya and Medan are becoming a major source for professionals with niche skills. With 68% of Indonesia's population predicted to be living in cities and towns over the next ten years this trend is only going to continue.<sup>1</sup>

## Top 10 cities where LinkedIn's Indonesia members belong to



<sup>1</sup><http://www.worldbank.org/en/news/feature/2016/06/14/indonesia-urban-story>



# Most In-Demand Skills in Indonesia

One of the top challenges of HR and recruiting teams in Indonesia is finding local talent with the right skills and experience.

To address this, we tapped into our data to reveal the most in-demand skills associated with each job. Not surprisingly, the demand for technology-related skills has greatly increased. In fact, the most sought after skills are influenced by technology and digital intelligence.

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## The most in-demand skills for each top occupation



### Sales Executive

- Enterprise Software
- Cloud Computing
- Data Center
- Pre-sales
- Business Intelligence



### Marketing Specialist

- Customer Insights
- Trade Marketing
- Brand Management
- Digital Strategy
- Market Analysis



### Software Developer

- Ruby on Rails
- Spring Framework
- Hibernate
- Eclipse
- MongoDB



### Admin Executive

- Travel Arrangements
- Recruiting
- Human Resources
- Employee Relations
- Business Development



### F&B Professional

- Menu Costing
- Hygiene
- Hazard Analysis and Critical Control Points (HACCP)
- Pastry
- Revenue Analysis

# Most In-Demand Skills in Indonesia

While a broad range of skills and experience are valuable, specialists are particularly in demand in Indonesia. Companies are looking for skilled professionals with niche capabilities to capitalise on Indonesia's fast-paced growth. For example, within the hospitality profession, yield management and property management systems are key skills to leverage when finding jobs.

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## The most in-demand skills for each top occupation



### IT Consultant

- SAP Implementation
- Data Migration
- ABAP
- SAP ERP
- SAP Products



### Customer Service Specialist

- Supply Chain Management
- Product Development
- Analysis
- Business Development
- Logistics Management



### HR Specialist

- Strategy
- Succession Planning
- Sourcing
- Deferred Compensation
- Job Evaluation



### Hospitality Professional

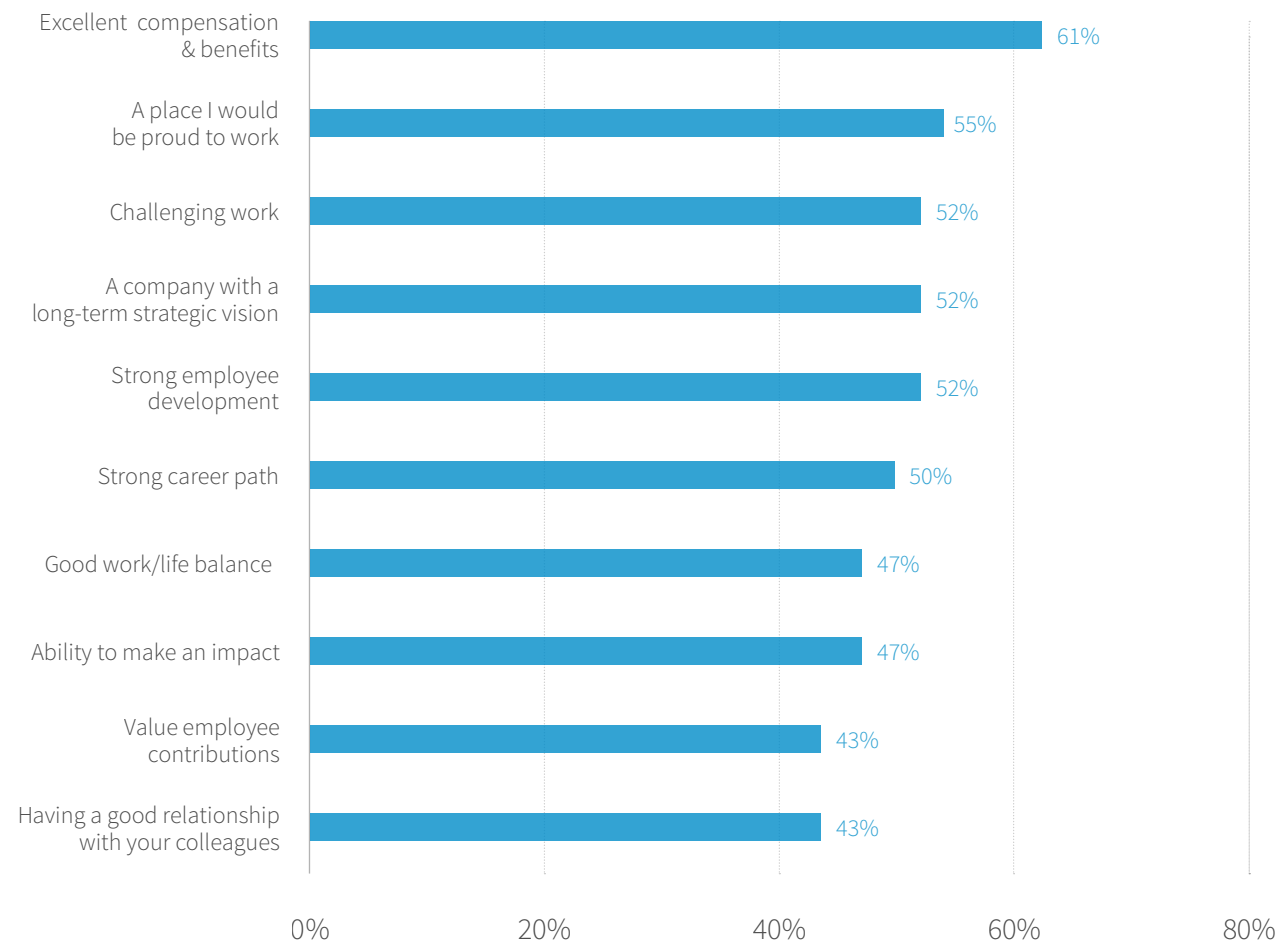
- Yield Management
- Property Management Systems
- Guest Service Management
- Revenue Analysis
- Budgeting



### Operations Executive

- Lean Manufacturing
- Performance Management
- Strategy
- Continuous Improvement
- Supply Chain Management

# Insights from Job Seekers in Indonesia: What do they want?



Hiring the right talent is important, but one of the key issues facing organisations today is employee engagement and retention.

For more than 60% of LinkedIn's Indonesia members this means excellent compensation and benefits. Employers need to consider financial reward and proper compensation to keep talented individuals happy. In Indonesia, pride also matters -- with 55% of the workforce wanting to feel good about their workplace. Indeed, proud employees are more engaged, satisfied, committed and loyal. At the same time, people are seeking out challenging work and a company with a long-term strategic vision.

Understanding what employees want is crucial to your hiring and retention strategy, as well as building up a strong employer brand story that differentiates your organisation and positions it as an employer of choice.

# Employer Branding Matters

Why should you spend time and energy growing your employer brand? Your brand plays a major role in the ability to start conversations with prospective candidates, recruit more efficiently and hire faster.

## Why build your employer brand on LinkedIn?

### Did you know?

90% of LinkedIn members are open and interested in new job opportunities.



### Case Study:

#### Building a strong employer brand to attract local talent in Indonesia

PT APL Care collaborated with LinkedIn to elevate its employer branding strategy. Creating a Career Page on LinkedIn gave them the platform to share their culture and what the company has to offer, resulting in higher engagement and better awareness of the company's employer brand.

Click [here](#) to read the full case study.





“We use LinkedIn to attract and find managers and management trainees across Indonesia. LinkedIn is also a great source for senior leadership hires. It has expanded our pool of potential talent, shortened sourcing time, and reduced recruitment cost. But ultimately, LinkedIn has helped us share our stories and company culture, and elevate our employer brand to a new level.”



**Lanny Anggraeni**

Vice President - Human Capital  
PT APL Care Indonesia

# Why LinkedIn?

As the largest professional network in the world, LinkedIn is the best platform to reach and engage active and passive candidates.

Its fast growing user base in Indonesia makes it a compelling proposition for employers to embark on a social recruiting strategy.

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## Transform the way you hire in Indonesia



### **Post jobs**

Target the right candidate for any job



### **Build a strong talent pipeline**

Reach active and passive talent



### **Build your employer brand**

Showcase your unique work culture



### **Contact candidates proactively using InMail**

On average, InMail response rates are 3x higher than emails



### **Connect with more than 9M professionals in Indonesia**

From entry-level to managers to directors, you will find them all on LinkedIn



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## Methodology

The Indonesia skilled workforce was identified from LinkedIn members who indicated their locations in Indonesia. The results of this analysis represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members chose to use the site, which can vary based on professional, social and regional culture.

Based on profile information, various characteristics such as LinkedIn usage patterns, industries, functions, occupations and skills were analysed. Variances as a result of differences in professional, social, and regional culture, as well as overall site availability and accessibility were not accounted for in the analysis.

# About LinkedIn Talent Solutions

**LinkedIn Talent Solutions** offers a full range of recruiting solutions to help organisations of all sizes find, engage, and attract the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

[Visit LinkedIn's Indonesia site here.](#)

## About this report:

This is our first published report about the talent market in Indonesia. With more than 9 million members, this study aims to help companies fulfil their hiring needs by knowing where and how to find the right talent.



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