

ABSTRACT

With the covid-19 pandemic forcing companies to lay off their employees which caused many Indonesians to lose their jobs, not only that there was also an increase in the use of Social Media during the covid-19 pandemic, with many people being unemployed based on data from the Central Bureau of Statistics Karawang, making many people do this. The job search process and also the Covid-19 has resulted in more people staying at home which has increased the use of Social Media. This study aims to examine the effect of Job Search and Social Media on Job Satisfaction and find out how the influence of Job Search and Social Media variables on Job Satisfaction partially and simultaneously and this research is also carried out because there are still few studies on Job Search and Social Media with Job Satisfaction.

This research is a descriptive study with quantitative methods using a Liker scale, the sample in this study was 100 respondents taken from the Central Statistics Agency (BPS) Karawang using the slovin formula. The analytical tool used is multiple linear regression with the help of the IBM SPSS 25 program.

From this study, job search and social media have an influence on job satisfaction that the people of Karawang still lack the importance of job search and social media, where people still lack information and evaluations about their job lists, also less use social media for work in the field of communication and collaboration, and this can make the Karawang people work.

Keyword : Job Search, Social Media, Job Satisfaction, Covid-19, Karawang